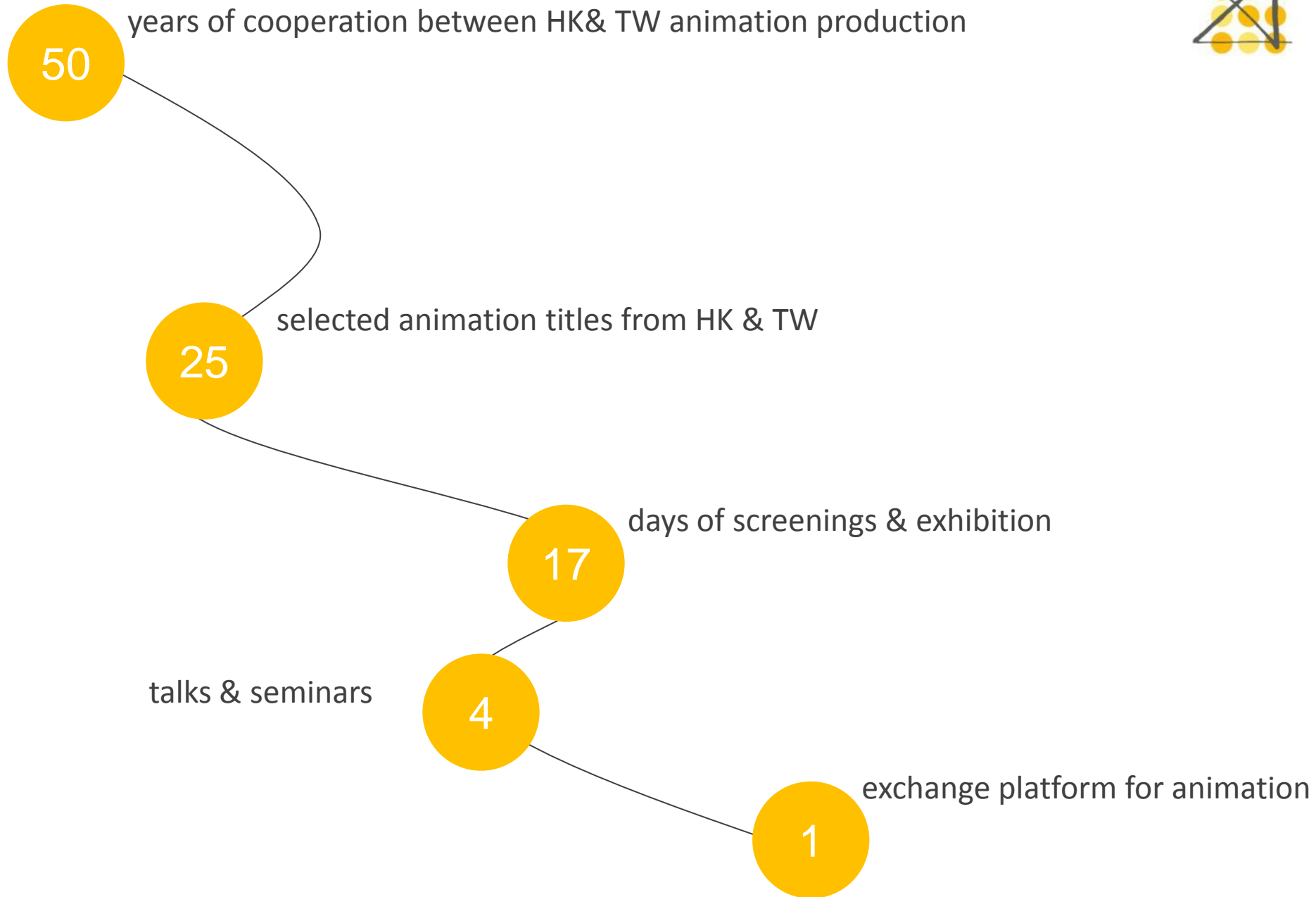




50 Years of Hong Kong and Taiwanese Animation

Media Plan in Taiwan

Prepared on 5.9.2014





TV: Occupied and dominated media

10 key Paid TV channel groups, and some independent channels; strong market demand yet low rating; **90%** of coverage (watched yesterday).



