



Asian Heritage Month Campaign Sponsor Proposal

iQIYI 2024



北美传统亚裔文化月

Asian Heritage Month of North America

每年5月1-31日，来表彰亚裔北美居民对北美历史、文化和成就的贡献和影响。

Asian Heritage Month is a month-long celebration in the United States and Canada that recognizes and celebrates the cultural diversity and contributions of Asian Americans and Pacific Islanders to society. The campaign aims to celebrate the rich history and culture of Asian community, raise awareness and appreciation of the diversity and beauty of Asian culture, as well as to promote inclusivity across all cultures.

关于爱奇艺北美站 About Iqiyi North America

iQIYI

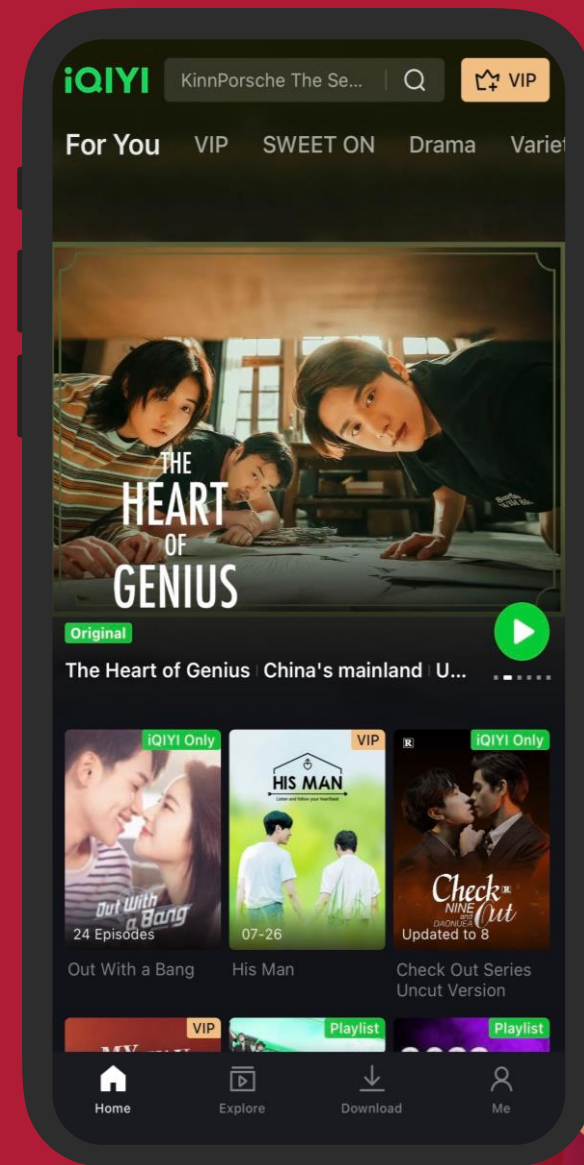
专注于亚洲娱乐内容的高品质的OTT平台

High-quality OTT platform focused on Asian entertainment content.

爱奇艺于2017年开始在海外发行高质量内容。2019年6月, 爱奇艺国际站正式启动。到2020年5月, 已提供包括简体中文, 繁体中文, 英文, 马来文, 泰文, 印尼文, 越南文, 韩文, 日文, 西班牙文、葡萄牙文、阿拉伯文等多种语言在内的服务, 是海外亚裔人群的首选平台。

iQiyi began distributing high-quality content globally in 2017. In June 2019, iQiyi International was officially launched. By May 2020, it had provided services in multiple languages including Simplified Chinese, Traditional Chinese, English, Malay, Thai, Indonesian, Vietnamese, Korean, Japanese, Spanish, Portuguese, and Arabic, making it the preferred platform for overseas Asian communities.

