



Scoop Full Funnel Marketing Enhancement

Scoop Segment Sponsorship 2023

Connect Programme to Brand



Bridge Digital Journey

Nurture Consideration

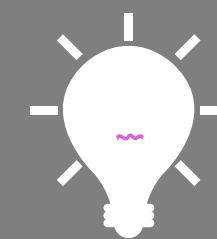
Prospect Potential Customer

All Round Connecting Scoop Programme to Advertiser Brand & Product

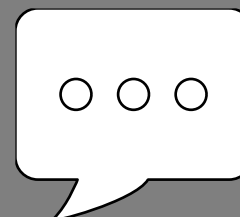
Offline to Online | Live Streaming & VOD | In-Programme & Beyond



Scoop Core Audience



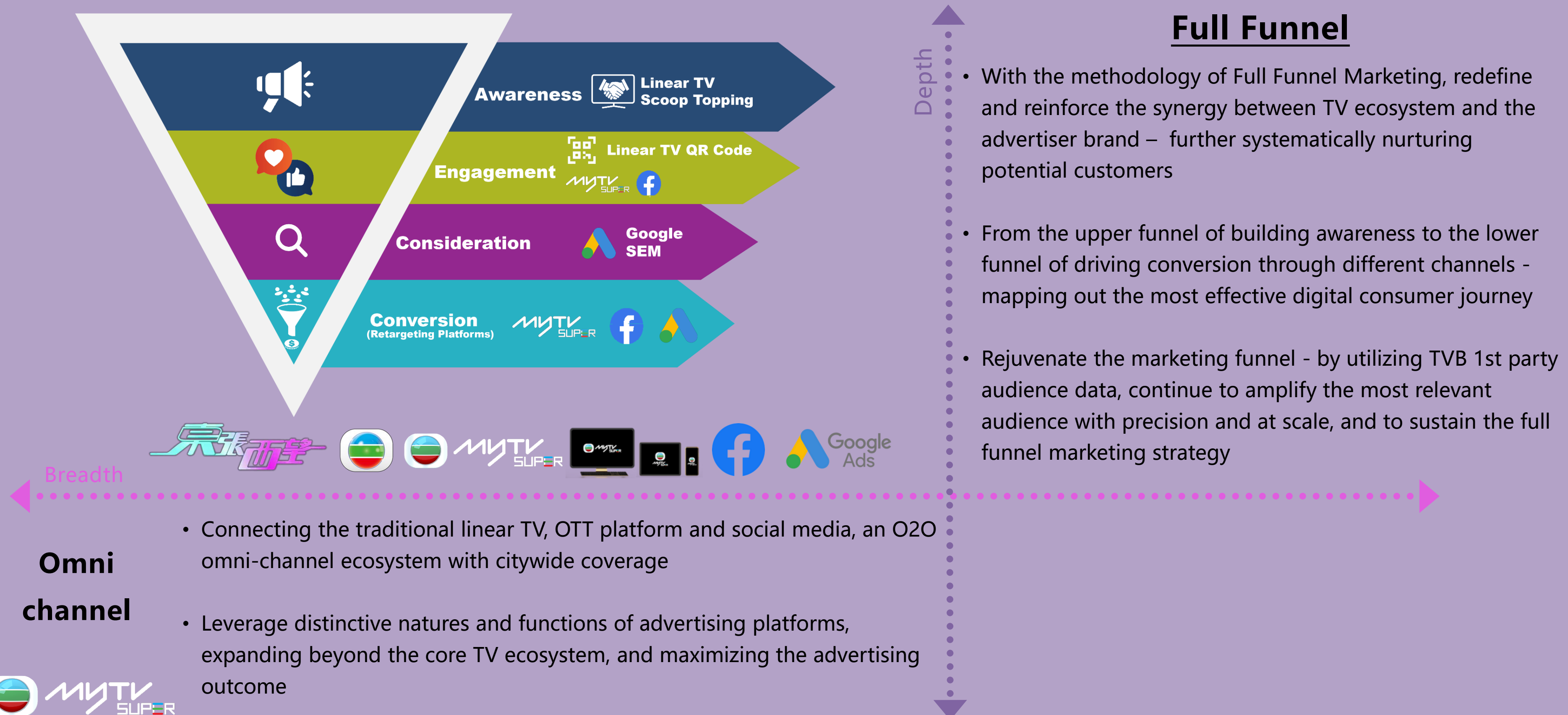
Deepen Programme-
Brand/Product Association



