

HOTFACE



Applied since 05/2024

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1. INTRODUCTION OF HOTFACE

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

TALKS
hotface

Talkshow HotFace



STANDARD



VIP



1. INTRODUCTION OF HOTFACE

Why should choose this product?

Great influence

On social networks, influencers frequently have a significant impact on millions of followers. Shortly after using influencers to promote brands, brand awareness will rise.

Make a difference for the brand

A firm can differentiate itself from its rivals by enlisting the support of influencers to promote its goods or services. This aids the company in grabbing consumers' attention and making a difference.

Building trust

Influencers frequently have a positive rapport with their fans, who trust them, and thus have high engagement rates. When they launch a brand, they have the power to inspire confidence and affect consumers' purchasing decisions.

Take advantage of the prestige of Vietnamnet Newspaper

Boost brand recognition by serving as sponsors for a talkshow on a major Vietnamese online newspaper.

2. TALKSHOW HOTFACE | STANDARD

CONTENT TIMELINE



1st 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



2nd 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

2nd PR article: A PR article provides information, summarises results of the show

The screenshot shows a news website layout with various sections:

- THỜI SỰ (News):** Articles about environmental issues like air pollution in HCMC and the impact of the Ukraine war on oil prices.
- KINH DOANH (Business):** News about the Vietnam-Vietnam Airlines agreement and market trends.
- CHÍNH TRỊ (Politics):** Reports on international relations and domestic news.
- THỂ THAO (Sports):** Updates on football matches and international sports events.
- THẾ GIỚI (World):** News about global events, including the situation in Ukraine.
- GIÁO DỤC (Education):** Information about educational institutions and programs.
- BOX SỰ KIỆN ĐẶC BIỆT (Special Events Box):** A highlighted section for the event, including a photo of the host and event details.
- PR ARTICLES:** Two articles are highlighted in a purple box, labeled '1st, 2nd PR articles published on Top 7-14 of Hot news'.
- Table:** A table showing exchange rates for USD and SJC.
- Table:** A table showing gold prices for different types (Ngoại tệ, USD, SJC).
- Table:** A table showing gold prices for different types (Giá vàng, Mua, Bán).
- Table:** A table showing gold prices for different types (Giá vàng sồi sục, tỷ giá USD/VND).

The screenshot shows a news website layout with various sections:

- PHÁP LUẬT (Law):** News about legal cases and court decisions.
- Ô TÔ XE MÁY (Cars/Motorcycles):** News about car models and market trends.
- DU LỊCH (Travel):** News about travel destinations and tourism.
- BẢN ĐỌC (Read):** News about social issues and community events.
- ĐỀ NGHỊ XỬ NGHIỆM VI PHẠM CỦA CHÙA BA VÀNG, XÁC MINH VẬT THỂ XÁ LỢI TỨC ĐỨC PHẬT (Request for trial of Ba Vàng pagoda, verify the relic of Buddha):** A large banner for a talkshow event featuring Minh Trang.
- VIDEO:** A section with a large video player and several smaller video thumbnails.
- ĐỌC NHIỀU (Most Read):** A list of popular news articles.
- BÌNH LUẬN NHIỀU (Most Commented):** A list of news articles with many comments.
- THỊ TRƯỜNG TIỂU DÒNG (Small Market):** News about market trends and prices.
- RAO VẬT (Real Estate):** News about property listings and market activity.

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

2. TALKSHOW HOTFACE | STANDARD

2nd PR article: The PR Article contains the video of HotFace show

[\(View demo\)](#)

hotface eMAGAZINE

BTV thời sự
Minh Trang
BỊ STRESS, BỔ BẠO BỆNH TÔI TỪNG VIẾT ĐƠN XIN NGHỈ VTV

Gương mặt thanh tú, chiếc lúm đồng tiền rất duyên, đặc biệt là giọng nói truyền cảm, cách dẫn nhẹ nhàng uyển chuyển, BTV Minh Trang của bản tin thời sự 19h để lại nhiều thiện cảm cho khán giả những năm qua

VIDEO CLIP

rang

Masthead 1100x250px

Top banner 980x90px

Center banner 980x250px

TIÊU ĐIỂM

- # Chủ tịch FLC Trịnh Văn Quyết bị bắt
- # Tình hình chiến sự Nga - Ukraine
- # CUỘC CHIẾN TRÊN KHÔNG GIAN MANG GIỮA NGA - UKRAINE
- # Son Ye Jin và Hyun Bin: Từ tình bạn đến tình yêu

