

Lady First Singapore  
Season 3

女  
我最大  
Queen  
新加坡





## About Lady First SG Season 3

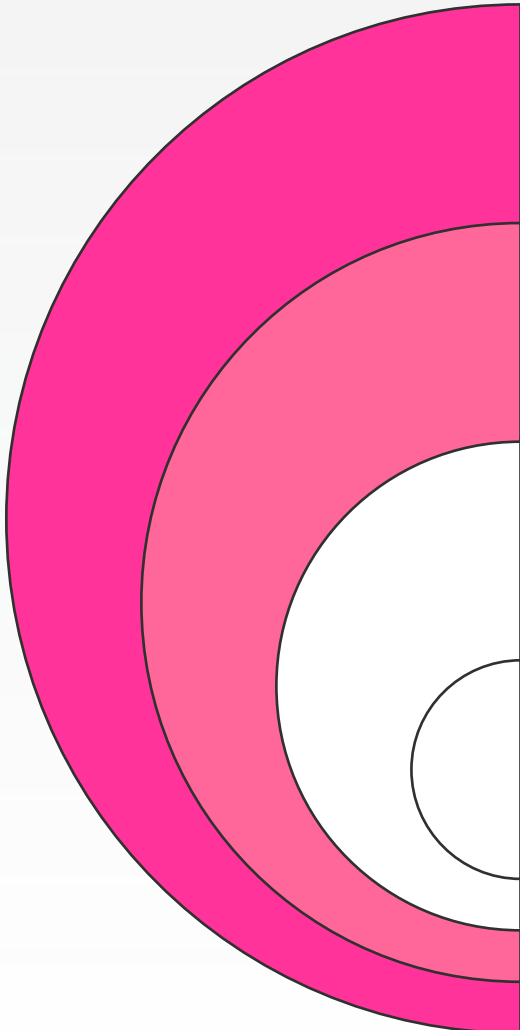



- Lady First is Taiwan's most popular & longest running variety show (12<sup>th</sup> year) on beauty, fashion & lifestyle!
- Lady First Singapore is its first spin-off overseas. Riding onto the success of Season 1 & 2 among clients & viewers, Season 3 is returning to E City in June 2015!
- Pauline Lan, celebrity stylists, lady's & men's team will continue to share makeovers, demonstrations, beauty/fashion/skincare/haircare tips that are suitable for Singapore





# About Lady First SG Season 3



Telecast Period : <b>23 June to 15 September 2015</b>
Telecast Day/Time : <b>Every Tues, 8pm to 9pm</b>
No. of Episodes : <b>13</b>
Channel : <b>E City</b>




# Why E City?



StarHub

- One of the **Top Chinese cable channel** among Cable TV subscribers
- The channel consists of solely **drama** series and hot **entertainment** programs from Taiwan, Japan & Korea
- Aires **high rated Taiwanese variety shows** presented by popular hosts



