

# CHINESE NEW YEAR 2025 SALES KIT



astro



# ASTRO FLAGSHIP CNY LINE-UP 2025

Let's usher in the year of the **Snake** with an exciting lineup of original CNY content with the biggest festive programme including variety shows, our annual CNY Eve Gala, dramas, telemovies and more!

Expect lots of collaboration opportunities to elevate your brand and spread greater awareness with our ready audience across a wide range of Digital, Radio, TV platforms and On-Ground this CNY!



CNY 2025

SPONSORSHIP OPPORTUNITIES



CNY MV  
INTEGRATION

Pump up the festive energy with our exciting CNY music videos that resonate with the whole nation.



CNY ON-GROUND  
ACTIVATION

Connect with our audiences via the celebs and artists that we bring together on the roadshow across the nation.



ASTRO CNY  
MARKETING INITIATIVES

Ride on Astro's popular CNY thematic campaign to amplify your brand!



CNY  
SPECIALS

Await an amazing lineup of programmes & contents to elevate your brand across multiple touchpoints



# CNY THEMATIC 2025





# CNY ROADSHOWS

Kickstart the CNY with the on-ground engagement around the nation and make these connection heard via our Astro ecosystem including TV, radio & digital.



## CNY Roadshows Detail

Date	Jan 2025
No. of Roadshow	4 x Roadshows



## Sponsorship Opportunities

- Sponsor's selling booth allocated at the venue to drive CNY sales.
- Exclusive stage activities with prizes giveaway by sponsor(s).
- Event backdrop and POSM promotional collaterals with sponsor's logo exposures.
- Pre-event promos on TV, Radio, Digital & DOOH.



# CNY ROADSHOWS

Sponsor's selling booth allocated at the venue to drive CNY sales.





# CNY ROADSHOWS



Exclusive stage activities with prizes giveaway by sponsor(s).



*\*All the photos/images used are for illustration purposes only. The details/information stated are subject to change.*



# CNY ROADSHOWS

Event backdrop and POSM promotional collaterals with sponsor's logo exposures.







# CNY MUSIC VIDEOS



Our 2025 Astro CNY Music videos will be dance related, contain upbeat and festive tracks featuring Astro's talents coming together to bring fun and CNY cheer to our audience.

## MV 1

Main CNY track  
Agogo-inspired song with a catchy beat  
Fantasy, playful, whimsical board game concept



## MV 2

CNY song with Tango elements  
Dreamlike and luxurious look and feel  
Lyrics about family harmony  
Musical-inspired

**Sold Out**

## MV 3

CNY track with cha cha elements  
Happiness  
Prosperity



## MV 4

CNY track with fun Rock n' Roll  
Contains Hokkien + mandarin lyrics  
50s-70s settings

*\*Proposed music video concept is subject to changes.*



# CNY BRAND FILM

Campaign Period : 25 Jan – 7 Feb 2025



- Let your brand film go beyond digital platforms and be seen on the bigger screen by families at homes this Chinese new year!
- Maximize your CNY brand film exposure on our Astro ecosystem that includes Digital, TV, Radio & on-ground!



# CNY BRAND FILM

## Sponsorship Opportunities



### SELECTED CHINESE + ENGLISH CHANNELS

DEDICATED SLOTS FOR FULL BRAND FILMS



**88 SPOTS** across  
6 channels in 14 days

\*duration up to 5 min (inclusive o Astro Masthead opening and closing)  
\*if duration exceeds 5 mins, content to be edited on client's end  
\*no LPF involved required  
\*if client request own material for opening & closing, further cost will be incurred and must follow advanced timeline for LPF application  
\*Client to provide video with English subtitle versions to share across othr vernaculars channels  
\*to be scheduled by station (ROS)

### VOD DEDICATED VOD CATALOGUE



Astro VOD reels to house all CNY brand films in one place

FULL LENGTH BRAND FILMS  
**2 WEEKS**  
REELS ON VOD

\* client to provide material for VOD poster  
\* client to provide synopsis in Chinese and English

### RADIO EXPOSURE AUDIO VERSION OF CNY FILM



Extend brands' CNY messages into an 60 sec audio brand film format to on Malaysian's No.1 Chinese Radio Station

**2 STATIONS**  
**15 Spots x**  
**14 DAYS**

With additional live liners on MY, Melody, Mix & Lite

\* 60 sec audio soundbyte (50 sec content + 10 sec CTA)  
\* client to advise the 50 sec content that they want to edit into the soundbyte

