

Marketing Proposal

Kesion Malaysia



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1. Outline of Kesion Malaysia

Kesion Malaysia is working for

ALL Advertising, Promotion and Marketing
such as advertising, event, digital marketing etc...

Our strong point as Media Agency is











We have our own **Media Network in Nationwide**
and **Influencer Network**

In other part, we have our Partnership with media and others in next page...

1. Outline of Kesion Malaysia



Over 50 partner companies across the 4 main mass medias

	A digital advertising company that possesses an advertising network ranking just after Google.		Malaysia's largest Malay language newspaper publisher.
	Kuala Lumpur International Airport media owner.		Malaysia's largest Chinese language newspaper publisher.
	A large player in Malaysian OOH media.		Malaysia's largest English language newspaper publisher.
	Newspaper for business people and high income group.		Event Company. Lot of experience in variety of events.
	Malaysia's largest provider of premium radio and satellite TV.		Malaysia's largest commercial broadcaster.

and more...

2. Own Media (Digital Signage)



21 MALLS

86 SCREENS

12.5 MILLION VISITORS

※No. of visitors in 1 month

2. Own Media (Digital Signage)

Package	No of Location	Period	Screen Time (Minimum)	Media Rate Normal	Maximum Advertiser
A-synapse 21	All Locations	1 month	4 Min / Hour × 10 Hours / Day 15sec contents 16times / Hour × 10 Hours / Day or 30sec contents 8times / Hour × 10 Hours / Day Other length of video is also available	RM78,750	8
A-synapse 20	Select 20 locations			RM77,000	
A-synapse 19	Select 19 locations			RM75,500	
A-synapse 18	Select 18 locations			RM73,800	
A-synapse 17	Select 17 locations			RM72,250	
A-synapse 16	Select 16 locations			RM68,400	
A-synapse 15	Select 15 locations			RM64,600	
A-synapse 14	Select 14 locations			RM60,800	
A-synapse 13	Select 13 locations			RM57,000	
A-synapse 12	Select 12 locations			RM54,000	
A-synapse 11	Select 11 locations			RM51,000	
A-synapse 10	Select 10 locations			RM48,000	
A-synapse 9	Select 9 locations			RM45,000	
A-synapse 8	Select 8 locations			RM42,000	
A-synapse 7	Select 7 locations			RM38,000	
A-synapse 6	Select 6 locations			RM33,000	
A-synapse 5	Select 5 locations			RM29,000	
A-synapse 4	Select 4 locations			RM24,000	
A-synapse 3	Select 3 locations			RM19,500	
A-synapse 2	Select 2 locations			RM14,000	
A-synapse 1	Select 1 location			RM8,000	

8 slots for advertiser

Min Guarantee Air Time

15 sec × **16** times / hour
 × **10** hours / day = **160** times

- ※Long-term discounts are available: 2 months: 5%, 3 months: 10%, 6 months: 15%, 9 months: 20%, 1 year: 30%
- ※We can arrange packages based on your budget and needs.
- ※We accept Network application at all times. Please contact us for enquiries.

2. Own Media (Digital Signage)

A-Synapse! The Largest in-Mall Digital Signage Network!

Have you advertise with us before?

Good News!!!

We are having a Big Raya Promo for our Digital Signage on this
15th May – 30th June 2018



Want More?

X-mas & New Year Promo 2019

Dec 2018 - Jan 2019

Chinese New Year Promo 2019

1st Feb – 28th Feb 2019



2. Own Media (Free wifi Ad)

Free wifi AD

Free wifi is available around our signage to make more customers to come near!!

We operate free wifi service to make more customers to come near to our signage.

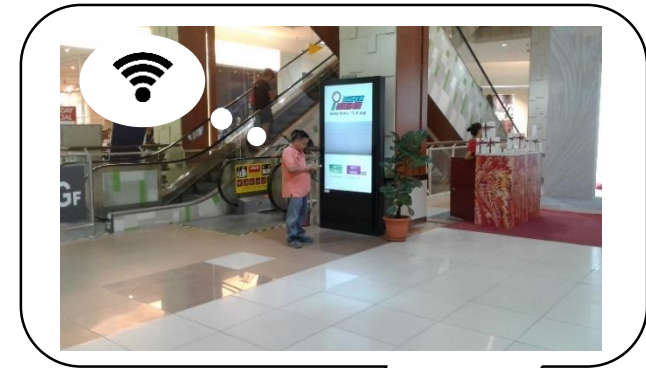
Its not only free wifi service, but also there is advertising space to approach wifi user for sure.



