

XUAN
PARENTS DAY
SPECIAL PROJECT 2025



PROJECT INTRO

00s children take their parents to experience a day in the life of a Post-00s enabling them to understand their own lives and using this opportunity to foster mutual feelings between both parties.

PROJECT TITLE (TBC)

“Hey dad/mom, come with me...”

《爸/妈，跟我来...》

PROJECT FORMAT

PRESENTATION

Horizontal
1920x1080
mp4 format

*With cut-down 60s reels

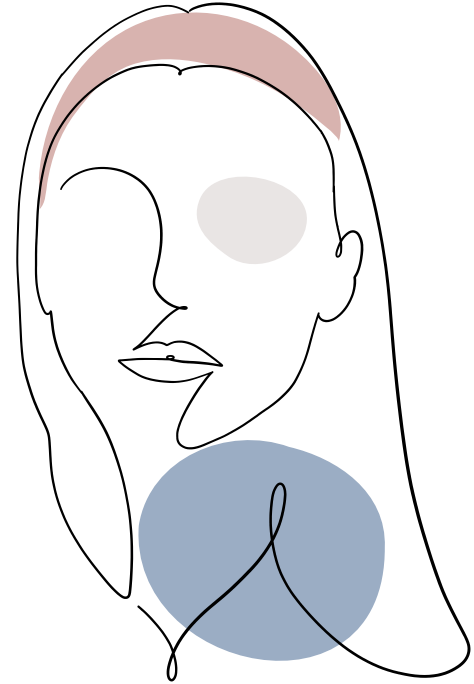
DURATION

8-10 min

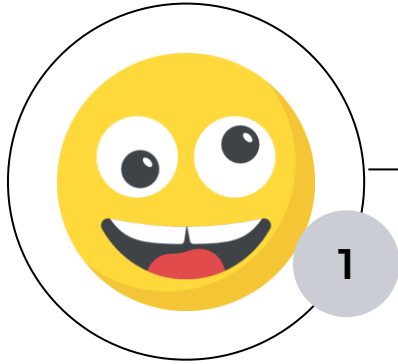
PLATFORM

XUAN Website
XUAN YouTube

*Amplification on XUAN social media platforms
for promotional and support



PROJECT ELEMENTS



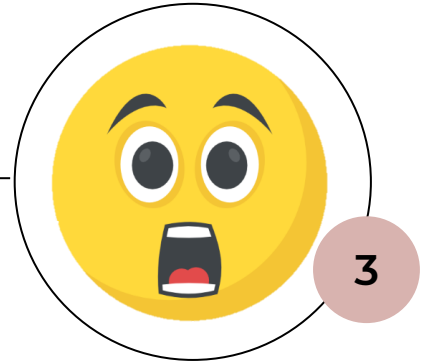
Crazy

An outrageous day awaits for parents to experience.



Hilarious

The hilarious experience allows parents to unleash their inner child.



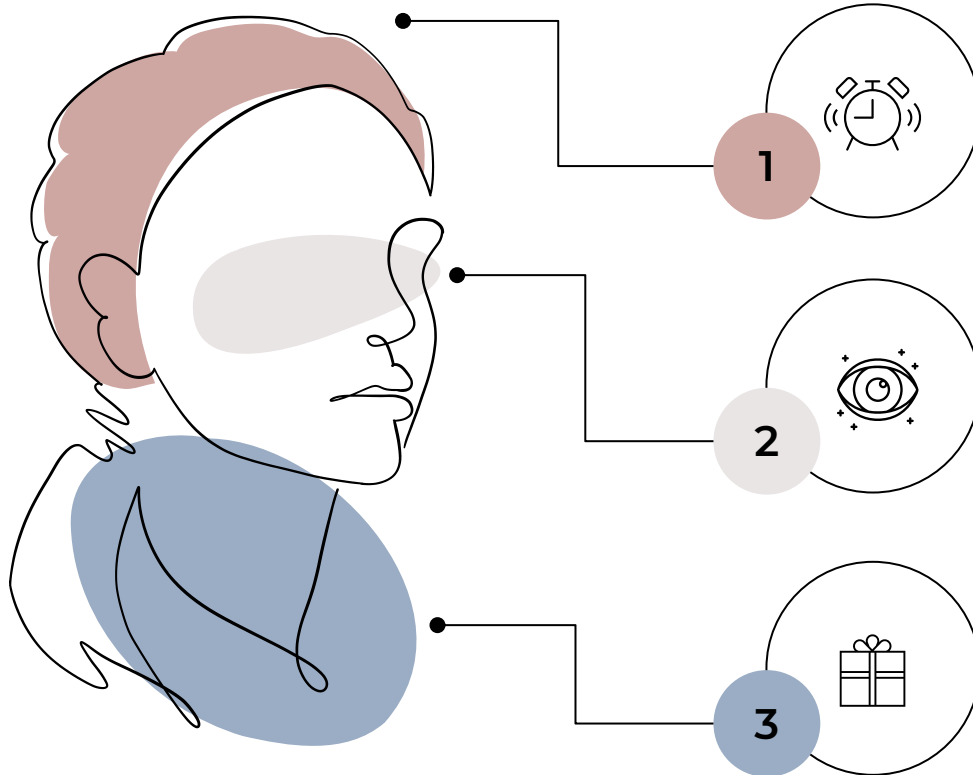
Contrast

The unexpected sense of contrast.

