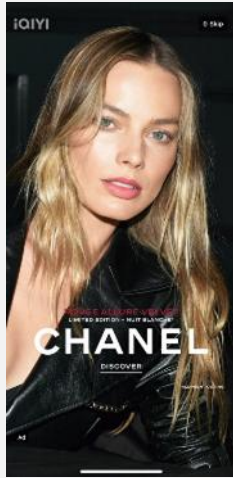




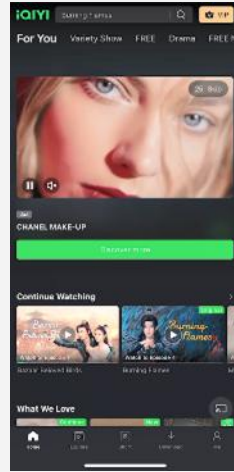
iQiyi Content Sponsor



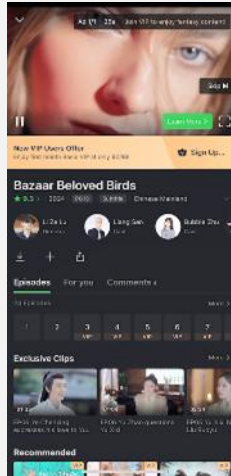
Cosmetics



Opening Splash



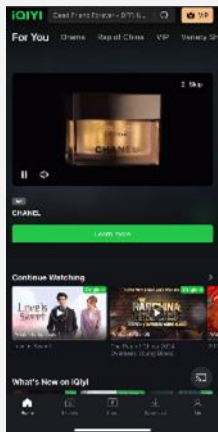
Masthead



Pre/Mid-Roll



Skin-Care



Masthead



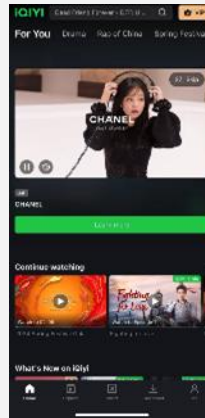
Pre/Mid-Roll



Luxuries



Pre/Mid-Roll



Masthead

CHANEL

Chanel Ad Campaign

Proposal: Chanel seeks to utilize high-impact advertising inventory on iQIYI to showcase its elegant and prestigious brand image, aiming for a lasting and memorable impact on viewers.

Assets: Opening Splash, Masthead, Pre/Mid-Roll

Pre-roll Ad Completion Rate Average CTR across campaigns

80%+

1.8%-4.3%

Content Cooperation Case Sharing



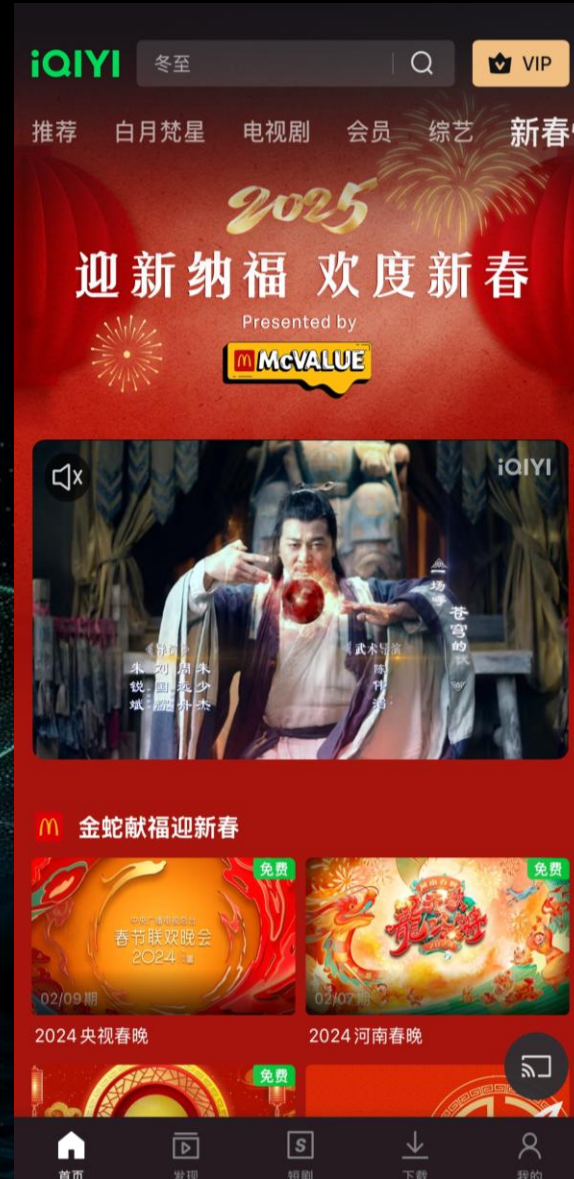
Brief: McD would like to engage with the Chinese community during CNY, by combining element of red packet and draw.