Generate Social Buzz

Full Funnel Marketing

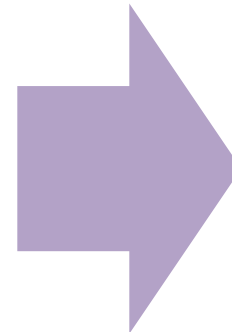
Omni-Channel, Across the Entire Customer Journey



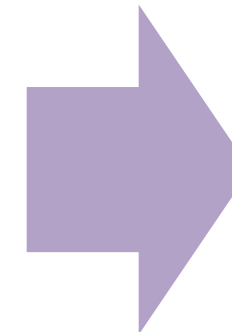
Embed QR Code on Screen inside Scoop



Free To Air On Screen
Scoop QR Code



Info Page inside QR Code
(Mini-Site)



Landing Page



Search Engine Marketing (Google)



Feature:

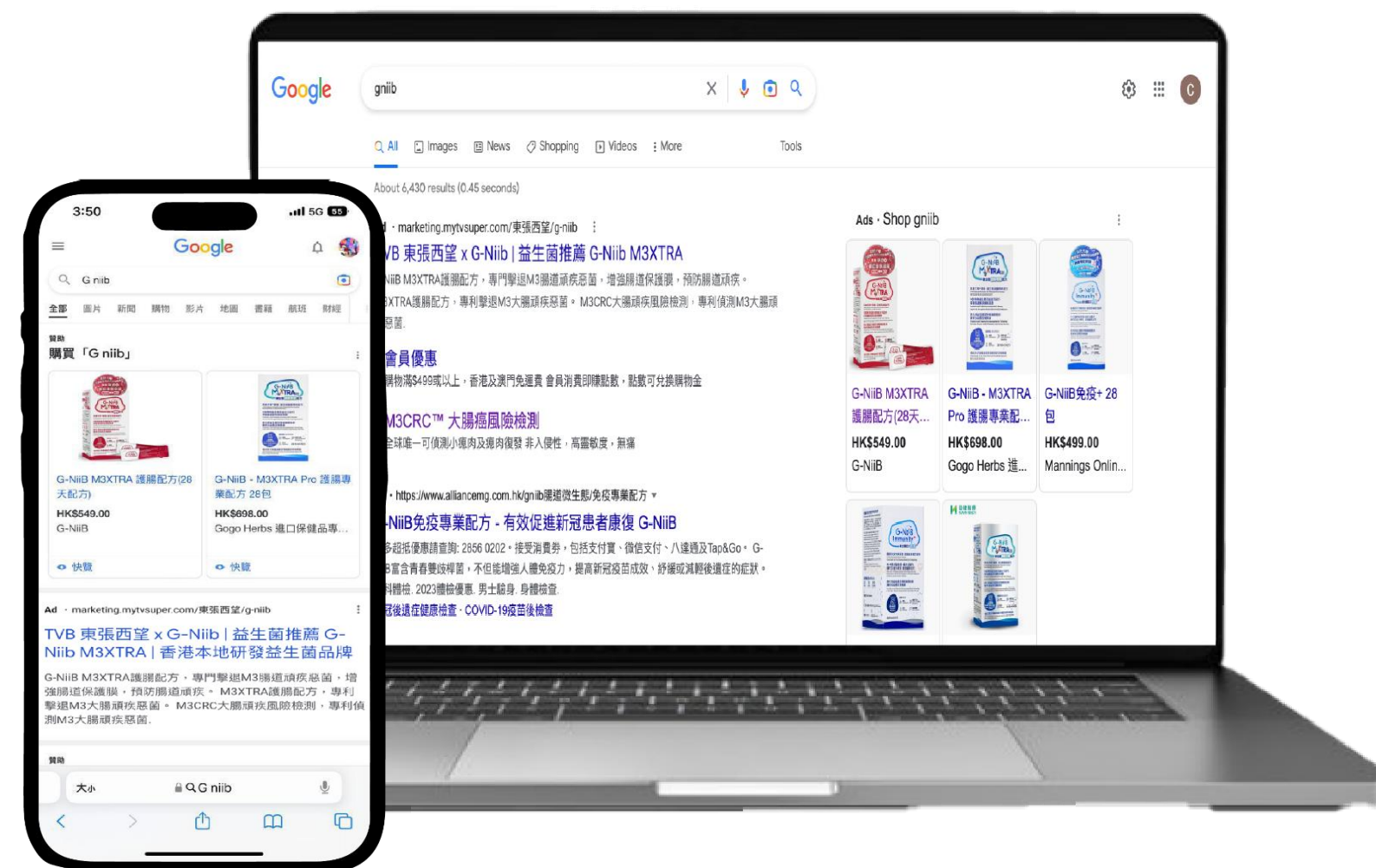


- Capture social buzz and strengthen programme-brand/
product association

Targeting Tactics:



- Keyword targeting: Prioritise Scoop- & segment-specific keywords
- Generic/ brand/ product keywords will be applied to ensure coverage
- Ad copy writing to highlight programme-brand/ product synergy





Triple Banner






Feature:



- Deepen programme-brand/ product association

Targeting Tactics:



-  • Scoop segment post-viewers & Scoop regular audience base
-  • Remarketing multi-channel mapped users (nurture consideration)
-  • TVB proprietary audience data platform lookalike (prospect potential customers)





Facebook Paid Post AD (myTV SUPER)



Features:



- Bring myTV SUPER active fan base to advertiser brand/ product

Targeting Tactics:



- myTV SUPER Facebook active fan base
- Remarketing multi-channel mapped users (nurture consideration)
- Facebook lookalike audience based on mapped users (prospect potential customers)
- Brand/ product-specific interest targeting may be applied to ensure coverage
- Ad post copy & key visual provided by the advertiser





Google Display AD (GDN) (LREC)



Features:



- Further the full funnel effectiveness by Google Display Network' s extensive reach

Targeting Tactics:

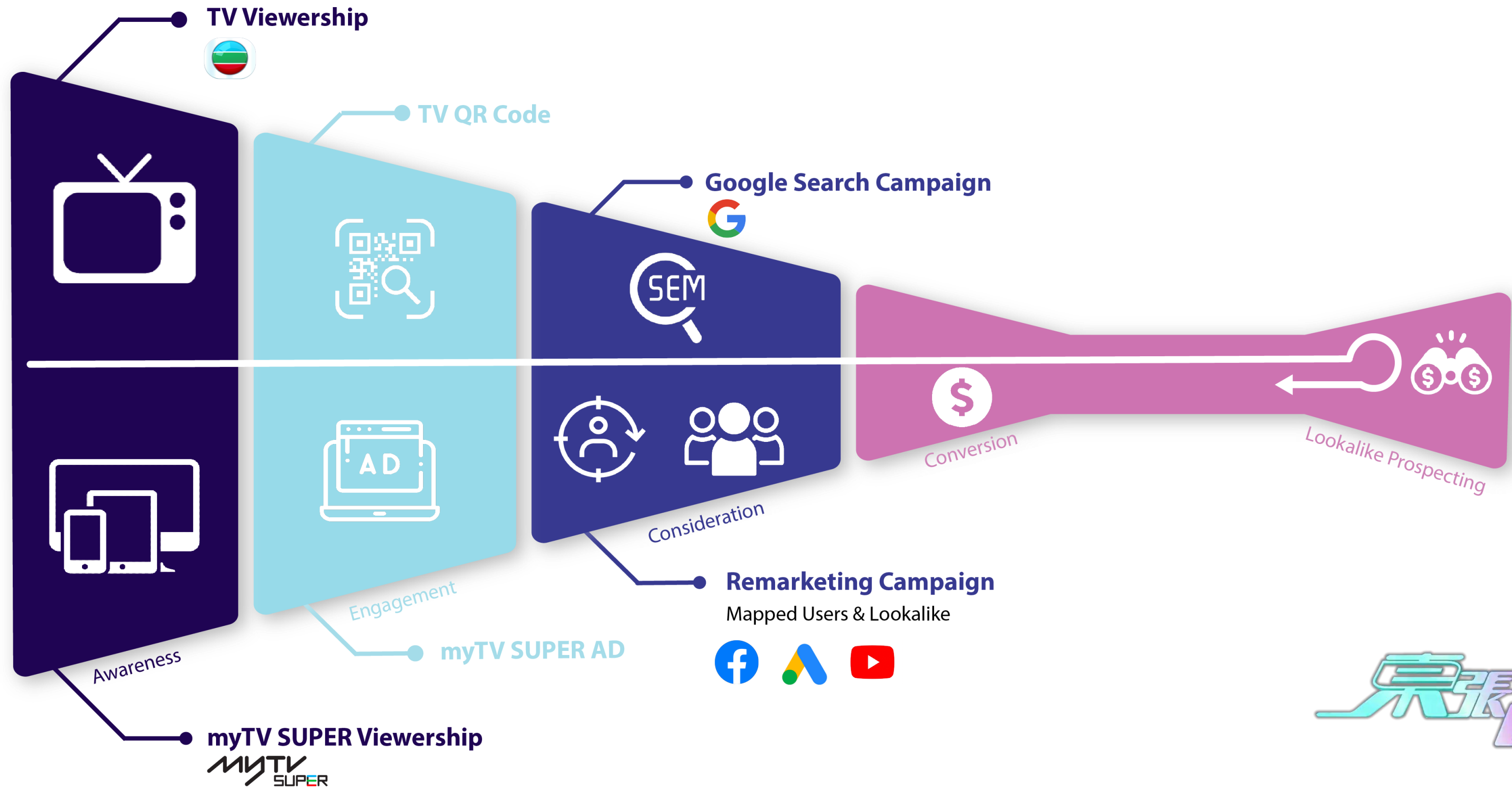


- Remarketing multi-channel mapped users (nurture consideration)
- Google lookalike audience based on mapped users (prospect potential customers)
- Brand/ product-specific affinity & in-market targeting may be applied to ensure coverage

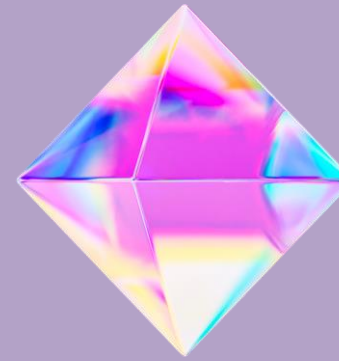


Full Funnel Effectiveness

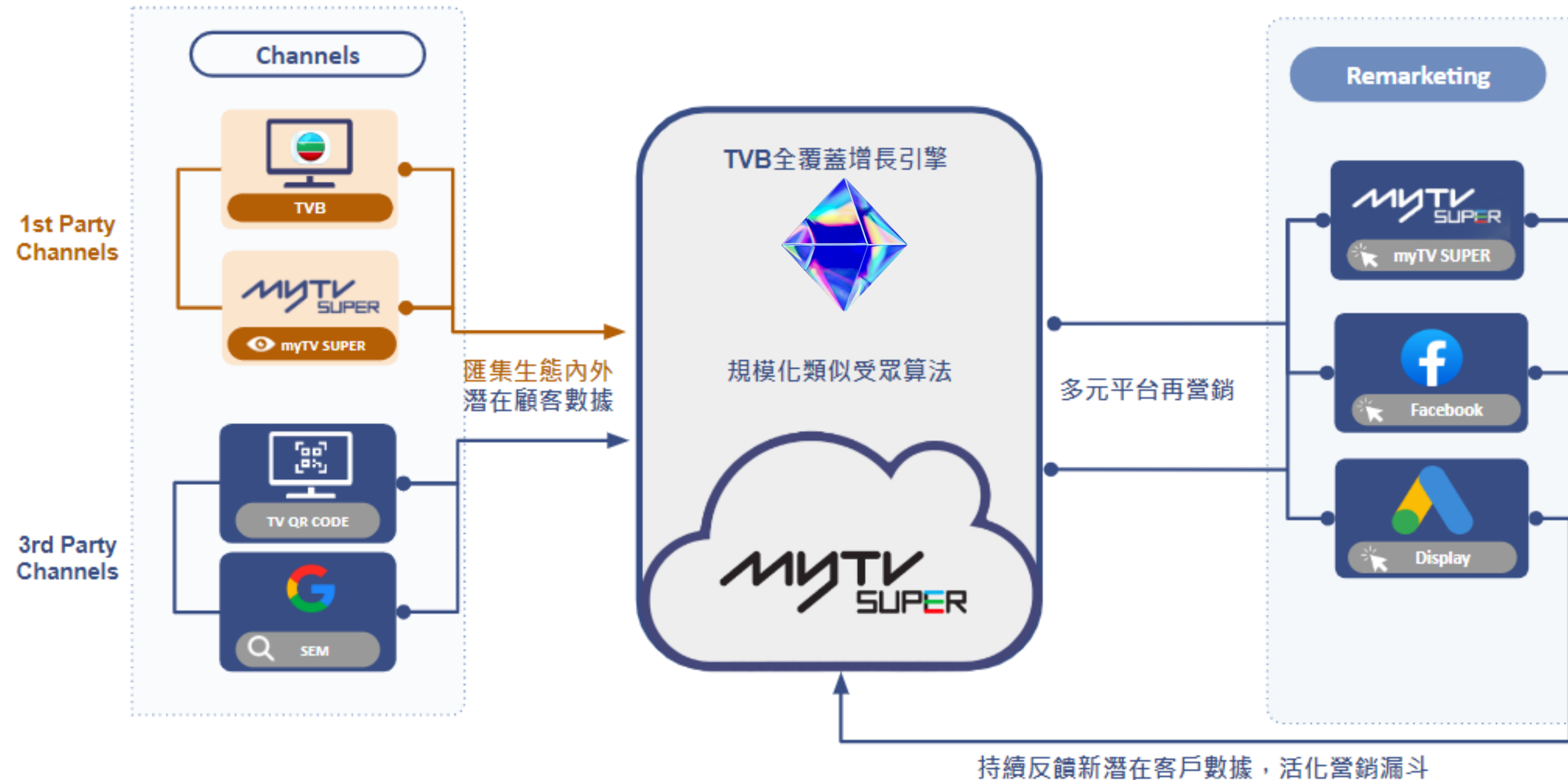
From Awareness to Consideration | From Harvesting to Sustaining