Digital: The fastest growing medium.

Continuously increase its penetration to overtake print and magazine as second most important media following TV



Around **60%** reach (used yesterday)
Mobile Ad is soaring

Newspaper: Readership declining, yet still as the one of major media to build coverage

Top 4 dailies hold **87%** overall NP viewing share.

36% coverage (read yesterday)



Magazine: Niche and Cluttered

8,000+ titles registered,
Most of titles without monitored readership

Around **29%** coverage (read last month)





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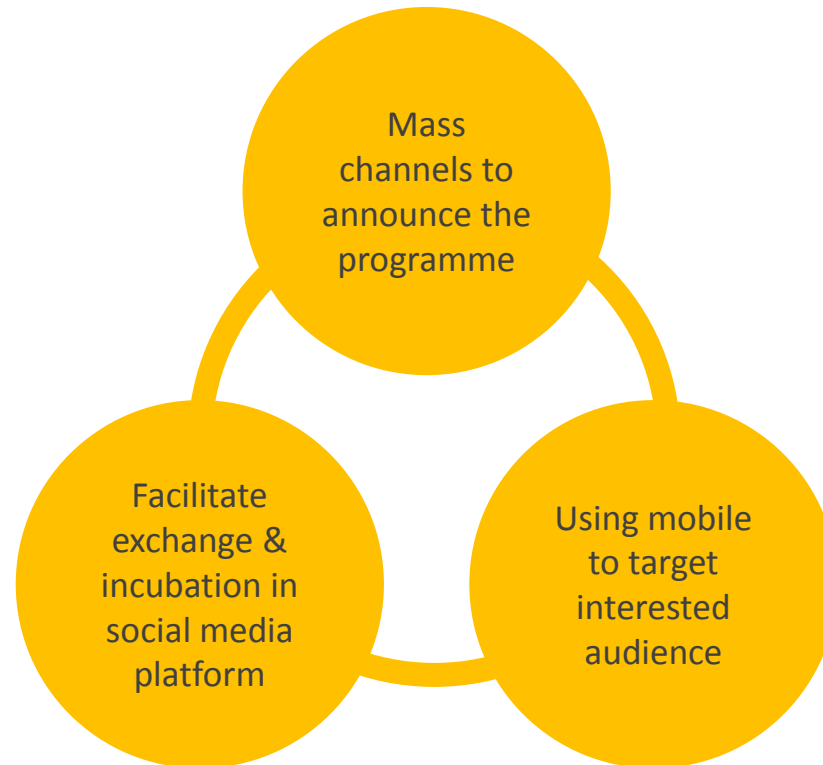




DIGITAL
is KING !



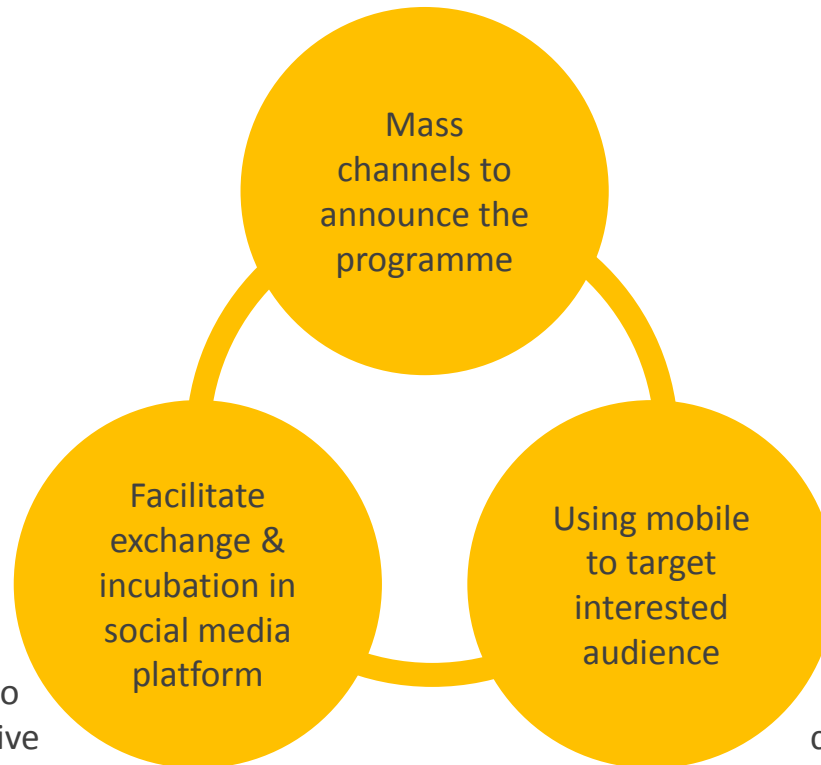
What?