### DIGITAL MORE EXPOSURE ON DIGITAL PLATFORMS



Video 360 Package which includes :  
In banner video, In-Stream Video ,  
Outstream Video, Youtube Non-skippable short ad videos

**Up to 300,000 Impressions**

+ 30 sec cut down Branded Video  
Reels Overlay on Xuan CNY  
Microsite

+ Pre-Roll Video



# CNY DIGITAL PAGE SPONSORSHIP PACKAGE





# CNY DIGITAL PAGE SPONSORSHIP PACKAGE

(For Multiple Clients)

<b>PHASE 1</b> <b>CNY Page Pre-launch</b> (1 week)	<b>PHASE 2</b> <b>CNY Page Launch Onwards</b> (4 weeks)	<b>PHASE 3</b> <b>CNY Page Online Activation</b> <b>(Contest)</b> (4 weeks)	<b>DIGITAL FORTUNE</b> <b>360</b>
<ul style="list-style-type: none"> <li>Header Cover Image</li> </ul>	<ul style="list-style-type: none"> <li>Header Cover Image</li> <li>Interactive Banner Ad</li> <li>Branded Page Breaker</li> <li>Interstitial (STO)</li> </ul>	<ul style="list-style-type: none"> <li>Floating Widget</li> <li>Branded Page Breaker</li> <li>Branded Segment Roll</li> </ul>	<ul style="list-style-type: none"> <li>Skinner</li> <li>FB Cover Photo</li> <li>YouTube Channel Art Takeover</li> </ul> <div style="text-align: center;"> </div> <p style="text-align: center;">GOLD Package (7 days)</p>

- Notes:
- Only 1 (One) Interstitial (STO) , Floating Widget, Fortune 360 entitlement to be rolled out at a time. (first come first serve basis)
- Strictly no changes of pictures, caption or write up on article and social post after it goes live OR there will be a 100% penalty for any changes



# DIGITAL FORTUNE 360 PACKAGE

## Digital Platforms







## Digital Deliverables

- Skinner
- FB Cover Photo
- Youtube Channel Art Takeover

**LITE**

(3 days)

**STANDARD**

(5 days)

**GOLD**

(7 days)



VISIT AUSPICIOUS SNAKE

# GLOSSARY

Ad Products	
1	Header Cover Image
2	Interactive Banner Ad
3	Branded Page Breaker
4	Branded Segment Roll
5	Floating Widget



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1

5

2

3





# DIGITAL CONTENT LINEUP







## REELS: “EDITOR’S POV” SHOPPING MALL CNY DECORATION

- Visiting malls within Klang valley to showcase their unique CNY decorations.
- 1st person POV, content treatment sample.



### Sponsorship Opportunities

- As the host walks to the malls, he or she can rehydrate with a drink or grab a bite during the journey.
- If sponsor had special booth at the concourse area (where the main CNY decoration is located), we can go to pay a short visit.
- 3 sec burnt-in pre-roll with sponsor’s logo.
- Banner placement on top and bottom side of reels.
- Potential sponsors - Food & Beverages Brands Beverage Brands.

Platform	XUAN
Digital IP	
Duration	1 – 2 mins



## REELS: “KNOW IT MORE” RECYCLING OLD CLOTHES

- While CNY is a festive for buying new clothes, there are also more meaningful ways to disposal our old clothes.
- Showing ways to give away for charity and recycling clothes at certain brand’s outlet, in return getting discount for buying CNY new clothes.



### Sponsorship Opportunities

- 3 sec burnt-in pre-roll with sponsor’s logo.
- Banner placement on top and bottom side of reels.
- Apparel brand which is accepting old clothes and giving incentives
- Potential sponsors - H&M, Uniqlo, Monki and etc.

Platform	XUAN
Digital IP	
Duration	1 – 2 mins



# REELS: “EDITOR’S POV” CHINESE TEMPLE VISITS FOR CNY PRAYERS

- Visiting Chinese temples within Klang valley which suitable for CNY prayers.
- Many people yearn to find their soulmate, and it is important to visit the God of Marriage during CNY to pray for blessing.
- Showing the preparation, tips & steps of how to complete a proper prayer to God of Marriage.



