



# NEW POWER 『星』勢力 2022

## ◆ 廣告套裝 ◆



- TVB Group擁有強大的觀眾群（包括免費電視觀眾和過千萬 myTV SUPER OTT平台用戶），更有強勢的星級魅力和青春生力軍，以及強勁的製作力量。電視更是覆蓋最廣泛、接觸率最高的媒體！
- TVB **NEW POWER『星』勢力廣告套裝 2022**，34位「吸睛」星級藝人助客戶「吸生意」，由度橋、拍片以至安排跨平台播放，皆由TVB一手包辦，客戶能以相宜價格獲取「星」級服務！除了強勁星級陣容，更有一眾青春逼人的生力軍，活力十足！以及多位入屋親民的資深藝員，多才多藝！入型入格！切合不同客戶要求，建立鮮明品牌形象！令宣傳推廣更具成本效益！與客戶並肩同行，拓展業務，邁向成功！

**NEW POWER『星』勢力廣告套裝 2022** is a highly impactful advertising solution combining the power of TV and the extensive resources of TVB group's ensemble 34 young & talented artistes and professional production. (reaching TV audience and over 10 million myTV SUPER OTT users)

From creatives, talent lineup, production to spot placements, TVB offers you high impact, super value and convenience.

Be quick to take this super advantage for showing the youth size of your business.



NEW POWER 『星』勢力 2022  
◆ 廣告套裝 ◆

**一條龍服務**

One-stop Service

**星級陣容**

Star Artistes

+

**拍攝製作**

Effective Production

+

**跨平台播放**

(包括 myTV SUPER  
OTT串流媒體平台)

Telecast Arrangement

**輕鬆！無慮！**

Hassle-free





# 強勁『星』勢

Star Artistes

朱敏瀚



伍富橋



廖家爵



馬俊傑



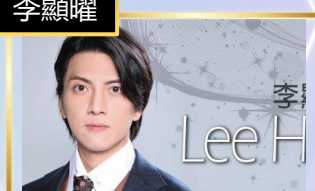
郭子豪



胡斐



李顯曜



吳天佑



李爾晨



陳諾忠



陸煥恆



譚焯升





# 強勁『星』勢

Star Artistes

黃浩霆



林溥來



張智揚



周志康



王宗康



徐肇平



黃祥興



梁皓楷



余應彤



游莨維



黎學勤







# 強勁『星』勢

Star Artistes

古佩玲



譚嘉儀



簡淑兒



阮嘉敏



郭柏妍



利穎怡



鍾晴



李君妍



杜穎珊



吳嘉儀



謝文欣





# 無可抗拒的廣告套裝 Irresistible Offer

一位  
TVB藝人

A Star Artiste

一條  
廣告片製作

Production of one TVC

跨平台播放

Cross-platform Exposure



折扣低至 **2** 折

Discount up to **80%**

Starting from **HK\$368,000**\*起

\*只適用於受55價目表廣告預定計劃MU價格保障的客戶  
Applicable to RC55 MU Advertisers only



- 廣告片只包一位指定TVB藝人參與拍攝 One TVB artiste for one TVC
- TVB會按產品形象及類別擬定參演藝人，客戶亦可提供建議參演藝人名單  
TVB will propose the artiste for the consideration of Advertisers
- TVB藝員部保留最終選定藝人之權利 TVB reserves the right of the final decision of artiste selection
- 此廣告套裝不包括產品專屬權，藝人可接拍同類型產品之廣告  
The artistes selected may also promote other products in the same category
- 廣告片只限於TVB三條電視頻道及myTV SUPER播放
- The TVC can only be telecast on TVB's 3 TV channels & myTV SUPER
- 廣告片需於2022年內播出，播放期為**首播當日起計的三個月**  
The TVC can only be telecast in the year 2022, within 3 consecutive months from the first telecast day
- 如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價  
Separate quote will be provided for extending the 3-month telecast period
- 如有任何爭議，TVB保留最終決定權
- TVB reserves the right of final decision in case of disputes





NEW POWER 『星』勢力 2022

◆ 廣告套裝 ◆

## 星級魅力

34位當家  
小生花旦

**Ensemble Stars**  
34 TVB Artistes

## 跨平台宣傳

有效接觸  
廣泛觀眾群

**Cross-platform  
Exposure**  
Extensive reach to  
target audience

## 一站式服務

製作、播放  
一條龍服務

**One-stop Service**  
Production and telecast  
arrangement inclusive

折扣低至 **2** 折 Discount up to 80%

## 入門價格相宜

**Budget Friendly**  
Starting from

**HK\$368,000起**

\*只適用於受55價目表廣告預定計劃MU價格保障的客戶  
Applicable to RC55 MU Advertisers only



## Booking Deadline 截止購買日

2022/08/31, 17:00

RC55-MU <sup>①</sup>	RC55-SU/SUN <sup>②</sup>	RC55-OC <sup>③</sup>	RC56 <sup>④</sup>
\$368,000	\$382,230	\$488,530	\$507,730

Remarks 註:

- ① For Advertisers who have participated in Rate Card No. 55 Mega-Upfront (MU) Booking Scheme.  
只適用於受55價目表廣告預定計劃MU價格保障的客戶。
- ② For Advertisers who have participated in Rate Card No. 55 Super-Upfront (SU) or Super-Upfront for New-Business Advertiser (SU-N) Booking Scheme.  
只適用於受55 價目表廣告預定計劃SU及SU-N價格保障的客戶。
- ③ For Advertisers who have participated in in Rate Card No. 55 Open Contract (OC) Booking Scheme.  
只適用於受55價目表廣告預定計劃OC價格保障的客戶。
- ④ Applicable to all advertisers.  
適用於所有廣告客戶。




## Entitlement 客戶所得

1) TV Platforms 電視		Grand Total No. of Spots / Impression 播放次數 :			
TV Channel 電視頻道	DURATION 秒數 :	10"	15"	20"	30"
Jade 翡翠台		30	20	15	10
myTV SUPER		420,000	420,000	420,000	420,000
and select one from the following channels 及於以下頻道選取一項					
J2		203	135	103	68
TVB Finance & Information Channel 無綫財經·資訊台		203	135	103	68
Pearl 明珠台		50	34	25	17
2) TV Commercial Production (Respective duration of TVC) 電視廣告製作 (相對秒數)		10"	15"	20"	30"






## Jade Spots Breakdown 翡翠台播放次數分佈

	DURATION 秒數 :			10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段		Rate 級別				
	J7	Mon-Fri 1855-2255	FB	9	6	4	3
	J6	Sat-Sun 1855-2225	FB	3	2	2	1
	J5	Mon-Fri 1745-1845 & 2305-2355 Sat-Sun 2235-2255	FB	3	2	1	1
	J4	Mon-Fri 2405-2435 Sat-Sun 1745-1845 & 2305-2435	FB	3	2	2	1
	J3	Mon-Fri 2445-2515 Mon-Sun 1230-1435	FB	3	2	1	1
	J2	Mon-Fri 2525-2605 Mon-Sun 0700-1220 & 1445-1735 Sat-Sun 2445-2605	FB	9	6	5	3
Total No. of Spots 播放次數 :				30	20	15	10



## J2 Spots Breakdown J2台播放次數分佈

	DURATION 秒數 :			10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段		Rate 級別				
	B7	Mon-Sun 1855-2355	RB	38	25	18	12
	B5	Mon-Sun 1705-1845 & 2405-2455	RB	24	16	12	8
	B4	Mon-Sun 1005-1655	RB	50	34	27	18
	B2	Mon-Sun 2505-2635	RB	16	10	8	5
	B1	Mon-Sun Station Opens to 0955 & 2645 to Stations Closedown	RB	75	50	38	25
Total No. of Spots 播放次數 :				203	135	103	68



## TVB Finance & Information Channel Spots Breakdown 無綫財經·資訊台播放次數分佈

			DURATION 秒數 :	10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段		Rate 級別				
	A5	Mon-Sun 1855-2355	RB	31	21	14	10
	A4	Mon-Sun 2405-2515	RB	12	8	7	4
	A3	Mon-Sun 1705-1845 & 2525-2605	RB	12	8	7	4
	A2	Mon-Sun 0855-1655	RB	54	36	29	20
	A1	Mon-Sun Station Opens to 0845 & 2615 to Station Closedown	RB	94	62	46	30
Total No. of Spots 播放次數 :				203	135	103	68






