



# 巨星撐場

廣告套裝

2023



Pearl



翡翠台

MYTV  
SUPER





# 巨星撐場

廣告套裝2023

- 承接復常之勢，TVB巨星助你穩步推動業務。TVB今年繼續推出『**巨星撐場**』**廣告套裝 2023**，為客戶一手包辦製作連跨平台宣傳。
- TVB Group強大的觀眾群（包括免費電視觀眾和myTV SUPER OTT平台用戶）和今年精選**9位TVB巨星**，定能全面提升客戶品牌知名度，讓客戶在茫茫品牌中像星光一樣閃耀觸目。
- 除此之外，客戶更可以超優惠價格升級至**7位超級巨星**。配合一眾巨星線上或線下龐大的追隨者，令客戶品牌輕鬆觸及更多潛在顧客。
- Following the path of economic recovery, TVB artistes able to help shape your business and brand.
- To strengthen client's brand awareness, <Super Star Advertising Package 2023> continuously offers one-stop advertising solution by integrating the power of **9 TVB Super artistes** and TV (reaching TV audience & myTV SUPER OTT Users). From creatives, talent line up, and production to spot placements, TVB offers you high impact, super value and convenience.
- <**Super Star Advertising Package 2023**> also offers an additional upgrade with **7 discounted TVB Super Stars** which further extend client's potential customers with TVB Super Star online & offline fans base.





# 巨星撐場

廣告套裝2023

## 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



袁偉豪



蕭正楠



譚俊彥



羅子溢



陳敏之



高海寧



陳滢



王灝兒



黃智雯



Star Artistes

強勁『星』勢





巨星撐場

廣告套裝2023

# 無可抗拒的廣告套裝 An 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 **28** 折      Discount up to **72%**

Starting from **HK\$561,200** \*起

\*只適用於受56價目表廣告預定計劃MU價格保障的客戶  
Applicable to RC56 MU Advertisers only



另加 \$130,000起

# 立即升級至『超級巨星』

黎諾懿



張振朗



周嘉洛



王浩信



陳山聰



陳展鵬



馬國明







- 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兩條電視頻道及myTV SUPER播放

The TVC can only be telecast on TVB's 2 TV channels & myTV SUPER

- 廣告片需於2023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 2023, 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



# 巨星撐場

廣告套裝2023

## 星級魅力

9位巨星  
7位超級巨星

**Ensemble Stars**  
9 TVB Artistes  
7 TVB Super Star

## 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 **28** 折 Discount up to **72%**

## 入門價格相宜

**Budget Friendly**  
Starting from

**HK\$561,200起**

\*只適用於受56價目表廣告預定計劃MU價格保障的客戶  
Applicable to RC56 MU Advertisers only





# 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		300,000	300,000	300,000	300,000
and select one from the following channels 及於以下頻道選取一項					
J2		75	50	39	25
TVB Finance, Sports & Information Channel 無綫財經 體育 資訊台		75	50	39	25
Pearl 明珠台 (Studio 930 Title Sponsorship Package 明珠930 冠名套裝)		1	1	1	1
2) TV Commercial Production (Respective duration of TVC) 電視廣告製作 (相對秒數)		10"	15"	20"	30"



**Booking Deadline**  
**截止購買日：2023/11/30**

RC56-MU <sup>①</sup>	RC56-SU/SUN <sup>②</sup>	RC56-OC <sup>③</sup>	RC57 <sup>④</sup>
\$561,200	\$569,300	\$683,800	\$729,700

Remarks 註:

① For Advertisers who have participated in Rate Card No. 56 Mega-Upfront (MU) Booking Scheme.

只適用於受56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. 56 Super-Upfront (SU) or Super-Upfront for New-Business Advertiser (SU-N) Booking Scheme.

只適用於受56 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. 56 Open Contract (OC) Booking Scheme.

只適用於受56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。





## 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	
	<b>Total No. of Spots 播放次數 :</b>			<b>30</b>	<b>20</b>	<b>15</b>	<b>10</b>



# J2 Spots Breakdown

## J2台 播放次數分佈

巨星撐場  
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		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	12	8	6	4	
	B5 Mon-Sun 1705-1845 & 2405-2455	RB	9	6	5	3	
	B4 Mon-Sun 1005-1655	RB	18	12	9	6	
	B2 Mon-Sun 2505-2635	RB	9	6	5	3	
	B1 Mon-Sun Station Opens to 0955 & 2645 to Stations Closedown	RB	27	18	14	9	
Total No. of Spots 播放次數 :			<b>75</b>	<b>50</b>	<b>39</b>	<b>25</b>	



## TVB Finance, Sports & Information Spots Breakdown 無綫財經 體育 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	12	8	6	4
	A4	Mon-Sun 2405-2515	RB	9	6	5	3
	A3	Mon-Sun 1705-1845 & 2525-2605	RB	9	6	5	3
	A2	Mon-Sun 0855-1655	RB	18	12	9	6
	A1	Mon-Sun Station Opens to 0845 & 2615 to Station Closedown	RB	27	18	14	9
Total No. of Spots 播放次數 :				<b>75</b>	<b>50</b>	<b>39</b>	<b>25</b>






## 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				
 <i>Pearl</i>	Studio 930 Title Sponsorship Package 明珠930 冠名套裝				*1 x share (份)



## 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
	Connected TV, Web & Apps 聯網電視, 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	350,000
			Non-Commitment Client	300,000





## 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 2023.  
電視廣告的使用期為首播起3個月，且於2023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。



## Sales Conditions 銷售條款

Please observe the following notes in addition to our General Terms & Conditions contained in Rate Card Nos. 56/57 :-  
除56/57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 2023.  
客戶訂購之廣告套裝，所有廣告必須安排在2023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。





## 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 SPER.  
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 2023.  
<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 2023。
4. All inventory must be utilized on or before 31 December 2023.  
所有廣告必須安排在2023年12月31日或以前播出。

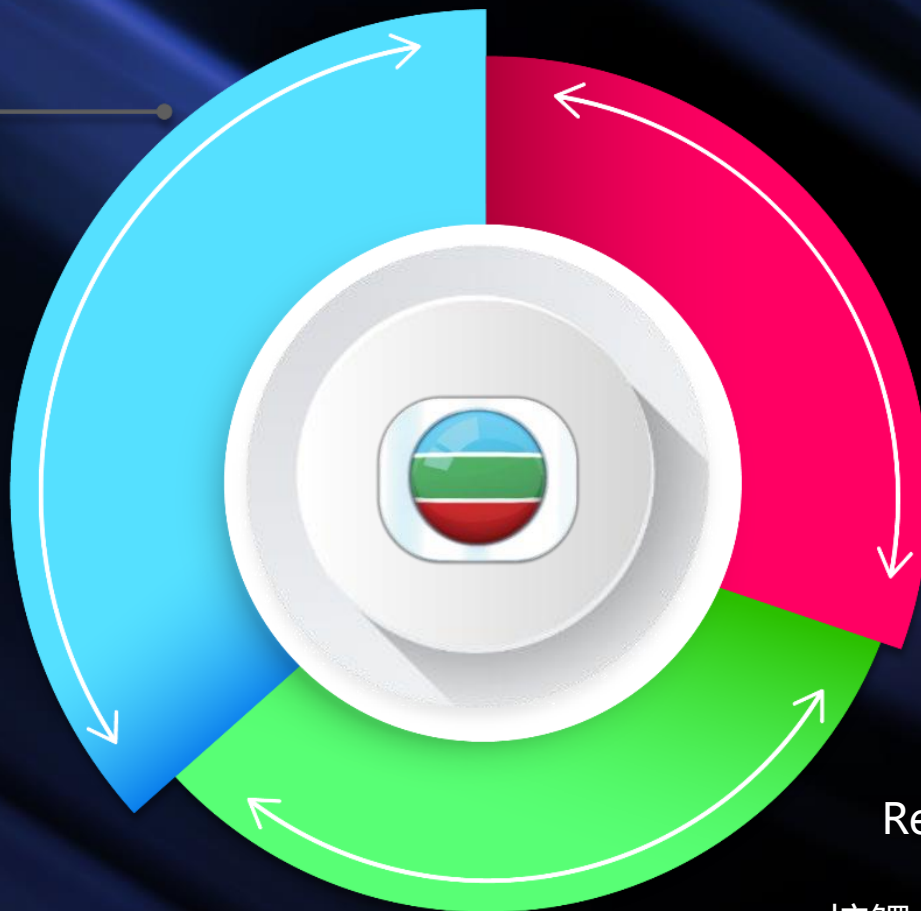


# TVB無綫電視：最強平台 The Strongest Platform

## 巨星撐場

廣告套裝2023

The Most Watched TV Station capturing 83% of HK Audiences<sup>^</sup>  
全港最多觀眾的平台  
TVB吸引全港83%電視觀眾<sup>^</sup>



額外接觸大灣區觀眾  
Reaching the Audience in the Greater Bay Area

Reaching 3.3 Million of myTV SUPER  
Monthly Active Audience\*  
接觸 3.3 百萬個 myTV SUPER 每月活躍觀眾\*

2022/01/01-2022/12/31

Base 基礎: 4+ (6,497,000)

<sup>^</sup> Share is based on the total free TVs ratings (4+) during Weekday Primetime (Mon to Fri, 19:00 to 23:00)

百分比以香港免費電視頻道之平日黃金時段 (星期一至五19:00 至 23:00 整體4+收視計算)

Source 數據來源: CSM Media Research

\*Adobe Analytics

Fieldwork period: Feb,2023



# MYTV SUPER



## #1 香港OTT 串流媒體平台

**接觸層面最廣泛!**  
**任何時間, 眾多接觸點!**  
(聯網電視、網頁和手機應用程式)

**Mass Reach!**  
**24/7 Available!**  
**Multiple Touchpoints!**  
(via Connected TV, Web & Mobile)

**\*3.3M**

每月活躍觀眾  
Monthly Active Audience

**4.3 Days**

每星期探訪日數  
Visit/Wk

**56%**

每星期觸及率  
Reach/Wk

**87 Mins**

每日觀看時間/用戶  
Daily Time Spent/User

Source: 2022 Video Consumption Landscape Survey  
(n=2,538 Aged 15-64 General Video User for HK local population in the past 7 days)

Field Work Period: 12 Jul - 5 Aug 2022

\*Adobe Analytics | Data period: Feb, 2023





## Audience Profile

配合第一方大數據, 精準投放更能針對目標客群播放!  
更顯著品牌曝光效果!