- 100% 内容高品质 (来自顶尖制作机构)
- 100% High-quality content (from top production agencies)
- 100% 版权高品质 (正版视频内容)
- 100% High-quality copyright (genuine video content)
- 100% 画质高品质 (720P以上高清画质)
- 100% High-quality picture (720P or higher HD quality)



Content Highlights

iQIYI

Chinese



New Life Begins



Love Between Fairy and Devil



The Knockout



Forbidden Love



Story of Kunming Palace



Road to Home

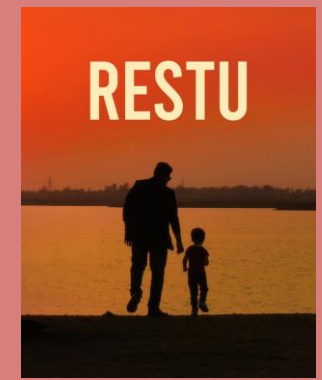
Other Asian Contents



Misi Cinta Cik Cupid



FAST GIRLS



Restu



Ghoul to School



Tin Tem Jai The Series



Reminders

Audience Profile 观众画像

iQIYI

Asian Audience 80%

亚裔观众 80%

High-income Families

高收入家庭

The proportion of high-income families is 50% higher than that of OTT
来自高家庭收入占比高于OTT整体 50%

Female Audience 76%

女性观众 76%

Consume for interest

为兴趣消费

74% of users are willing to pay for things they like
愿意为喜欢事物买单的用户占比 74%

Fashion

潮流文化

Trend culture related content preference accounted for 56%
潮流文化相关内容偏好占比 56%

Target to Asian Americans in North America

独家优享 Exclusive Benefits

挑选30-40部热门亚裔偏好内容，
(包括电视剧，综艺，电影和纪录片)
部分剧集对非会员限时免费观看。

30-40 popular Asian preferred content, (including TV dramas, variety shows, movies and documentaries) . And some of the content will be free for all users only in this limited time period.

活动时间 Perfect Timing

5月1日-31日
May 1st -31st

独家赞助权益 Exclusive Sponsor Right

独家冠名问候视频权益
独家客户页面权益体现
Exclusive naming and greeting video rights
Exclusive customer page rights and interests

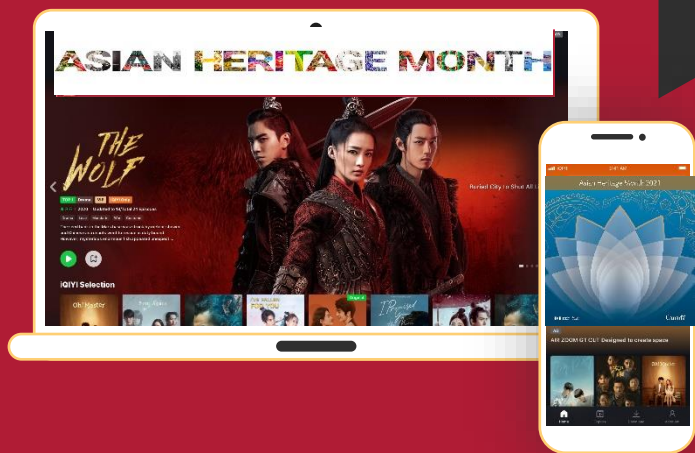
Create the carnival atmosphere of Asian Heritage Month by ad placements on user journey