## Pearl Spots Breakdown 明珠台播放次數分佈

	DURATION 秒數 :		10"	15"	20"	30"
TV Channel 電視頻道	Entitlement					
	Studio 930 Title Sponsorship Package 明珠930 冠名套裝		1 x share (份)			
TV Channel 電視頻道	Time Class 時段		Rate 級別		Extra Bonus Spots	
	P5	Mon-Sun 2125 - 2355	FB		2	2
	P1	Mon-Sun Station Open – 1520 (Trading Days)	RB		15	22
					30	44
Total No. of Spots 播放次數 :			17	25	34	50

Remarks : \*available on a first come first served basis



## myTV SUPER In –Stream (Mid Roll) Impression 30 秒視頻廣告曝光次數

myTV SUPER Entitlement 客戶所得	Platform 平台	Ad format 廣告型式	myTV SUPER (Commitment / Non-Commitment)	# of Impression 曝光次數
	STB, Web & Apps 電視機頂盒, 網頁版及 手機應用程式	In-Stream (Mid-roll) (Max 30 Sec)  30 秒視頻廣告	Commitment Client	500,000
			Non-Commitment Client	420,000



# Sales Conditions 銷售條款

Please observe the following notes in addition to our General Terms & Conditions contained in Rate Card Nos. 55/56 :-

除55/56價目表內之一般條款外，客戶仍須遵照以下細則：

1. Booking will be accepted on a first-come-first-served basis. However, acceptance of bookings will be subject to airtime availability and at the absolute discretion of the Station.  
廣告訂位以先到先得形式決定。TVB保留接受此廣告訂位之權利。
2. All spots in the package must be utilized on or before 31 December 2022.  
客戶訂購之廣告套裝，所有廣告必須安排在2022年12月31日或以前播出。
3. Spots in these packages are subject to pre-emption by spots booked at higher rate class.  
價格級別較高的廣告可優先佔用此套裝之廣告時間。
4. Bonus spots cannot be converted to purchase this package.  
此廣告套裝不能以優惠獎賞額購買。
5. Whilst these packages are not eligible for volume rebates, the total cost of such packages will be taken into account by the Station when calculating volume rebate available to the Advertiser under the prevailing Rate Card.  
購買以上廣告套裝的客戶將不獲大額回扣，唯此費用可撥入客戶現時沿用價目表之總廣告支出，以便計算同年度價目表大額回扣之用。
6. TVB reserves the right to withdraw this package without any prior notice.  
TVB保留取消此廣告套裝之權利。





# TV Commercial Production Notes 電視廣告製作細則

1. TV Commercial production under this standard package includes the following items:  
此基本套裝中的電視廣告製作服務包括以下項目：
  - a. One creative (provide AV script only)  
廣告意念構思一次（只提供畫面描述及對白之文字稿）
  - b. Not more than 4 hours of on-location shooting, one time production meeting or location survey  
實景拍攝4小時（只限香港地區內），包括一次製作會議或場地考察
  - c. 1 assigned TVB artiste (without product category protection)  
一位指定TVB藝員（不包括產品專屬權，藝員可接拍同類型產品之廣告拍攝）
  - d. Script writing and censorship handling  
稿件撰寫及電檢安排
  - e. Background music (one cut) at the discretion of TVB producer  
TVB選定背景音樂一首
  - f. Simple panel effects (all artworks to be provided by the advertiser/advertising agency)  
簡單後期效果製作（所有商標、相片及美術原圖由廣告代理 / 客戶提供）
  - g. Material submission for station broadcast  
廣告片上台服務
2. The commercial should be of a simple nature and TVB may appoint a production house to produce at its discretion. Should there be additional requirements, TVB reserves the right to levy additional charges.  
廣告應屬簡單內容及製作，而本公司可自行決定委任製作公司。如果有其他要求，本公司保留收取額外費用的權利。
3. Any permits and/or documents needed for the shooting shall be prepared and obtained by the advertiser/advertising agency.  
拍攝所需的任何許可或文件應由廣告代理 / 客戶準備和確認。
4. The location should be provided by the advertiser/advertising agency. It should be within a reasonable distance or in urban areas. Otherwise, additional rental cost will be charged.  
實景拍攝4小時（只限香港市區內或合理之交通距離），場地由客戶提供，若由本公司代為安排，另需額外費用。



# TV Commercial Production Notes 電視廣告製作細則

5. A separate quotation will be prepared for and paid by the advertiser/advertising agency for any on-location shooting outside Hong Kong.  
若拍攝場地為香港以外地區，所需額外費將另行報價，並由廣告代理 / 客戶承擔。
6. The artiste/V.O. talent will be appointed by TVB and subject to the availability, imaging & product category protection of artiste. Advertiser/advertising agency could provide a wish list for consideration. Additional cost would apply for any dedicated choice of artiste/V.O. talent. TVB artiste management reserves the right of final decision on artiste appointment.  
本公司將按產品形象及類別擬定參演藝員或旁白，客戶亦可提供建議參演藝員名單。如需指定藝員或廣告模特及旁白，將有額外費用。TVB藝員部保留最終選定藝員之權利。
7. The shooting hours should be within the period of 8:00am to 8:00pm. Shooting day should be agreed by TVB and the advertiser/advertising agency.  
拍攝時間需於上午8:00至晚上8:00，拍攝日子由TVB及廣告代理 / 客戶雙方共同協定。
8. All additional expenses incurred for the TV Commercial Production (i.e. items other than those included in Clause 1 above) shall be borne by the advertiser/advertising agency.  
本廣告製作服務所列出之項目以外而產生的所有額外費用，應由廣告代理 / 客戶承擔。
9. Specific costumes and props are not included.  
不包括特定的服裝和道具。
10. On-site direction and post-production will be handled entirely by TVB appointed production staff.  
現場指導和後期製作將由本公司指定的製作人員完全負責。
11. Specific logos/artworks/photos should be provided by the advertiser/advertising agency. All rights should be cleared by the advertiser/advertising agency.  
商標 / 美術原圖 / 照片應由廣告代理 / 客戶提供。所有應用之版權需由廣告代理 / 客戶負責及確認。
12. A preview file will be provided and one time minor revision is allowed.  
製作中會提供預覽供客戶參考，並包括一次畫面修訂。



# TV Commercial Production Notes 電視廣告製作細則

13. Subjective revision of the finished commercial will be charged at an extra cost of HK\$5,000 up and subject to the availability of TVB production facilities.  
如對完成之廣告片提出主觀修改意見，將收取HK\$5,000或以上之額外費用，並視乎本公司設施情況而定。
14. Without prejudice to the generality of the foregoing provisions, TVB reserves the right to levy additional charges for:  
對本免費廣告製作服務項目以外之要求，本公司保留權利就以下事項徵收額外費用：
  - a. Shooting outside the period of 8:00am to 8:00pm  
拍攝時間於上午8:00至晚上8:00以外
  - b. Stories / scripts not of simple nature  
故事 / 劇本非基本製作內容
  - c. Sophisticated post-production  
需配合精細複雜的後期製作
  - d. On-location over-time shooting  
現場超時拍攝
15. All materials produced by or for TVB will not be returned to the advertiser/advertising agency, and shall at all times remain as the properties of TVB. The materials shall not be utilized on any other television stations/media.  
由電視廣播有限公司市場及營業部製作或廣告代理 / 客戶提供之所有製作資料均不會退還，廣告片之創作及製作版權均為電視廣播有限公司所有。在未取得電視廣播有限公司的授權下，該資料不得用於任何其他電視台 / 媒體。
16. TV commercial could be broadcast on the 5 terrestrial free-to-air channels operated by TVB only.  
電視廣告只限於TVB五條電視頻道播放。
17. The TVC can be telecast within a 3-month period from the first on-air day, and must not be telecast after 31 December 2022.  
電視廣告的使用期為首播起3個月，且於2022年12月31日後不可使用。
18. A separate quotation will be prepared for and paid by the advertiser/advertising agency for extension of the broadcasting period.  
如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價。
19. In case of any dispute, the decision of TVB should be final.  
如有任何爭議，本公司保留一切最終決定權。