**Predominantly Female viewers**

**More than 50% of the viewers make pleasure trips past year**

**78% live in HDB 4 room & above**

**Viewers look for promo ads - advertising works!**

**E City viewers feel they should spend more time with their family**

**52% have a HHI >\$5000**





# Why E City?



StarHub

**54% of viewers stay  
in the East and  
Central region**

**69% of viewers  
prefer to use DBS/  
POSB services**

**60% of viewers are  
weight conscious**

**73% of viewers feel  
that they should do  
more about their  
health**

**Viewers tend to  
spend on beauty**

**Viewers tend to  
buy brands they  
grow up with**



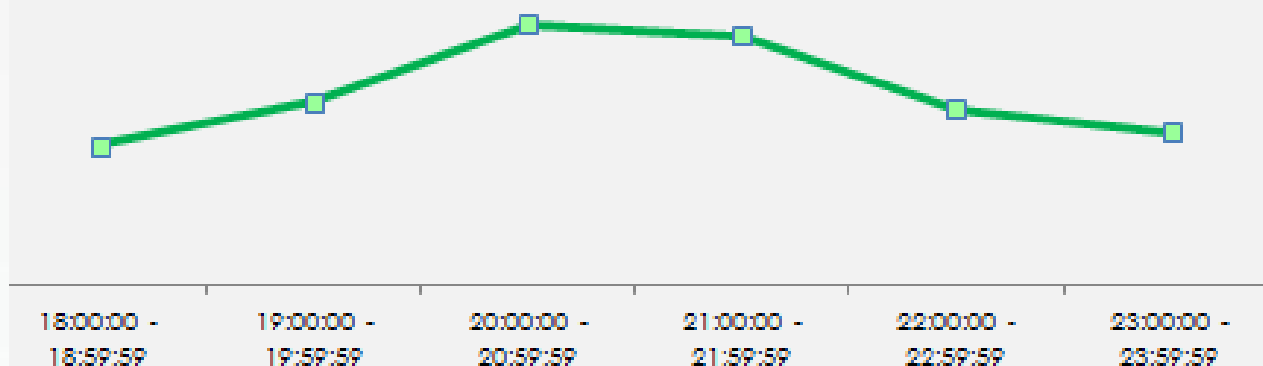
# Reach and TARPs : 8 – 9pm



StarHub

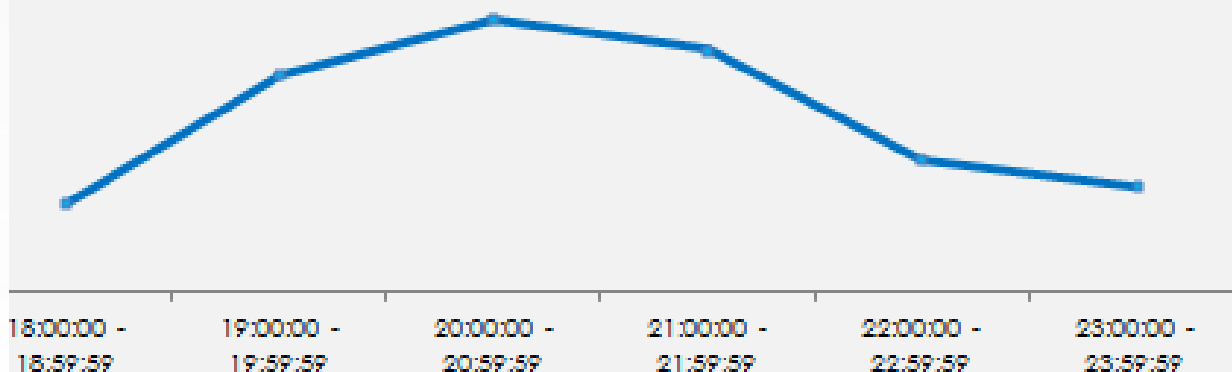
Tuesday  
June '14

### Reach



8 PM – 9 PM  
weekday time belt  
on E City provides  
**2.7 times** the  
viewership than the  
average Chinese  
genre viewership  
during the same  
time belt

### TARPs



The weekday 8 pm  
– 9 pm time belt  
offers **1.3 times** the  
reach and **1.5 times**  
the TARPs of the  
average weekday  
prime time hourly  
time belt reach on E  
City