Customer **cannot skip** and **miss** this 8 sec advertisement !!

Your advertisement is here
Recommended size is (H)250×(W)300

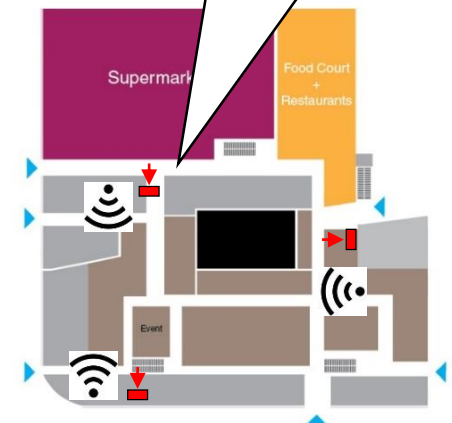
You can invite them to
your website from here



Mall	Expected impression times	Rate
AEON Mall Bukit Tinggi	5,000 ~	RM800 1 month / 1 mall
AEON Mall Cheras Selatan		
AEON Mall Shah Alam		
AEON Mall Seremban 2		
AEON Mall Bandaraya Melaka		
AEON Mall Kulaijaya		
AEON Mall Tebrau City	3,000 ~	RM450 1 month / 1 mall
AEON Mall Bukit Mertajam		
AEON Mall Ipoh Klebang		
AEON Mall Kinta City		
AEON Mall Metro Prima		
AEON Mall Taman Maluri		
AEON Mall Taman Equine	1,000 ~	RM200 1 month / 1 mall
AEON Mall Bukit Indah		
AEON Mall Kota Bharu		
AEON Mall Taiping		
AEON Mall Ipoh Station 18		
AEON Mall Rawang		
AEON Mall AU2		
AEON Mall Bukit Raja		



Harris Bookstore



2. Own Media (Consumer Survey)

Consumer Survey at AEON

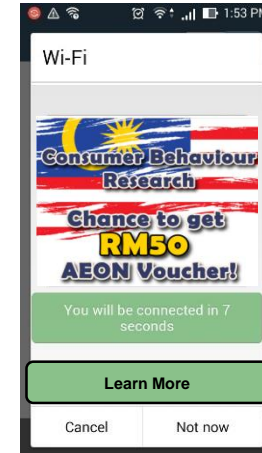
Get more attention and see the response from customer!



Direct Mail



Digital Signage



Free wifi

Invite from
these 3 medias

Web Page

Consumer Survey

Q1. What brand is your car?
Q2. Did you see ○○ advertisement in Digital Signage?
.
.

More than 40,000
database & Customize

Target by

- Location
- Age
- Gender
-

Ask to join online survey

2. Own Media (Rental Touch Screen)

- Exclusively run for 1 Advertiser Only
- Interactive Digital Screen (Touchscreen)
- Customizable Features (Video, Games etc.)
- Campaign Basis

Recommended Location

- Shopping Malls (Subject to Mall Approval)
- In front of Supermarket area
- Near power source



Basic Panel



Wrapped Panel



Price :

RM10,500 / 1 month / 1 Panel +A-synapse 1 (8 times / hour)

- Touch screen 49" (Portable with Wheels)
- Low Cost
- Heavy base for Safety Purpose
- Involving 21 AEON Malls all over Malaysia
- Panel wrapping upon request (additional cost will be charged)
- Additional delivery charges for location out of Klang Valley area