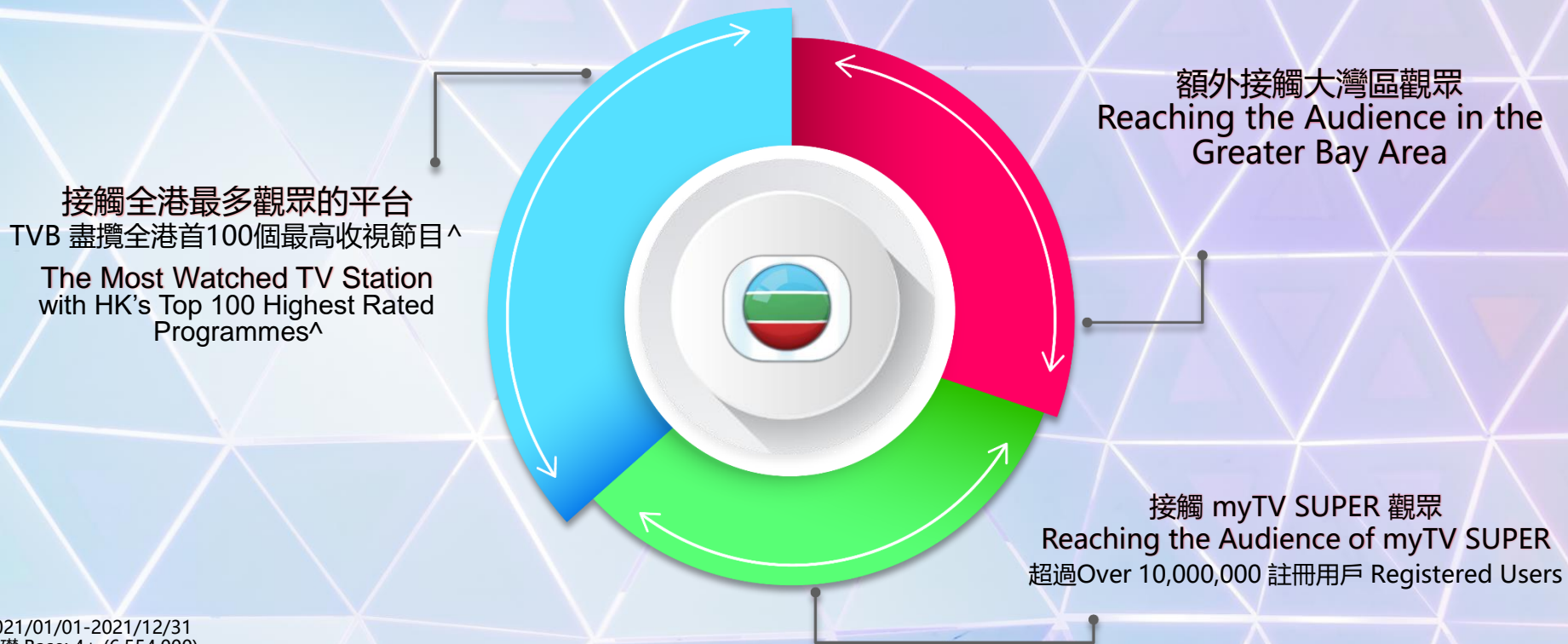
## myTV SUPER Terms & Condition 條款和條件

1. All bookings are non-cancellable.  
所有預訂均不可取消。
2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.  
將按照先到先得的原則接受預訂。是否接受預訂由 myTV SUPER 全權決定。
3. Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2022. <https://ad.mytvsuper.com/category/advertise/terms-conditions/>  
上述優惠和預訂在被 myTV SUPER 接受後，須遵守價目表的一般條款和條件：myTV SUPER 2022。
4. All inventory must be utilized on or before 31 December 2022.  
所有廣告必須安排在2022年12月31日或以前播出。





# TVB無綫電視：最強平台 The Strongest Platform



2021/01/01-2021/12/31

基礎 Base: 4+ (6,554,000)

<sup>^</sup>電視節目以香港所有免費電視頻道直播收視排序，並不包括5分鐘以下之電視節目

ranked by the Live Ratings of all TV programmes (over 5 minutes) on HK free TV channels

數據來源 Source: CSM Media Research



**Mass Reach, 24/7 Available,  
Multiple Touchpoints via Connected TV, Web & Mobile**  
**myTV SUPER 接觸層面最廣泛，任何時間適用，眾多接觸點(聯網電視、網頁和手機應用程式)**



**myTV  
SUPER**

**10.1M**

Total Subscribers  
總訂閱人數

**\*2.1M**

Monthly Active User  
每月活躍用戶

**55%**

Reach/Wk  
每星期觸及率

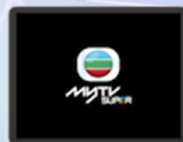
**3.8Days**

Visit/Wk  
每星期探訪日  
數

**91Mins**

Daily Time Spent/User  
每日觀看時間/用戶

**myTV SUPER**  
**#1香港OTT 串流媒體平台**



Source: 2021 Video Consumption Landscape Survey  
(n=2,556 Aged 15-64 General Video User for HK local  
population in the past 7 days)

\*Adobe Analytics  
Fieldwork period: Jun 21 – Aug 8, 2021



# 精準投放，配合第一方大數據，更能針對目標客群播放，對品牌曝光，效果更顯著



## Audience Profile

性別 Gender  
48% vs 52%



年齡 # Age  
11% A15-24  
17% A25-34  
20% A35-44  
24% A45-54  
28% A55-64



每月家庭收入 Household Monthly income:

**HK\$69,985**

Median of HK Household:  
香港每月家庭收入中位數  
HK\$26,500\*



- ✓ Clickable Ad for all devices (STB/Web/APP):  
**Click "OK" for STB**  
可點擊廣告，大電視也可點擊廣告去到廣告詳細頁面



- ✓ **Trackable report for advertising result**  
詳細播放及投放客群表現報告 (包括大電視播放數據)



- ✓ myTV SUPER adopted first-party data, able to retarget/target over 30+ different audience segments such as age, gender, location, content viewing interest, shopping behaviors etc.

**myTV SUPER 擁有第一方大數據龐大 DMP, 能針對目標客群播放精準投放廣告, 超過30個選項, 對品牌曝光, 效果更顯著!) 如年齡、性別、地區、瀏覽節目興趣、觀眾活躍時段、網上購物行為等等**



# Active & Fashionable 型格

潮流生活藝人

Artists with an active lifestyle  
and a sense of fashion

## 目標品牌類型 Target Brands

Gyms (Pure Gym)

Supplements (GNC)

Beverages (Gatorade)

Sports Equipment (Rogue, Peloton)

Recovery Equipment (PicoLabb, TriggerPoint)

Fashion (Hypebeast)

Clothing (Gymshark, Calvin Klein)

Essentials (Manscaped)

Skincare (Shiseido)

Automotive (Jebsen – Porsche)





# Active & Fashionable 型格

## Male

- |                     |                       |
|---------------------|-----------------------|
| 1. 朱敏瀚 Brian Chu    | 10. 馬俊傑 Ma Chun Kit   |
| 2. 郭子豪 Arnold Kwok  | 11. 吳天佑 Antonio Ng    |
| 3. 李爾晨 Kyle Lee     | 12. 譚焯升 Clevis Tam    |
| 4. 伍富橋 Ng Fu Kiu    | 13. 黃浩霆 Justin Wong   |
| 5. 胡斐 Wu Fei        | 14. 王志康 Wong Chi Hong |
| 6. 陳諾忠 Matthew Chan | 15. 余應彤 Anthony Yu    |
| 7. 廖家爵 Kelvin Liu   | 16. 張智揚 Wilson Cheung |
| 8. 李顯曜 Lee Hin Yiu  |                       |
| 9. 陸煥恆 Godwin Luk   |                       |



# BRIAN CHU

## 朱敏瀚

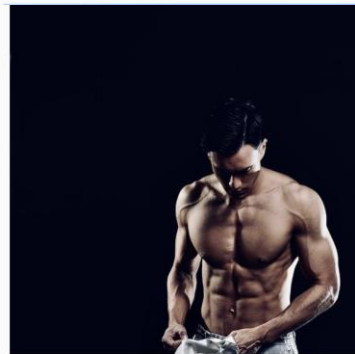
### 廣告簡歷

- Pilot hi-tec c 原子筆
- Sony Cyber-shot T700 ,T7
- 嘉頓蛋糕
- 八達通@McDonald
- Watsons

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure  
#Black Tie



IMPACT  
96.8K+  
FOLLOWERS  
5.6K+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
82.3K+

facebook  
FOLLOWERS  
14.5K+



# ARNOLD KWOK

## 郭子豪

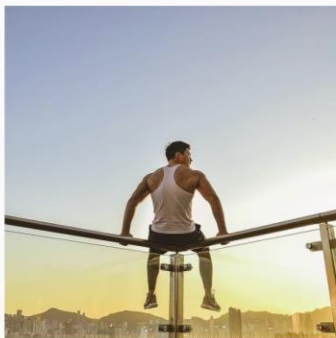
### 廣告簡歷

- Abercrombie & Fitch
- Hush Puppies
- 富豪月餅
- 周大福
- 富豪月餅
- iclub
- Theory
- Coach
- CK
- Reebok
- Braun
- Porsche
- 美國萬通
- Goji Studios