Proposal: We proposed a series of exposure to create a cohesive experience on our platform. Audience engage through red packet drawing, free contents, and a nice holiday vibe.

Assets: Tab Page Sponsorship/Red Packet draw collaboration/ Standard Ads: Pre-roll, Masthead, Pause ads, Banner, Brand Moment.

Results: The campaign generated over 13 million total impressions. Standard pre-roll ads achieved a 1.5% CTR, the brand has effectively engaged with Asian community who celebrates Chinese New Year. Creating an inclusive and diversified brand image.

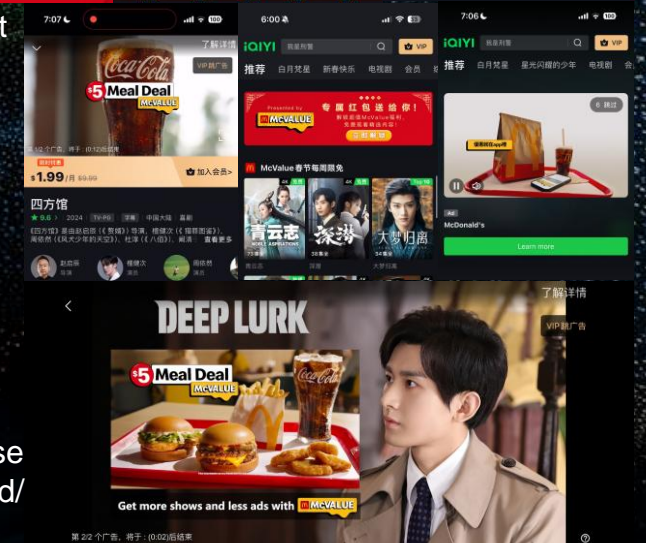
Chinese New Year Red Packet Campaign- McDonald's McValue