亚裔传统文化月，营造节日狂欢感

开屏吸睛
Mobile Opening Splash Ads
& PC Page Takeover



巨幕及置顶广告
Mobile Masthead
& PC Top Banner



贴片
Pre-roll



赞助标版
Sponsorship
Billboard



全程角标
All Time corner
Logo

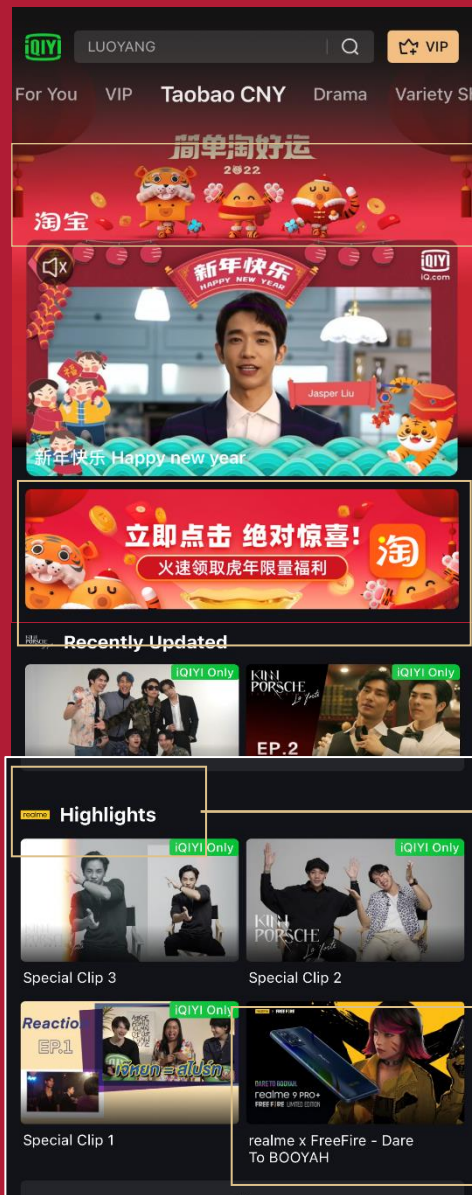


Overlay

All images shown are for illustration purposes only.

主冠权益
 Main Sponsor

Page Sponsorship 专题页



1. Sponsor logo exposure within page

Presented by
主冠 Main Sponsor 一席 One seat

2. Banner within page
主冠广告位 Main Sponsor

3. Sponsor logo on individual playlist within page (2 spots)
主冠 Main Sponsor con

4. Main Sponsor video
主冠品牌视频 Main Sponsor

5s Billboard 5秒报头广告



[Click to play DEMO](#)

Branding area: 40% of screen

Program poster: 60% of screen

No. of spots: 1 per episode (maximum)

Positioning: 1st video after pre-roll

Visibility: non-skippable for FREE users; skippable for VIP member (NON-CLICKABLE)

*Applicable to selected iQiyi Original only

All images shown are for illustration purposes only. All creatives and materials to be provided by Sponsor.

Sponsor Entitlements

Exclusive & Always-On

Sponsor Logo Overlay 赞助角标



No. of spots: appear throughout the show, closable

Positioning: top left corner or bottom left corner

Visibility: FREE users & VIP member

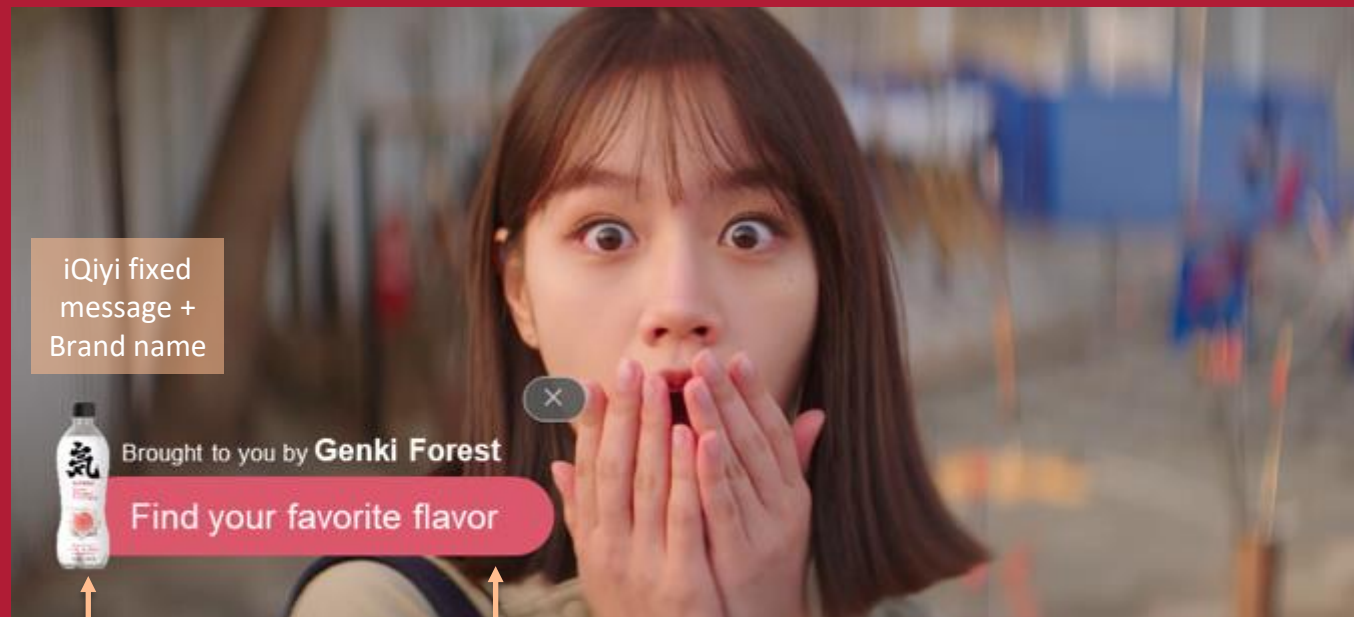
All images shown are for illustration purposes only. All creatives and materials to be provided by Sponsor.