### Categories

1. Active
2. Fashion
3. Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT  
77.5K+  
FOLLOWERS  
2.1K+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
75.9K+

facebook  
FOLLOWERS  
1.6K+





# Kyle Lee 李爾晨

## 廣告簡歷

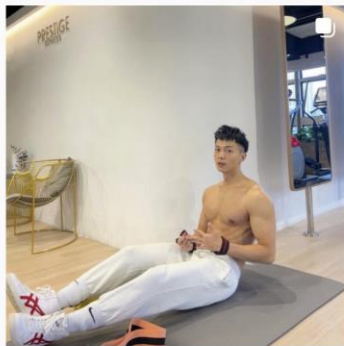
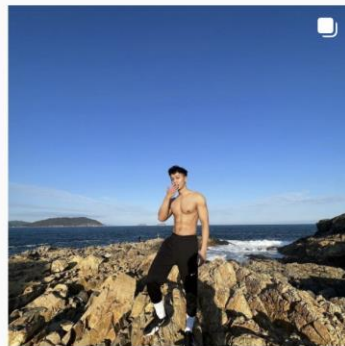
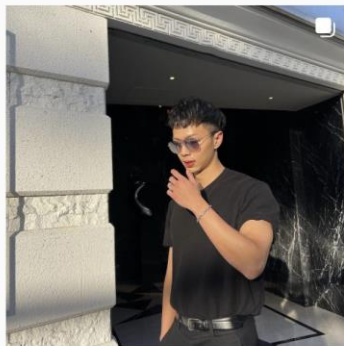
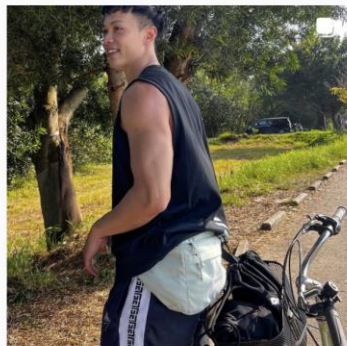
• Unknown

## Categories

1. Active
2. Fashion

#Casual

#Athleisure



IMPACT  
**34.6K+**  
FOLLOWERS  
**2.4K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**32.9K+**

facebook  
FOLLOWERS  
**1.7K+**





# Ng Fu Kiu

## 伍富橋

### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual

#Athleisure



IMPACT  
**20.1K+**  
FOLLOWERS  
**1.3K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**17K+**

facebook  
FOLLOWERS  
**3.1K+**



# Wu Fei

## 胡斐

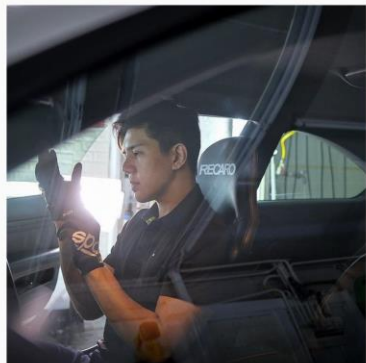
### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT  
**33.8K+**  
FOLLOWERS  
**650+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**33.8K+**

facebook  
FOLLOWERS  
**N/A**





# Matthew Chan

## 陳諾忠

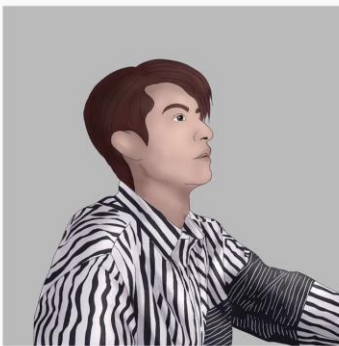
### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT  
**1.2K+**  
FOLLOWERS  
**50+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**1.2K+**

facebook  
FOLLOWERS  
**N/A**



# Kelvin Liu

## 廖家爵

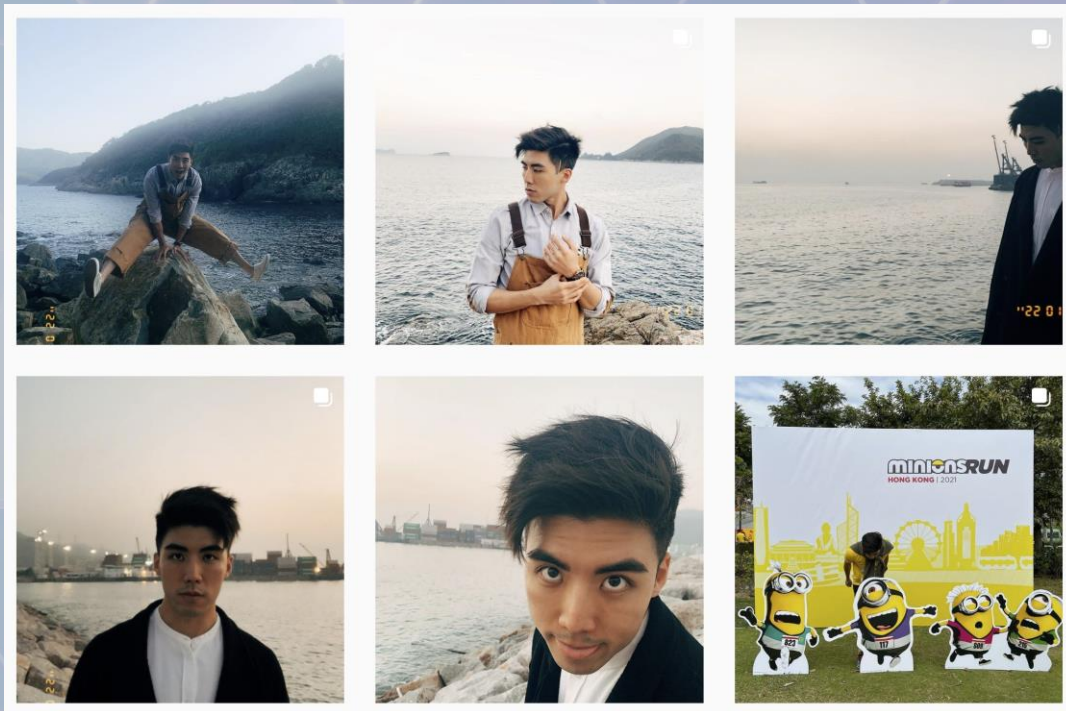
### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT

652

FOLLOWERS

50+

AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

652

facebook  
FOLLOWERS

N/A





# Lee Hin Yiu

## 李顯曜

廣告簡歷

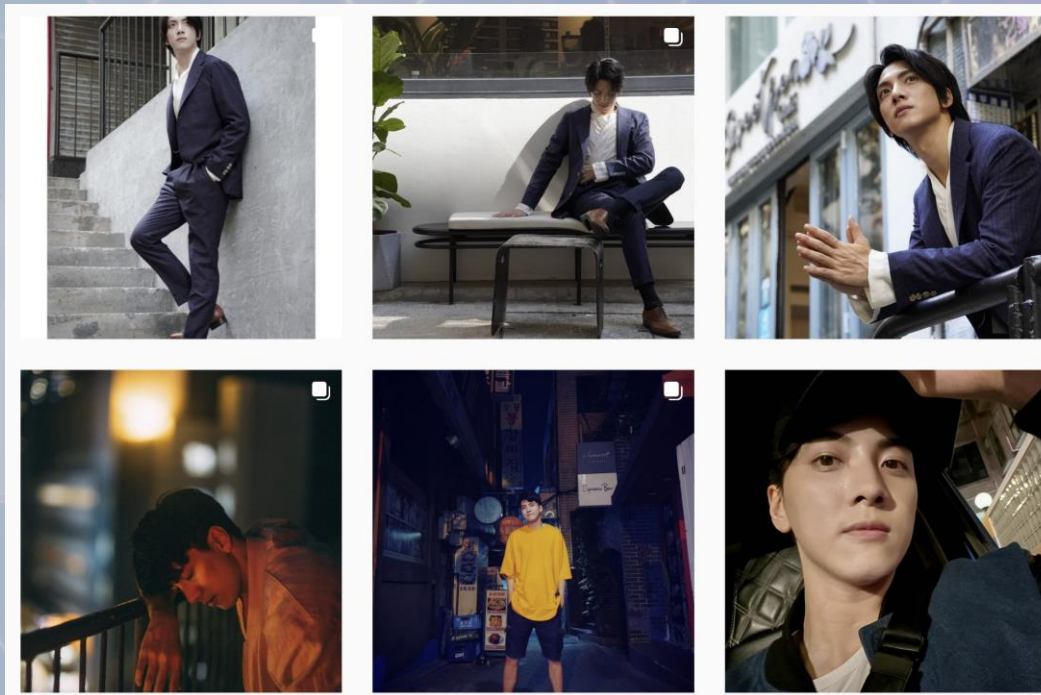
• Unknown

### Categories

1. Active
2. Fashion

#Casual

#Athleisure



IMPACT  
**3K+**  
FOLLOWERS  
**100+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**2.9K+**

