



K+ ORIGINAL

SPONSOR PACKAGE

PRESENTED BY K+ ADVERTISING

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ABOUT

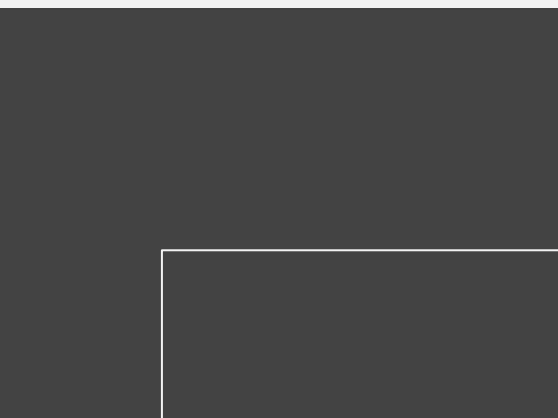
K+ ORIGINAL



K+ ORIGINAL

Besides many prestigious sports tournaments, K+ audiences are now immersed in a diverse world of entertainment with K+ Original series, invested and produced by K+. Not just an ordinary TV series, K+ Original brings you the quality series that exemplify the beauty of cinema.

Unlimited in terms of genres and origins, K+ Original scripts selected for development will be special stories about perspectives or characters told in a new, engaging and emotional way but close to Vietnamese culture and life.



To ensure to bring the unique cinematic TV series, K+ Original cooperates with famous talented cast and crews. This is reflected in the first two works of K + Original:

- TIGER MOM, with director VU NGOC DANG - director of many best TV series and movies.
- SCARLET HILL, with director VICTOR VU - one of the typical directors of contemporary Vietnamese cinema.



Talented Cast & Crew

PROD. 30 OCT 2021 DEC 2021 DEC 2021 JUN 2022 JUN 2022

BROAD. DEC 2021 – MAR 2022 JUNE 2022 JULY 2022 – AUG 2022 SEP 2022 – NOV 2022 DEC 2022 – MAR 2023



Series
TIGER MOM
22 x 60'

FAMILY
ROM-COM



Music Doc
BUC TUONG
– UNNAMED PATH
1 x 90'

DOCUMENTARY



Premium Series
SCARLET HILL
8 x 60'

CRIME
THRILLER



Short Series
THE KITCHEN
20 x 26'

COMEDY



Series
BAD FAMILY
12 x 60'

FAMILY
COMEDY

K+ ORIGINAL

MỘT BỘ PHIM DÀI TẬP TỪ ĐẠO DIỄN
VICTOR VŨ

TRẠI HOA ĐỎ

Được chuyển thể từ tiểu thuyết của nhà văn Di Li

SCARLET HILL

Scarlet Hill series is based on the best-selling and awarded crime/thriller novel “Trai Hoa Do” by Di Li.

The vacation of Luu and his fiancée, Vy, at Scarlet Hill quickly becomes a tragedy when they are dragged into a murder. The nightmare is getting worse when Vy realized the existence of haunting ghosts around her.

Genre:	Crime, Mystery, Thriller
Production Year:	2021 - 2022
Director:	Victor Vu
Episode:	8
Episode Duration:	60 minutes
Main Cast:	Tram Anh, Quoc Huy, Cao Thai Ha, Hanh Thuy, Quoc Nam, Xuan Tien

MAR – NOV 21

DEC – MAR 22

MAR – JUN 22

JUL – AUG 22

PRE – PRODUCTION

SHOOTING

POST - PRODUCTION

BROADCAST
Monday
1 ep per week

CAST



Quốc Huy (Lưu)



Xuân Tiền (Bách)



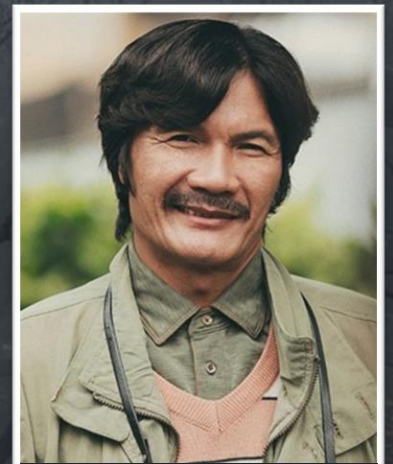
Thanh Bình (Chính)