Sponsor Entitlements

Build affinity with sponsor reminder

15s In-stream Overlay Ad

-Acknowledgement Overlay
鸣谢贴



iQiyi fixed message + Brand name



Brought to you by Genki Forest

Find your favorite flavor

Brand Assets

Brand message limited to 24 English alphabets

No. of spots: 5 per episode (maximum for all In-stream Overlay)

Positioning: Main sponsor at the 3rd min after the show starts and ~1 min before ending song, Co-sponsor at the 6th min and 9th min.

Visibility: FREE users & VIP member (CLICKABLE); Support Animation & Display

Proposed creative requirement: iQiyi fixed message: Brought to you by XXX
Placement of brand assets and brand message to be decided & approved by iQiyi.

All images shown are for illustration purposes only. All creatives and materials to be provided by Sponsor.

Static Banner (Half play page) 视频关联位 (Optional)

Companion with sponsored contents and get all users' conversion opportunities with direct and effective brand information on iQiyi's TOP VIEW page.

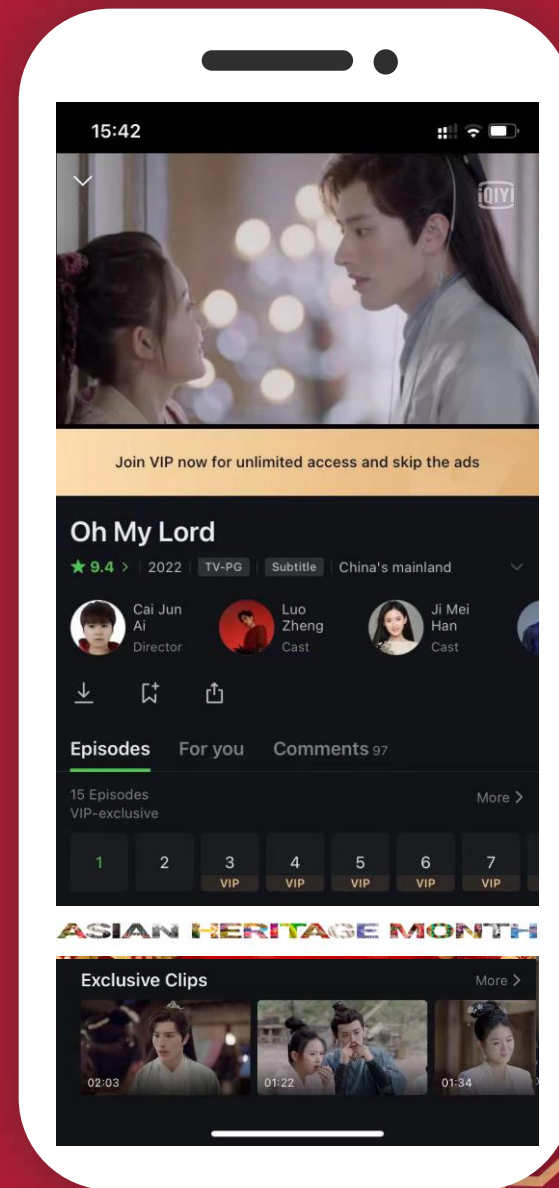
伴随内容，增效利器！

Benefit for brands

High Visibility

Bundle with premium content

Visible to free users and VIP members



New Format

Showtime
开场秀

Quality SHOW

1st Pod Pre-roll
1st eye placement +
high quality creative

Creative SHOW

Up to 35s long creative auto-display

All UV SHOW

Reach all users open iQIYI on the
day, including paid members



Home App Demo

High Visibility

High CTR

High VCR

*The Priority is only lower than content sponsorship. Need to check availability

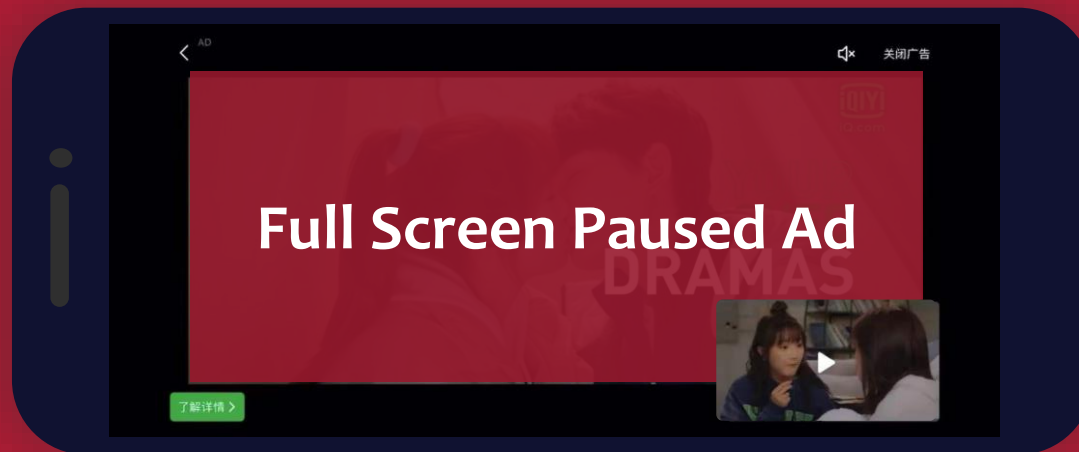
Mobile Masthead 巨幕



Welcome every user with up to
30 sec video auto-play on top
of Mobile homepage
长达30秒置顶视频

Reach free users and VIP members with more impactful and impressive hyper sized paused ad
巨幅吸睛 VIP可见

