



冒險王衛斯理之支離人 Zone Sponsorship Showcase

JaneClare

Campaign Background

- Zone Period : Apr 9 – Jun 11, 2018 (9 weeks)
- Sponsor Period : Apr 9 – Apr 29, 2018 (3 weeks)
- Title Sponsor : JaneClare
- Promotion Items :
 - Tailor-made Zone with Title Sponsor identity
 - Logo exposures on STB, Web & App
 - Instreams on STB, Web & App
 - U-shape Wallpaper on Set-Top-Box
 - Double Banner on App
 - L-shape banner on App
 - Wallpaper on Web

Main Page Promotion Module (MPM)



App



Web

STB



Zone UI



App

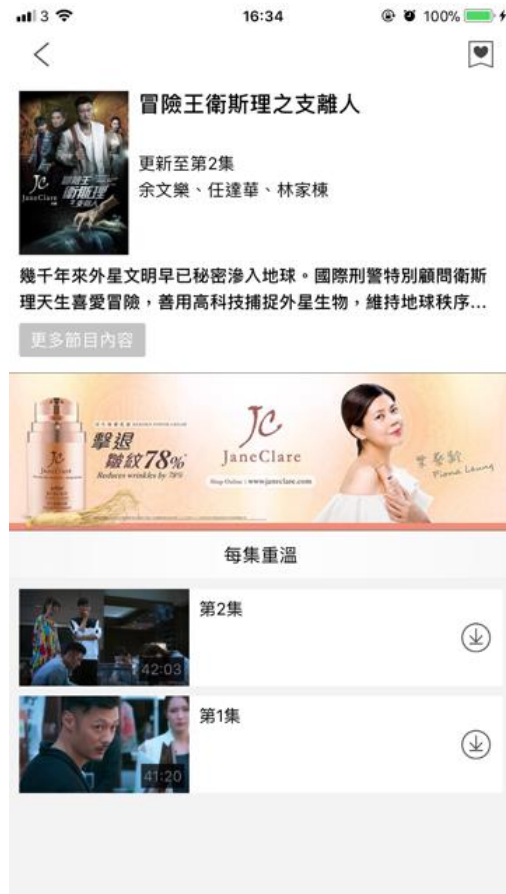


Web



STB

Program Listing UI



App



STB

Inside Set-Top-Box



Pre-roll Instream – inside drama



U-shape – inside drama

In-App



第2集

白老大憑怪手上的紋身認出是鄧石，國際刑警移送怪途中，怪手被鄧石手下搶去，衛斯理推測狙擊手跟搶怪手的人未必...

每集內容



Pre-roll Instream –
inside drama



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每集內容



Double Banner –
inside drama



L-shape Banner - ROS

On Web



Pre-roll Instream – inside drama



Wallpaper – inside drama

Social Media Post



Facebook Desktop



Facebook App

Video Post: 10
 (18,659 views in total)



Instagram

Video Post: 8
 (13,877 views in total)

Commercial Feed (2 in Total)



Facebook Desktop



Facebook App



Instagram App

Stations Promos



Overall Performance

Overall Zone Performance

From Apr 9 – Jun 11, 2018,

Total stream views:

5,941,026

Unique Stream Visitors

(Reach): **263,148**

JaneClare - Sponsor Period Performance

From Apr 9 – Apr 29, 2018,

Total stream views:

1,705,080

Unique Stream Visitors

(Reach): **148,499**

Insights

- Great Adventurer Wesley – Fragment Man having the most strong cast of Cantonese drama among these year. It bring high discussion and interest on social media.
- Advertiser sponsor commercial feeds on myTV SUPER official social media account which can fit in their promotion or marketing activities.
- Title sponsorship offer various ad format on myTV SUPER platform, as well as social media. Advertiser can present their message to audience in different ways.

Benefits of Sponsor Zone

- Zone Sponsorship can help to build strong implementation between the program characteristic and brand image with quantity, good quality and right placement together.
- All zone on myTV SUPER contain out-standing UI. The eye-catchy UI can both draw attention and increase traffic to value your brand.
- Zone Sponsorship entitle certain a high quantity of impressions which can help to increase brand awareness and reinforce your brand image to reach numerous target audience.

Benefits of working with myTV SUPER

- Top OTT platform in Hong Kong
- myTV SUPER has continuously acquired satisfactory uptake on the number of registered users. By 8 July 2018, the cumulative total number of registered users has reached over 6.4 million across three respective service platform including over 1,100,000 on Set-top-box, over 5,200,000 on App and Web.
- Full-screen TV experience on a large living-room device with co-viewing benefits.
- myTV SUPER carry the best of digital and TV with a very affordable price.



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