facebook  
FOLLOWERS  
**196K+**



# Luk Wun Heng Godwin

## 陸煥恆

### 廣告簡歷

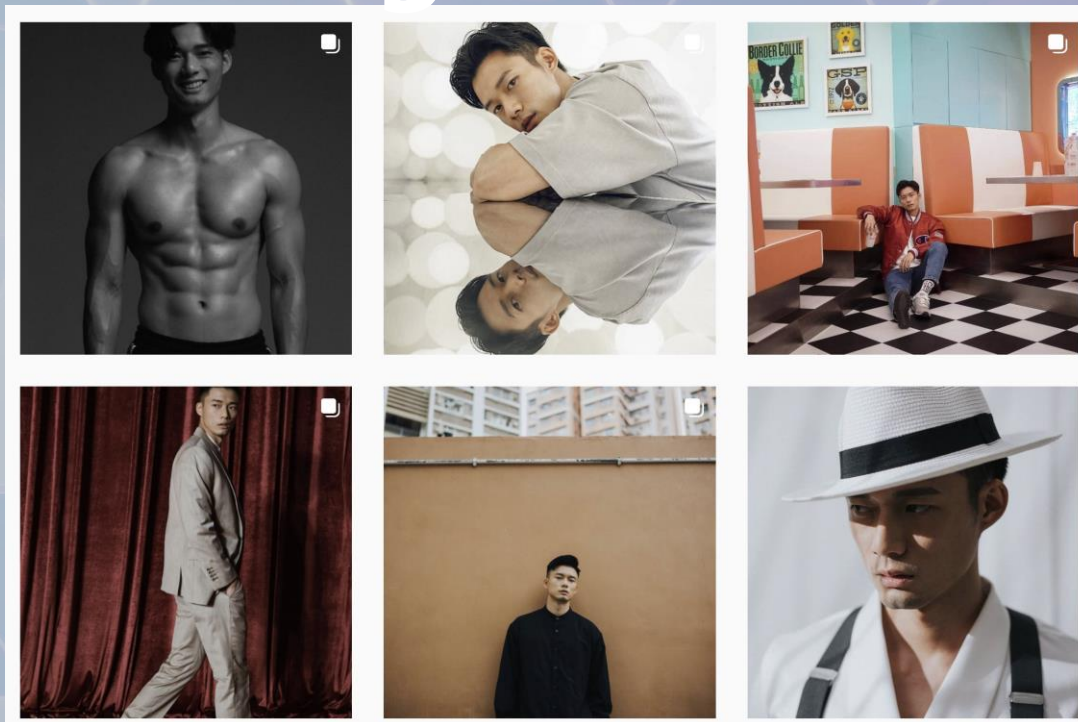
• Unknown

### Categories

1. Active
2. Fashion

#Casual

#Athleisure



IMPACT  
**4K+**  
FOLLOWERS  
**300+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**3.9K+**

facebook  
FOLLOWERS  
**280+**



# MA CHUN KIT

## 馬俊傑

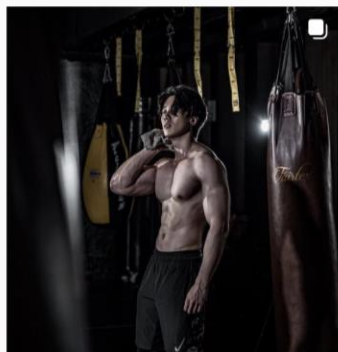
### 廣告簡歷

- 衛訊電訊
- 衛生署、衛生防護中心、紅絲帶中心
- 政府新聞處

### Categories

1. Active
2. Fashion
3. Travel
4. Animal

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**17.9K+**  
FOLLOWERS  
**570+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**16.6K+**

facebook  
FOLLOWERS  
**1.3K+**





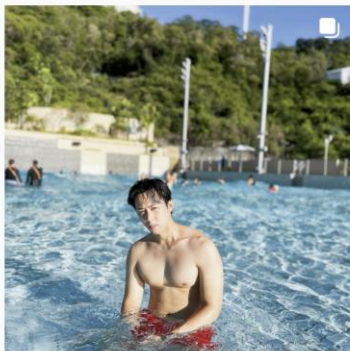
# Antonio Ng 吳天佑

廣告簡歷  
• Unknown

## Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT  
5.3K+  
FOLLOWERS  
200+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
4.1K+

facebook  
FOLLOWERS  
1.2K+





# Clevi Tang

## 譚焯升

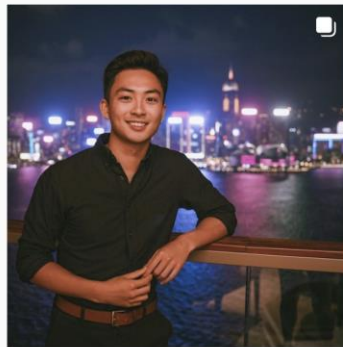
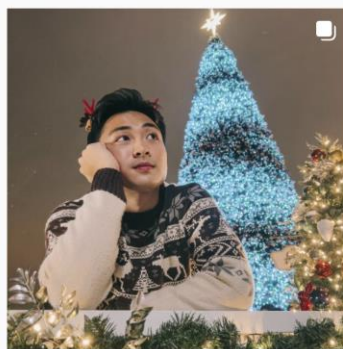
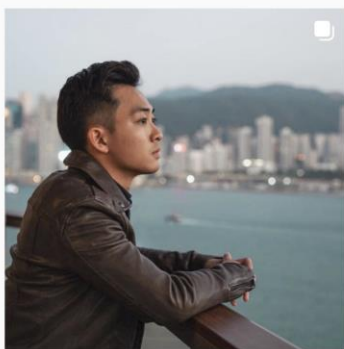
### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT  
4.6K+  
FOLLOWERS  
200+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
3.7K+

facebook  
FOLLOWERS  
900+



# JUSTIN WONG

## 黃浩霆

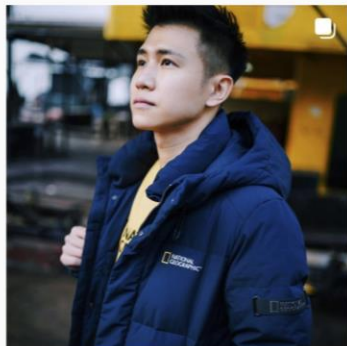
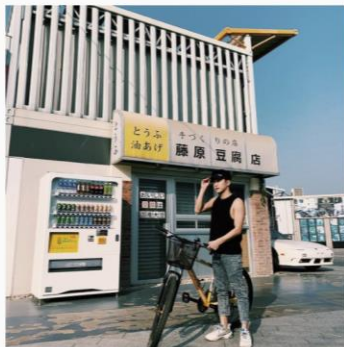
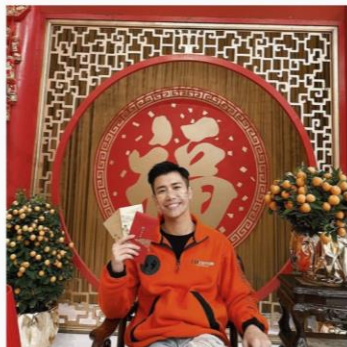
### 廣告簡歷

- 可口可樂
- 位元堂
- Pizza Hut
- 邦民財務
- HKUSPACE
- 港鐵
- 民政事務署
- OK 便利店
- Pepper Lunch
- Coppertone
- 夢幻西遊
- 運輸署