- ✓ Clickable Ad for all devices (Connected TV/Web/APP):  
Click "OK" for Connected TV  
可點擊廣告, 聯網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 (包括聯網電視播放數據)




- ✓ 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

性別 45% vs 55%  
Gender

年齡 8% A15-24  
Age 18% A25-34  
21% A35-44  
23% A45-54  
31% A55-64



每月家庭收入  
Household  
Monthly income:

**HK\$60K +**

Median of HK Household: 香港每月家庭收入中位數 HK\$27,500\*



# APPENDIX





# Well Established 星級組合





# TVB星級藝人

## Well established artistes

## with a wide audience

**目標品牌類型：**

**Target Brands:**

**Bank and Finance**

(Bank of China, Konev Financial Express)

**Insurance** (AXA, AIA)

**Automotive** (Porsche, BYD auto)

**Watch & Jewelry** (Chow Tai Fook)

**Electrical Appliance** (Sunning, LG, Hitachi )



# Well Established

## 星級組合

1. 張振朗 Owen Cheung
2. 陳展鵬 Ruco Chan
3. 馬國明 Kenneth Ma
4. 蕭正楠 Edwin Siu
5. 譚俊彥 Shaun Tam
6. 袁偉豪 Benjamin Yuen
7. 羅子溢 Him Law
8. 周嘉洛 Kalok Chow
9. 黎諾懿 Chris Lai
10. 陳山聰 Joel Chan
11. 王浩信 Vincent Wong
12. 高海寧 Samantha Ko
13. 陳敏之 Sharon Chan
14. 陳滢 Jeannie Chan
15. 王灝兒 JW
16. 黃智雯 Mandy Wong





## 張振朗 Owen Cheung (Cheung Chun Long)

### 廣告簡歷

- 保康絲
- 露華濃
- 美國萬通
- 大新銀行
- Panasonic HK
- 維特健靈
- MaBelle HK

### Categories

- Active
- Fashion
- Auto
- Animal

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**348K+**  
FOLLOWERS  
**7.6K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**281K+**

facebook  
FOLLOWERS  
**67K+**





# 陳展鵬 Ruco Chan (Chan Chin Pang)

## 巨星撐場

廣告套裝2023

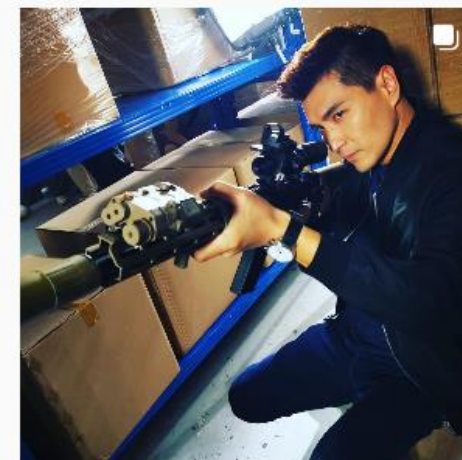
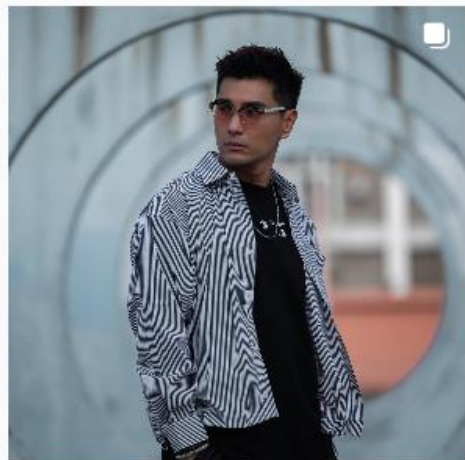
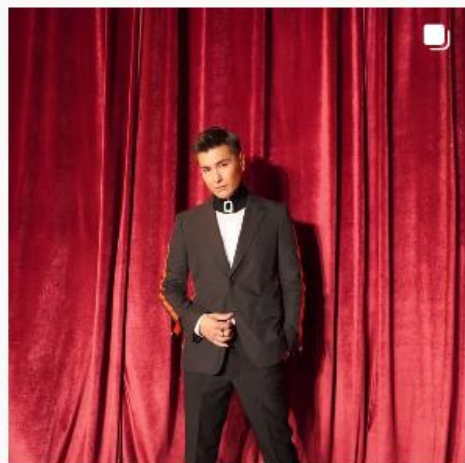
### 廣告簡歷

- 澳門電訊
- 香港信貸樓按醫生
- 戶外城平面廣告
- Hyperlube 引擎潤滑油
- Samsung S8 手機
- FILA HK

### Categories

- Active
- Fashion
- Parent

#Casual  
#Athleisure  
#Black Tie



IMPACT

**602K+**

FOLLOWERS

**15K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**425K+**

facebook

FOLLOWERS

**177K+**





# 馬國明 Kenneth Ma (Ma Kwok Ming)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- Men Skin Centres by Bella
- 新世界電訊
- 壽桃牌燕麥拉麵
- DSC德爾斯
- Mon Petit奶粉
- 馬爹利洋酒
- 譚仔雲南米線
- VISA信用卡
- Wellous Malaysia - LIVEON
- 永明金融

### Categories

- Fashion

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**328K+**  
FOLLOWERS  
**22K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**328K+**

facebook  
FOLLOWERS  
**N/A**





# 蕭正楠 Edwin Siu

## (Siu Ching Nam)

# 巨星撐場

廣告套裝2023

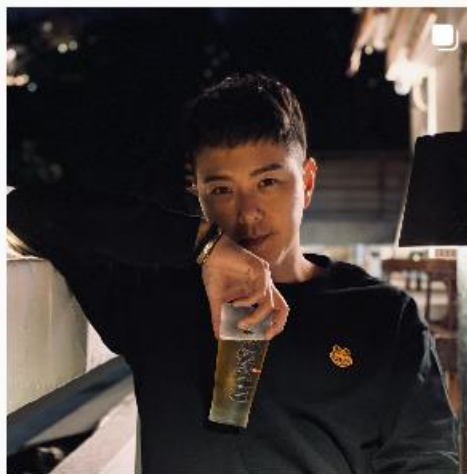
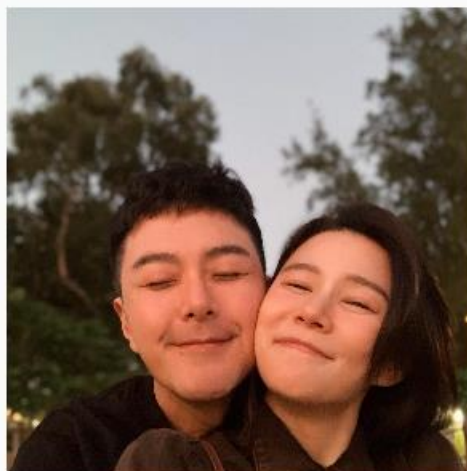
### 廣告簡歷

- Pepsi 百事
- 瑞士美度錶
- 帝花之秀啫喱水
- 香港法國婚紗
- 鉅記餅家
- Martell
- GO WILD

### Categories

- Active
- Music
- Animal

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**440K+**  
FOLLOWERS  
**7.1K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**421K+**

facebook  
FOLLOWERS  
**19K+**





# 譚俊彥 Shaun Tam (Tam Chun Yin)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- 美心月餅
- 大埔超級城

### Categories

- Active
- Parent
- Food
- Music
- Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT

**41.9K+**

FOLLOWERS

**2.2K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**41.9K+**

facebook

FOLLOWERS

**N/A**



# 袁偉豪 Benjamin Yuen (Yuen Wai Ho)

## 巨星撐場

廣告套裝2023

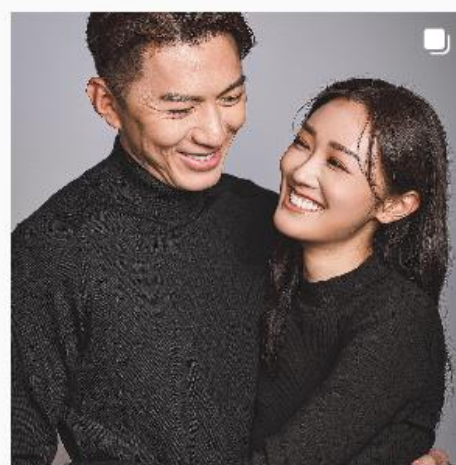
### 廣告簡歷

- 維他奶新生代
- MediBeauty for Man
- 韓國《Mask House》
- L'Oréal Paris
- 渣打 MARVEL
- 中國人壽海外
- NIVEA
- 勵智協進會