Full Screen Paused Ads 全屏暂停

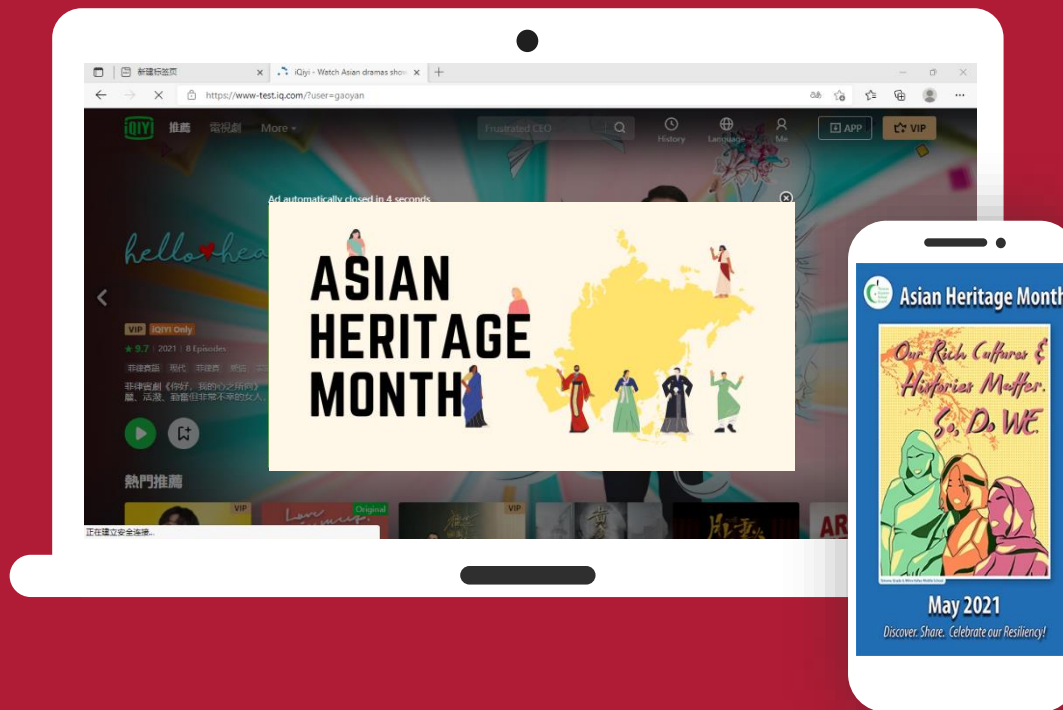


Supplement VIP member reach for pre-roll with full screen sized video ads.
用全屏视频广告为贴片补充剧内VIP用户覆盖