## Sponsorship Opportunities

- As the host walks to the temples, he or she can rehydrate with a drink during the journey.
- 3 sec burnt-in pre-roll with sponsor’s logo.
- Banner placement on top and bottom side of reels.
- Potential sponsors - Sunscreen, skin moisturizer, phone cameras.

Platform	XUAN
Digital IP	
Duration	1 – 2 mins



## CNY RECREATION GAME FOR FAMILIES & FRIENDS

- A fun video showcasing a series of recreation game for families & friends to bond together.



### Sponsorship Opportunities

- Product placement and integration during the game.
- The sponsor's product can be used as a prize.
- The cash prize can be sponsored by the sponsor.
- 3 sec burnt-in pre-roll with sponsor's logo
- Banner placement on top and bottom side of reels
- Beverage, beer, dried meat, snacks etc

Platform	XUAN
Digital IP	
Duration	1 – 2 mins



# BEER TALKSHOW

- Beer makes people talk about everything under the sun, or moon.
- This “Beer Talkshow” will feature members from 890 Talk to freely express their experiences and opinions on various situations that may occur during CNY, including whose parents’ side to celebrate the New Year’s Eve with, the amount of Ang Pow to be given out, to travel away during CNY or some “interesting” relatives.
- Expecting sharp debates stimulated from the different perspectives of generations and genders, which is the highlight of the show.



Platform	XUAN
Digital IP	
Duration	15 mins



## Potential Sponsors

- Food Brands - Dried Meat, Snacks.
- Beverage Brands - Beverage, Beer.
- Venue - Restaurant, Bistro & Bar, Property Showroom.



# XUAN LAB

- Fun and weird experiments that explore buzzworthy and unique ideas and products to provide an unconventional entertainment experience to our audience.



Platform	XUAN website, Facebook, Instagram, YouTube
Digital IP	
Duration	8 mins / epi



## Potential Sponsors

- Food Brands - Dried Meat, Snacks.
- Beverage Brands - Beverage, Beer.



# HOU HI TECH

- First look, unboxing, review, test, experiments - Everything about the latest tech.



## Sponsorship Opportunities

- Product placement / integration + credit mention within the episode for e.g: 5 best home appliances for spring cleaning or beverage / snacks in place for host to consume.
- 3 sec burnt-in pre-roll with sponsor's logo.
- Potential sponsors include retailers of electrical goods, small appliances, and home improvements, as well as telecom companies, mobile phone companies, and gadget manufacturers.

Platform	XUAN website, Facebook, Instagram, YouTube
Digital IP	
Duration	10 mins / epi



# CNY PROGRAMMES LINE-UP 2025







## CNY LIVE SHOW

# CNY COUNTDOWN GALA



[Click Here](#)

- Kick-start the new year with Malaysia's most thrilling and biggest CNY Countdown show, including splendid performances by various artists and celebrities!
- Venue: IJM Rimbayu



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, host mention, etc.
- On-air in programme branding & creative buys
- Digital CTA to show, social media postings, etc.

TX Channel	Astro AEC
TX Date	28 Jan 2025
TX Time	9.30pm
Total Episode	1 epi x 180 mins
Recording Date	11 Jan 2025
Cut-off Date	11 Dec 2024



## CNY LIVE SHOW

# CNY EVE SPECIAL & CNY DAYTIME SPECIAL



- Usher your brand into the Year of the Snake on both the Eve and first day of Chinese New Year in a double LIVE show extravaganza!
- These Hong Kong simulcast live shows will be broadcasted exclusively on TVB Jade. Two (2) LIVE shows featuring amazing TVB Hong Kong's star-studded performances packed with CNY songs, dance, skits & interactive games.

TX Channel	TVB Jade
TX Detail	<p><b>CNY Eve Special</b>          TX Date: 28 Jan 2025          Total Episode: 1 Epi          TX Time: TBC          Duration: TBC</p> <p><b>CNY Daytime Special</b>          TX Date: 29 Jan 2025          Total Episode: 1 Epi          TX Time: 11.30am          Duration: 90 mins</p>



## Sponsorship Opportunities

- On air inside programme branding i.e., sponsor's TVC, 20sec programme promo + sponsors tag on, opening and closing credit, floaters



## FENG SHUI SERIES

# SIFU! MAY I ASK? 请问师傅



[Click Here](#)

- Master Mak Ling Ling is one of the best-known fortune tellers in Hong Kong. Her annual appearance in Astro's Chinese Channels capsules has helped many to set their auspicious direction right at the beginning of a brand-new year.
- Join Master Mak Ling Ling as she brings us through Feng Shui tips and insights for the year of the Snake.