DỊCH COVID-19

- Bác sĩ điều trị cho vợ chồng người Anh mắc Covid-19: 'Chúng tôi là bạn từ ngày đó'
- Hai vợ chồng mắc Covid-19 đi chuyến bay VN0054 trở lại Việt Nam
- Nói rác trong căn nhà hai mẹ con 'tự phong tỏa' suốt 3 năm vì sợ Covid-19

THỜI SỰ

- Công an TP.HCM họp báo vụ 30 người Indonesia bị cưỡng ép thực hiện lửa đảo
- Công an TP.HCM thông tin về việc trả tự do cho 4 tiếp viên xách ma túy
- Phát hiện chủ tiệm spa ở Đồng Nai tử vong với nhiều vết đâm
- Bệnh nhân ung thư mừng rỡ vì máy móc ở Bệnh viện Chợ Rẫy 'hồi sinh'

ĐỜI SỐNG

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	1st 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	2nd PR article: 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	Video 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

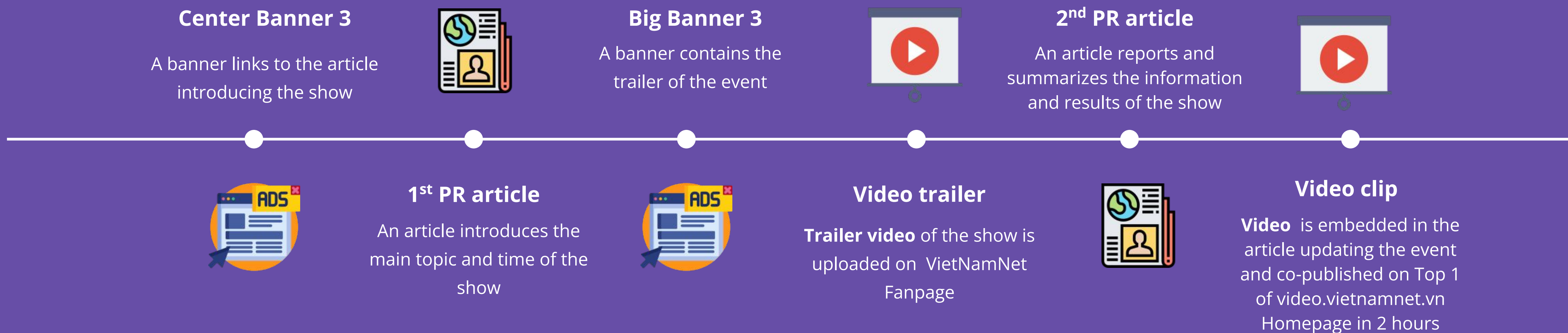
- Notes:**
- Additional cost of recording outside of VietNamNet office (equipment & staff): **50.000.000 VNĐ**
 - Travel expenses if recording in other city are covered by sponsor.
 - Price does not include VAT

The benefits of talkshow HotFace Sponsors | STANDARD

✓	Sponsor's name and logo	Position
1	In the article containing the video of the show	2 nd 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
✓	The benefits of advertisement	
6	Center Banner 3: The information displayed in the banner includes ABC – Great honour to sponsor the “HotFace” talkshow No.: [Name of the show]	Center banner 3
7	PR article introduces the sponsor	1 st PR article
8	Maximum 30 seconds Pre-roll ad 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