2. Own Media (Outdoor)

Site

Location Jalan Tun Razak, Kuala Lumpur

Type Pillar Wrapping

Rate

Media Rate RM 114,000 / 3 months

Production Costs RM 32,868.48

Lighting Costs RM 9,158.40 / 3 months

GST 0%

Total RM 156,026.88 / 3 months



Technical Details

Quantity: 6 pillars, 24 panels

Size: 18' x 8': 6 panels 20' x 8': 6 panels

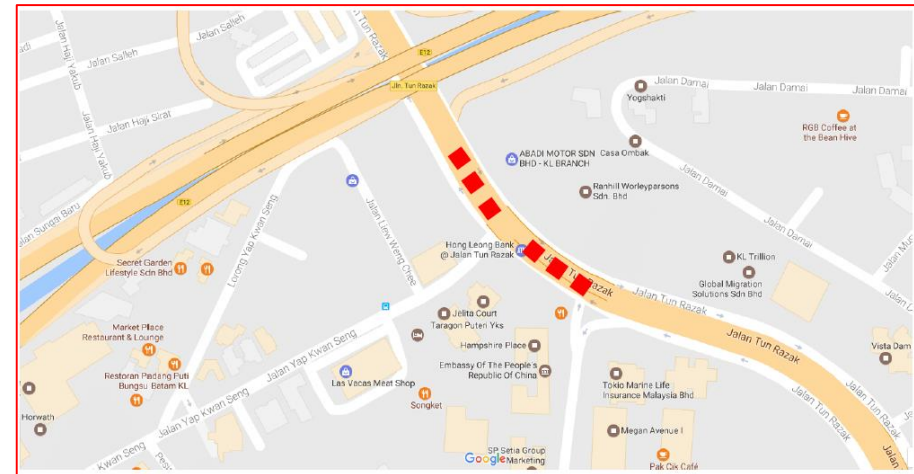
18' x 9': 6 panels 20' x 9': 6 panels

Highlights & Comments

Pillar wrapping along the highly congested

Jalan Tun Razak road

Monthly traffic is over 2.5million.



2. Own Media (Outdoor)

Site

Location Jalan Hulu Klang MRR2 Kuala Lumpur
Type Pillar Wrapping

Rate

Media Rate RM 105,000 / 3 months

Production Costs RM 42,739.20

Lighting Costs RM 7,632.00 / 3 months

GST 0%

Total RM 155,371.20 / 3 months

Technical Details

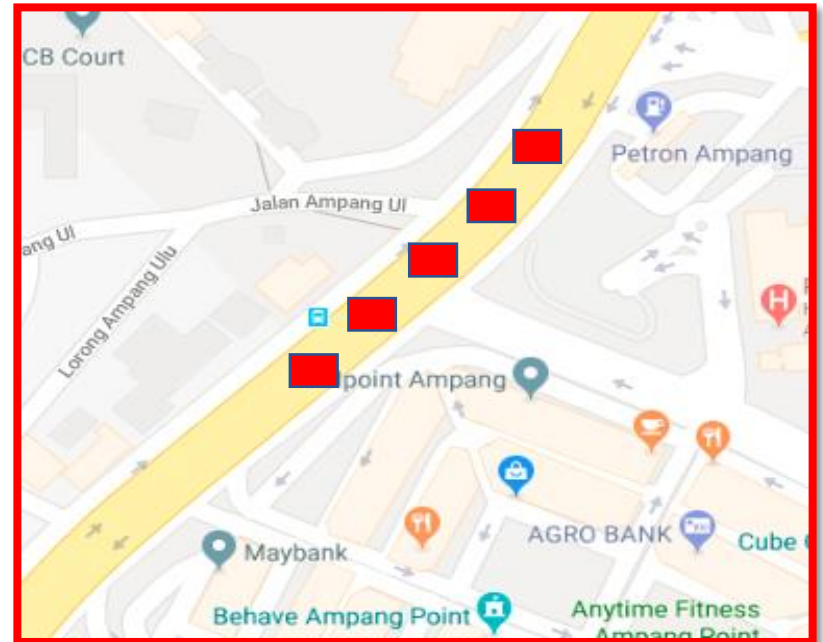
Quantity: 5 pillars, 20 panels

Size: 14' x 20': 16 panels

14' x 10': 4 panels

Highlights & Comments

Pillar wrapping along the highly congested Jalan Hulu Klang MRR2 road. Monthly traffic is over 2.3million.



3. Own Influencer Network



Influencer marketing works when public saw the news/trend going on, public tend to follow/learn about the content posted by famous Public Figure.

- We have our own influencers network
- We will provide the most suitable influencers towards your needs
- We will understand your needs before assigning influencers
- Using influencer to post on social media to further spread promotion.

Food featured by Influencer on Instagram



Beverage featured by Influencer on Instagram



Grocery featured by Influencer on Instagram



Baby Care products featured by Influencer on Instagram



Skin Care / Beauty Brand featured by Influencer on Instagram



Fashion Outfit featured by Influencer on Instagram



3. Own Influencer Network

Family Influencer sharing household products or any family related products such as grocery or beddings and etc.



Parenting Influencer sharing parenting tips on social media with their kids by featuring “products” like supplement, stationery or anything that can relate with parents or kids may influence new parents to try on.

Food/Beverage Influencer snapping picture or video of the food and share to their social media with nicely filtered photo/video. Public get influence easily with nice picture posted by Influencers and eager to try on.



Cheese lover gets influence easily when looking at picture like this.



Vegan / Fitness food lover will definitely think of their salad when they saw picture like this and if it's from some restaurant, they will get to the restaurant.