Free paper and magazine to capture audience riding on local railway and in cultural spots

How?



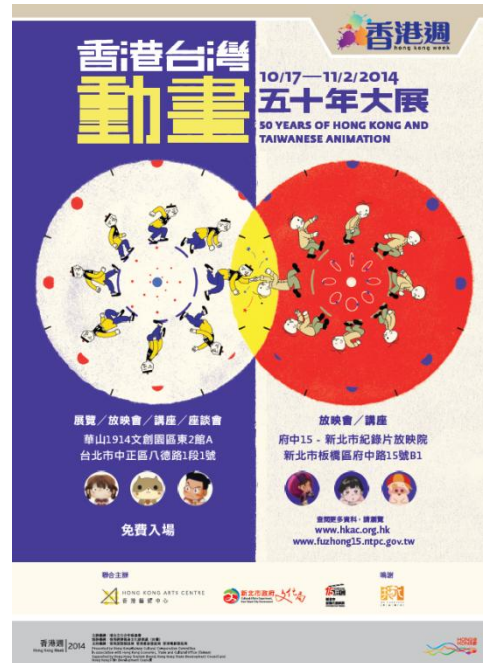
Facebook and Youtube to enrich visual and interactive experience

Mobile App banner to connect audience with similar interest and behavior



Opening: 17/10

SEP WK 4	SEP WK 5	OCT WK 1	OCT WK 2	OCT WK 3	OCT WK 4
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Event Announcement:

‘文化快遞’

- Monthly free magazine
- Full Page Ad

Targeting:

Local leisure visitors,
tourists, culture & arts
practitioners



Opening: 17/10

SEP WK 4	SEP WK 5	OCT WK 1	OCT WK 2	OCT WK 3	OCT WK 4
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Event Teaser:

Facebook page post and ad

Targeting:

Taiwan users with interest in animation, social events, arts event, entertainment,



Demo only



Opening: 17/10

SEP WK 4	SEP WK 5	OCT WK 1	OCT WK 2	OCT WK 3	OCT WK 4
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Demo only

Celebrate the opening:

- Upaper
- Free daily newspaper distributed along railway stations (捷運)
- Half page ad to be published on the 1st weekend of event (i.e. 18/10)

Targeting:
Taiwan readers in railway stations. Weekend ideas for local readers. Widen exposure to mass audience.

Circulation: 200-250k per day



Opening: 17/10

SEP WK 4	SEP WK 5	OCT WK 1	OCT WK 2	OCT WK 3	OCT WK 4
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Constant reminder:

Mobile app banner

Targeting:

-Targeting mobile users interested in animation, social, games, video, entertainment app etc.

-Geographically target users around event venues (華山 1914文創園區&府中15)

Demo only



Opening: 17/10

SEP WK 4	SEP WK 5	OCT WK 1	OCT WK 2	OCT WK 3	OCT WK 4
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Constant reminder:

Youtube Pre-roll video and banner ad

Targeting:

-Targeting mobile users interested in animation, film, video, entertainment etc.

- Enrich visual and interactive experience



Demo only



Opening: 17/10



Print

Upaper

文化快遞



Digital & Social Media

Facebook Ad

Mobile banner

Youtube pre-roll



Estimated Budget: NT\$252,000
(~HK\$63,000)



TYFBA

(Thank you for being awesome.)

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