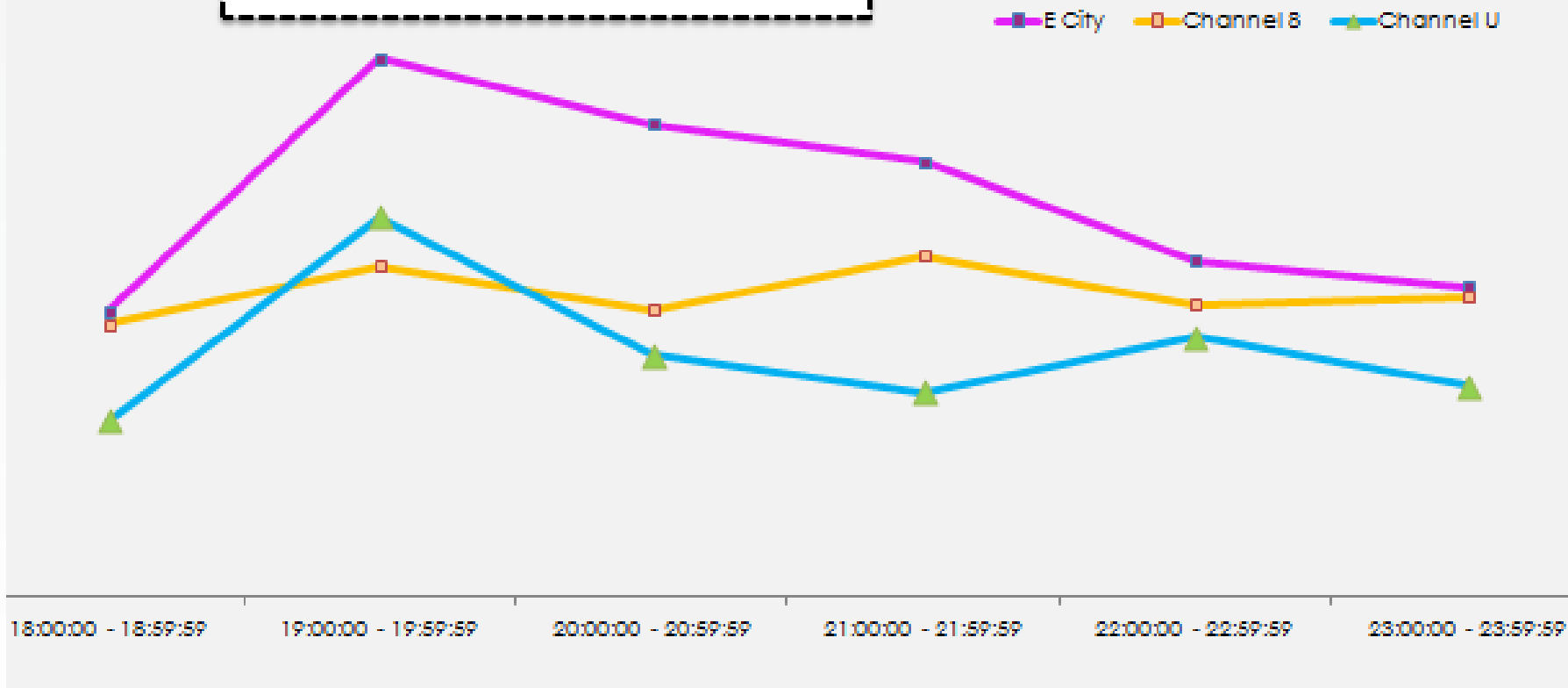


# Average Time Spent



Tuesday  
June '14

Average time spent on E City 8-9pm is 1.6 times higher than Channel 8 and 1.9 times higher as compared to Channel U