Tab Page Sponsorship



Red Packet



Standard Ads-Pre-rolls/Pause/Masthead/Banner

Brand Moment



INFINITI

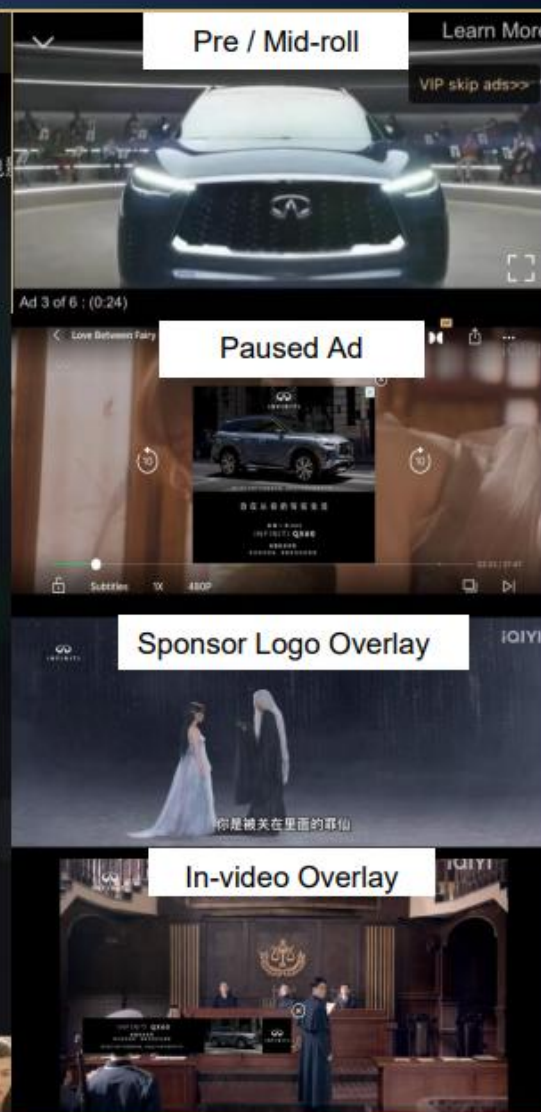
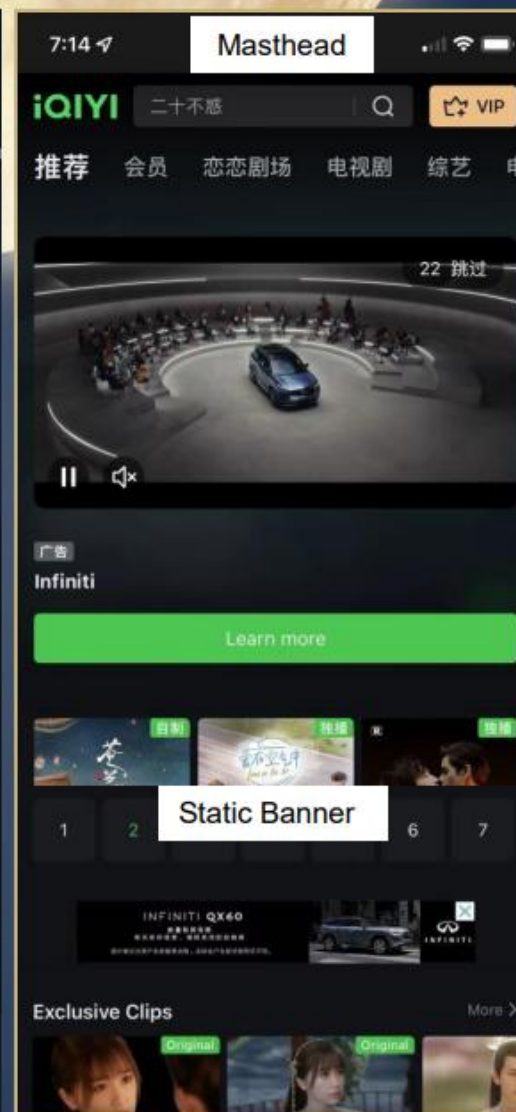
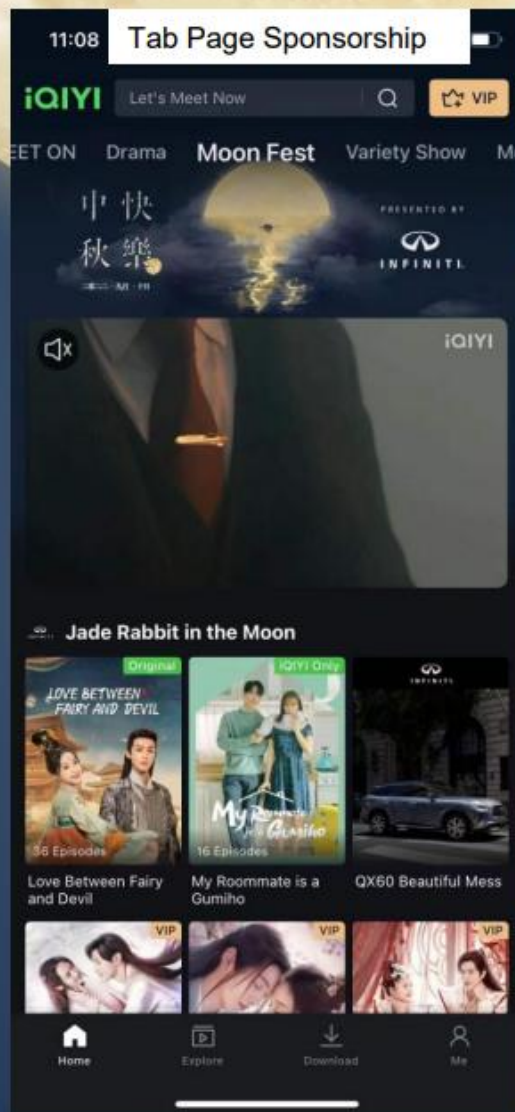
Mid-autumn Festival

Brief: INFINITI wants to promote QX60 during Mid-autumn festival

Proposal: Customized Mid-autumn Tab Page with Sponsor selected contents and Creative ads