Hyper Size

Visible to free users and VIP members

Mobile Opening Splash PC Page Takeover 开屏吸睛



Attract eye balls with first eye ad placement on PC and Mobile
双端第一眼吸睛

High Visibility

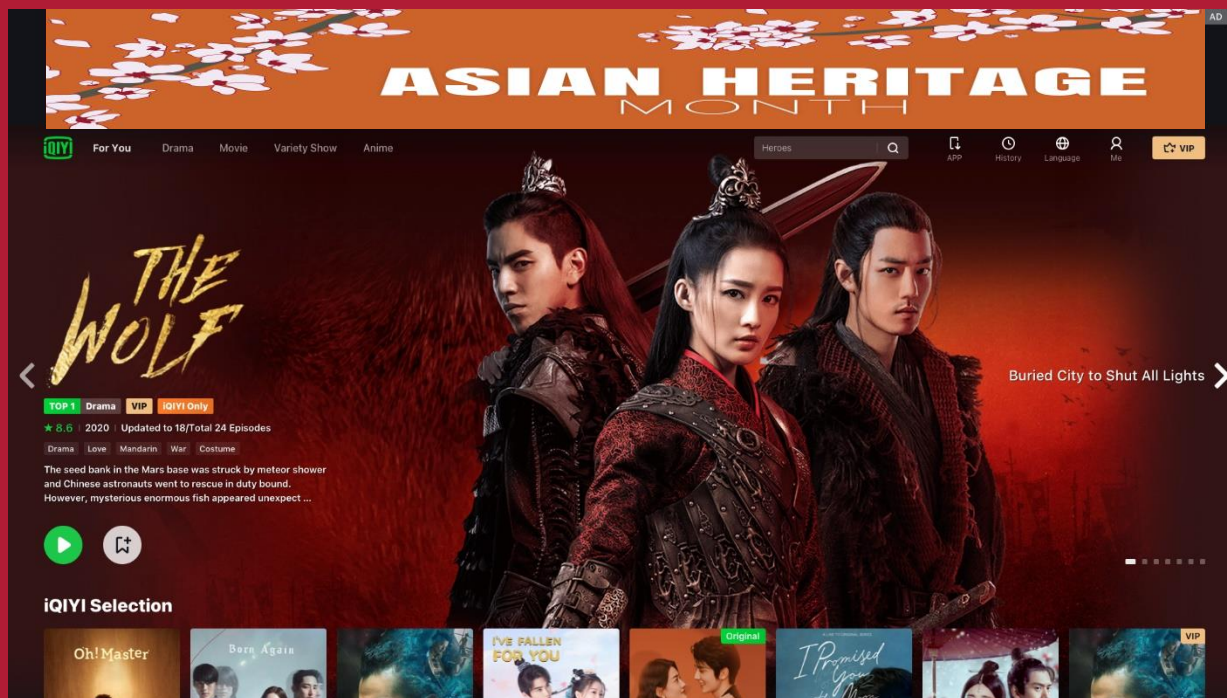
Maximize PC
Audience Reach

Visible to free users
and VIP members

Awareness to Conversion

PC端品效结合营销利器