### Categories

- Active
- Fashion
- Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT

**699K+**

FOLLOWERS

**3K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**579K+**

facebook

FOLLOWERS

**120K+**





# 羅子溢 Him Law

## (Law Tze Yat)

# 巨星撐場

廣告套裝2023

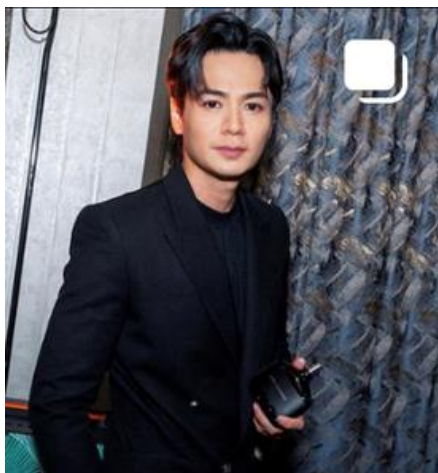
### 廣告簡歷

- Life Young
- Kinohimitsu Resvera
- World Family HK
- DIRCE
- Mont Blanc

### Categories

- Active
- Fashion
- Parent

#Casual  
#Athleisure  
#Black Tie



IMPACT

**626K+**  
FOLLOWERS  
**20.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**276K+**

facebook  
FOLLOWERS

**350K+**





# 周嘉洛 Kalok Chow (Chow Ka Lok)

## 巨星撐場

廣告套裝2023

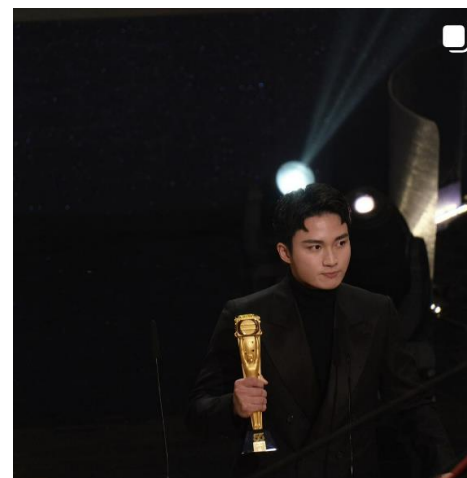
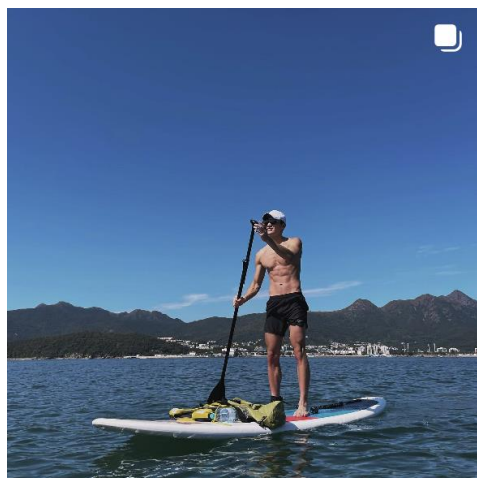
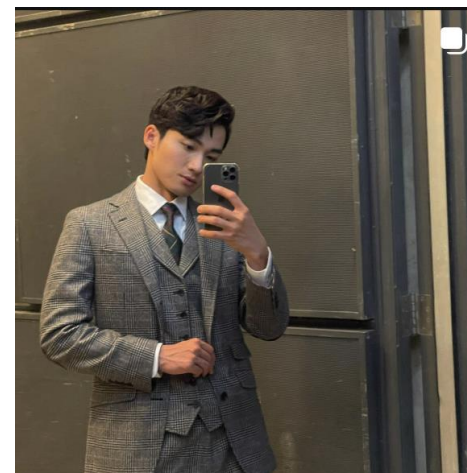
### 廣告簡歷

- Yuu
- 安記
- Wechat Pay HK
- Maxim' s

### Categories

- Active
- Fashion
- Youth
- Energetic

#Casual  
#Athleisure  
#Black Tie



IMPACT

**214K+**  
FOLLOWERS  
**12.5K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**194K+**

facebook  
FOLLOWERS

**20K+**





# 黎諾懿 Chris Lai (Lai Lok Yi)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- HK Skin Health Foundation
- Gaia Group
- Herbalgy
- 澳門上葡京
- 世界宣明會
- 雅窗牌

### Categories

- Active
- Parent
- Cooking

#Casual  
#Athleisure  
#Black Tie



IMPACT

**456K+**  
FOLLOWERS  
**1.6K+**  
AVG.  
ENGAGEMENT

Instagram

FOLLOWERS

**321K+**

facebook

FOLLOWERS

**135K+**





# 陳山聰 Joel Chan (Chan Shan Chung)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- Vita Green
- Apm
- 大埔超級城
- 溥儀眼鏡

### Categories

- Active
- Fashion
- Parent
- Sport

#Casual  
#Athleisure  
#Black Tie



IMPACT

**444K+**  
FOLLOWERS  
**5.1K+**  
AVG.  
ENGAGEMENT

Instagram

FOLLOWERS  
**320K+**

facebook

FOLLOWERS  
**124K+**





# 巨星撐場

廣告套裝2023

## 王浩信 Vincent Wong (Wong Ho Shun)

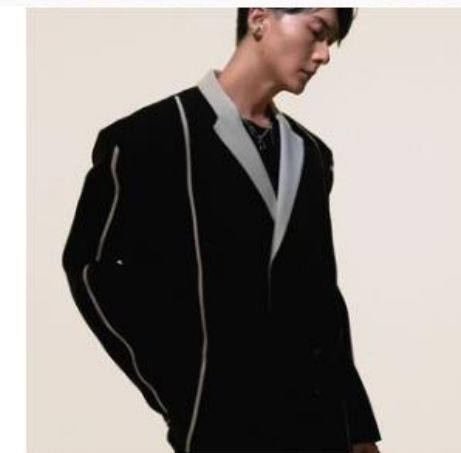
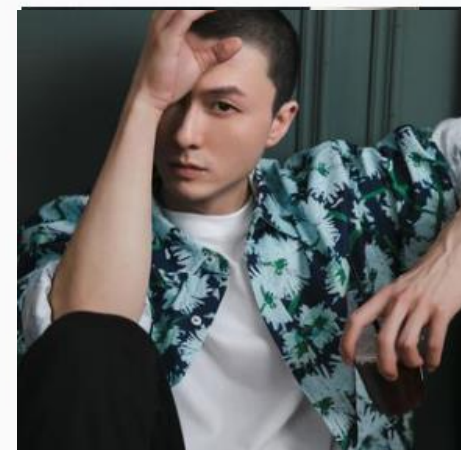
### 廣告簡歷

- 家匠TMF
- Dove
- 史雲生
- Eleanor
- Bossini
- Oral-B
- GNC
- Panasonic

### Categories

- Active
- Fashion
- Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT

771K+

FOLLOWERS

15.2K+

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

481K+

facebook

FOLLOWERS

290K+





# 高海寧 Samantha Ko (Ko Hoi Ling)

## 巨星撐場

廣告套裝2023

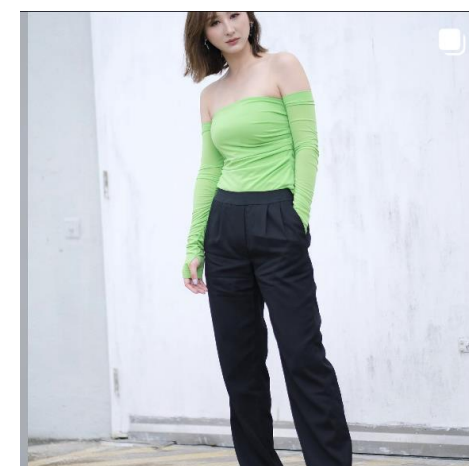
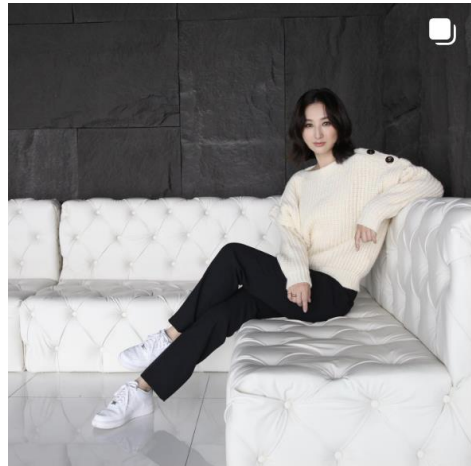
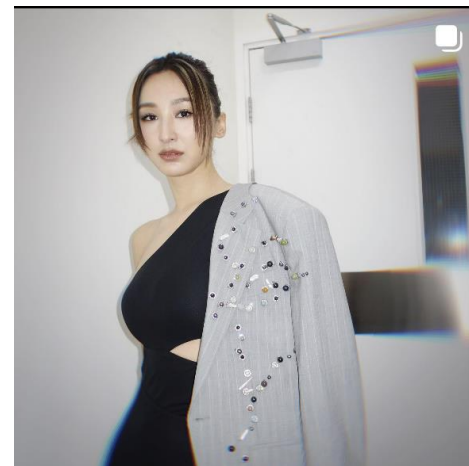
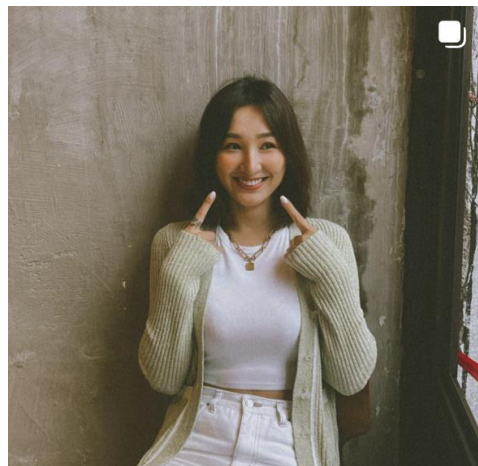
### 廣告簡歷

- Naturo Vita
- You Beauty HK
- 永恆Online

### Categories

- Active
- Fashion
- Gym

#Casual  
#fashion



IMPACT

**1.03m+**

FOLLOWERS

**9.1K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**659K+**

facebook

FOLLOWERS

**373K+**





# 陳敏之 Sharon Chan

(Chan Man Chi)

