



shojiki



IN-FLIGHT ADVERTISING

SHOJIKI ADS SERVICES



LED-BILLBOARD



AIRPORT WIFI



VIETNAM
AIRLINE LCD



EXCLUSIVE AGENCY
ON JESTAR



For offline menu :

<http://shojiki.vn/en/offline-advertising>

For online menu :

<http://shojiki.vn/en/online-advertising>

Media Productions :

<http://shojiki.vn/en/media-design>

SHOJIKI ADS SERVICES



BILLBOARD



TAXI



EVENTS



GPS BASED
TAXI ADS



For offline menu : <http://shojiki.vn/en/offline-advertising>

For online menu : <http://shojiki.vn/en/offline-advertising>

Media Productions : <http://shojiki.vn/en/offline-advertising>

A photograph taken from the perspective of someone looking out of an airplane window. The wing of the aircraft is visible on the left side of the frame, extending towards the center. The sun is low on the horizon, creating a bright, golden glow that illuminates the sky and the clouds below. The clouds are dense and appear to be covered in a layer of orange and yellow light. The overall scene is peaceful and serene.

“A DWELL TIME of 2.5 hours

With NO interruption / disturbance

Is what we are looking at...”

Airline Media

Airline Advertising is one of the few media in the OOH space that is Measurable - Detailed Reports on your campaign and its exposure.

80% of passengers recalled the brand they saw and about 86% had a positive reception to the message.

1

4

3

Multiple flights a day to multiple countries and cities makes your brand visible to National and International audience.

2

The Airline Industry is growing at a rate of 20% each year. This makes it an excellent way to target the HNI in a distraction free environment.

In-Flight Advertising Proposal



About JetStar Pacific



JetStar Pacific is Vietnam's Leading Budget Carrier. It now has a code share partnership with Emirates, Quantas Airline and Vietnam Airline expanding their network even further. JetStar Pacific operates domestic and international Flights from several locations In & Out of Vietnam.

FLEET

Current Fleet

- 17 Aircrafts of Airbus A320 **Total 186 pax/aircraft**
- 3 Aircrafts of Airbus A321 **Total 220 pax/aircraft** **coming in May'19**