### Sponsorship Opportunities

- Integrations of brand message available (subject to product relevance)
- On air inside program branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Feng Shui tips videos, digital promotional videos, social media postings with branded advertorials.
- Branding on air i.e., recorded promo, live liner and feng Shui capsule with client's brand and sales message
- Social media postings with client's brand mention

TX Channel	Astro AEC
TX Date	4 – 25 Jan 2025 Every Saturday
TX Time	8.30pm x 60 mins
Total Episode	4 epi
Recording Date	Nov 2024
Cut-off Date	Oct 2024



## FENG SHUI SERIES

# FENG SHUI VOYAGE 玄来过新年2025



[Click Here](#)

TX Channel	TVB Jade
TX Date	Jan – Feb 2025 (TBC)
TX Time	TBC x 30min
Total Episode	6 Epi (2 epi / wk)
Recording Date	Nov 2024
Cut-off Date	Oct 2024

The details/information stated are subject to change.

- Dato' Joey Yap is the founder of the Mastery Academy of Chinese Metaphysics, he will share his Feng Shui tips and invaluable insights together with renowned host Chui Ling to usher you in the prosperous Chinese New Year! Do not miss the opportunity to enlighten yourself on how 2025 will be for you.



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy).
- On air inside programme branding i.e., sponsor's TVC, branded promos, 20sec programme promo + sponsors tag on, slide breakers, opening and closing credit, end roller credits, lower third banner etc.
- Digital exposures: social media posting with sponsor's branded frame, brand mention in caption & hashtag



## CNY COOKING SHOW

# MARIA'S AUSPICIOUS MENU 肥妈新年新煮意 9



[Click Here](#)

<b>TX Channel</b>	TVB Jade
<b>TX Date</b>	Jan – Feb 2025 (TBC)
<b>TX Time</b>	TBC x 30min
<b>Total Episode</b>	6 Epi (2 epi / wk)
<b>Recording Date</b>	Nov / Dec 2024
<b>Cut-off Date</b>	Oct 2024

*The details/information stated are subject to change.*

- Award-winning celebrity chef Maria Cordero returns for another season of scrumptious Chinese New Year recipes. She and her invited celebrity friends will be creating a dazzling array of festive CNY dishes for Malaysian audiences. Don't miss this tasty chance to be featured with her celebrity friends.



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, 20sec programme promo + sponsors tag on, slide breakers, opening and closing credit, end roller credits, lower third banner, floaters etc.
- Digital exposures: social media posting with sponsor's branded frame, brand mention in caption & hashtag



## FOOD RELATED PROGRAM

# BEST OF TIMES 花样二三事

- This New Year, we will welcome guests who have broken out of their life's predicaments, to join us in redefining the term 'season of blooming' during this festive season.
- We will also invite renowned bakers (including Vanessa Chong, the first champion of Astro's 'The Kuih Master') to design special pastry for each episode's guests.
- Symbolizing those beyond decadent pastry, like a life that can expand and contract freely, can withstand kneading, stretching, pressing, and flattening.



### Sponsorship Opportunities

- Client's brand integration on set
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Pre-roll and mid-roll audio on Food and Beverage audience interest
- Posting recipe videos and weekly programme promo with client tag-on on social media platforms

TX Channel	Astro AEC
TX Date	11 Jan – 8 Feb 2025 Every Saturday
TX Time	10pm x 30 mins
Total Episode	5 epi
Recording Date	Oct 2024



## TRAVELOGUE & FOOD CONTENT

# TASTE OF HOME 回家好食光

- Welcome the New Year by starting with a thorough cleaning – follow the celebs back to their hometowns to clear out long-accumulated and expired food from their hometown house.
- Rummaging through the celebs' fridges and storage cabinets, we find and piece together ingredients to cook up dishes, with laughter, tears, and surprises!



TX Channel	Astro AEC
TX Date	11 Jan - 1 Feb 2025 Every Saturday
TX Time	9.30pm x 30 mins
Total Episode	4 epi
Recording Date	Oct 2024

The details/information stated are subject to change.



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, etc.
- Posting recipe videos and weekly programme promo with client tag-on on social media platforms



## TRAVELOGUE

# MAK LING LING TRAVELOGUE

Working  
Title

- See the fun side of Mak Ling Ling as she travels around some landmarks in Malaysia and meet interesting locals.