## 巨星撐場

廣告套裝2023

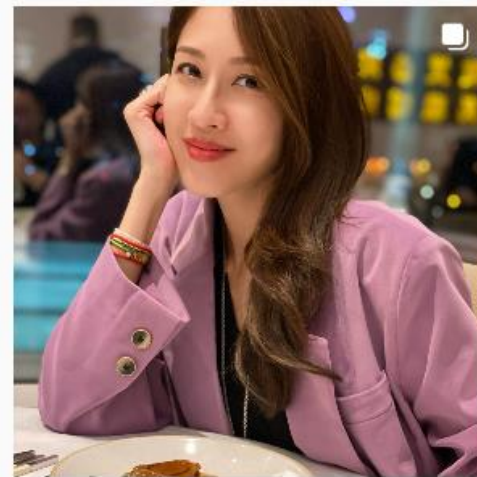
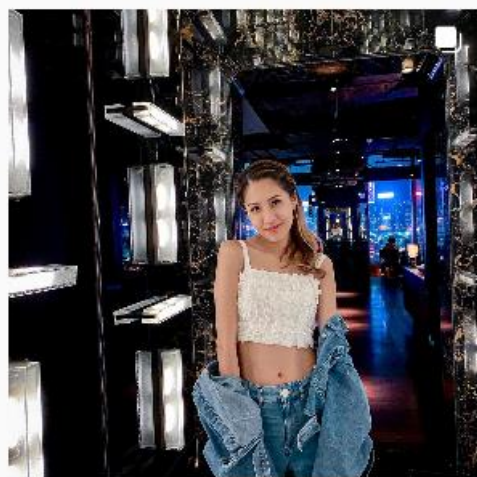
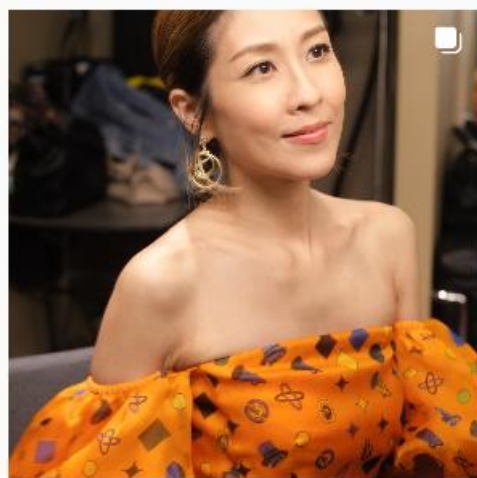
### 廣告簡歷

- Circle SnapShot
- 兒童發展協會
- JC Happiness Charity Foundation
- yuu HK

### Categories

- Active
- Fashion
- Parent

#Casual  
#HighFashion



IMPACT

**1.14M+**  
FOLLOWERS  
**3.7K+**

AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**684K+**

facebook  
FOLLOWERS

**460K+**





# 陳滢 Jeannie Chan (Chan Ying)

## 巨星撐場

廣告套裝2023

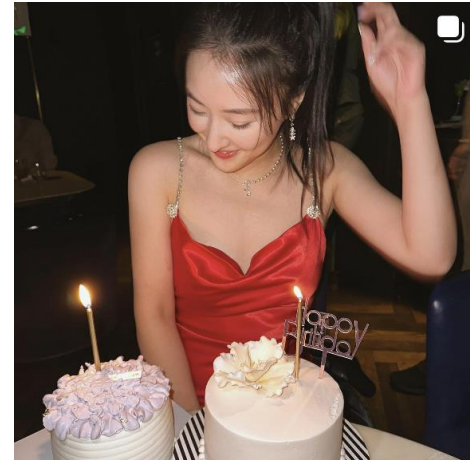
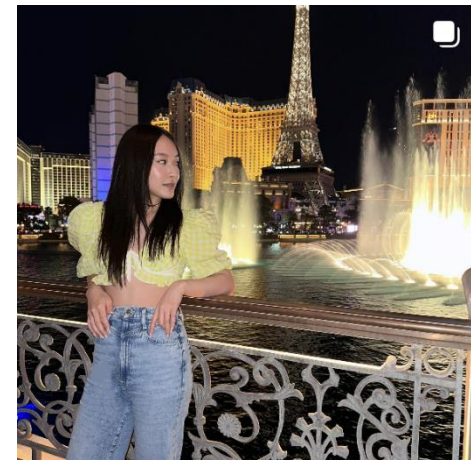
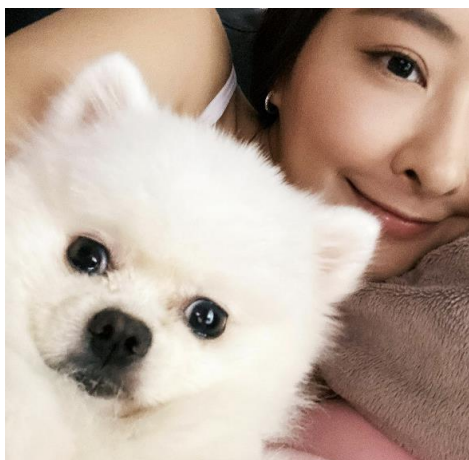
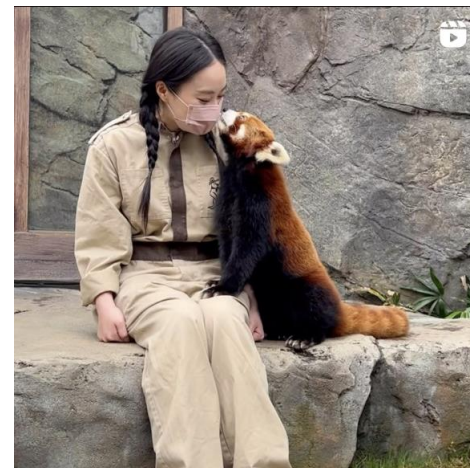
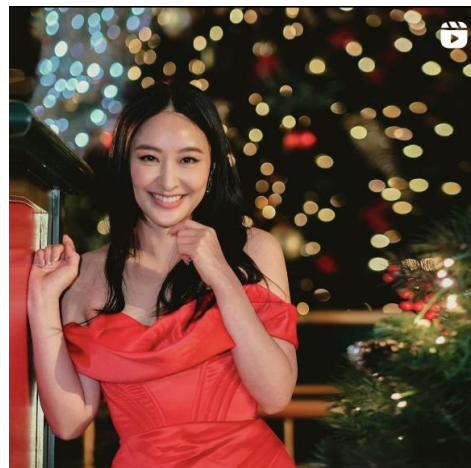
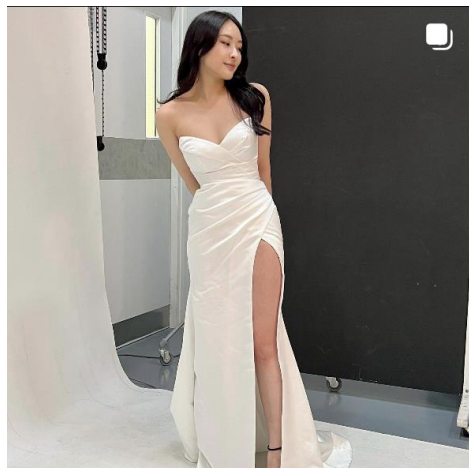
### 廣告簡歷

- Ztylez
- 1 Day Acuvue®  
DEFINE™
- 茶木
- SK-II

### Categories

- Active
- Fashion
- Food
- Travel
- Animal

#Casual  
#Athleisure



IMPACT

**894K+**  
FOLLOWERS  
**18.5K+**  
AVG.  
ENGAGEMENT

Instagram

FOLLOWERS

**722K+**

facebook

FOLLOWERS

**172K+**





# 王灝兒 JW (Joey Wong)

## 巨星撐場

廣告套裝2023

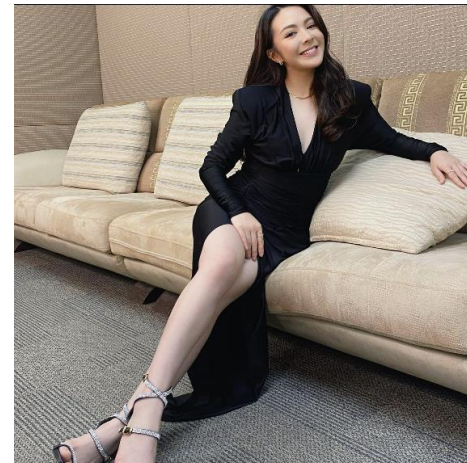
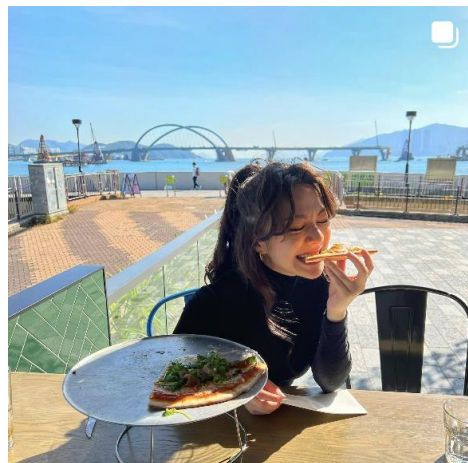
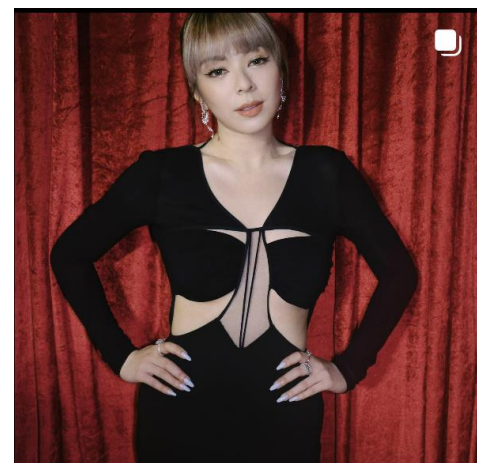
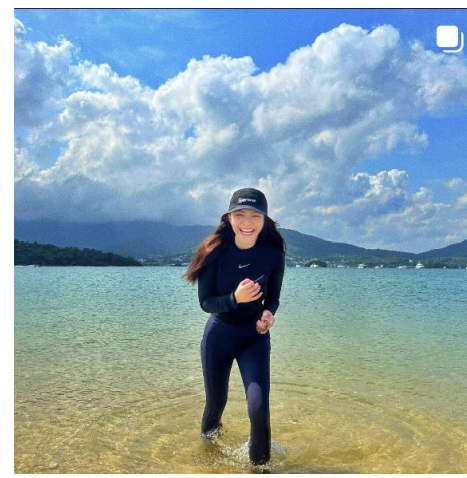
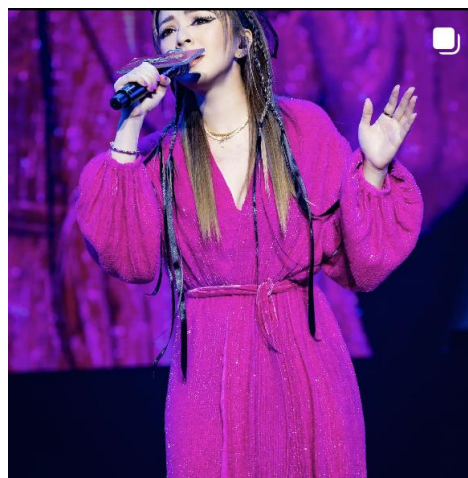
### 廣告簡歷