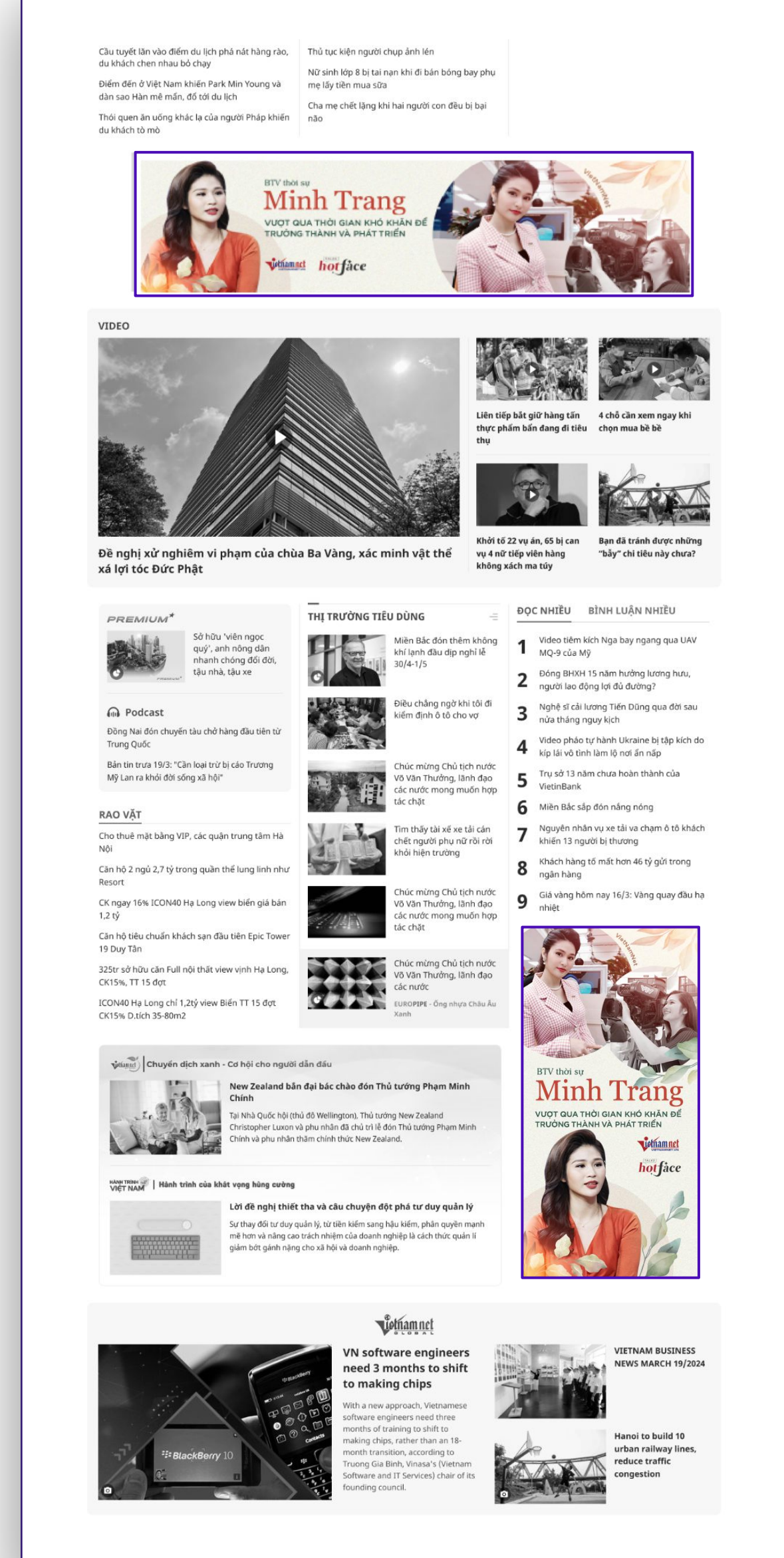
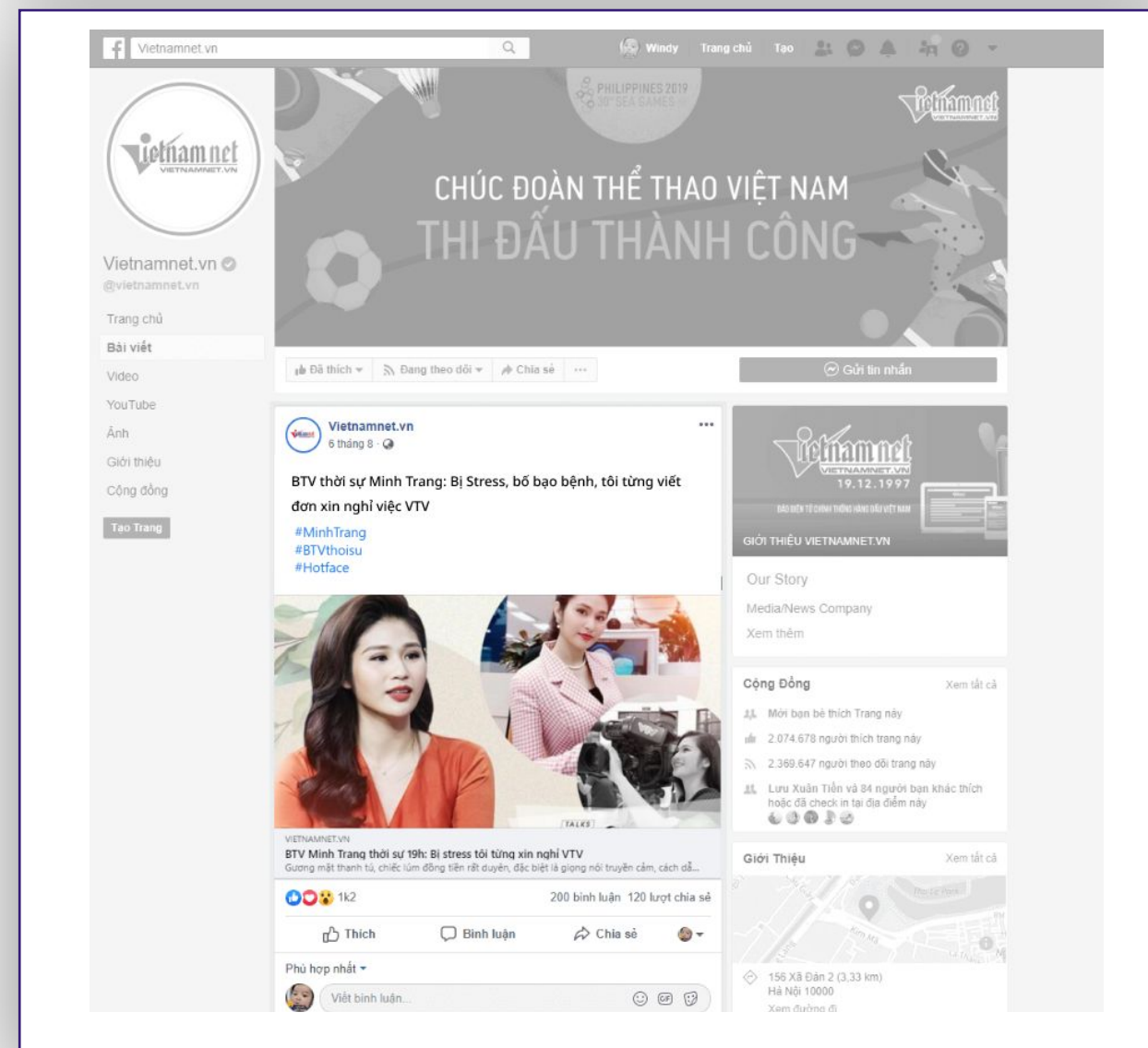
3. TALKSHOW HOTFACE | VIP