TX Channel	Astro AEC
TX Date	TBC
TX Time	TBC x 30 mins
Total Episode	4 epi
Recording Date	Nov 2024
Cut-off Date	Oct 2024



### Sponsorship Opportunities

- Integrations of brand message available (subject to product relevance)
- On air inside program branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Digital promotional videos, social media postings with branded advertorials.
- Branding on air i.e., recorded promo, live liner and feng Shui capsule with client's brand and sales message
- Social media postings with client's brand mention





## CNY SPECIAL / MUSICAL VARIETY

# CLASSIC GOLDEN MELODY CNY SPECIAL

## 经典群星新春同乐会



[Click Here](#)



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, host mention, etc.
- Digital CTA to show, social media postings, etc.

TX Channel	Astro AEC
TX Date	29 Jan 2025
TX Time	8.30pm
Total Episode	1 epi x 90 mins
Recording Date	18 Aug 2024



## CNY SPECIAL / VARIETY GAME SHOW

# I LOVE HUA HEE BAI TI GONG 就是爱欢喜 - 兴旺发发发

- This local festival celebrates the 9th day of the lunar new year with performances and cultural background on Bai Ti Gong!
- A game show which gets up close and personal with audience.
- Most approachable game show with generous cash prizes and non-ending laughter.



[Click Here](#)

TX Channel	Astro Hua Hee Dai
TX Date	5 Feb 2025
TX Time	8.30pm
Total Episode	1 epi x 120 mins
Recording Date	30 Nov 2024



### Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, floaters, lower third banner, opening and closing credit, end roller credits, host mention, etc.
- Leverage on radio power with amplification of recorded promo with client's brand mention
- Pre-roll and mid-roll audio on audience interest
- Social media posting with clients' branding



## CNY MOVIES

# CNY BLOCKBUSTER MOVIES 独家猛片贺新年



[Click Here](#)

- Celebrate a whole new year with your audiences' all-time favorite blockbusters with Asia's superstars be it from HK, Taiwan, China, Singapore. On top channels that could reach you for more than a million reach each channel.

TX Channel	Celestial Movies
TX Date	28 – 30 Jan 2025 CNY Eve - CNY Day 2
TX Time	7pm / 9pm / 11pm
Total Movies	9 x CNY Movies (TBC)
Duration	120 mins

The details/information stated are subject to change.



## Sponsorship Opportunities

- Promoting brand association with movies that are crowd-favorite in occasion with the festive mood.
- On air associations i.e., sponsor's TVC, branded promos, opening and closing credit



## CNY MOVIES

# CNY FESTIVE MOVIES 新春贺岁电影



[Click Here](#)

- Promoting your brand's association with CNY blockbuster movies with superstars from Hong Kong in occasion with the festive mood to reach out the movie lovers.

TX Channel	TVB Jade
TX Date	29 Jan – 2 Feb 2025 CNY Day 1 - 5
TX Time	3pm (TBC)
Total Movies	5 x CNY Movies (TBC)
Duration	120 mins



## Sponsorship Opportunities

- On air inside programme branding i.e., sponsor's TVC, 20sec programme promo + sponsors tag on, opening and closing credit



**astro** originals



**CNY DRAMA**

# ALL THE GOOD THINGS 好事将至



- 1 apartment, 4 families, 4 different encounters, 1 happiness.
- 4 interconnected heartwarming tales revolving around 4 families living in the same apartment. They dislike celebratory occasions such as Chinese New Year, Valentine's Day, and birthdays, and try to avoid the celebrations. Special incidents such as a kidnapping case, rental lovers, a dating reality show, and school bullying highlight the struggles, love, warmth, and bittersweet moments of the ordinary people involved. Will they find hope and happiness?