- 置富Malls
- Ocean Popwalk
- HK Ocean Park

### Categories

- Active
- Fashion
- Music
- Food

#Casual  
#Athleisure



IMPACT

**374K+**

FOLLOWERS

**5.6K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**211K+**

facebook

FOLLOWERS

**163K+**





# 黃智雯 Mandy Wong

## (Wong Chi Man)

# 巨星撐場

廣告套裝2023

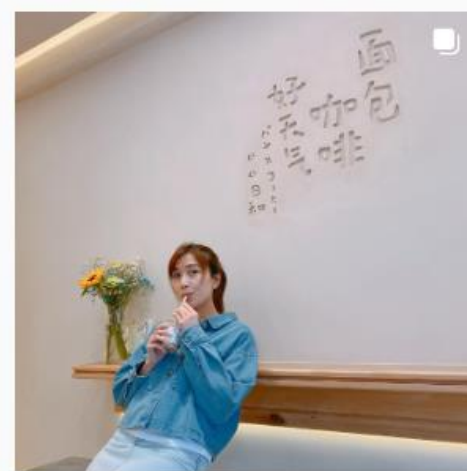
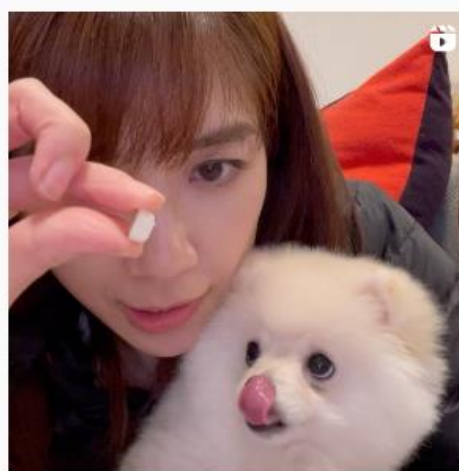
### 廣告簡歷

- 維特健靈
- Pitanium
- DECORTÉ
- Naturo Vita 極  
燒脂
- Longchamp HK
- 大眾銀行香港
- 中國人壽海外

### Categories

- Active
- Fashion
- Animal

#Casual  
#Athleisure



IMPACT

**1M+**

FOLLOWERS

**9.5K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**749K+**

facebook

FOLLOWERS

**260K+**





# Active & Fashionable 型格





# 潮流生活藝人

Artistes with active lifestyles

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

1. 張振朗 Owen Cheung
2. 蕭正楠 Edwin Siu
3. 袁偉豪 Benjamin Yuen
4. 羅子溢 Him Law
5. 陳山聰 Joel Chan
6. 高海寧 Samantha Ko
7. 陳滢 Jeannie Chan
8. 黃智雯 Mandy Wong





# 張振朗 Owen Cheung (Cheung Chun Long)

巨星撐場

廣告套裝2023

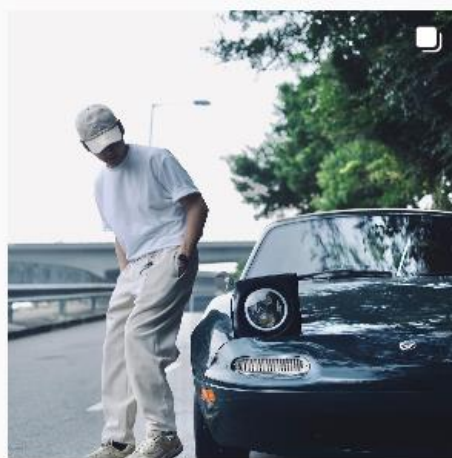
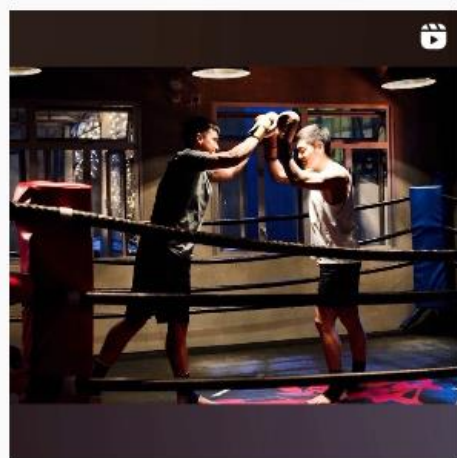
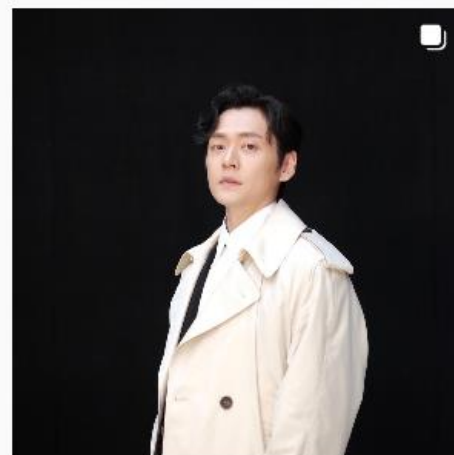
## 廣告簡歷

- 保康絲
- 露華濃
- 美國萬通
- 大新銀行
- Panasonic HK
- 維特健靈
- MaBelle HK

## Categories

- Active
- Fashion
- Auto
- Animal

#Casual  
#Athleisure  
#Black Tie



IMPACT

**348K+**

FOLLOWERS

**7.6K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**281K+**

facebook

FOLLOWERS

**67K+**





# 蕭正楠 Edwin Siu

## (Siu Ching Nam)

# 巨星撐場

廣告套裝2023

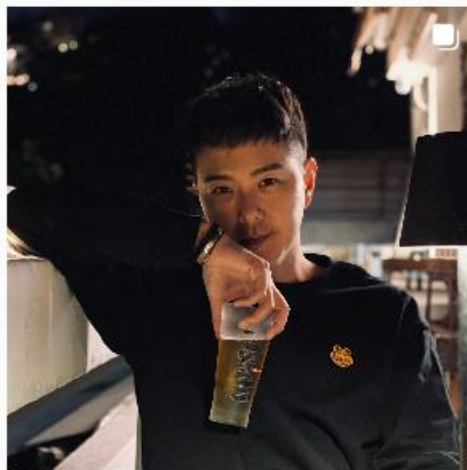
### 廣告簡歷

- Pepsi 百事
- 瑞士美度錶
- 帝花之秀啫喱水
- 香港法國婚紗
- 鉅記餅家
- Martell
- GO WILD

### Categories

- Active
- Music
- Animal

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**440K+**  
FOLLOWERS  
**7.1K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**421K+**

facebook  
FOLLOWERS  
**19K+**





# 袁偉豪 Benjamin Yuen

## (Yuen Wai Ho)

# 巨星撐場

廣告套裝2023

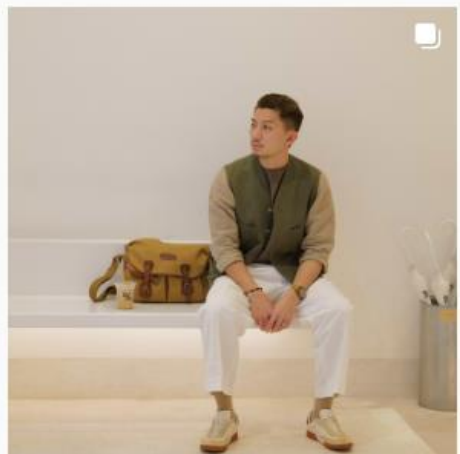
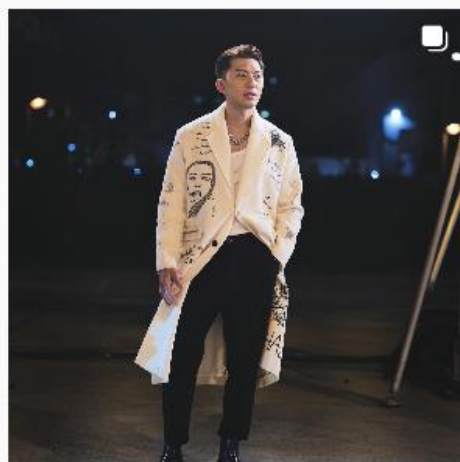
### 廣告簡歷

- 維他奶新生代
- MediBeauty for Man
- 韓國《Mask House》
- L'Oréal Paris
- 渣打 MARVEL
- 中國人壽海外
- NIVEA
- 勵智協進會

### Categories

- Active
- Fashion
- Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT

**699K+**

FOLLOWERS

**3K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**579K+**

facebook

FOLLOWERS

**120K+**





# 羅子溢 Him Law (Law Tze Yat)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- Life Young
- Kinohimitsu
- Resvera
- World Family HK
- DIRCE
- Mont Blanc