TVB Audience Data Platform



Rejuvenation of the Full Funnel Model



Why Scoop Full Funnel?



Extensive information
via Scoop on QR Code &
Mini-Site



Extensive reach by
connecting the audience on
Linear TV, Digital platform
and OTT platform



Extending audience and
potential customer to
consideration stage



Drive extensive online
traffic by retargeting core
audience



Use case: Health Supplements

- Reach core scoop audience and household audience
- Generate awareness & consideration through Scoop segment
- Effective demonstration on health supplements syncing with the scene under Scoop segment



Scoop QR Code

Info Page inside QR Code (Mini-Site)

QR Scan No.

2,423

Info Page inside
QR Code (Mini-Site)

1,169

Click Through
Rate

48%

Scoop Campaign: 位元堂中醫藥系列
Data as of Dec 30, 2022



Info Page inside QR Code
(Mini-Site)

Scoop QR Code

QR Scan No.
1,472

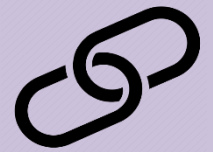
Info Page inside
QR Code (Mini-
Site)
812

Click Through
Rate
55%

Why Scoop Full Funnel?



Extensive information
via Scoop on QR Code &
Mini-Site



Extensive reach by
connecting the audience on
Linear TV, Digital platform
and OTT platform



Extending audience and
potential customer to
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Drive extensive online
traffic by retargeting core
audience



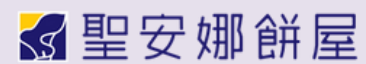
Use case: Moon Cakes (Festival food)

- Scoop segment h immediate action to client e-shop via QR Code
 - Shape a rich festival atmosphere
- Stand out from your competitor (especially in hot festival period)
- Showing interaction with Scoop Audience or household audience



Full Funnel Marketing Cases

From TV Ecosystem to Cross-Platform All-Round Advertising Solution



Entitlement Overview

Platform	Entitlement
myTV SUPER	Triple Banner
Google Search (SEM)	Search Ad
Google Display Network (GDN)	Display Ad
Facebook	Paid Post (Ad)
	Data & Activation Services

Remarks :

1. Given the dynamic factors of auction-based platforms, the deliverables are defined by the total media cost.
2. Client should submit the materials at least 5 working days before the event date – to ensure sufficient lead time for activation.
3. Budget allocation across the activation channels may be subject to change due to performance optimization or ad inventory availability.
4. Targeting tactics regarding TVB 1st party data & “Core Audience” will be prioritized for exclusive targeting, however relevant audience targeting (myTV SUPER) & platform-native targeting (Facebook & Google) will also be applied.
5. Campaign flight may be extended beyond 14 days in the cases of under-delivery, platform & ad review issue, delay in creative materials, etc.