Beauty Influencer sharing makeup or skin care tips on social media with stunning makeup and beautiful skin after using “products” makes public eager to try on it.



Fashion Influencer sharing outfit on social media with nicely posed picture. It helps to inspire public for imitating the look.



3. Own Influencer Network

RM10,000~ / 1 week / @all 21 malls

※Fee for influencer is not inclusive, depend on contents not able to air at Kota Bharu



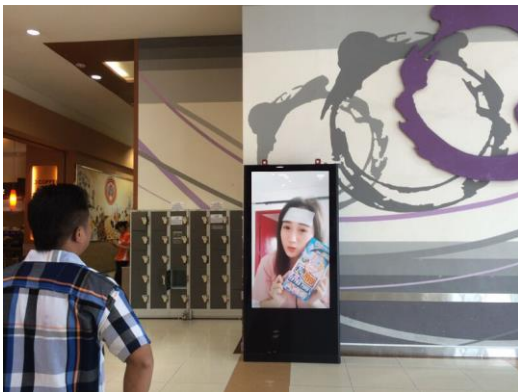
①Influencer try your product



②Upload video to below 3 platform (A-synapse, Social Media, Youtube)



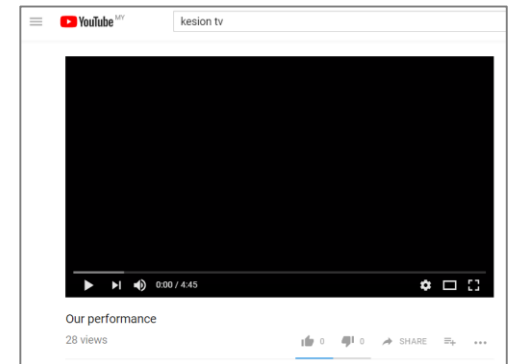
A-synapse (AEON Digital Signage)



Social Media (influencer page)



KESION TV (Youtube)



4. Other Service (Other Outdoor Media)

Outdoor



Digital Screen



Transportation



Airport

Shopping Mall



1 Utama



Midvalley



KLCC

Oversea



Japan



Singapore



China

We can propose any media in not only Malaysia, all over the world!!

4. Other Service (Other Outdoor Media)

Site

Location Kuala Lumpur

Type Digital Screen at Jalan Yew heading to Sg Besi

Rate

Media Rate RM 7,500 / 15sec spot / 1 month
RM 15,000 / 30sec spot / 1 month

Production Costs N/A

Lighting Costs N/A

Technical Details

Size: 16' (H) x 24' (W)

Quantity: 1 unit

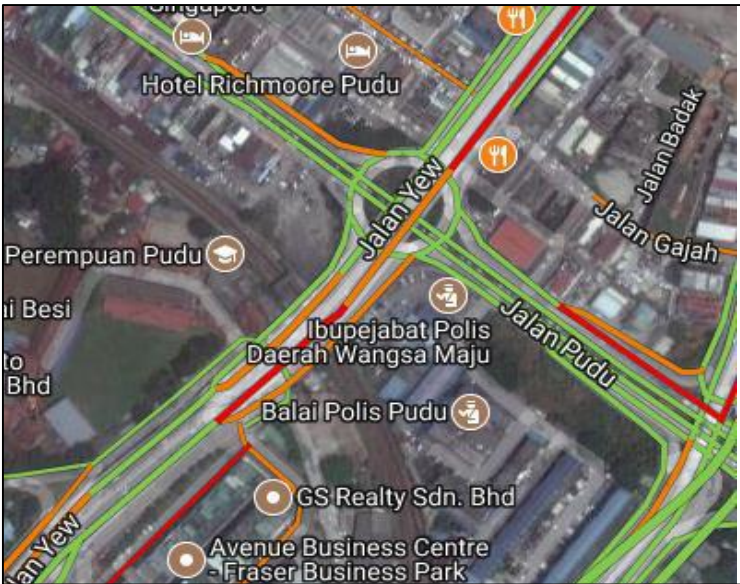
Operational Hours: 6:00 am ~ 12:00am (18 hours)

Exposures: Minimum 432 per day ~ Maximum 3888 per day

Max 10 advertiser per loop (2.5 min loop)

Highlights & Comments

•The traffic flow along Jalan Yew is among the highest in Kuala Lumpur. Jalan Yew experiences super peak which traffic flow to be extremely slow from 7.00am in the morning all the way until 10.00am, and around 4.00pm until 10:00pm when people are leaving the city towards their respective homes. . Therefore the higher and outstanding position of our digital panel having the eyeballs capturing by the heavy traffic period's drivers.