### Categories

- Active
- Fashion
- Parent

#Casual  
#Athleisure  
#Black Tie



IMPACT

**626K+**  
FOLLOWERS  
**20.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**276K+**

facebook  
FOLLOWERS

**350K+**





# 陳山聰 Joel Chan (Chan Shan Chung)

## 巨星撐場

廣告套裝2023

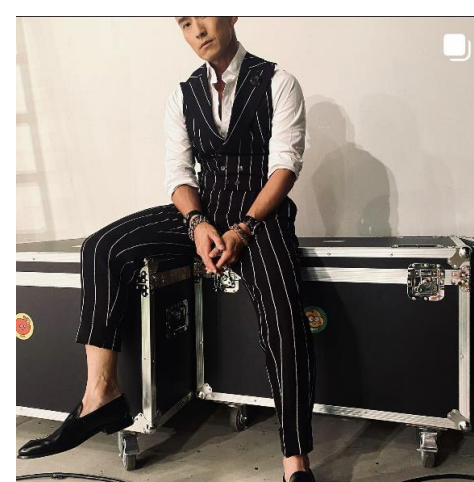
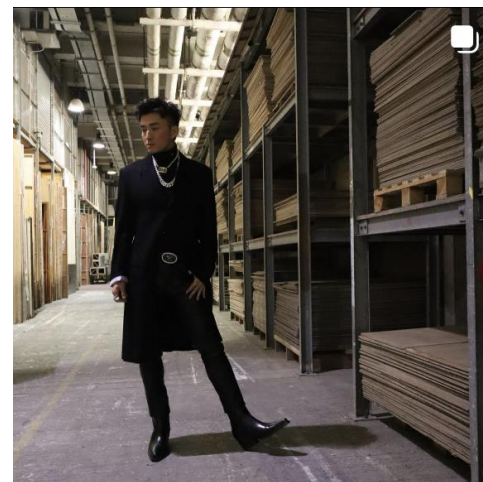
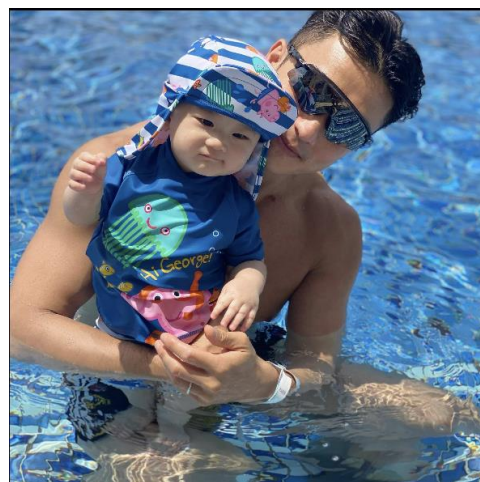
### 廣告簡歷

- Vita Green
- Apm
- 大埔超級城
- 溥儀眼鏡永

### Categories

- Active
- Fashion
- Parent
- Sport

#Casual  
#Athleisure  
#Black Tie



IMPACT

**444K+**  
FOLLOWERS  
**5.1K+**  
AVG.  
ENGAGEMENT

Instagram

FOLLOWERS

**320K+**

facebook

FOLLOWERS

**124K+**





# 高海寧 Samantha Ko (Ko Hoi Ling)

## 巨星撐場

廣告套裝2023

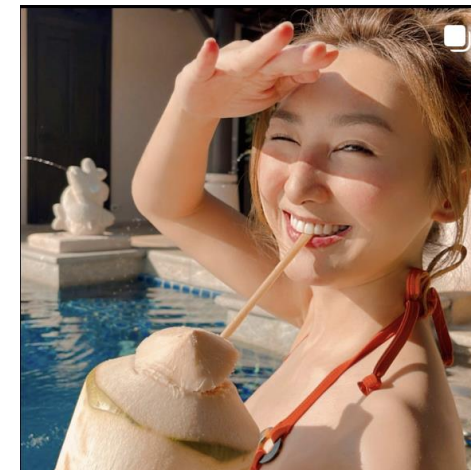
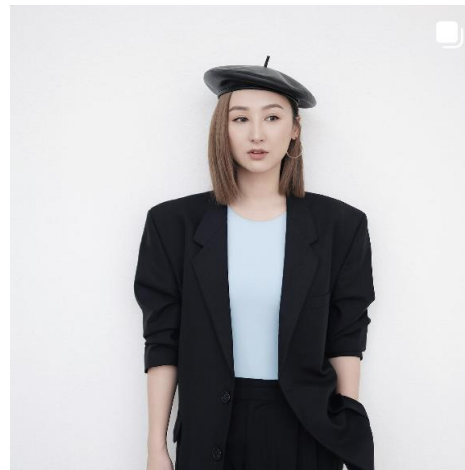
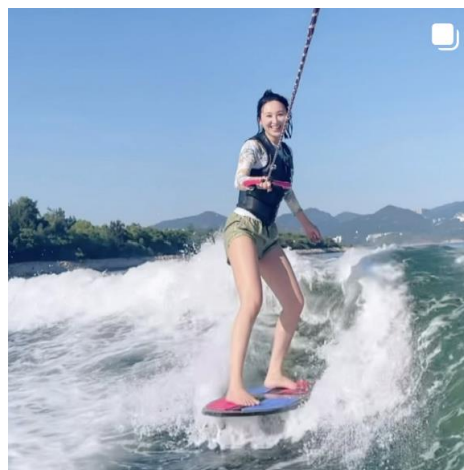
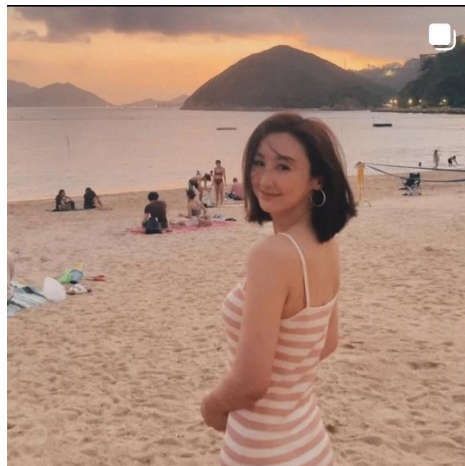
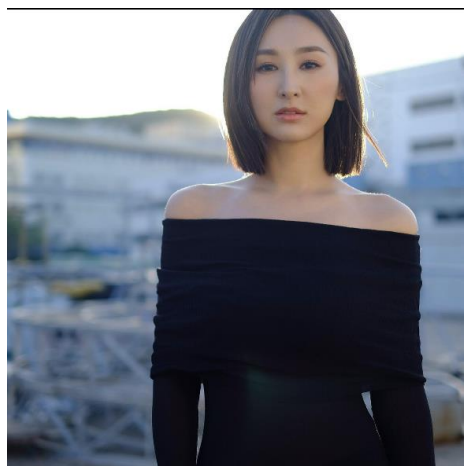
### 廣告簡歷

- Naturo Vita
- You Beauty HK
- 永恆Online

### Categories

- Active
- Fashion
- Gym

#Casual  
#fashion



IMPACT

**1.03m+**

FOLLOWERS

**9.1K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**659K+**

facebook

FOLLOWERS

**373K+**





# 陳滢 Jeannie Chan (Chan Ying)

## 巨星撐場

廣告套裝2023

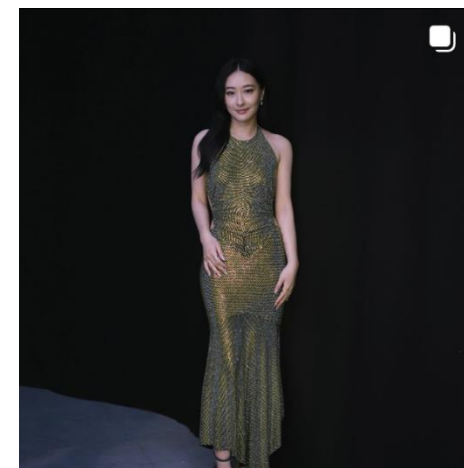
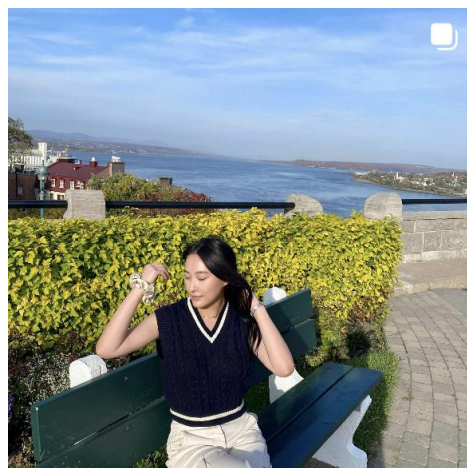
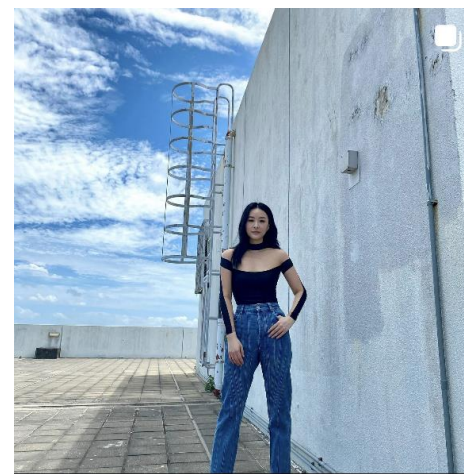
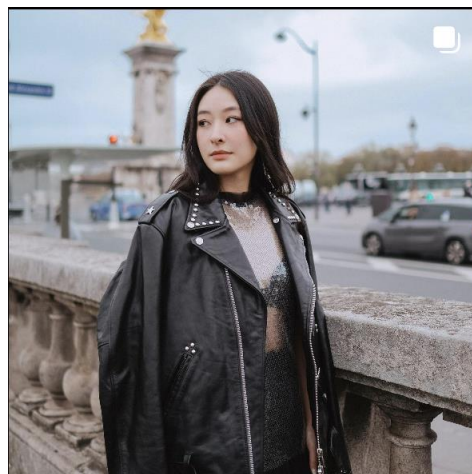
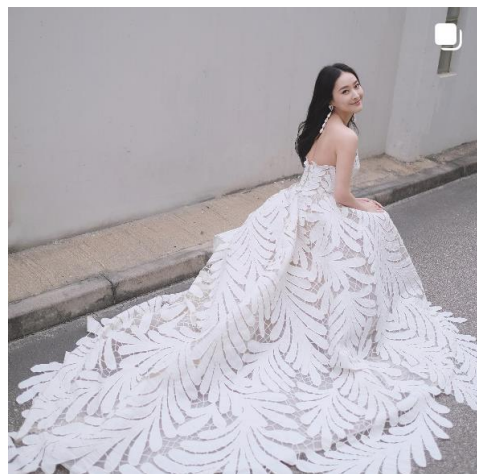
### 廣告簡歷

