

Package of Product CM with Influencer

Proposal



KESION MYANMAR



Offer from CM production to media advertised

ONE PACKAGE

- Product CM of goods & service with Influencer
- Photography & Editing
- advertise to many media



The Media

- Clients Facebook Page
- Influencer Facebook Post
- Lay Nhyin Facebook Page
- YouTube
- Google AD etc
- LED Vision etc



Clients choose the Influencer from a list



I confirm schedule & budget of Influencer



We have meeting for contents of CM of goods and service



Making Photography & Editing of CM

Confirmation & Correction

I deliver CM data



Advertising to many media




- Clients choose one Influencer from the list of New Face Influencer of 4people (Follower about 10,000).
- Product CM of goods & service with a Influencer 1per **800,000kyats**
- Advertise Media
 - Facebook AD 2weeks **Budget 500usd** (Like : about 2,500 · Reach : about 186,986imp)
 - Post to Influencer Facebook 1time **100,000kyats** (Like : about 950 · Reach : about 14,700people)
 - LED Vision Hledan TV 1month **2,500,000kyats** (Reach : about 4,117,500people)



Total : 4,075,000 kyats



Package Price : 3,500,000 kyats

Reach { Real Media : about 4,117,500
Online Media : about 201,686 }  **CPM 810 kyats**
(Cost Per Mill)

- Clients choose one Influencer from the list of New Face Influencer of 4people (Follower about 30,000~80,000).
- Product CM of goods & service with a Influencer 1per **900,000kyats**
- Advertise Media
 - Facebook AD 1month **Budget 1,000usd** (Like : about 5,000 · Reach : about 373,972imp)
 - Post to Influencer Facebook 1time **200,000kyats** (Like : about 2500~6000 · Reach : about 186,986~448,766people)
 - LED Vision Hledan TV 1month **2,500,000kyats** (Reach : about 4,117,500people)




Total : 4,950,000 kyats



Package Price : 4,100,000 kyats

Reach {
Real Media : about 4,117,500
Online Media : about 560,958~822,738



CPM 876 ~ 830 kyats
(Cost Per Mill)

- When Clients choose one Influencer from the list of celebrity Influencer.
- Product CM of goods & service with a Influencer 1per **600,000kyats + Influencer fee**
- Advertise Media
 - Facebook AD 1month **Budget 2,000usd** (Like : about 10,000 · Reach : about 747,943imp)
 - Post to Influencer Facebook 1time **ASK** (Like : ASK · Reach : ASK)
 - LED Vision Hledan TV 1month **2,500,000kyats** (Reach : about 4,117,500people)

Total : ASK

Package Price : ASK

Because
 We need the contract with
 Celebrity Influencer

- How long use?
- What you use media?
- and any terms

Reach {

Real Media : about 4,117,500
 Online Media : about 747,943 + ASK



CPM ASK
 (Cost Per Mill)