4. Other Service (Digital Media, FB Management)



- Managing Facebook Page by posting client contents from time to time.
- Posting on Facebook are posted on behalf of client.
- When there is new content needed to be posted.
- Package can be customized according to client's needs.

Basic Facebook Page Management Package

Content Deployment & Customer Service

- Writing & deployment of all planned content/ postings
- Deployment of contents provided by Client
- Responding to all post comments, post by other & private messages on weekdays and weekends 24/7 Building conversation with page follower
- English Content

Visual & Graphic Development for Facebook

- Concept & Brand Immersion Artwork, Digital Design
- Copy-writing
- Purchase stock images when required
- 1-2 product photo shooting post, included props for photo shooting
- Adapt different types of FB Posting
- 12 Posts per month (10 basic visuals)

*production without talents

Facebook Ads Campaign Management

- Boosting for 12 posts Uploaded
- Ads Distribution Plan
- Target Audience Funnel
- Ads Analytic Report

Monthly Reports

- FB Monthly Engagement reports
- FB Insights reports
- FB Audience report
- Analysis based on data trends
- Providing recommendations for optimization

Branding & Corporate Identity

- Brand Propositioning
- Brand Integration
- Post Emblem
- Festive Cover Photo
- Festive Profile Picture

Sample Content Posted on Facebook



4. Other Service (Event space)

Event Space

Event Space Not only at AEON



Location : ALL AEON Mall
Period : Min 6 days – Max 13 days
Time : 10am – 10pm
Size : TBC
Availability : TBC
Rate : TBC

※Terms & Conditions by AEON apply



4. Other Service (Design & Production)

DESIGN PACKAGE

RM2,997

- ❑ CREATIVE DESIGN FOR A-SYNAPSE SIZE
- ❑ CREATIVE DESIGN FOR SOCIAL MEDIA
- ❑ 3 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ 30 MINUTE DESIGN CONSULTATION

RM3,997

- ❑ CREATIVE DESIGN FOR A-SYNAPSE
- ❑ CREATIVE DESIGN FOR SOCIAL MEDIA
- ❑ 5 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ **FREE 1** GRAPHIC VIDEO FOR MARKETING CAMPAIGN
- ❑ DESIGN & VIDEO CONSULTATION FOR THE CAMPAIGN
- ❑ CREATIVE DESIGN FOR ANY SUITABLE PLATFORM

RM9,997

- ❑ CREATIVE DESIGN FOR A-SYNAPSE
- ❑ CREATIVE DESIGN FOR SOCIAL MEDIA
- ❑ 7 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ **FREE 3** GRAPHIC VIDEO FOR MARKETING CAMPAIGN
- ❑ DESIGN & VIDEO CONSULTATION FOR THE CAMPAIGN
- ❑ CREATIVE DESIGN FOR ANY SUITABLE PLATFORM
- ❑ FACEBOOK ADS SETTINGS & CONSULTATION

4. Other Service (Design & Production)

VIDEO PACKAGE

RM2,997

- ❑ MOTION GRAPHIC VIDEO FOR A-SYNAPSE SIZE
- ❑ MOTION GRAPHIC VIDEO FOR SOCIAL MEDIA
- ❑ 3 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ 1 HOUR VIDEO CONSULTATION

RM6,997

- ❑ MOTION GRAPHICS VIDEO FOR A-SYNAPSE
- ❑ MOTION GRAPHIC VIDEO FOR SOCIAL MEDIA
- ❑ 3 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ FREE 1 GRAPHIC VIDEO FOR MARKETING CAMPAIGN
- ❑ VIDEO CONSULTATION FOR THE CAMPAIGN
- ❑ VIRAL CONTENT IDEAS FOR VIDEOS
- ❑ VIDEOGRAPHER SERVICE FOR PRODUCE VIDEO

RM9,997

- ❑ MOTION GRAPHICS VIDEO FOR A-SYNAPSE
- ❑ MOTION GRAPHIC VIDEO FOR SOCIAL MEDIA
- ❑ 3 IDEAS CONCEPT FOR EACH PLATFORM
- ❑ FREE 1 GRAPHIC VIDEO FOR MARKETING CAMPAIGN
- ❑ VIDEO CONSULTATION FOR THE CAMPAIGN
- ❑ VIRAL CONTENT IDEAS FOR VIDEOS
- ❑ VIDEOGRAPHER & DRONE SERVICE FOR PRODUCE VIDEO
- ❑ FACEBOOK ADS SETTINGS & CONSULTATION

4. Other Service (Design & Production)

VIRAL CONTENT