Tùng Min (Sương)



Thanh Thức (Nam)



Công Ninh (Mo)



Trâm Anh (Vỹ)



Cao Thái Hà (Vân)



Ngân Hoà (Ráy)



Bảo Ngọc (Thuý)



Hạnh Thuý (Hồng)



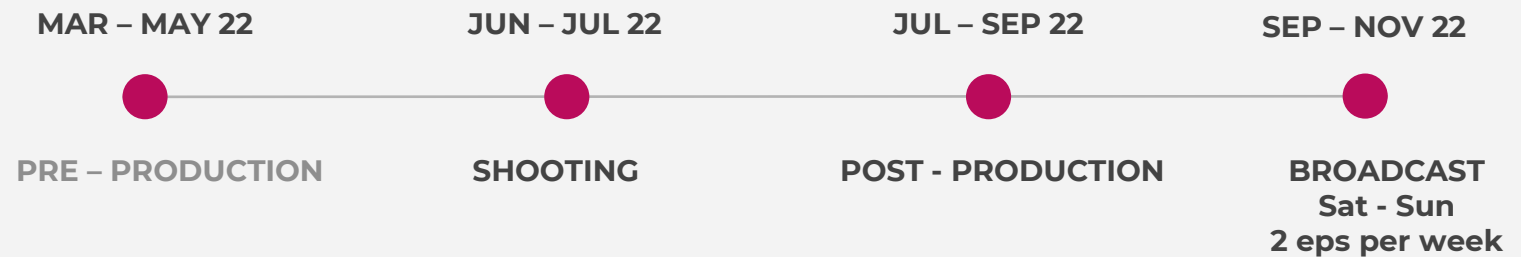
Quốc Nam (Mừng)



THE KITCHEN

TV series which shows comical and dramatic episodes from the life of the upscale restaurant and its staff. It is a boiling pot with hot passions, refined and treacherous intrigues, and whole this explosive mixture is seasoned with fresh humor and screams of laughter. Central characters face a vast amount of dilemmas, make unexpected discoveries and participate in fantastic events.

Genre: Comedy, Drama, Cooking
 Production Year: 2022
 Director: TBC
 Episode: 20
 Episode Duration: 26 minutes





BAD FAMILY

A comedy family drama follows an adventure of a "fake family", formed by an ex-gangster, building their strong bond through hilarious events to help a little girl, whose family got killed in a car accident, regain her memory. None gets along at the start but eventually, they start to behave like a real family to protect the little girl from the one who causes her family's accident.

Genre: Comedy, Drama, Romance, Family
Production Year: 2022
Director: TBC
Episode: 12
Episode Duration: 60 minutes

APR – MAY 22

JUN – AUG 22

AUG – NOV 22

DEC – FEB 23

PRE – PRODUCTION

SHOOTING

POST - PRODUCTION

BROADCAST
Monday
1 ep per week

02

SPONSORSHIP
PACKAGES



K+ ORIGINAL OFFER

Product Placement

Product placement is a “hidden” ad that the audience cannot miss because it is part of the program they are watching. Product placement helps to raise awareness of products and services.

Furthermore, the audience’s trust for a specific brand may increase unconsciously, simply because their favorite character “loves” that brand.

Media Benefit

Besides products integrated into the program, our media amplification delivers extra reach as well as builds awareness and frequency through additional on-air promotion campaigns across the schedule and promotion via social.

