

## HOTFACE





Applied since 05/2024



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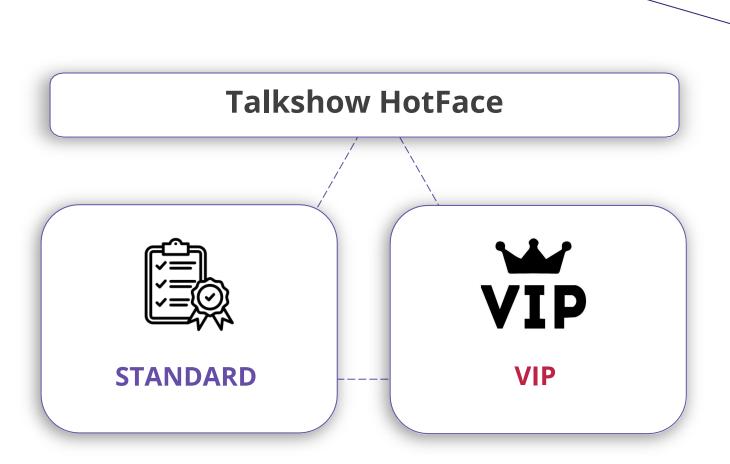
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## 1. INTRODUCTION OF HOTFACE



A discussion program called **HotFace** explores the lives and characters of all celebrities from all spheres.







## 1. INTRODUCTION OF HOTFACE



## Why should choose this product?

#### **Great influence**

On social media platforms, influencers exert considerable influence over vast audiences. Shortly after brands engage these individuals for promotional purposes, there is typically a notable increase in brand awareness.

#### **Distinctive Impact**

By leveraging the support of influencers to endorse its products or services, a effectively company can itself from distinguish This competitors. strategic approach enhances visibility, captures consumer attention, and contributes to establishing a unique brand presence in the market.

#### **Establishing Trust**

Influencers often maintain strong, trusting relationships with their audiences, resulting in high levels of engagement. When they endorse a brand, they possess the ability to instill confidence and significantly influence consumer purchasing behavior.

## Leverage the Prestige of Vietnamnet Newspaper

Enhance brand visibility and recognition by sponsoring a talk show featured on one of Vietnam's leading online news platforms.

## 2. TALKSHOW HOTFACE | STANDARD



### **CONTENT TIMELINE**



#### 1<sup>st</sup> PR article

An article introduces the topic and time of the event



#### Video clip

A video of Hotface show

#### **Center Banner 3**

A banner links to the article introducing the event



#### 2<sup>nd</sup> PR article

A PR article provides information, summarises results, and contains the video clip of the show



## 2. TALKSHOW HOTFACE | STANDARD



1st PR article: An article introduces the topic and time of the event

**2<sup>nd</sup> PR article:** A PR article provides information, summarises results of the show





6 Miền Bắc sắp đón nắng nóng

Mỹ Lan ra khỏi đời sống xã hội"