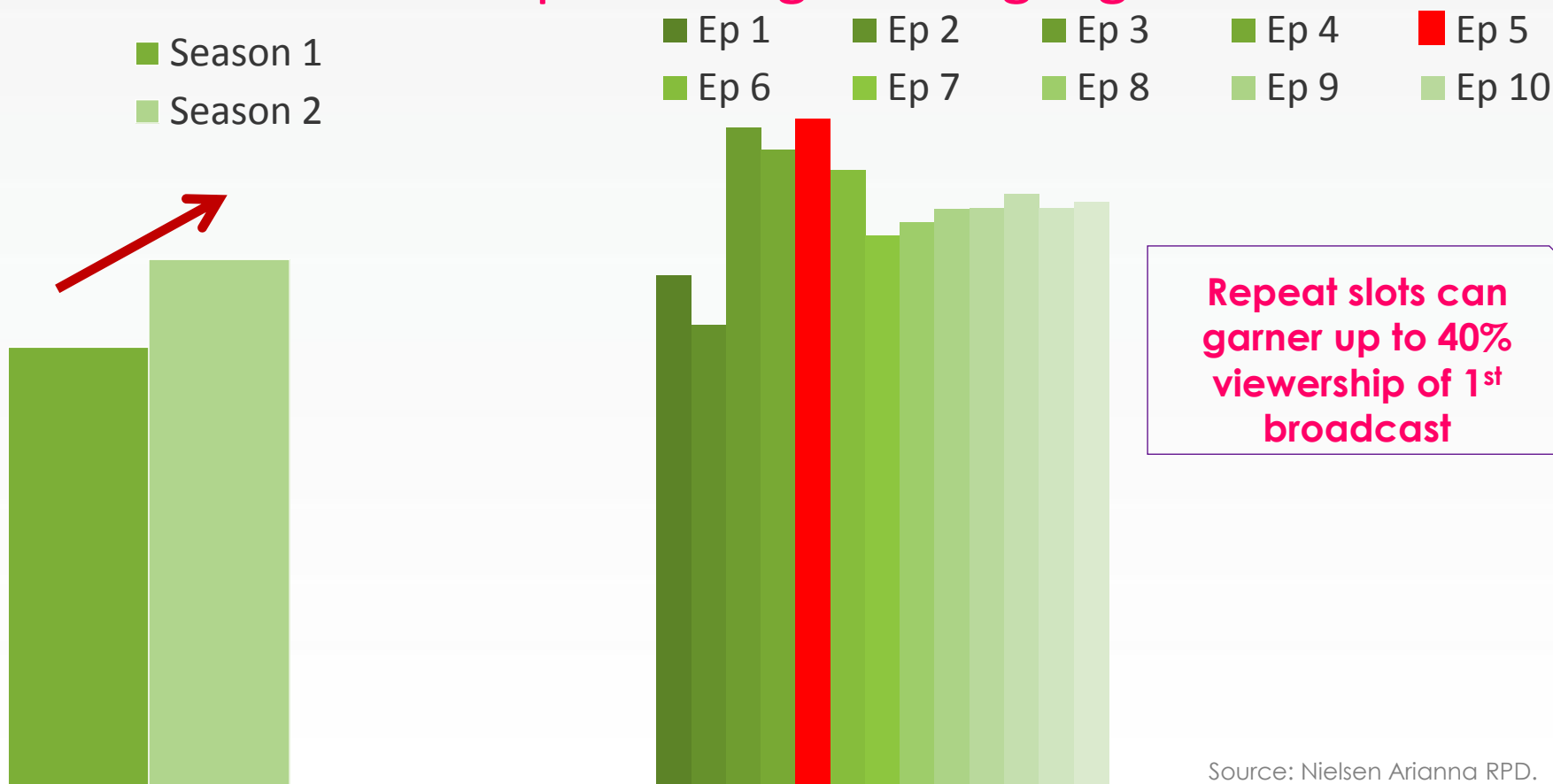




# Season 2 outperformed Season 1



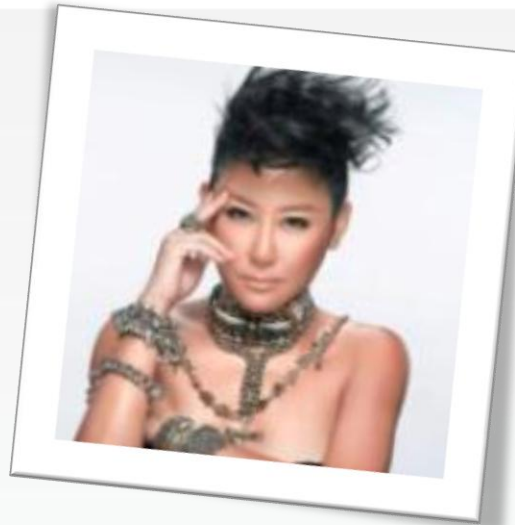
- Episodic Cumulative Reach (including Repeats) for Season 1 reached out to 20% more households that Season 1 with Episode 5 garnering highest Reach



Source: Nielsen Arianna RPD.