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**42K+**  
FOLLOWERS  
**560+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**28K+**

facebook  
FOLLOWERS  
**14K+**





# WONG CHI HONG

## 王志康

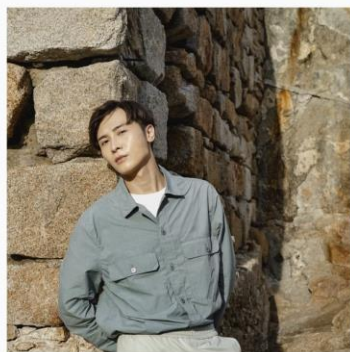
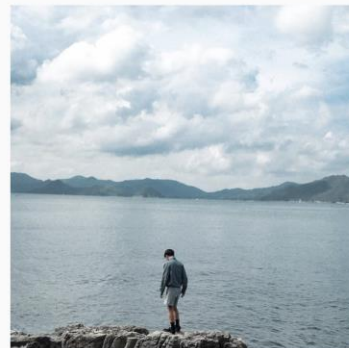
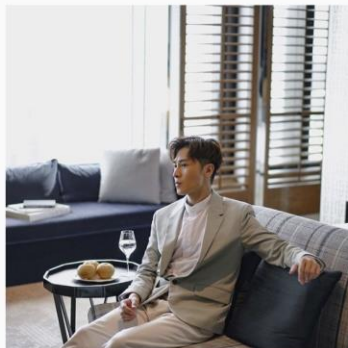
### 廣告簡歷

- 渣打香港馬拉松
- TVB PROMO
- 世界盃 PROMO
- 及時雨

### Categories

1. Active
2. Fashion
3. Travel

#Casual  
#Chic



IMPACT  
**43K+**  
FOLLOWERS  
**1K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**33K+**

facebook  
FOLLOWERS  
**10K+**



# Anthony Yu

## 余應彤

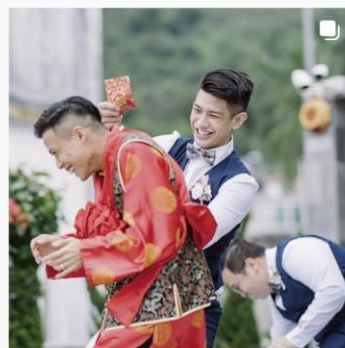
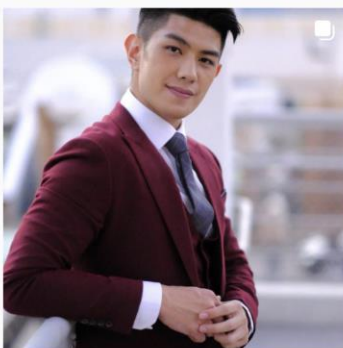
### 廣告簡歷

• Unknown

### Categories

1. Active
2. Fashion

#Casual  
#Athleisure



IMPACT  
**7.8K+**  
FOLLOWERS  
**300+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**7.8K+**

facebook  
FOLLOWERS  
**567**





# WILSON CHEUNG

## 張智揚

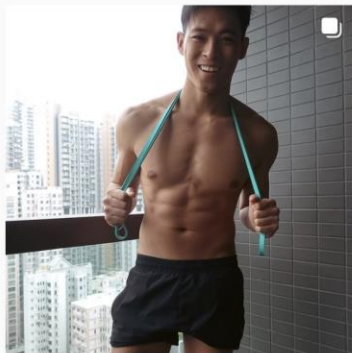
### 廣告簡歷

- Uniqlo
- Champion
- Theory
- Alexandra Wang
- Adidas

### Categories

1. Active
2. Fashion

#Athleisure  
#Casual  
#Chic



IMPACT  
**75.9K+**  
FOLLOWERS  
(N/A)  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**75.9K+**

facebook  
FOLLOWERS  
(N/A)



# Youthful & Energetic 青春

青春活潑藝人

Young, Cute and Energetic

目標品牌類型 Target Brands

Gyms (Pure Gym)

Restaurants (Fine Dine)

Beverages (Wine, Sparkling Water)

Sports Equipment (Peloton)

Fashion (Casetify)

Clothing (Streetwear to High End)

Essentials (Whisper)

Skincare (Shiseido)

Cosmetics (N.U.D.E)



# Youthful & Energetic 青春

## Female

1. 古佩玲 Kelly Gu
2. 簡淑兒 Jessica Kan
3. 郭柏妍 Kwok Pak Yin Rosita
4. 譚嘉儀 Kayee Tam
5. 利穎怡 JOAN LEE
6. 鍾晴 KARLIE CHUNG
7. 吳嘉儀 NG KA YEE
8. 謝文欣 TSE MAN YAN
9. 阮嘉敏 MANDY YUEN
10. 李君妍 AURORA LI
11. 杜穎珊 SANDY TO





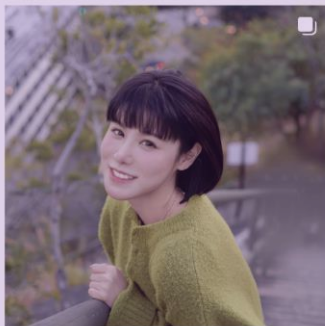
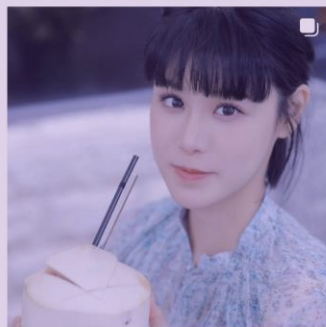
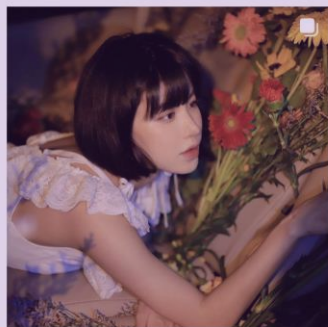
# Kelly Gu

## 古佩玲

### Categories

1. Active
2. Fashion
3. Music

#Athleisure  
#Casual  
#Chic



IMPACT  
**33.6K+**  
FOLLOWERS  
**1.4K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**33.6K+**

facebook  
FOLLOWERS  
**N/A**





# JESSICA KAN

## 簡淑兒

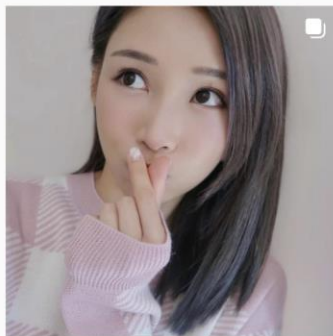
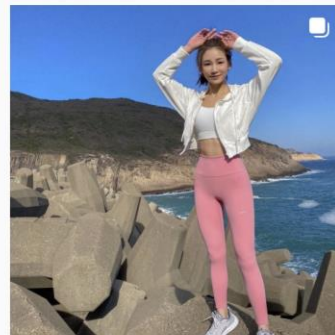
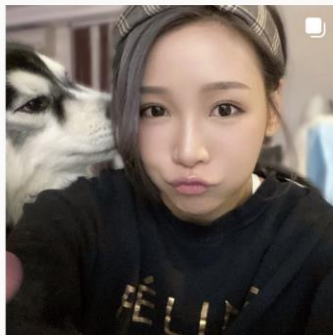
### 廣告簡歷

- Unwire.hk
- 微力達
- 千色Citistore
- 嬌蘭「Guerlain」
- 清玉好茶「KINGYO HK」
- 夢幻誅仙「手機版遊戲」
- Wall Street English
- 匯鑽珠寶
- 香港存款保障委員會

### Categories

1. Active
2. Fashion
3. Music

#Athleisure  
#Casual  
#Chic



IMPACT  
**468K+**  
FOLLOWERS  
**7.4K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**218K+**

facebook  
FOLLOWERS  
**250K+**



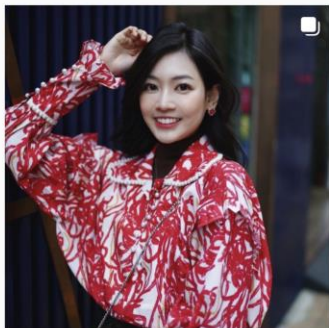
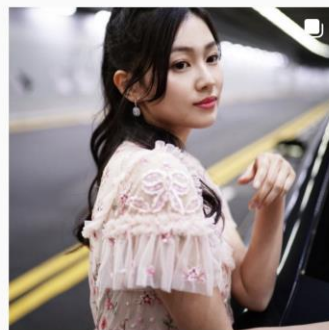
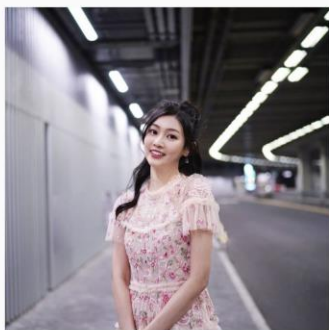
# Kwok Pak Yin Rosita