PC Top Banner
置顶广告



Most prominent, viewable and impactful placement on PC

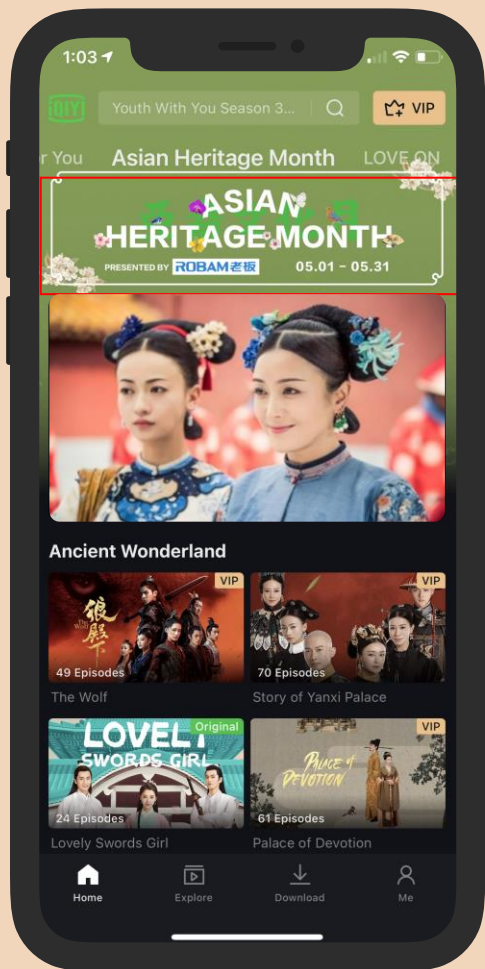
100% SOV for CPD Buy

Visible to free users and VIP members

Asian Heritage Month Tab Page Sponsorship

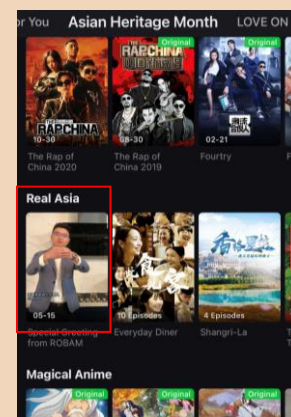
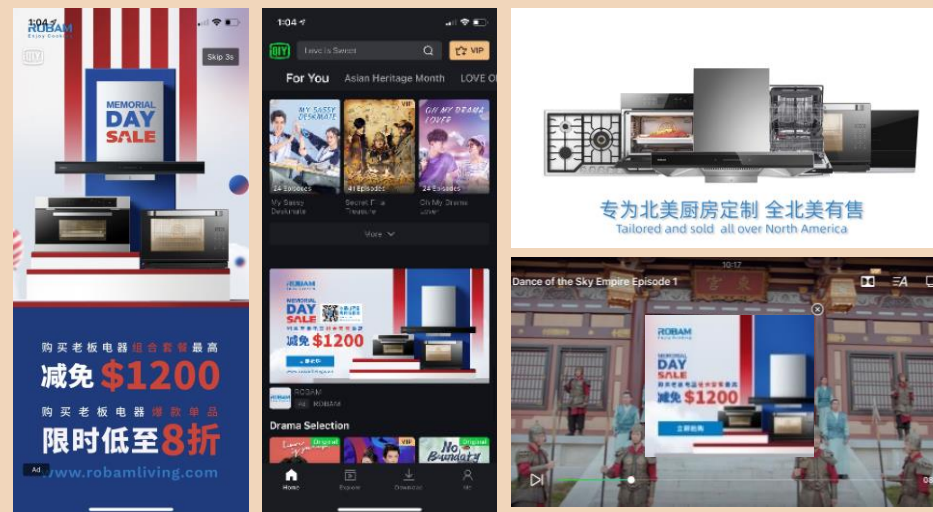
Page Traffic **+31%**