JetStar Pacific Network

18 Destinations

17 Aircrafts

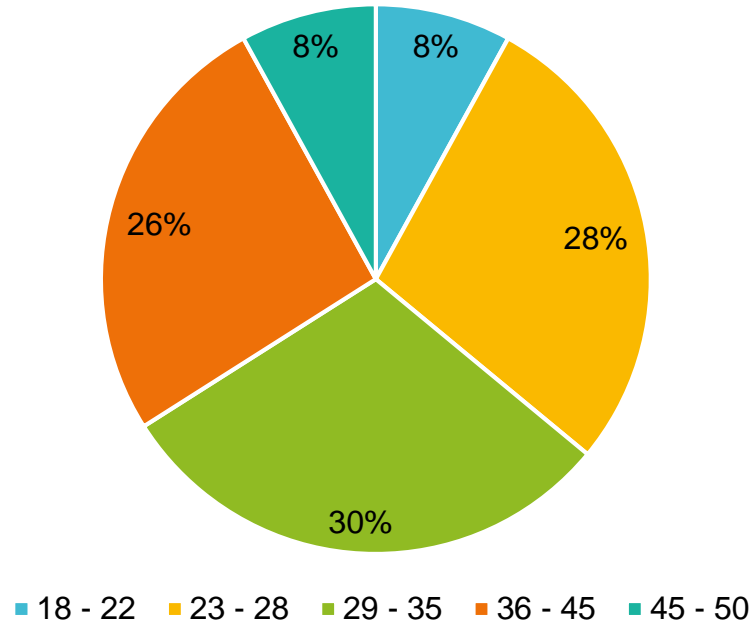
Annual Passengers Flown: 7.0 Million

Approx 840 weekly flights



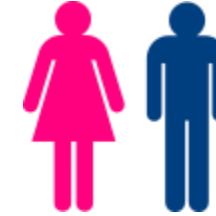
Passenger Demographics

Age



- Majority of Age range is between 29 – 35 years old

Gender



Female 58% and Male 42%

Leisure & Business



Leisure 30%



Business 20%



Visiting friends/family 30%



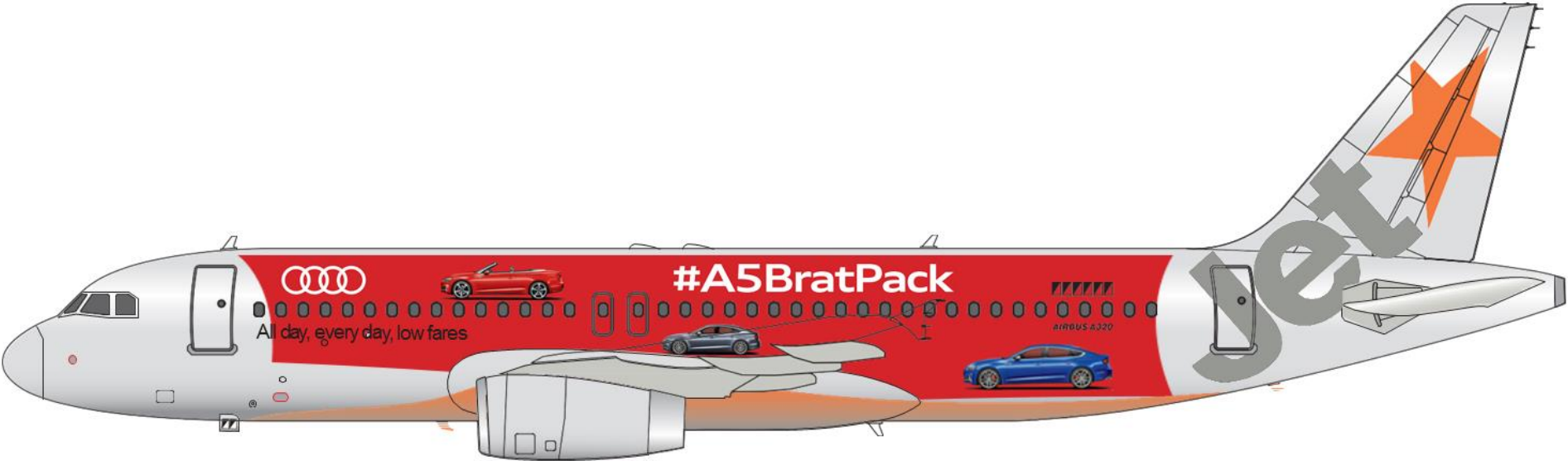
Explore new places 20%



List of Media Venues available

- Aircraft Wrap (Full & Half)
- Overhead Bins
- Skyline Panels
- Bulkheads
- Tray Table Graphics
- Tarmac Coach Internal Branding
- Sampling
- Announcement
- Boarding Pass

Aircraft Wrap - It doesn't get BIGGER than this!!!
No other form of advertising comes close to capturing the attention of your audience.



| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 3 Months | 1 Aircraft | \$56,250 | \$37,500 | 30 working days |
| 6 Months | | \$93,750 | \$37,500 | |

*Sample Pic
Approx Sqft : 1,200 sqft both sides

*Taxes Extra as applicable

Half wrap – This is almost half the size of the Full Wrap present on both sides of the Fuselage. Excellent way to do PR.



| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 3 Months | 1 Aircraft | \$28,125 | \$18,750 | 30 working days |
| 6 Months | | \$46,875 | \$18,750 | |

*Sample Pic
Approx Sqft : 400 sqft both sides

*Taxes Extra as applicable

Overhead Bins - Large Format Media. One of the most popular ways to get your message across to a captive, high net worth audience. Visible during all the phases of the flight right from boarding the Aircraft, to Take off, Cruising, Landing, until deplaning.



| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 1 Month | 1 Aircraft | \$3,750 | \$3,250 | 30 working days |
| 3 Months | | \$11,250 | \$3,250 | |
| 6 months | | \$18,750 | \$3,250 | |

*Sample Pic
Approx Size (W 93.472cm * H 25.4cm)
Quantity: 38

*Taxes Extra as applicable

Skyline Panels - Uncluttered media placed above the windows of the aircraft that will attract several eyeballs of a high net worth captive audience.



*Sample Pic
Approx Size (W 94.488cm * H 21.59cm)
Quantity: 40

| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 1 Month | 1 Aircraft | \$3,750 | \$2,375 | 30 working days |
| 3 Months | | \$11,250 | \$2,375 | |
| 6 Months | | \$18,750 | \$2,375 | |

*Taxes Extra as applicable

Cabin Bulkhead – Head on media ensuring high visibility throughout the duration of the flight.