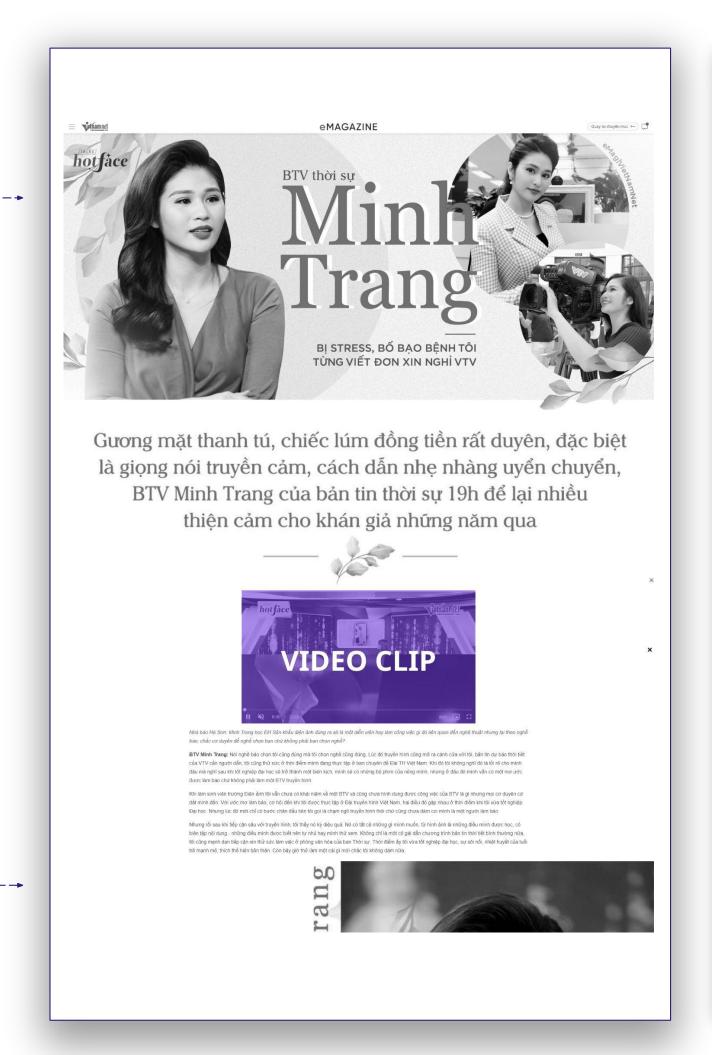
Center Banner 3:
Banner introduces
the topic and time
of the show

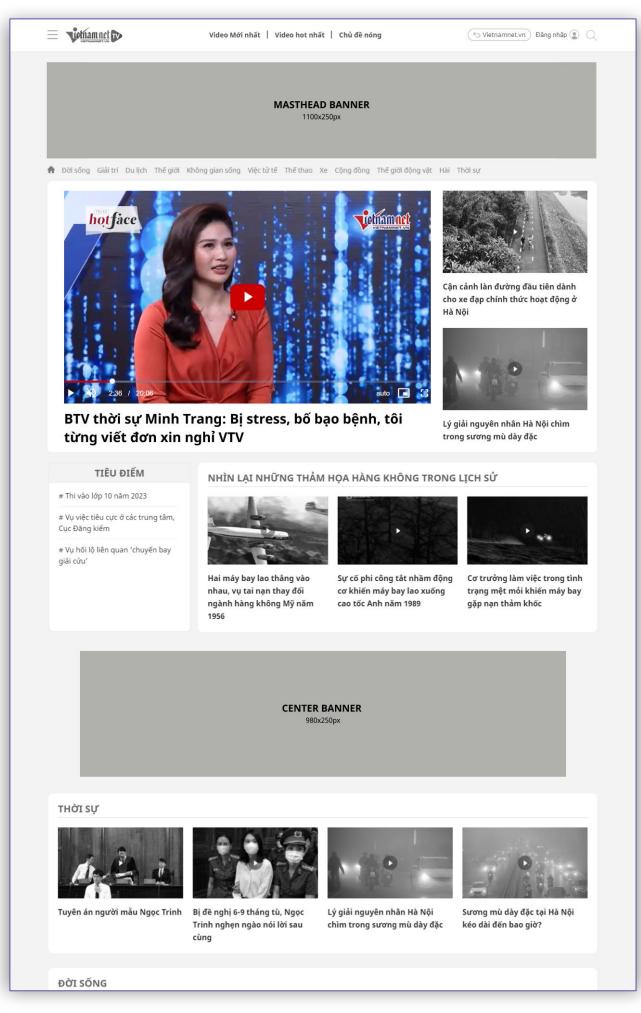
## 2. TALKSHOW HOTFACE | STANDARD





(View demo)





Video is attached in the article updating the event and co-published on Top 1 on
VietnamnetTV
Homepage in 2 hours



## 2. DEMO TALKSHOW HOTFACE | STANDARD



Click to view Demo of Standard Hotface Show

## Rate card of Talkshow HotFace | STANDARD



• Price: 90.000.000 VNĐ

• Details:

No	Content	Description	Timeline
1	Center banner: A banner introducing Hotface show is linked to the article	Dimension of banner: 980x250	During 03 days before the launching day
2	1 <sup>st</sup> PR article: An article introduces the topic, time and sponsor of the show	Published on Top 7-14 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored in an appropriate sub-category	03-07 days before the launching day
3	<b>2<sup>nd</sup> PR article:</b> A PR article provides information, summarises results, and contains the video clip of the show	Published on Top 7-14 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored in an appropriate sub-category	On the day the launching day
4	<b>Video</b> of the HotFace show	Attached in the article updating the event and co-published on Top 1 of VietNamNetTV Homepage in 2 hours	On the day the launching day

**Notes: -** Additional cost of recording outside of VietNamNet office (equipment & staff): **50.000.000 VND** 

- Travel expenses if recording in other city are covered by sponsor.
- Price does not include VAT

## The benefits of talkshow HotFace Sponsors | STANDARD



<b>✓</b>	Sponsor's name and logo	Position
1	In the article containing the video of the show	2 <sup>nd</sup> PR article
2	At the bottom right corner of the screen during the show	Video clip
3	At studio's background or out-of-studio background	Video clip
4	In the show's intro and credit as a sponsor	Video clip
5	MC mentions the sponsor's name in the introduction and at the end of the show.	Video clip
<b>✓</b>	The benefits of advertisement	
6	<b>Center Banner 3: The information displayed in the banner</b> includes ABC – Great honour to sponsor the "HotFace" talkshow No: [Name of the show]	Center banner 3
7	PR article introduces the sponsor	1 <sup>st</sup> PR article
8	Maximum 30 seconds <b>Pre-roll ad</b> in the video clip of the show	Video clip
9	Overlay ad is displayed in the video when broadcasting the talkshow	Video clip

## 3. TALKSHOW HOTFACE | VIP



### **CONTENT TIMELINE**

#### **Center Banner 3**

A banner links to the article introducing the show



#### **Big Banner 3**

A banner contains the trailer of the event



#### 2<sup>nd</sup> PR article

An article reports and summarizes the information and results of the show





#### 1<sup>st</sup> PR article

An article introduces the main topic and time of the show



#### Video trailer

**Trailer video** of the show is uploaded on VietNamNet Fanpage



#### Video clip

Video is embedded in the article updating the event and co-published on Top 1 of video.vietnamnet.vn Homepage in 2 hours

## 3. TALKSHOW HOTFACE | VIP

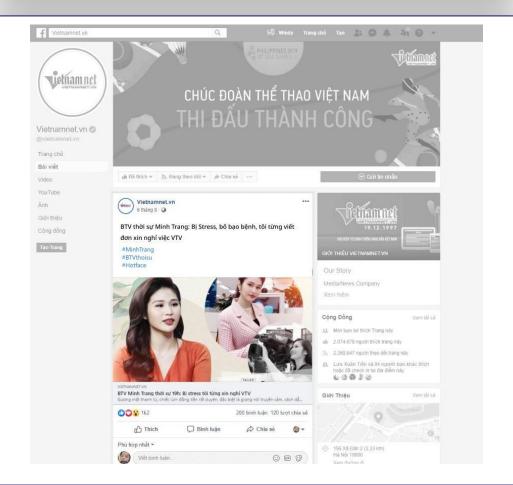
Letnamnet VIETNAMNET.VN

1st PR article: An article introduces the main topic and time of the show

2<sup>nd</sup> PR article: An article reports and summarizes the information and results of the show