Assets: Masthead Ads, Customized Tap Page, Pre-roll, Mid-roll, Paused Ads Static Banner, Premium Sponsor Entitlement

Results: During the Mid-autumn, the campaign achieved 4M impressions with average CTR of 1.6%



TD Bank Asian American and Pacific Islander Heritage Month



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

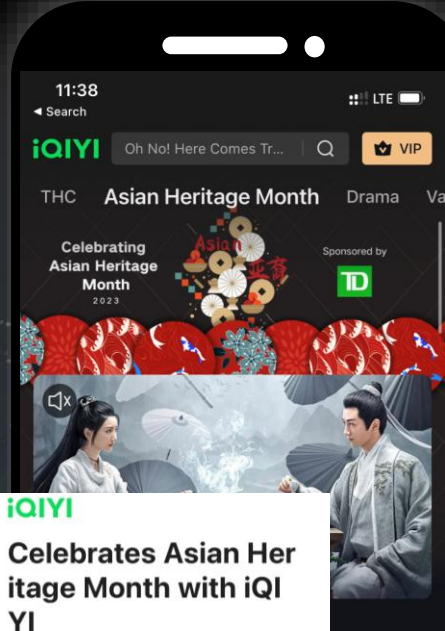
Proposal: Asian American and Pacific Islander Heritage Month Campaign Sponsorship

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.



Supporting Asian content and celebrating Asian culture



News Letter



Content Cooperation



5s billboard

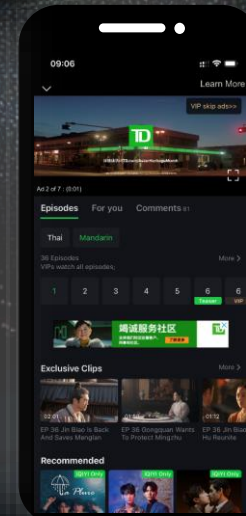


Logo Overlay, Creative Overlay

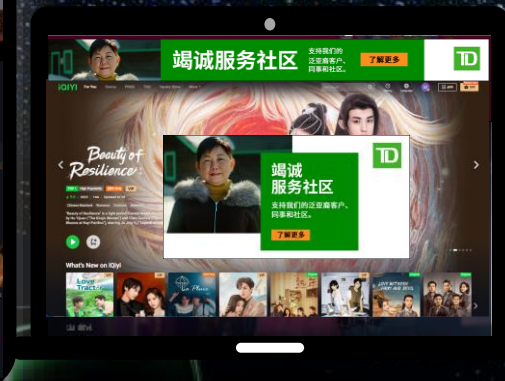
Standard Ads



Opening Splash



Static Banner



PC top Banner, PC Takeover

Content Cooperation Case Sharing



Increase Haidilao member login rates during the Mid-Autumn Festival to drive in-store dining, enhance customer loyalty, and acquire new members.



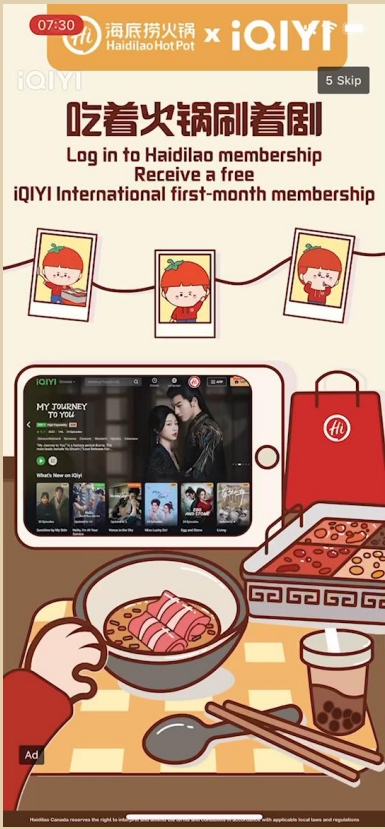
Mid-Autumn TOP Content Sponsorship



Member Collaboration

Dine in-store at Haidilao, log in to your Haidilao membership, and enjoy a free first month of iQIYI VIP membership.

Showtime Ad



Social Media Campaign



In-store Promotion



海底捞火锅
Haidilao Hot Pot



iQIYI

iQIYI

Thank You