CONTENT

Preset Content:

- Why wake up so early?
- There's a new challenge to try out!



Opening

Parents to wake up according to their children's schedule and end up sleeping in until 11 am for brunch.

Experience

Let's go to the concert's rock zone!
Let's go karting!
Let's go paragliding!

Gift


"Torturing" parents all day, but still have to give them gifts in the end~

PROPOSED TALENT

Client to choose from *either one* of the proposed talent.

XUAN LAB" MC - KokJin 國晉

- Absurd
- Comedic

 5,972 followers
[@okjinn_](#)

Past Projects: [Link](#)

1



XUAN street interview MC -
Grace Wong 黃詩琪

- Lively
- Cute

 746 followers
[@grace_w828](#)

Past Projects: [Link](#)

2



POTENTIAL IDEAS

1

After a day of crazy experiences, the children present their parents with comfortable massage chairs to relieve fatigue.

OSIM
Inspiring well-being

OGAWA

2

In addition to experiencing a day with their parents, children can also use their phones to film vlogs for them! Afterwards, they can create vlog reels documenting their parents' day-long experience.

oppo

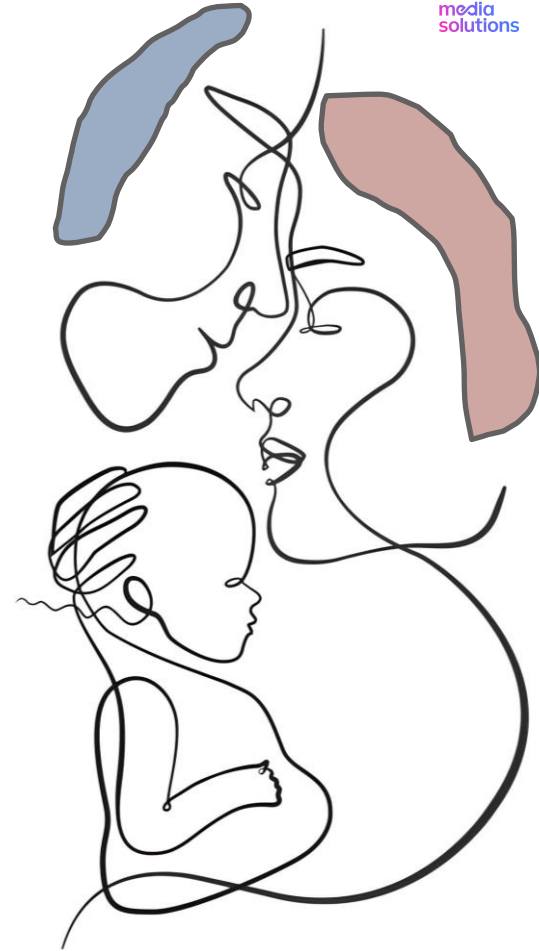
SAMSUNG

HONOR

vivo

HUAWEI

realme



POTENTIAL IDEAS

3

Before heading out, the children present their parents with a can of chicken essence, foreshadowing the crazy day ahead!



4

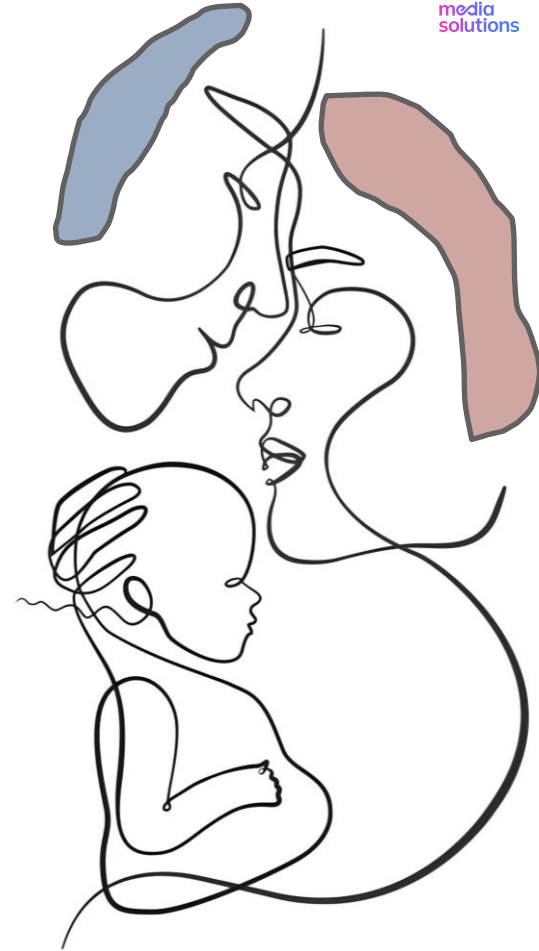
After a day of experiences, having McDonald's when you're most tired and hungry is the best moment ever.