Branding options on 1 Bulkhead in the front and 2 bulkheads in the rear.



*Reference Pic taken from Partner Airline



*Sample Pic
Approx Size (W 97.79cm * H 40.64cm)

| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 1 Month | 1 Aircraft | \$3,125 | \$843 | 30 working days |
| 3 Months | | \$9,375 | \$843 | |
| 6 Months | | \$15,000 | \$843 | |

*Taxes Extra as applicable

Tray Table Graphics - Large format on Tray Table, placed directly in front of the passengers, throughout the duration of the flight. This media offers great brand visibility.



| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------|--------------|------------------|-----------------|
| 1 Month | 1 Aircraft | \$3,125 | \$2,693 | 30 working days |
| 3 Months | | \$9,375 | \$2,693 | |
| 6 Months | | \$15,000 | \$2,693 | |

*Sample Pic
Approx Size (W 32cm * H 12cm)
Quantity: 186

*Taxes Extra as applicable
*Media not available on Emergency Exit rows and the Front Row.

Product Sampling – The best way to engage high fliers for a new-to-be launched product or get them to taste/experience your product in a distraction free environment. Eg: Cookies, Chocolates, Brochures, Toothpaste, perfume, etc



| Duration | Qty | Rental (USD) per sample | Production (USD) | Lead Time |
|----------|---------|-------------------------|---------------------------|-----------------|
| 1 Month | 200,000 | \$0.25 – 1.0 | To be borne by the client | 30 working days |

Inflight Announcement – The flight crew members can deliver a customised announcement about your brand/product to passengers through the inflight PA system grabbing attention of approx. 600,000 passengers in a month.



| Duration | Qty | Rental (USD) per month | Length | Lead Time |
|----------|------------------|------------------------|----------------------------------|-----------------|
| 1 Month | Across the Fleet | \$30,000 | Around 20 seconds or 15-18 words | 30 working days |

Tarmac Coaches Internal Branding – Tarmac coaches are used to transport passengers from the Airport Terminal to the Aircraft and back.

- These Tarmac Coaches bring the Ads to the passengers literally at the busiest Airports where there are no other Ads.
- Enjoy absolute exclusivity between the Airport Terminal and the Aircraft.
- Internal Branding on the coaches offer a captive environment in which passengers can be exposed to your brand through branding on the Center Panels & Hand Grabs.



| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|-------|--------------|------------------|-----------------|
| 1 Month | 1 Bus | \$1,250 | \$206 | 30 working days |
| 3 Months | | \$3,750 | \$206 | |
| 6 Months | | \$6,000 | \$206 | |

*Sample Pic

QUANTITY
HCMC: 7
Ha Noi: 4
Da Nang: 3

*Taxes Extra as applicable

Step Ladder Branding – The Stepladders are used for the passengers to enter & exit the aircraft where aerobridges are not used.

Excellent opportunity for the brand to be enveloped & seen by every passenger flying JetStar Pacific.

Seen by all the passengers twice during their journey resulting in higher recall.

| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|-------|--------------|------------------|-----------------|
| 1 Month | 1 Bus | \$1,250 | \$400 | 30 working days |
| 3 Months | | \$3,750 | \$400 | |
| 6 Months | | \$6,000 | \$400 | |

*Sample Pics

Head-on panel: First item seen as soon as passengers exit the Aircraft



The risers on the Steps and the sides can be branded.



QUANTITY
HCMC: 15
Ha Noi: 8
Da Nang: 6

*Taxes Extra as applicable

Boarding Pass - Perfect to target all the passengers of an airline. Extremely popular across the world and are available at extremely low cost per contact. Cost effective, efficient and personalized grabbing attention of approx. 600,000 passengers in a month.

| Duration | Qty | Rental (USD) | Production (USD) | Lead Time |
|----------|------------------|--------------|------------------|-----------------|
| 1 Month | Across the Fleet | \$187,500 | Inclusive | 30 working days |
| 3 Months | | \$159,375 | Inclusive | |
| 6 Months | | \$140,625 | Inclusive | |



*Sample Pics

QUANTITY
HCMC: 200,000/month
Ha Noi: 90,000/month

*Taxes Extra as applicable

They Love Working With Us...

Telecom



Hospitality



Financial



Electronics



Automobile



FMCG



MISC





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