<b>TX Channel</b>	Astro AEC
<b>TX Date</b>	26 Jan – 16 Mar 2025 Every Sunday
<b>TX Time</b>	9.30pm x 60min
<b>Total Episode</b>	8 Epi
<b>Recording Date</b>	Oct – Nov 2024
<b>Cut-off Date</b>	Sep 2024

*The details/information stated are subject to change.*



## Sponsorship Opportunities

- **Product integrations in drama (subject to product relevance)**
- **On air inside program branding i.e. sponsor's TVC, branded promos, end roller credits, etc.**



# CNY RADIO TACTICALS 2025





## MY MELODY GOXUAN FENG SHUI SERIES

# 12 ANIMALS' CAPSULES



- MY and MELODY are going to give listeners a sneak preview for year 2025 via the ever popular annual 12 animals' capsules.
- The capsules will give insights to the upcoming year and what listeners can expect for each of the 12 zodiac signs, these include career, love, health and many more.
- The capsule will be played daily from 9am to 8pm, with one played every hour. Total 12 different zodiac for a day.
- We will create a character named “Master XX” to be our favorite zodiac expert to produce & voice the capsules!
- GOXUAN will do it in video format in a funny and comedy way, giving advice to youngster about studies, love and to give advice to fresh grads in finding jobs. There will be audio to be played on air too.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (3 weeks)
Cut-off Date	w/c 6 Jan 2025

### Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*



# MY MELODY GOXUAN INTERACTIVE SPECIALS

## CNY ANGPAO GIVEAWAY



- Angpao is all about blessings and well wishes.
- Angpao are generally given by parents or married couples to the younger non-married children of the family.
- Station will invite listeners to call in/online registration and complete a task to win Ang Pao worth of RM268 and client's products.
- The task / contest mechanic can be customized based on client's promotion.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (Any 2 weeks)
Cut-off Date	2 weeks before

### Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*





# MY MELODY GOXUAN INTERACTIVE SPECIALS

## CNY HOUSE HOPPING & LION DANCE



- We are giving our listeners the chance to make this CNY more memorable.
- Listeners register online and submit a photo of them with family or friends and a reason of why they want MY / MELODY / GOXUAN team to visit them during CNY.
- 5 most creative answers from each station will be selected. Announcer will visit the winners' home in Peninsular Malaysia during CNY.
- Announcers will bring along the lion-dance crew as well as RM500 Ang Pao and client's hamper worth RM 300 to visit the winners.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (3 weeks)
Cut-off Date	w/c 6 Jan 2025

### Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*



# MY MELODY GOXUAN INTERACTIVE SPECIALS

## CNY LOU SANG



- Yu sheng literally means “raw fish” but since “fish” is commonly conflated with its homophone “abundance”, Yusheng is interpreted as a homophone for Yusheng meaning an increase in abundance.
- This year, we would like to give listeners a chance to toss “Lou Sang” with our announcers before Chinese New Year via 2 weeks online submission. Station’s announcers will visit the best winner together with God of Prosperity.
- Log on to station’s website and complete a task. 5 of the selected winners will win RM200 ang pau and worth of RM100 client’s product. Station’s announcer together with God of Prosperity will visit them.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan 2025 (2 weeks)
Cut-off Date	w/c 23 Dec 2024

### Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*



## MY MELODY GOXUAN INTERACTIVE SPECIALS

# CNY REUNION DINNER



- The reunion dinner on the Lunar New Year’s Eve is a mandatory custom to feast on authentic delicacies. The reunion dinner also symbolizes a good start to the new year while also bonding the family.
- Listeners are invited to call in / online submission to tell us their most unforgettable reunion dinner with their family OR questions related to reunion.
- 10 winners (MY & MELODY), 5 winners (GOXUAN) from each station will be rewarded with client’s hampers as well as entitled to attend a reunion dinner with their family members (10 pax) and announcers will be there too.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan - Feb 2025 (4 weeks)
Cut-off Date	w/c 23 Dec 2024

### Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air.
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*



**MY MELODY goxuan INTERACTIVE SPECIALS**

# CNY SPRING CLEANING



- Before Chinese New Year, we clean up our house to welcome the new year.
- This year, let's spread the joy by helping orphanage / old folks' home to clean their surrounding and celebrate Chinese New Year with them!
- The best submissions will be rewarded with client's products/hampers and get to join station's announcers to clean the selected 2 homes. We will buy some daily essentials and bring client's products/hampers for the home.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan 2025 (2 weeks)
Cut-off Date	w/c 23 Dec 2024

## Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air.
- Branding on station's website, videos, social media postings with Client's brand and sales message

*\*Subject to airtime availability. First Come, First Serve.*



## TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable
- The above package is only applicable for one (1) product or brand per advertiser.
- The above package is on first-come, first-served basis.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g., Festive, Key Signature Program etc.)
- The creative concepts contained in this document 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.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://www.quake.com.my/advertising-terms-and-conditions>



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