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

2nd 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

3. TALKSHOW HOTFACE | VIP

2nd PR article: An article reports and summarizes the information and results of the show

[\(View demo\)](#)

BTV thời sự Minh Trang
BỊ STRESS, BỐ BẠO BỆNH TÔI TỪNG VIẾT ĐƠN XIN NGHỈ VTV

Gương mặt thanh tú, chiếc lúm đồng tiền rất duyên, đặc biệt là giọng nói truyền cảm, cách dẫn nhẹ nhàng uyển chuyển, BTV Minh Trang của bản tin thời sự 19h để lại nhiều thiện cảm cho khán giả những năm qua

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ĐỜI SỐNG

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	Center Banner 3: A banner introducing Hotface show is linked to the article	Dimension of banner: 980x250	During 03 days before the launching day
2	1st 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	Big Banner 3 (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 style="list-style-type: none"> • Uploaded on official VietNamNet's Fanpage • Pin on Top of VietNamNet's fanpage in 6 hours 	02 days before the launching day
5	MC hosts the talkshow HotFace VIP	MC hosting the show is VietNamNet's journalist	
6	2nd PR article: 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	Video 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	Post Video HotFace (not for Livestream HotFace talkshow Livestream)	<ul style="list-style-type: none"> • Uploaded on official VietNamNet's Fanpage • Pin on Top of VietNamNet's fanpage in 6 hours 	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 st PR article
3	In the article containing the video of the show	2 nd PR article
4	In Trailer Video uploaded on VietNamNet's Fanpage	Fanpage VietNamNet, http://facebook.com/vietnamnet.vn
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 video clip Post of the show on VietNamNet's Fanpage	Fanpage VietNamNet, http://facebook.com/vietnamnet.vn
✓	The benefits of advertisement	
10	Center Banner 3 The information displayed in the banner 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 st PR article

Contact Information

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