Full Funnel AD Reference



Retargeting Campaign

Triple Banner

(Platform: myTV SUPER App)

Ad Spec: 640 x 300 px
1536 x 540 px
2048 x 540 px



Facebook Post AD

(Platform: Facebook)

Ad Spec: 1080 x 1080



GDN LREC

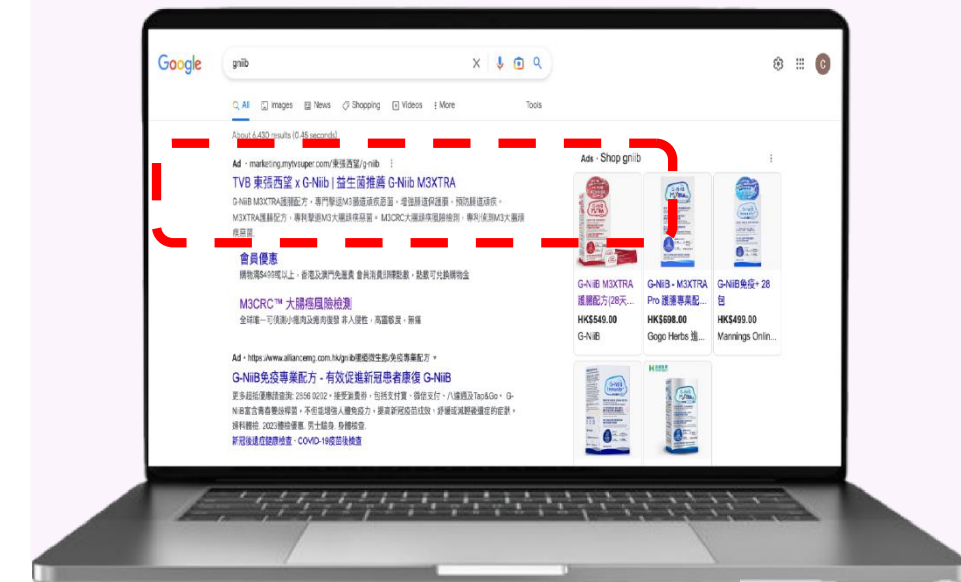
(Platform: Google)

Ad Spec: 300 x 250



GDN Search Campaign

(Platform: Google)



Bridging Linear Broadcasting + Connected TV + Social Media

Integrating the TV ecosystem

O2O, Live streaming or VOD, In/Beyond TV programme



Linear TV

Reach per week: 5.2M (80%)* HK Audience



Connected TV
+ Streaming Service

Online live streaming + VOD



Social Media

3.95M+* followers & users base

87%*

Multi-platform Weekly Coverage

*Source: 2022 Video Consumption Landscape Survey, Nielsen



*Base: 4 or above (age) (6,497,000)
Weekly reach of TVB's 5 broadcasting channel
Period: 2021/12/27-2022/10/02
Source: CSM Media Research
*Data collection done before 30/09/2022
Platform: TVB Official, TVB Variety, See Saw
Sin, J2, Pearl (facebook, IG, Youtube)
Date: 29/08/2022-04/09/2022
Source : TVB

The Most Powerful Connected TV Platform

- Make good use of TVB 1st party audience data
→ **precisely target relevant audience**
- High-quality media content
→ **amplify effectiveness of advertisement**



*Sample: Hong Kong, age group 15-64, has watched any online/offline channel in the past 7 days(n=2,538)

*Base: Weekly reach; all target groups; weekly visit and daily time spent/ User: Has watched any channel in the past month

Source: 2022 Local Channel Consumption Research, Nielsen

56%

Weekly reach*

4.3 days

Visit/week*

87 mins

Daily time
spent/user*

2.6M

Monthly active
users

(Connected TV | Apps | Internet)