Season2 E City (Ch 111+825+826)

**Host** Fashion Icon  
Pauline Lam



## Celebrity Stylists

Taiwan



(Kevin, 小凯, 吴依霖, 牛尔 or 小布)

Singapore\*

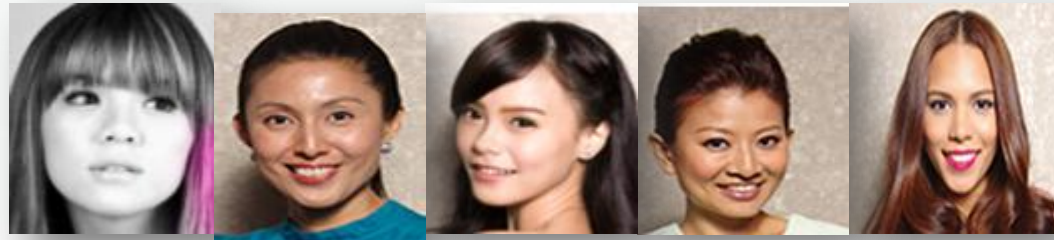


(Bryan, Dexter, Jackson, Keith, Clarence)

## Lady's Team



Candyce, Celyn, Vee, Kanny, Carrie, Cheryl



Silver, Lina, Hayley, Charlyn, Rebecca

## Men's Team



Jeremy, Daren Tan, Wei Liang, Tosh

## Special Guests! (\*To be confirm)

- Local celebrities & Taiwanese artistes participating in StarHub production to appear in the show to interact with Pauline Lam to add zest & glitz to the show.



范文芳、路嘉欣、林明伦、刘子绚、李至正、陈邦鋆、Allen Wu、陈祎伦、福地祐介

## Outdoor VT

- \*Depending on episodic themes, men/ladies team will go to the streets for Interviews, street poll & fashion police. This will be a more interactive segment for the viewers and also inclusive of local elements.
- \*New local outdoor segments to engage local viewers (explore getting 凯文老师 to do “fashion quick fix/fashion police” filming in Singapore)



## Male assistance to Pauline Lam

To replace Kelly with a male assistance to Pauline to add fun element to the show



## Sexy Babes

- Tips on how to stay sexy & hot in a hot tropical weather of Singapore.

## Fashionable Mum

- How to stay pretty & fashionable for mums?! Tips on styling, make up, anti aging, whitening...etc

## K Weave

- The latest skincare & makeup & clothing trend in Korea.

## Singapore Hooray!

- To show case & introduce Singapore local brand relating to fashion & beauty.

## Bust Secret

- Reveal the secret of dream feminine curves.

## Singapore “Tai Tai”

- Invite SG social elite on show to share their tips

## The Magic of Make Up

- How can make up change a person, witness the magic with us!

## Man Oh Man

- From head to toes, tips on how to stay fit and fashionable for men.

## Sliming Formula

- What are the paths to weight loss and hidden causes of weight gain?  
Slimming tips from top to bottom! Through exercise, nutrition, and more!

## Skin Beauty Revolution

- How to stay forever young look? Tips on latest skin care tips.

## What's HOT?!

- Unveils Fashion Editors' choice on "Star Beauty Product", "Most Beloved Online Beauty Product" etc.

## Hair POP

- Latest hair trends, how to achieve hair style that suits you best? Tips on latest scalp & hair care.

## Working Beauty

- Tips on how to stay fashionable and charming at work.

## The Magic of Accessories

- Shoes, heels, hats, rings, belts...etc, sometimes you just have to add that one little accessory then it will let you shine!

Endless opportunities for product integrations within this well-loved beauty and lifestyle magazine show!



## Lady First Singapore Season 3

### Media

- Press
- Magazine
- Outdoor
- Digital
- Radio

### Event

- Beauty Workshop
- Meet & Greet
- Media Session
- PR Stunt

### Microsite

- Episodic Previews
- Featured Products
- Photo Gallery
- Video Trove
- Ladies Specials
- Beauty Forum

## TV

- On-Air Promos

## Press

- TODAY

## Magazine

- I-Weekly
- U-Weekly

## Outdoor

- Bus Stop Posters

## Digital

- Youtube
- Facebook
- Yahoo

## Radio

- UFM100.3

## Sponsors' exposures on selected media buys!



## Media Session

- Cast interaction with media



## PR Stunt

- Create hype for awareness

## Sponsors' Interactive Session

- Photo opportunity session

## Beauty Workshop

- Celebrity stylist give talk/demo to E City customers

## Meet & Greet

- Cast interaction with local viewers



Sponsors' exposures & sampling opportunities !