SPONSORSHIP AVAILABILITY

ADVERTISING PACKAGE **ONLY**



Series
TIGER MOM
22 x 60'



Music Doc
BUC TUONG
– UNNAMED PATH
1 x 90'



Premium Series
SCARLET HILL
8 x 60'

FULL PACKAGE INCLUDING PPL & MEDIA BENEFIT



Short Series
THE KITCHEN
20 x 26'



Series
BAD FAMILY
12 x 60'

POTENTIAL CATEGORIES FOR SPONSORSHIP



ELECTRONIC



PERSONAL CARE



HEALTH CARE



FOOD & BEVERAGE



AUTOMOBILE



COSTUME



CAFÉ/ RESTAURANT



BUILDINGS

PRODUCT PLACEMENT | PRODUCTS INTEGRATION

By integrating products, brands can capture audiences' attention without distracting them from the entertainment. Consumers can't swipe away or block and usually don't fast-forward product placements. Therefore, it's one of the most organic and influential ways to reach consumers.

PRODUCT APPEARS IN PROGRAM



BRAND NAME IS MENTIONED IN 1 SCENE

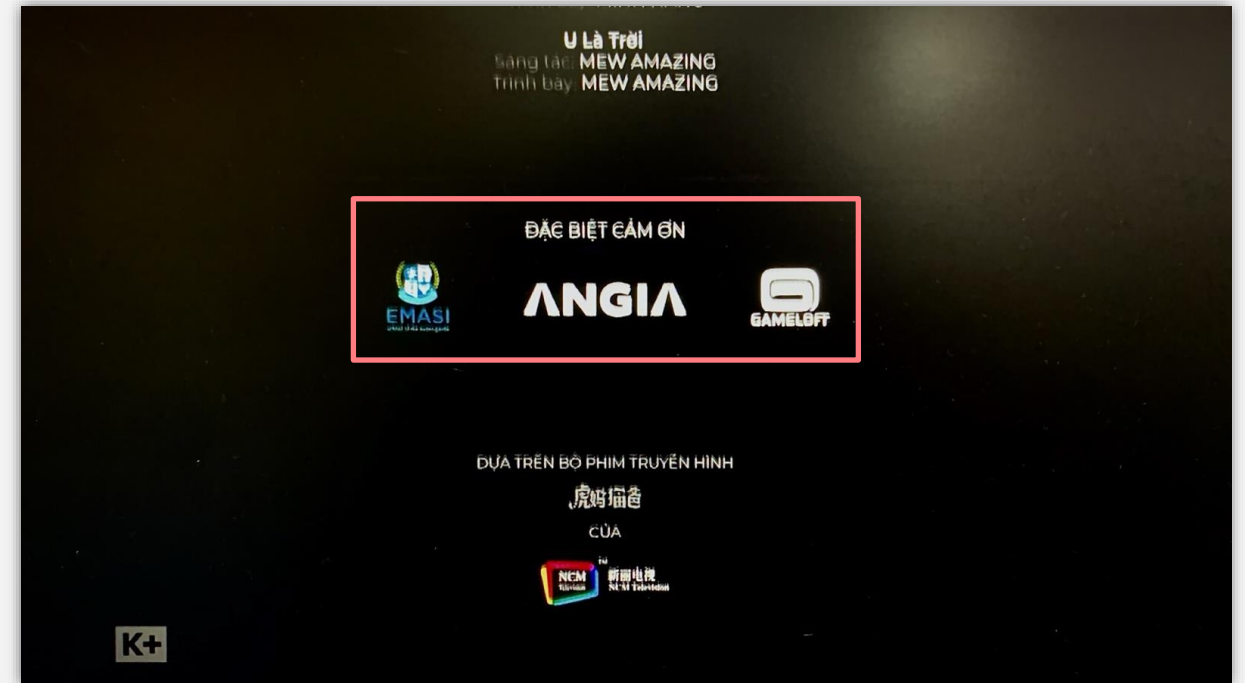


PRODUCT PLACEMENT | SPONSOR LOGO IN END CREDIT AND POSM

LOGO IN FILM POSTER



LOGO IN CREDIT



MEDIA BENEFIT | TV

Optimize capacity to **maximize the reach of target audience**
by combining multi-creative formats including **TVC** and **Sponsor panel**



