



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

PHILADELPHIA
1700 Market Street
Philadelphia, PA 19103
215-365-4040

SKYAD.COM

TAIWAN ADVERTISING AND MARKETING PROGRAM

Taipei Economic and
Cultural Office in New York



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Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in business-to-business, real estate, recruitment, and consumer marketing to companies from the Fortune 500 to smaller non-profits.

PROJECT OVERVIEW

» CAMPAIGN GOALS

Taiwan plays a crucial role as one of the world's freest, most innovative economies, and as a top 25 economy in terms of GDP and sixth freest market in the world, it wants to capitalize on these facts by:

- Highlighting Taiwan's economic strength as a partner with the USA
- Presenting Taiwan as a viable partner to Biden's economic plan in Asia

The campaign's main goals are to highlight Taiwan's economic strength and promote closer US-Taiwan partnerships.

» TARGET MARKET

The message will reach a US audience within the business community to bring awareness to the benefits of investment in Taiwan.





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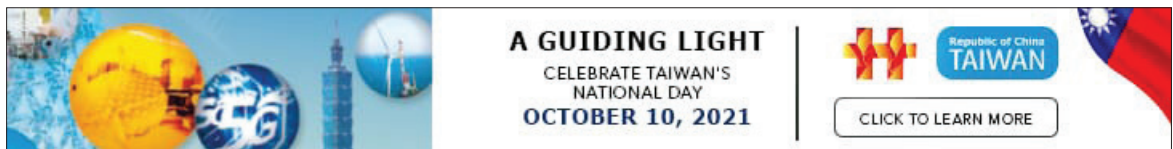
SCOPE OF SERVICES

» CREATIVE

At Sky Advertising we will develop creative that delivers a distinct, memorable experience for your target audience and create a consistent message for your marketing efforts.

The creative will be uniform across all elements of the project, from video, banners, articles, and social media pages to the landing page itself. We will define the benefits of what businesses can expect when partnering with Taiwan to achieve their goals.

SKY will look for input on the creative design as no creative strategy can be effective if it is not a true representation of the client.





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» CREATIVE DEVELOPMENT

- **Video design and creation** - Video created out of images and text maximum length 1 minute, 30 seconds with up to 3 rounds of changes
- **Website Landing Page** - Single page website design with copy images and ability to host the custom article and video
- **Custom article** - 750-1000 word article to educate and engage prospects
- **Banner Production** - Multiple sets of banners with up to 3 rounds of changes

» MEDIA CAMPAIGN

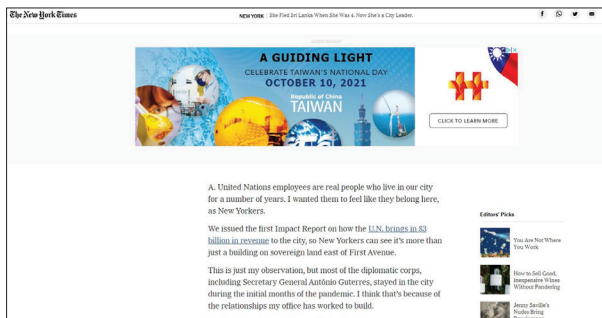
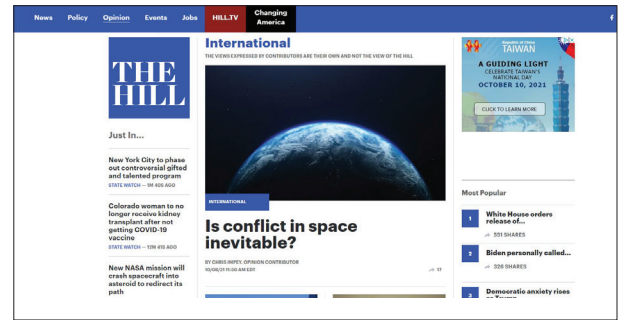
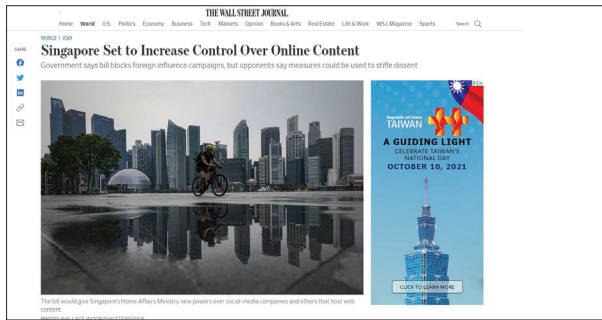
Recommended Flight: 2 Months

» BANNER IMPRESSIONS CAMPAIGN:

4 Million Impressions

- We recommend focusing on impressions and clicks to build both awareness and engagement.
- We will target users behaviorally and contextually by focusing on Business Travelers, Avid News Readers with an affinity for International News, and Topic Targeting, and serve banners with specific content to different industries.

**BANNER IMPRESSIONS \$9,800/
4 MILLION IMPRESSIONS**



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» YOUTUBE CAMPAIGN

We will target specific channels focused on business, international affairs, and industries.

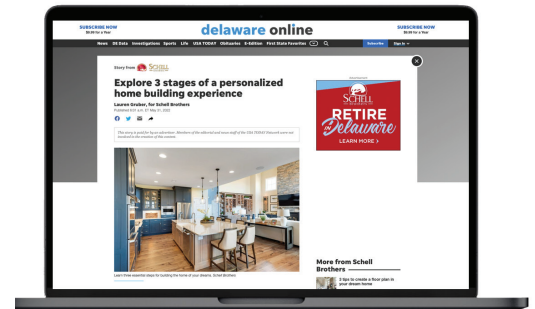
YOUTUBE CAMPAIGN: \$2,250



» NATIVE CONTENT PIECE

The custom article we write will be featured on premium news sites as native content driving additional awareness of the benefits of investing and partnering with Taiwan

NATIVE CONTENT PIECE: \$3,125



TIMELINE & PRICING

» PROJECT TIMELINE

Research and Creative Development:	1 Week
Website Landing Page Design:	1 Week
Campaign Implementation:	2 Weeks

Timeline may adjust based on communication as we move through each stage of the development process.

» PRICING

Creative

Video design and creation	\$1,250
Website Landing Page includes Images, Embedded Video and Custom Article	\$1,250
Custom article written	\$1,000
Banner Production	\$750

Placements

Banner Impressions Campaign of 4 million impressions	\$9,800/ 4 Million Impressions
YouTube Campaign	\$2,250
Native Content piece	\$3,125
Project total	\$19,425

PROJECT TOTAL: \$19,425



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LET'S DO GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President

212.677.2714
janine@skyad.com

MIKE TEDESCO
Executive Vice President

215.365.4040
mtesco@skyad.com

SARA HELENI
Account Executive

212.674.2402
sara@skyad.com

DOUG CRAIG
VP Digital Strategy

917.720.3268
doug@skyad.com

CHLOE STEELY
SEO Analyst

212-677-2500
chloe@skyad.com

This proposal is made on October 17, 2022, by Sky Advertising, Inc. The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modifications of fees due to the change of scope of the project will be submitted in writing and approved by client. This proposal is valid for 30 days. © All costs and ideas submitted in this proposal are intellectual property of Sky Advertising Inc. and are not to be used or altered without the consent of Sky Advertising Inc.