Page Click Through Rate **X2**



Standard Advertising

Average click-through rate of **2.98%**.



Branded Video



SNS

TD Bank 2023 Asian Heritage Month Campaign Case Study

iQIYI



Brief: TD Bank would like to engage with audiences from the Asian background and build a deep linkage with them by showing cultural acknowledgment.

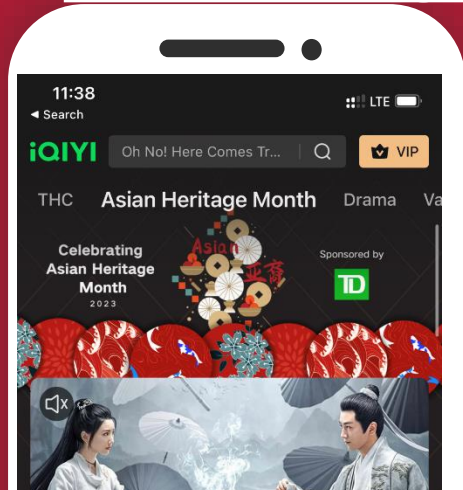
Proposal: Asian American and Pacific Islander Heritage Month Campaign Sponsorship

Assets:

- Festival Tab Page Main Sponsor Logo
- Festival News Letter
- Content Advertising: 5s billboard, Logo overlay, Creative overlay
- Standard Ads: PC top banner, Static banner, Pre Roll, Opening Splash

Results: Enhanced brand image among Asian community with over 90% average VCR for Pre-roll, and the CTR of opening splash reached 5.5%.

Festival Tab Page



iQIYI Celebrates Asian Heritage Month with iQIYI

iQIYI North America celebrates Asian Heritage Month through exciting Asian dramas, movies, variety shows, documentaries and anime. Experience the charm of Asian culture through iQIYI.



Highlighting Asian content and about Asian culture



News Letter



5s billboard

Content Cooperation

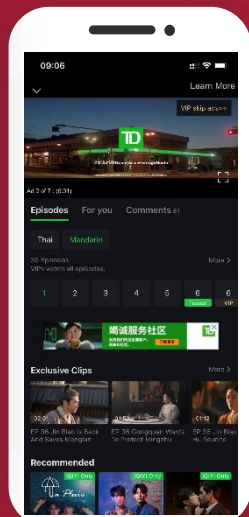


Logo Overlay, Creative Overlay

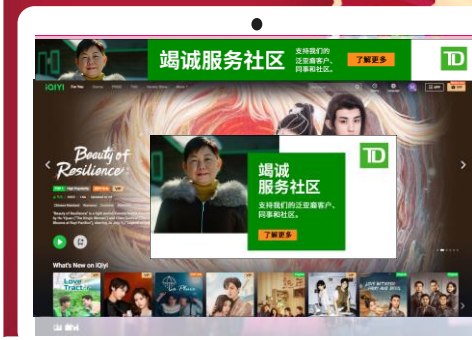
Standard Ads



Opening Splash



Static Banner



PC top Banner, PC Takeover

Festival and content cooperation 2024

iQIYI



**Thank you
for
watching.**

iQiyi North America
2024