5

Sponsorship of the extended online version of the ASTRO program "Taking Parents on a Trip."

SHARP



PRODUCTION TIMELINE

Pre-production




(4 weeks upon email confirmation)

Production

1-Day shoot within KlangValley

Post-production

Offline – Online – Go Live

Week	1	2	3	4	5	6	7	8
Pre-Production	Ideation 	Scripting 	Approval	Prep				
Production					Shoot 			
Post-Production						Offline Preview	Online Preview	Final Approval + LIVE

*Timeline is subject to change.

(* Maximum 2 rounds comments (* 1 rounds minimal comment before online preview) before final approval)

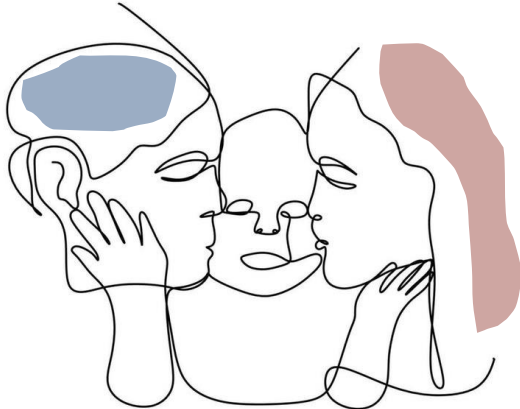


SPONSORSHIP PACKAGE – OPTION 1

Guaranteed KPI:
Views

*Final pricing is subject to 8% SST charges.

**Production Cost is required and might vary depending on client's brief.



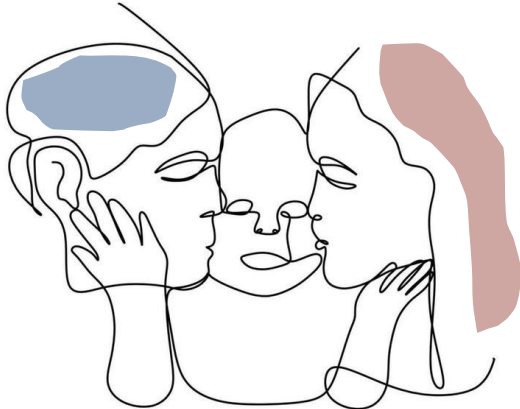
AWARENESS	Facebook Video Post	2 Posts
	Instagram Video Post	2 Posts
	Guaranteed Views	120,000 Views
	Tik Tok Video Post	1 Post
	Product Placement + Interaction + Mention	1
	Branded Article (Guaranteed Reads: 3,000)	1 Article
	Facebook Post (to promote branded article)	1 Post
	Pre-Roll Video (Non-Skippable)	150,000 impressions
AMPLIFICATION (by 1 selected talent)	Instagram Post	2 Posts

SPONSORSHIP PACKAGE – OPTION 2

Guaranteed KPI:
Reach

*Final pricing is subject to 8% SST charges.

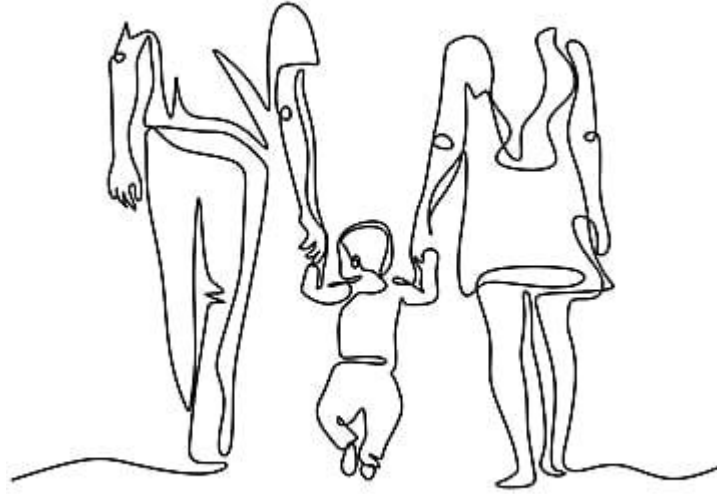
**Production Cost is required and might vary depending on client's brief.



AWARENESS	Facebook Video Post	2 Posts
	Instagram Video Post	2 Posts
	Guaranteed Reach	800,000 Reach
	Tik Tok Video Post	1 Post
	Product Placement + Interaction + Mention	1
	Branded Article (Guaranteed Reads: 3,000)	1 Article
	Facebook Post (to promote branded article)	1 Post
	Pre-Roll Video (Non-Skippable)	150,000 impressions
AMPLIFICATION (by 1 selected talent)	Instagram Post	2 Posts

TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- Video commercial materials to be submitted via email with minimum of five (5) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my



astro
media
solutions

THANK YOU