Program



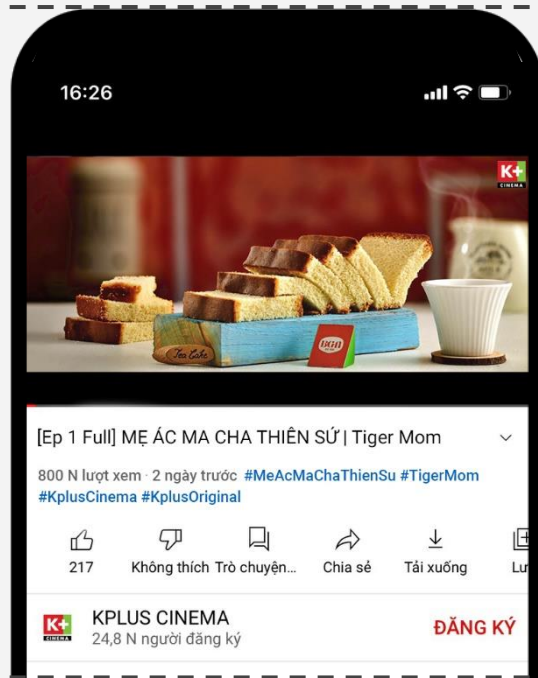
TVC and SPONSOR PANEL



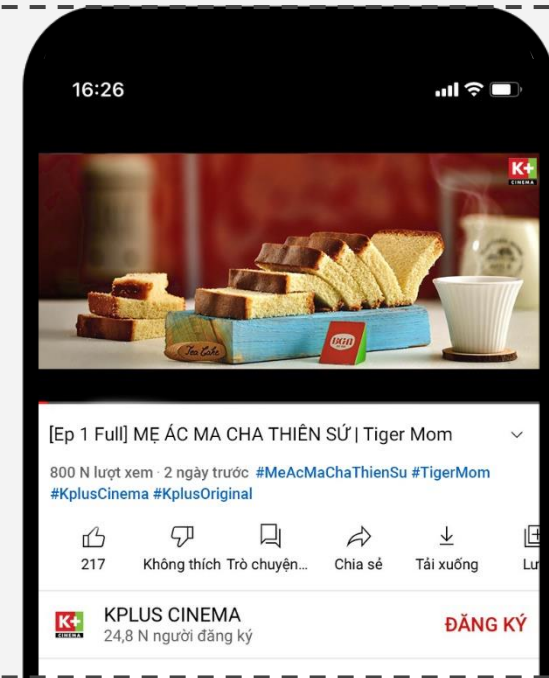
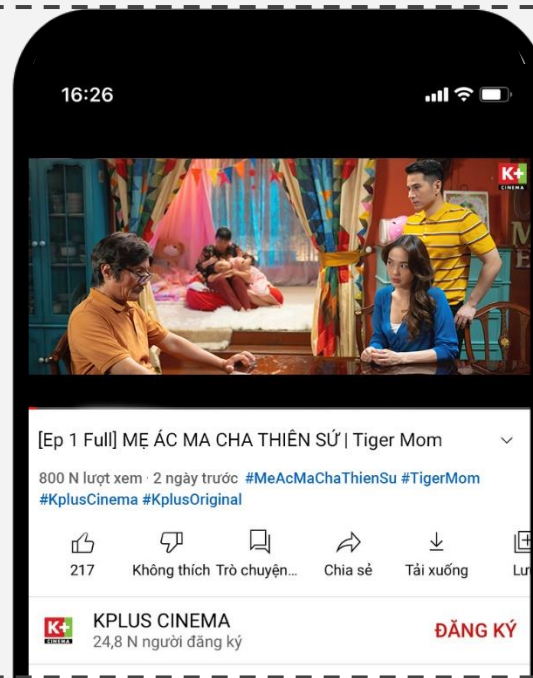
Program

MEDIA BENEFIT | Digital

SPONSOR CARD before & after best cut and preview clips on YouTube
help to extend reach of a campaign



Title Card
(5s maximum)



End Card
(5s maximum)

MEDIA BENEFIT | Digital

VIDEO POST WITH FOOTER BANNER on Facebook

Brand logo and product will appear throughout the entire video that will build strong brand awareness among target audiences.