1

ENGLISH 简体中文

f Like

Google™ Custom Search



2



CLICK FOR LATEST UPDATES



ABOUT

EPISODIC PREVIEWS

FEATURED PRODUCTS

PHOTO GALLERY

VIDEO TROVE

LADIES SPECIALS

BEAUTY FORUM

3

4

5

ABOUT THE SHOW

MAIN SPONSORS

LANEIGE



Lady First is Taiwan's most popular and longest running variety show (11<sup>th</sup> year) on beauty, fashion and lifestyle!

1. Sponsors' Banner
2. Sponsors' Featured Products
3. Sponsors' Beauty Tips
4. Weekly Contest
5. Sponsors' Logoss

/featured-products/episode-4-24-jun-korean-wave

ABOUT EPISODIC PREVIEWS **FEATURED PRODUCTS** PHOTO GALLERY VIDEO TROVE LADIES

## FEATURED PRODUCTS EPISODE 4 (24 JUN): THE KOREAN WAVE

1



### LANEIGE BB Cushion

2

Share photo

3

Features: Global Million seller BB Cushion now has an improved version, featuring 6-in-1 benefits: SPF50 PA+++ for sun protection; Soothing effect to cool skin by 4 degrees celsius; brightening effect with Melacrusher technology from the White Plus Renew line; Moisturizing effect with Optimal Mineral water; Medium coverage of a makeup tint; strong resistance against sweat and sebum up to 12 hours, the BB Cushion is a must-have in every woman's makeup regime. Available in 5 Shades, #13 (True Beige), #21 (Natural Beige), #23 (Sand Beige), #31(Brown Beige), #33 (Coffee)

Demo by: Xiao Kai 老师  
Demo on: Candyce

4

Product  
Demonstration:

5



6

Share video

7



BUY ITEM



COUPON

8

LANEIGE

8

Exclusive  
K-Beauty  
Giveaway



LANEIGE Water Sleeping Pack, EX

Visit Laneige boutiques to find out what K-Beauty skincare and makeup wonders were used on *Lady First* and receive a complimentary travel-size Water Sleeping Pack\_EX with your purchase when you present this coupon! Terms apply. Please check in-store for details.

LANEIGE BOUTIQUES

ION Orchard #B3-66A • JCube #01-04 • Jurong Point #01-69/79/80 • Parkway Parade #01-20/21 • Plaza Singapura #03-77 • Suntec City #01-312

Available exclusively at Laneige boutiques. While stocks last. Visuals are for illustration purposes only. The management reserves the right to change any terms and conditions without prior notice.



1. Product Image
2. Product Name
3. Share Product on Facebook
4. Product Writeup
5. Product Demo Video
6. Share Product Video on Facebook
7. Hyperlink to Client's Shopping/Web Page
8. Discount Coupons

Apr

- On Air Teasers
- Press Interviews
- Sponsors' event
- Contest for Beauty Workshop
- Microsite to be ready for contest

May

- Meet & Greet
- Beauty Workshop
- PR Stunt

Jun

- Outdoor Media
- Print
- Magazine
- Digital
- Radio
- On Air

Jun to Sep

- On Air Tune In
- Weekly Updates on FB (Behind the scenes Pix)
- Weekly updates on Website of sponsor's items

# Lady First Singapore Season 3 Sponsorship Packages





## On Air Entitlements

ROS Trailers with 5sec Tag-Ons (across StarHub TV channels – English & Chinese)	5,500
Lead Ins /Outs with 5sec Tag-Ons	13ep
30sec In Programme (First Tx)	26 (max. 2 per ep)
30sec ROS TVC Spots	500 (200PT/300FT)
Product Integration (either discussed or demonstrated)	3 products

## Digital

StarHub Digital Audience Network	Between 210,000 to 340,000 impressions (refer to digital slide for more details)
Microsite	Ad banners, Logo Exposure, Product Featured/Writeup, Beauty Tips, Housing of printable coupons