**Trailer video** of the show is uploaded on VietNamNet Fanpage







Center Banner 3:
A banner contains the trailer of the event

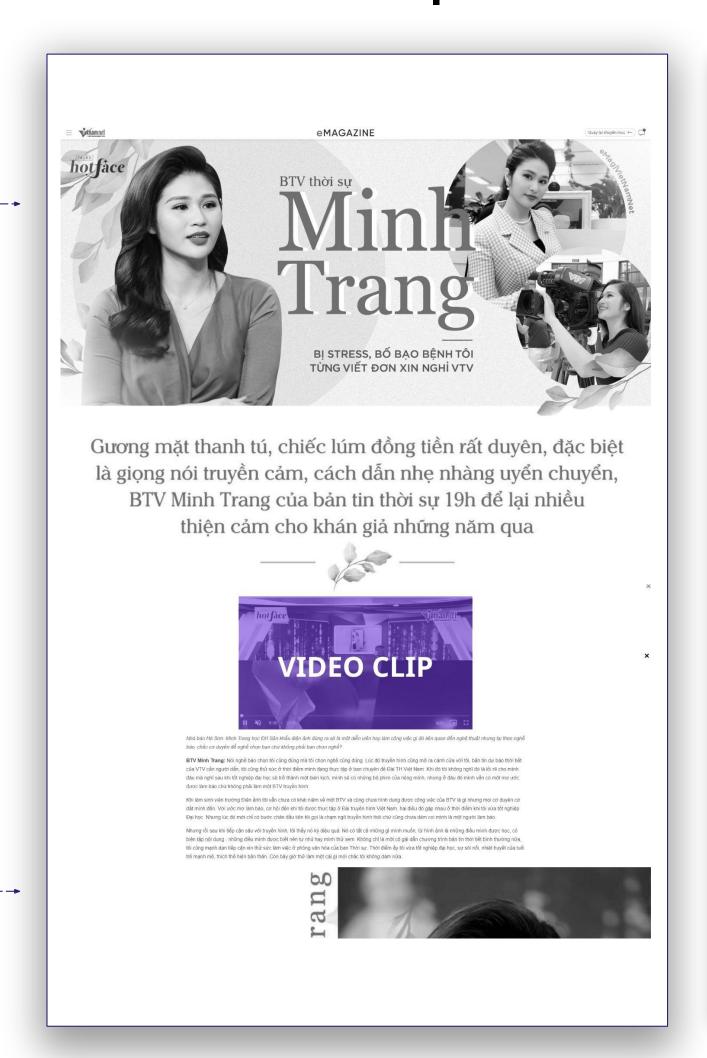
**Big Banner 3:** A banner links to the article introducing the show