<p>ME ẮC MA CHẢ THIÊN SỨ</p> <p>21h T2 & T3 trên K+ C/NE</p> 	<p>ME ẮC MA CHẢ THIÊN SỨ</p> <p>21h T2 & T3 trên K+ C/NE</p> 	<p>ME ẮC MA CHẢ THIÊN SỨ</p> <p>21h T2 & T3 trên K+ C/NE</p> 
<p> Hân hạnh tài trợ phát sóng chương trình này</p>	<p> Hân hạnh tài trợ phát sóng chương trình này</p>	<p> Hân hạnh tài trợ phát sóng chương trình này</p>

Title Card
(maximum 5s)

End Card
(maximum 5s)

MEDIA BENEFIT | Digital

Higher brand recall with increased exposure by adding sponsor logo & message on Facebook cover and photo post.



Facebook photo post
Introducing new episode

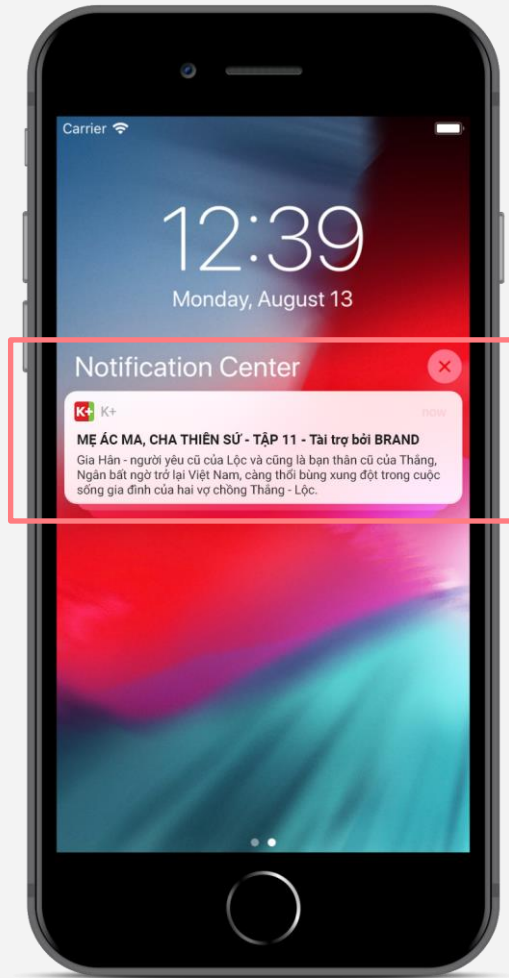


Facebook photo post
Meme photo



Facebook Cover

MEDIA BENEFIT | K+ App



MENTION BRAND as a
sponsor of the content
IN APP NOTIFICATION

Maximizing brand exposure with
WEB/ APP BANNER AND APP NOTIFICATION



SPONSOR LOGO
IN APP & WEB BANNER

SPONSOR PACKAGE

We offer **an integrated sponsorship package** with **competitive costs** in which brand will have full media coverage from online to offline marketing activities.

Type	Benefit	Platform
PRODUCT PLACEMENT	Products appear in the movies (max 3s)	TV
	Logo in credit	TV
	Logo in official film poster	POSM + Digital
MEDIA BENEFIT	TVC before and after broadcasting program	TV
	Sponsor panel before broadcasting program	TV
	Title and end cards on YouTube	YouTube
	Title and end cards + footer banner in clip on FB	Facebook
	Sponsor logo on photo post	Facebook
	Sponsor logo on poster on app & web banner	App & Web
	Mention brand name in App notification	App



LET'S GET YOUR BRAND INTO THE GAME

Tell us about your company, we'll tell you how we can help

CONTACT US

Hotline: (+84) 93 984 3399

Email: adsales@vstv.vn

Website: <http://ad.kplus.vn/>