## On Ground

Events	Logo exposures on selected event backdrops, Sampling opportunities (subjected to venue approval)
Investment	<b>\$438,000</b>
Media Value	<i>\$6,582,000</i>



# Main Sponsor



## On Air Entitlements

ROS Trailers with 5sec Tag-Ons (across StarHub TV channels – English & Chinese)	5,500
Lead Ins /Outs with 5sec Tag-Ons	13ep
30sec In Programme (First Tx)	13 (max. 1 per ep)
30sec ROS TVC Spots	200 (80PT/120FT)
Product Integration (either discussed or demonstrated)	2 products

## Digital

StarHub Digital Audience Network	Between 210,000 to 340,000 impressions (refer to digital slide for more details)
Microsite	Ad banners, Logo Exposure, Product Featured/Writeup, Beauty Tips, Housing of printable coupons

## On Ground

Events	Logo exposures on selected event backdrops, Sampling opportunities (subjected to venue approval)
Investment	<b>\$288,000</b>
Media Value	<i>\$4,142,000</i>



# Co Sponsor



## On Air Entitlements

ROS Trailers with 2.5sec Tag-Ons (across StarHub TV channels – English & Chinese)	5,500
Lead Ins /Outs with 2.5sec Tag-Ons	13ep
30sec In Programme (First Tx)	6 (max. 1 per ep)
30sec ROS TVC Spots	100 (40PT/60FT)
Product Integration (either discussed or demonstrated)	1 product

## Digital

StarHub Digital Audience Network	Between 210,000 to 340,000 impressions (refer to digital slide for more details)
Microsite	Ad banners, Logo Exposure, Product Featured/Writeup, Beauty Tips, Housing of printable coupons

## On Ground

Events	Logo exposures on selected event backdrops, Sampling opportunities (subjected to venue approval)
Investment	<b>\$158,000</b>
Media Value	<i>\$2,076,000</i>



# Venue Sponsor



## On Air Entitlements

Venue Acknowledgement within Trailer  
Content without frame (ROS Trailers)

500

## On Ground

Events

Logo exposure on Meet & Greet event backdrop  
Onsite credit mention by host

Investment

**\$21,000**

*Media Value*

*\$175,000*

Sales to clear with IAS on proposed mall before pitching.

Deadline for venue confirmation : 30 Jan 2015



# Episodic Package



## On Air Entitlements

30sec In Programme (First Tx)

4 (max. 1 per ep)

30sec ROS TVC Spots

65 (26PT/39FT)

Product Integration (either discussed or demonstrated)

1 product

## Digital

Microsite

Logo Exposure, Product Featured/Writeup,  
Housing of printable coupons

## On Ground

Events

Sampling opportunities (subjected to venue approval)

Investment

**\$28,000**

*Media Value*

*\$96,000*



- To select 1 option from below :

Platform	Banner Type	Reach (Impressions)
Web	Non-rich media	300,000
	Rich media	220,000
	Pre-roll video	240,000
Mobile	Non-rich media	340,000
	Rich media	290,000
	Pre-roll video	210,000



# Terms & Conditions



- There will NOT be any product exclusivity for this programme.
- All above information including broadcast details are subject to change.
- All prices are subject to an additional prevailing Goods and Services Tax (“GST”) GST Registration No: M9-0005650-C.
- All commercial spots entitlement to be run on E City only.
- All commercial spots entitlement to be utilized by the end of sponsorship period unless stated otherwise in contract.
- Duration of tag-ons is 5 seconds for Presenter & Main Sponsors, 2.5 seconds for Co Sponsors.
- All trailers run on ROS and subjected to airtime availability.
- Production of creative/visuals by Sponsors.
- StarHub reserves the right to pre-empt/change the telecast time and/or date at any point of the sponsorship.
- Please refer to StarHub Advertising Rate Book for full advertising & sponsorship guidelines.

# Appendix - Season 2 Sponsors





# Season 2 Sponsors



## MAIN SPONSORS

# LANEIGE



## CO SPONSORS



**Pearlie White® Triumph** 

## OFFICIAL CAMERA



Thank You