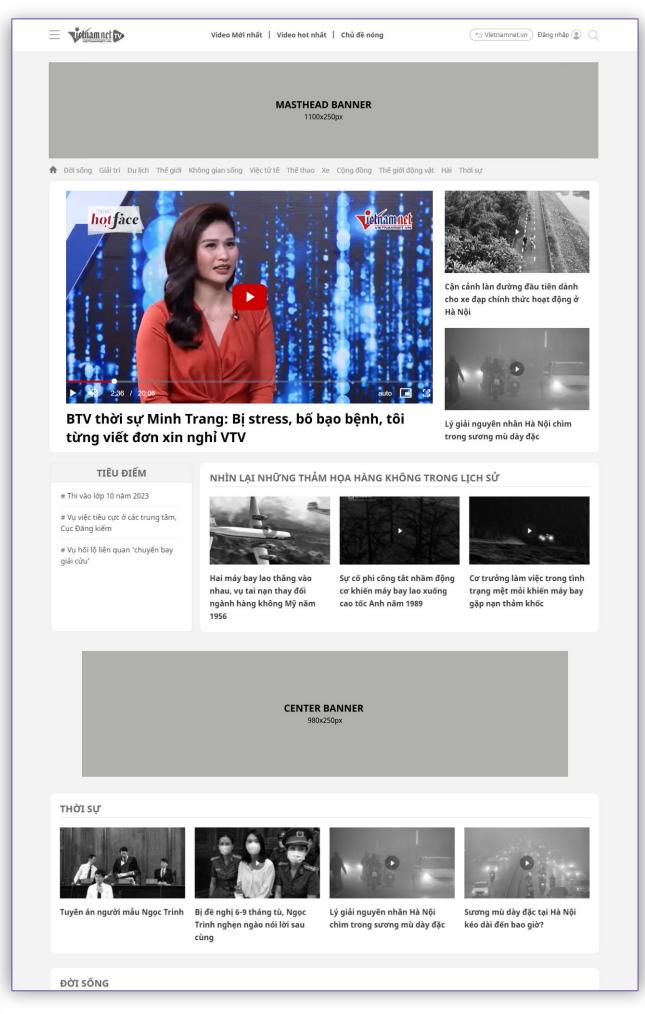
## 2. TALKSHOW HOTFACE | VIP



2<sup>nd</sup> PR article: An article reports and summarizes the information and results of the show

(View demo)





Video is embedded in the article updating the event and co-published on Top 1 of video.vietnamnet.vn Homepage in 2 hours



## DEMO TALKSHOW HOTFACE | VIP



**Demo VIP Hotface show** 

## Rate card of Talkshow HotFace | VIP



• Price: 130.000.000 VND

• Details:

No	Content	Description	Timeline
1	<b>Center Banner 3:</b> A banner introducing Hotface show is linked to the article	Dimension of banner: 980x250	During 03 days before the launching day
2	1 <sup>st</sup> PR article: An article introduces the topic, time and sponsor of the show	Published on Top 7-14 of Hot news section on VietNamNet Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored in an appropriate subcategory	03-07 days before the launching day
3	<b>Big Banner 3</b> (not for HotFace talkshow Livestream): Banner attach HotFace talkshow Trailer.	Dimension of banner: 300x600	02 days before the launching day
4	Post Video Trailer (not for HotFace talkshow Livestream)	<ul> <li>Uploaded on official VietNamNet's Fanpage</li> <li>Pin on Top of <u>VietNamNet's fanpage</u> in 6 hours</li> </ul>	02 days before the launching day
5	MC hosts the talkshow HotFace VIP	MC hosting the show is VietNamNet's journalist	
6	<b>2</b> <sup>nd</sup> <b>PR article:</b> Article attach HotFace Talkshow	Published on Top 7-14 of Hot news section on VietNamNet Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored in an appropriate subcategory	On the launching day
7	<b>Video</b> about HotFace VIP talkshow	Video is embedded in the article updating the event and co-published on Top 1 of VietnamnetTV Homepage in 2 hours	On the launching day
8	<b>Post Video HotFace</b> (not for Livestream HotFace talkshow Livestream)	<ul> <li>Uploaded on official VietNamNet's Fanpage</li> <li>Pin on Top of <u>VietNamNet's fanpage</u> in 6 hours</li> </ul>	On the launching day

**Notes:** - Additional cost of recording outside of VietNamNet office (equipment & staff): **50.000.000 VND** 

- Travel expenses if recording in other city are covered by sponsor.
- Price does not include VAT tax

## The benefits of Talkshow HotFace Sponsors | VIP



✓	Sponsor's name and logo	Vị trí
1	In banner to introduce the show, including video clip trailer	Big Banner 3
2	In the article introducing the topic and time of the show	1 <sup>st</sup> PR article
3	In the article containing the video of the show	2 <sup>nd</sup> PR article
4	In <b>Trailer Video</b> uploaded on VietNamNet's Fanpage	<u>Fanpage VietNamNet</u>
5	At the bottom right corner of the screen during the show	Video clip
6	At studio's background or out-of-studio background	Video clip
7	In the show's intro and credit as a sponsor	Video clip
8	MC mentions the sponsor's name in the introduction and at the end of the show.	Video clip
9	In <b>video clip Post</b> of the show on VietNamNet's Fanpage	<u>Fanpage VietNamNet</u>
<b>✓</b>	The benefits of advertisement	
10	Center Banner 3 <b>The information displayed in the banner</b> includes ABC – Great honor to sponsor the "VIP HotFace" talkshow No: [Name of the show]	Center Banner 3
11	PR article introduces the sponsor	1 <sup>st</sup> PR article



#### **Contact Information**

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