



HK Disneyland Resort's Christmas Programmatic Campaign

Advertising Showcase

YOUR ONE STOP MULTI-SCREENS SOLUTION



Campaign Background

- Drive transactions especially on Magic Access (MA = HKDL's annual pass)
 - Having HKDL MA, audience can enjoy different benefit around the year (like discount for hotel booking/ dining/ shopping in HKDL/ having exclusive MA night for new event pre-view and so on.)
- To promote the new launched products :
 - “Mickey and Friends Christmastime Ball”, “A Magical Twilight Snowfall”, Unique Christmas atmosphere and Dessert Party at the train station.
- Mindshare's CONTENT+ is collaborating with myTV SUPER, to deliver the omnichannel programmatic TVC for Hong Kong Disneyland Resort's Christmas Campaign. Tailored TVC content are triggered by myTV SUPER's + HKDL's data, and consumer journey after viewing are fully tracked, with measurable business outcome for the first time in Hong Kong.

Creating custom segment & context



- As the biggest OTT platform in HK, myTV SUPER created custom segment from viewing frequency, preference, recurrence of different audience like no other DSP can. myTV SUPER flagged different scenes in both live broadcast & VOD library, that we can overlay messages that fits the scene or actors' scripts, to create witty and relevant call-to-action that talks back to the main-screen content.



Food indulgence message in dining scene



Christmas Gathering message in travel scene

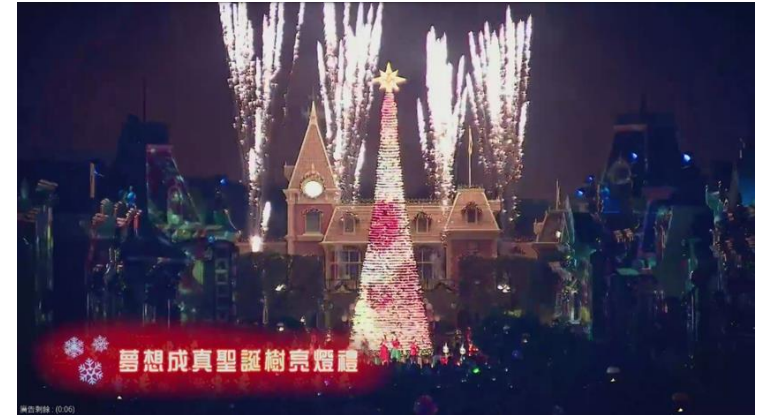


Family gathering message in drama scene

Creating a better, more accurate audience data learnings



- To address right targets with high value audience, myTV SUPER provides programmatic TV advertising to individual and household levels, enabling advertisers to reach more specific audiences with greater creative flexibility, deep insights, and in return improve their marketing outcomes.
- Specific viewing behavior segments
 - Family with kids (Disney Fans)
 - Family with kids (General)
 - Food programme fans
 - Travel programme fans
 - Young adult





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 31 December 2017, the cumulative total number of registered users has reached over 5.3 million across three respective service platform including over 880,000 on Set-top-box, over 3,800,000 on App and over 660,000 on Web.
- Full-screen TV experience on a large living-room device with co-viewing benefits
- High viewability
 - Marketers can access video ad inventory that the user must view before they can consume the desired TV or video content. The video advertisement is 100% viewable and non-skippable.
- myTV SUPER carry the best of digital and TV with a very affordable price.