## 郭柏妍

### Categories

1. Active
2. Fashion
3. Music

#Athleisure  
#Casual  
#Chic



IMPACT  
**64K+**  
FOLLOWERS  
**3K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**61.5K+**

facebook  
FOLLOWERS  
**2.5K+**





# KAYEE TAM

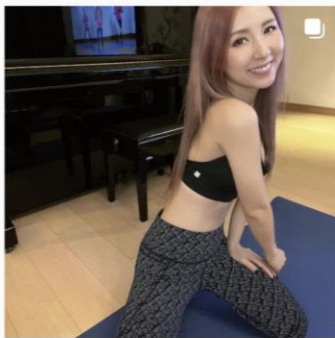
## 譚嘉儀

Kayee Tam (譚嘉儀) is an actress and singer

### Categories

1. Active
2. Fashion
3. Music

#Athleisure  
#Casual  
#Chic



IMPACT  
**405K+**  
FOLLOWERS  
**4K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**172K+**

facebook  
FOLLOWERS  
**233K+**





# JOAN LEE

## 利穎怡

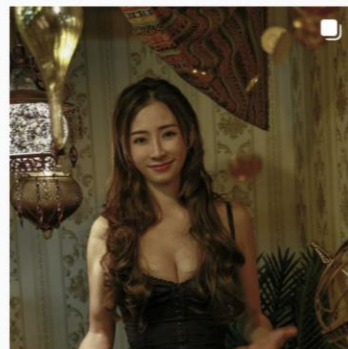
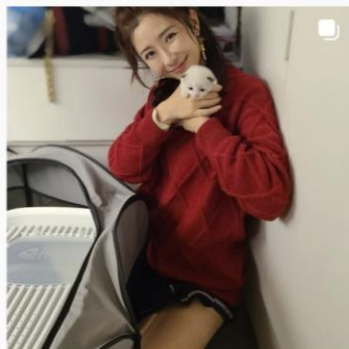
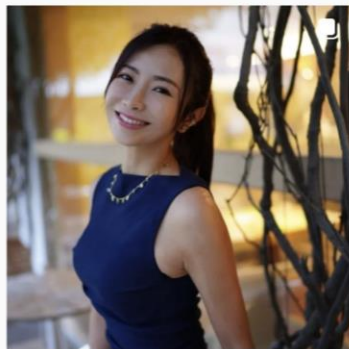
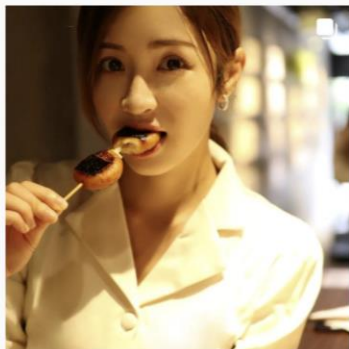
### 廣告簡歷

- 遵理學校
- Pizza Hut
- Dohia 床墊
- 香港政府
- 香港基層醫護基金
- 香港金融管理局
- 獅王「通渠佬」
- 盛威夾萬
- Bioderma(香港)
- AIA
- 家樂牌
- 菲迪曼(香港)

### Categories

1. Fashion
2. Animal

#Athleisure  
#Casual  
#Chic



IMPACT  
**160.6K+**  
FOLLOWERS  
**3.3K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**93.6K+**

facebook  
FOLLOWERS  
**67K+**



# KARLIE CHUNG

## 鍾晴

廣告簡歷

• GODIVA

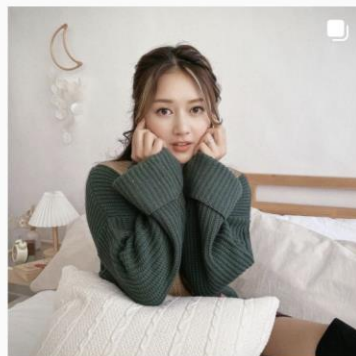
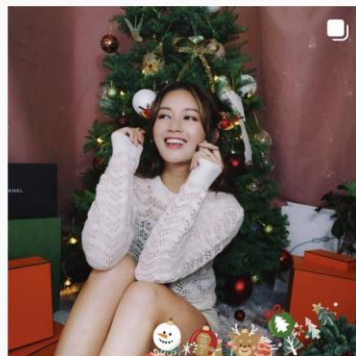
Categories

1. Active
2. Fashion
3. Auto

#Athleisure

#Casual

#Chic



IMPACT  
**157.4K+**  
FOLLOWERS  
**2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**81.4K+**

facebook  
FOLLOWERS  
**76K+**





# NG KA YEE

## 吳嘉儀

### 廣告簡歷

- 第四屆全港運動會
- e123長青網
- 謝瑞麟珠寶
- ISUZU貨車
- 通訊局
- 會所一號
- 大都會人壽
- 卓遠企業服務公司

### Categories

1. Active
2. Food

#Athleisure  
#Casual



IMPACT  
**55.8K+**  
FOLLOWERS  
(N/A)  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**52.3K+**

facebook  
FOLLOWERS  
**3.5K+**





# TSE MAN YAN

## 謝文欣

### 廣告簡歷

• 農本方中醫診所

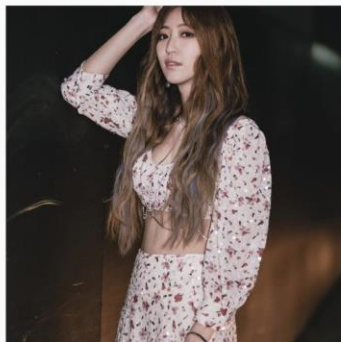
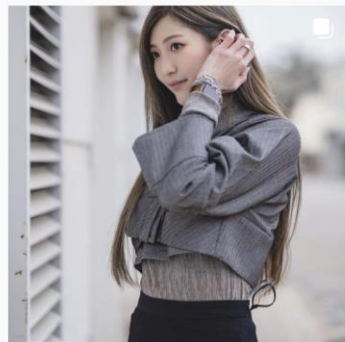
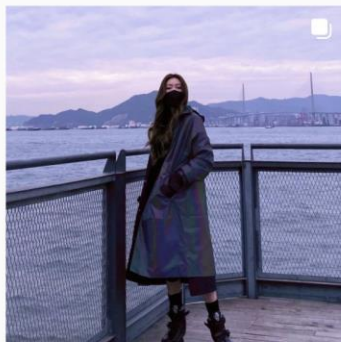
### Categories

1. Active
2. Fashion

#Athleisure

#Casual

#Chic



IMPACT  
**110.4K+**  
FOLLOWERS  
**1.3K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**80.4K+**

facebook  
FOLLOWERS  
**30K+**



# MANDY YUEN

## 阮嘉敏

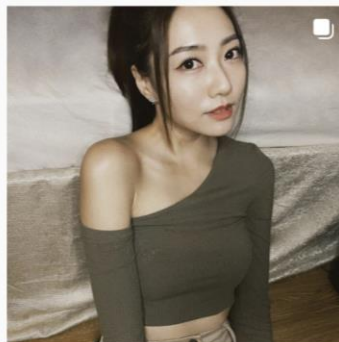
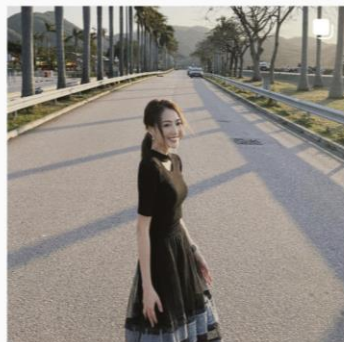
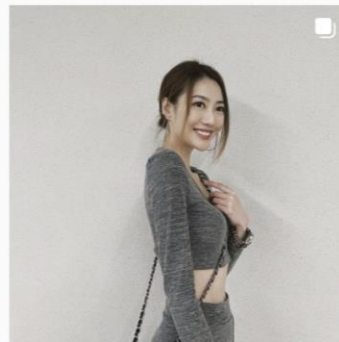
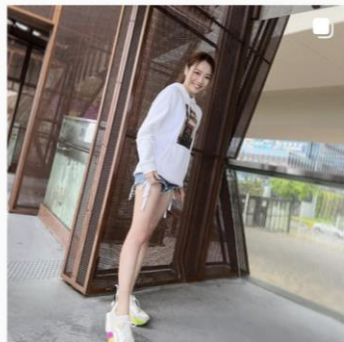
### 廣告簡歷