- Ztylez
- 1 Day Acuvue®  
DEFINE™
- 茶木
- SK-II

### Categories

- Active
- Fashion
- Food
- Travel
- Animal

#Casual  
#Athleisure



IMPACT

**894K+**  
FOLLOWERS  
**18.5K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**722K+**

facebook  
FOLLOWERS

**172K+**





# 黃智雯 Mandy Wong

## (Wong Chi Man)

# 巨星撐場

廣告套裝2023

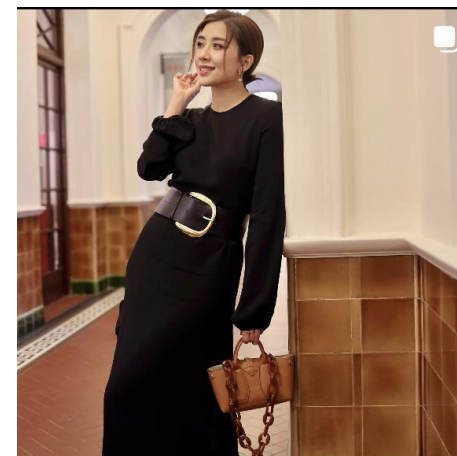
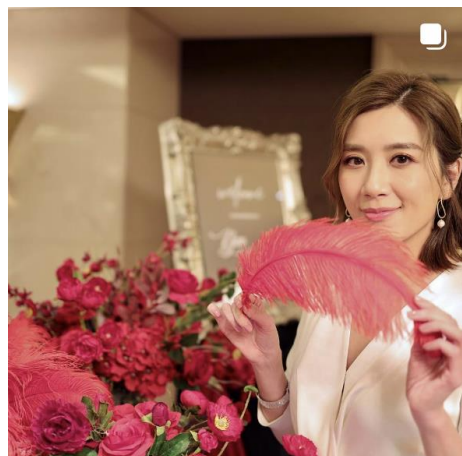
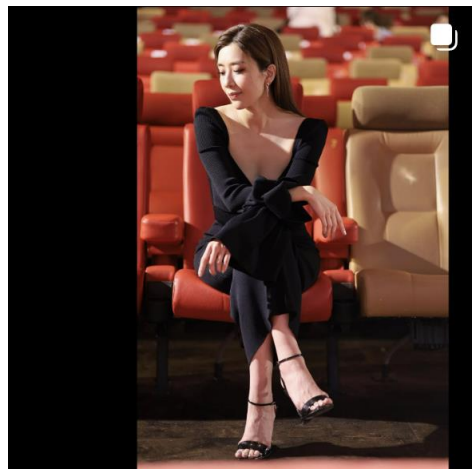
### 廣告簡歷

- 維特健靈
- Pitanium
- DECORTÉ
- Naturo Vita 極  
燒脂
- Longchamp HK
- 大眾銀行香港
- 中國人壽海外

### Categories

- Active
- Fashion
- Animal

#Casual  
#Athleisure



IMPACT

**1M+**

FOLLOWERS

**9.5K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**749K+**

facebook

FOLLOWERS

**260K+**





# Youthful & Energetic

# 青春活力



# 青春活潑藝人

## Young, Cute & 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

青春活力

1. 周嘉洛 Kalok Chow
2. 陳滢 Jeannie Chan
3. 王灝兒 JW



# 周嘉洛 Kalok Chow (Chow Ka Lok)

## 巨星撐場

廣告套裝2023

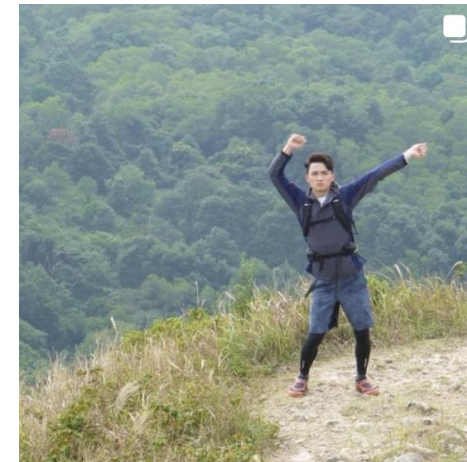
### 廣告簡歷

- Yuu
- 安記
- Wechat Pay HK
- Maxim' s

### Categories

- Active
- Fashion
- Youth
- Energetic

#Casual  
#Athleisure  
#Black Tie



IMPACT

**214K+**  
FOLLOWERS  
**12.5K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**194K+**

facebook  
FOLLOWERS

**20K+**





# 陳滢 Jeannie Chan (Chan Ying)

## 巨星撐場

廣告套裝2023

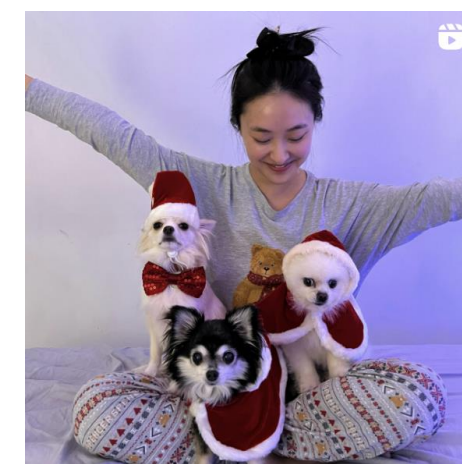
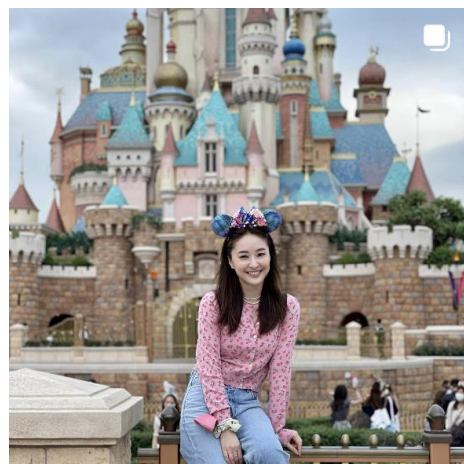
### 廣告簡歷

- Ztylez
- 1 Day Acuvue® DEFINE™
- 茶木
- SK-II

### Categories

- Active
- Fashion
- Food
- Travel
- Animal

#Casual  
#Athleisure



IMPACT

**894K+**  
FOLLOWERS  
**18.5K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**722K+**

facebook  
FOLLOWERS

**172K+**





# 王灝兒 JW (Joey Wong)

## 巨星撐場

廣告套裝2023

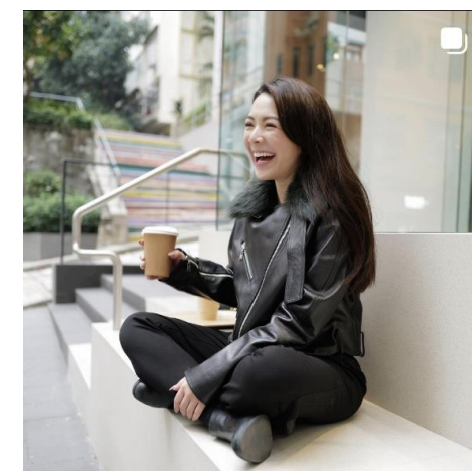
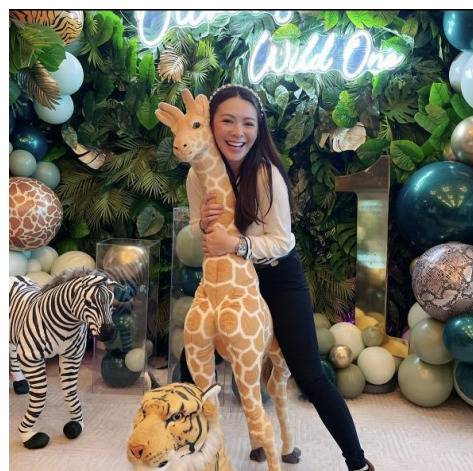
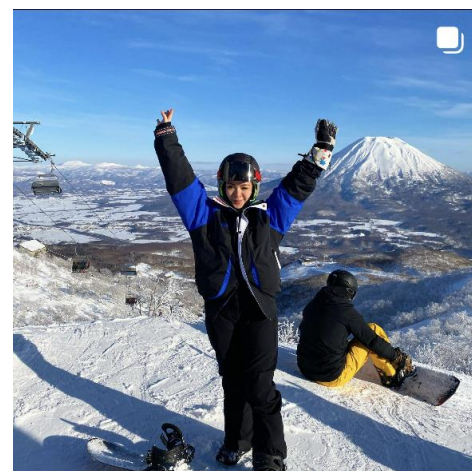
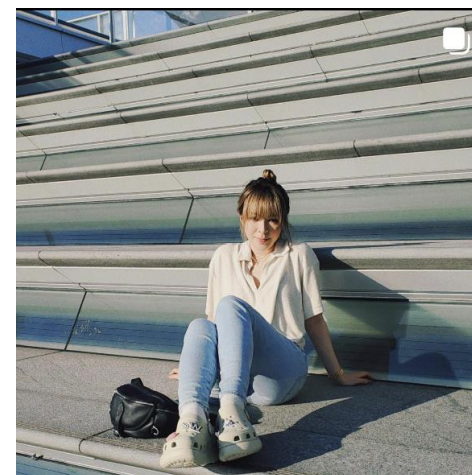
### 廣告簡歷

- 置富Malls
- Ocean Popwalk
- HK Ocean Park

### Categories

- Active
- Fashion
- Music
- Food

#Casual  
#Athleisure



IMPACT

**374K+**

FOLLOWERS

**5.6K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**211K+**

facebook

FOLLOWERS

**163K+**





Parenting

親子



# 愛家護幼藝人

Artistes who focus 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

1. 陳展鵬 Ruco Chan
2. 譚俊彥 Shaun Tam
3. 羅子溢 Him Law
4. 黎諾懿 Chris Lai
5. 陳山聰 Joel Chan
6. 陳敏之 Sharon Chan

84



# 陳展鵬 Ruco Chan (Chan Chin Pang)

## 巨星撐場

廣告套裝2023

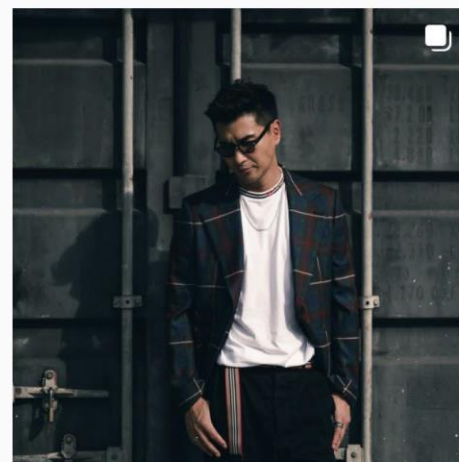
### 廣告簡歷

- 澳門電訊
- 香港信貸樓按醫生
- 戶外城平面廣告
- Hyperlube 引擎潤滑油
- Samsung S8 手機
- FILA HK

### Categories

- Active
- Fashion
- Parent

#Casual  
#Athleisure  
#Black Tie



IMPACT

602K+

FOLLOWERS

15K+

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

425K+

facebook

FOLLOWERS

177K+





# 譚俊彥 Shaun Tam

## (Tam Chun Yin)

# 巨星撐場

廣告套裝2023

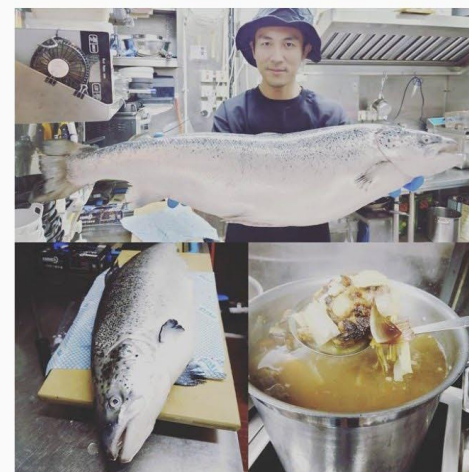
### 廣告簡歷

- 美心月餅
- 大埔超級城

### Categories

- Active
- Parent
- Food
- Music
- Auto

#Casual  
#Athleisure  
#Black Tie



IMPACT  
**41.9K+**  
FOLLOWERS  
**2.2K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**41.9K+**

facebook  
FOLLOWERS  
**N/A**





# 羅子溢 Him Law (Law Chung Him)

## 巨星撐場

廣告套裝2023

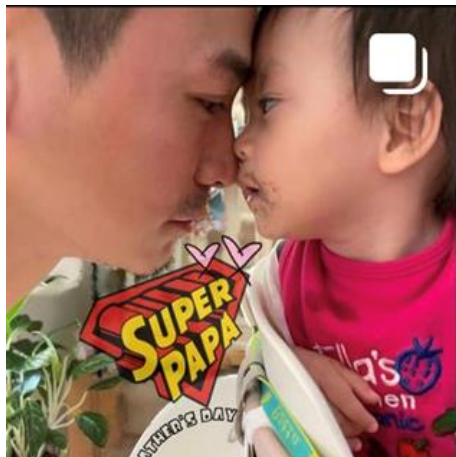
### 廣告簡歷

- Life Young
- Kinohimitsu
- Resvera
- World Family HK
- DIRCE
- Mont Blanc

### Categories

- Active
- Fashion
- Parent

#Casual  
#Athleisure  
#Black Tie



IMPACT

**K+**

FOLLOWERS

**20.2K+**

AVG.

ENGAGEMENT

Instagram

FOLLOWERS

**276K+**

facebook

FOLLOWERS

**350K+**





# 黎諾懿 Chris Lai (Lai Lok Yi)

## 巨星撐場

廣告套裝2023

### 廣告簡歷

- HK Skin Health Foundation
- Gaia Group
- Herbalgy
- 澳門上葡京
- 世界宣明會
- 雅窗牌

### Categories

- Active
- Parent
- Cooking

#Casual  
#Athleisure  
#Black Tie



IMPACT

**456K+**  
FOLLOWERS  
**1.6K+**  
AVG.  
ENGAGEMENT

Instagram

FOLLOWERS

**321K+**

facebook

FOLLOWERS

**135K+**





# 陳山聰 Joel Chan (Chan Shan Chung)

## 巨星撐場

廣告套裝2023

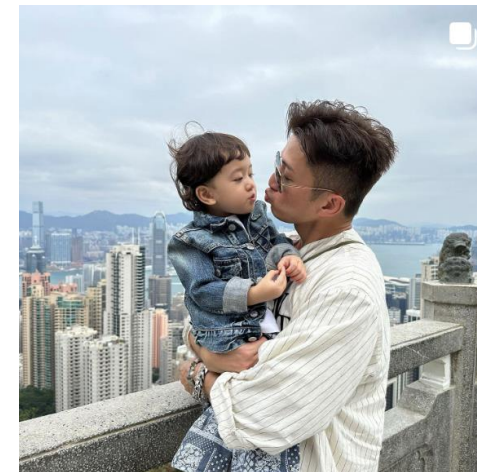
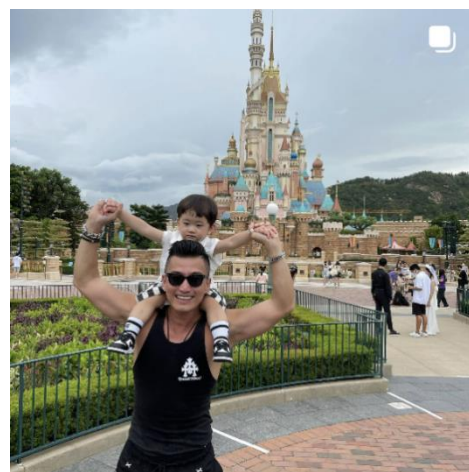
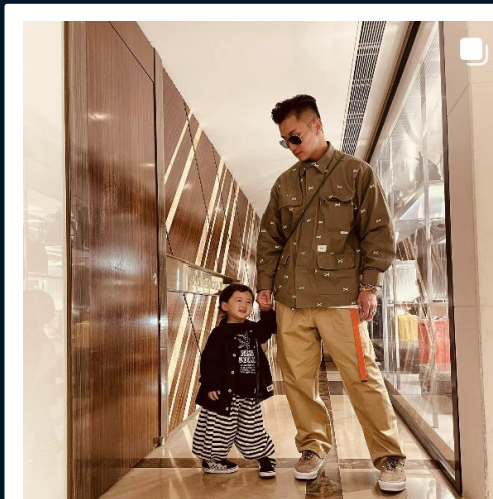
### 廣告簡歷

- Vita Green
- Apm
- 大埔超級城
- 溥儀眼鏡

### Categories

- Active
- Fashion
- Parent
- Sport

#Casual  
#Athleisure  
#Black Tie



IMPACT

**444K+**  
FOLLOWERS  
**5.1K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS

**320K+**

facebook  
FOLLOWERS

**124K+**





# 陳敏之 Sharon Chan

(Chan Man Chi)

巨星撐場

廣告套裝2023

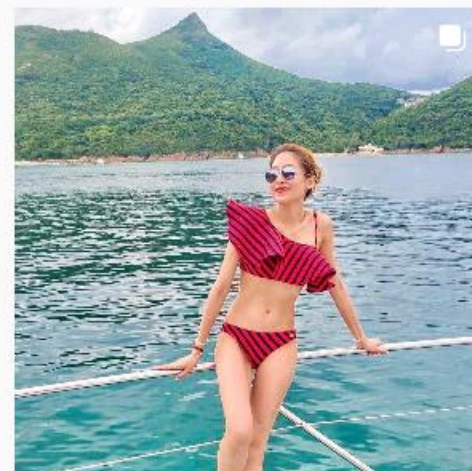
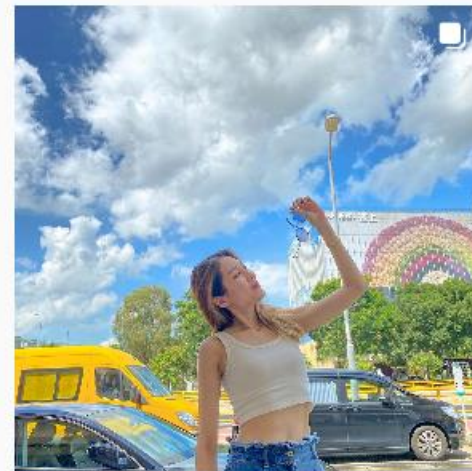
## 廣告簡歷

- Circle SnapShot
- 兒童發展協會
- JC Happiness Charity Foundation
- yuu HK

## Categories

- Active
- Fashion
- Parent

#Casual  
#HighFashion



IMPACT  
**1.14M+**  
FOLLOWERS  
**3.7K+**  
AVG.  
ENGAGEMENT

Instagram  
FOLLOWERS  
**684K+**

facebook  
FOLLOWERS  
**460K+**