- Samsung Galaxy Note 5
- 及時雨信貸
- 撒隆適
- Panasonic
- Dr. Kong

### Category

1. Fashion

#Athleisure  
#Casual  
#Chic



IMPACT  
**120.9K+**  
FOLLOWERS  
**2.6K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**64.9K+**

facebook  
FOLLOWERS  
**56K+**





# AURORA LI

## 李君妍

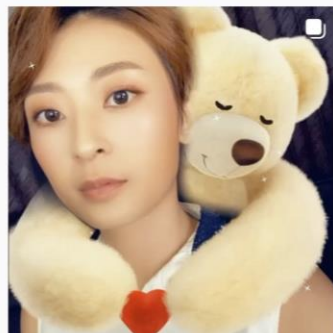
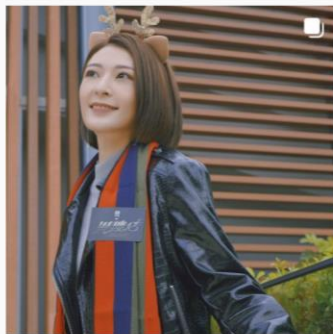
### 廣告簡歷

- 高雲牌
- 儲存易迷你倉集團

### Categories

1. Active
2. Fashion

#Chic



IMPACT  
**160.5K+**  
FOLLOWERS  
**2.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**63.5K+**

facebook  
FOLLOWERS  
**97K+**





# SANDY TO 杜穎珊

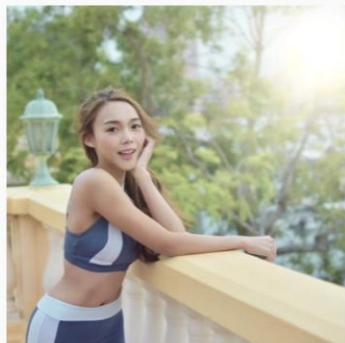
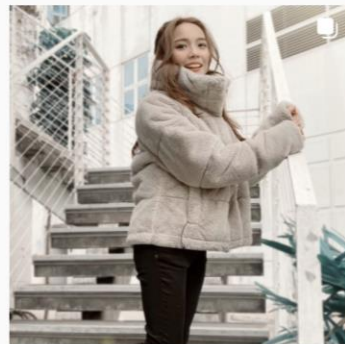
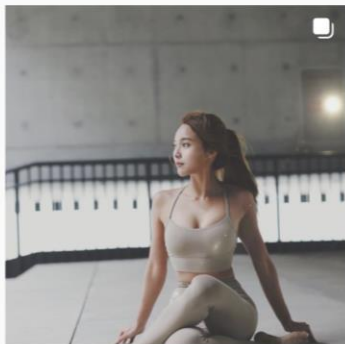
## 廣告簡歷

- 屈臣氏 (香港)
- 寶寧健
- 積金CHANNEL
- 中銀香港

## Categories

1. Active
2. Fashion

#Athleisure  
#Casual  
#Chic



IMPACT  
**160.5K+**  
FOLLOWERS  
**2.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**41.5K+**

facebook  
FOLLOWERS  
**5.4K+**



# Parenting 親子

愛家護幼藝人

Artists who focuses on family and their children

目標品牌類型 Target Brands

Education

Nutrition

Supplements

Child Fashion

Theme Parks

Children Essentials

Tutoring

Toys

Automotive – ZF (Mercedes)

Music (Tom Lee, Percy)



# Parenting 親子

## Male

1. 林溥來 Patrick Sir
2. 徐肇平 Tsui Shaopin
3. 黃祥興 Stefan Wong
4. 游莨維 Joe Yau
5. 黎學勤 Jeffery Lai Hok Kan
6. 周志康 Chau Chi Hong
7. 梁皓楷 Jerry Leung





# Patrick Sir 林溥來

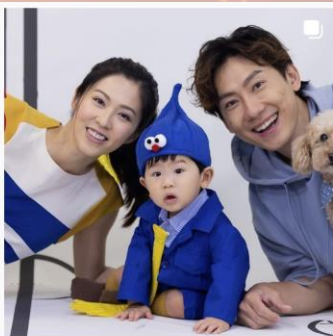
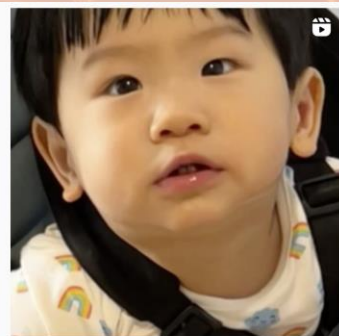
## 廣告簡歷

- 可口可樂
- 新奇士
- JVC
- 微軟數碼通

## Categories

1. Parent
2. Education

#Casual  
#Black Tie



IMPACT  
46.7K+  
FOLLOWERS  
1K+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
15.7K+

facebook  
FOLLOWERS  
31K+



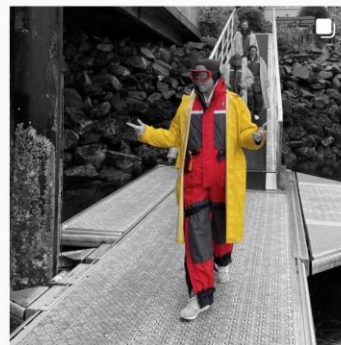
# Tsui Shaopin

## 徐肇平

廣告簡歷  
Unknown

Categories  
1. Parent

#Athleisure  
#Casual  
#Black Tie



IMPACT  
9.4K+  
FOLLOWERS  
250+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
8.1K+

facebook  
FOLLOWERS  
1.3K+





# Stefan Wong

## 黃祥興

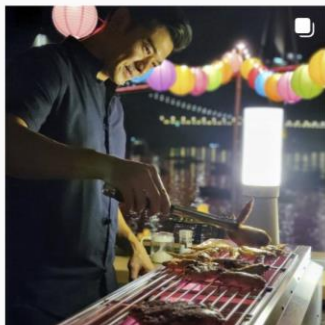
### 廣告簡歷

- 意美廚
- 德國卡爾牌廚具
- 加德士 × GODIVA
- 灣仔碼頭
- 德國卡爾牌廚具
- 本視力集團 (馬來西亞)

### Categories

1. Active
2. Parent
3. Auto

#Athleisure  
#Casual  
#Black Tie



IMPACT  
76.9K+  
FOLLOWERS  
1.2K+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
69.8K+

facebook  
FOLLOWERS  
7.1K+





# Joe Yau 游莒維

廣告簡歷  
Unknown

Categories  
1. Parent

#Casual



IMPACT  
7.3K+  
FOLLOWERS  
100+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
7.2K+

facebook  
FOLLOWERS  
550+



# Jeffery Lai Hok Kan

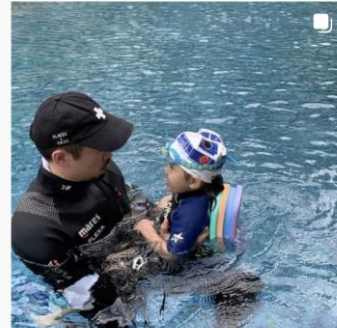
## 黎學勤

廣告簡歷  
Unknown

### Categories

1. Active
2. Parent
3. Animal

#Athleisure  
#Casual  
#Black Tie



IMPACT  
38.8K+  
FOLLOWERS  
400+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
19.4K+

facebook  
FOLLOWERS  
9.4K+





# Chau Chi Hong

## 周志康

廣告簡歷  
Unknown

### Categories

1. Active
2. Parent

#Athleisure  
#Casual  
#Black Tie



IMPACT  
**153K+**  
FOLLOWERS  
**1.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**109K+**

facebook  
FOLLOWERS  
**44K+**





# Jerry Leung

## 梁皓楷

廣告簡歷

Unknown

Categories

1. Parent



IMPACT  
1.7K+  
FOLLOWERS  
100+  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
1.7+

facebook  
FOLLOWERS  
N/A