

SHOWHEROES

SHOWHEROES

BLACK FRIDAY 2023

AD PACKAGE



SHOPPING TIME!

Black Friday is growing in popularity worldwide. Particularly in Europe. The country with the second-highest percentage of searches for 'Black Friday' was Germany with 12.9%.

Shopping has always been motivated by two fundamental factors: rational and emotional. Everyone feels a personal satisfaction when they find products with price reductions and even social pressure has become one of them.

Few stores or brands are exempt from this event. Although Black Friday has an in-store component, most of the sales have been moved to Internet, so from ShowHeroes we recommend using our SmeanticHero technology and our entire portfolio to create the strategy for this 2023.







SHOWHEROES BLACK FRIDAY 2023

OLV





THE SEMANTIC ENGINE

MATCHES YOUR CONTENT AND ACHIEVES YOUR GOALS


Scans inventory for:

-  URL
-  Keywords and other metadata
-  Articles
-  EPG data (CTV data only)


Analyzes content

-  Important keywords
-  IAB categories
-  Semantic concepts a.k.a. the context
-  Sentiment/brand safety (overall / campaign based)


MATCHED CONTENT




YOUR AD



CHECK OUR DISCOUNTS

 ShowHeroes own library of **150K+** professionally produced relevant content clips

ShowHeroes AdHero

 Identifies and delivers matching ads from direct & programmatic demand sources



73%

of consumers find it more appealing when an ad is related to the content of an article

IAS Integral Ad Science

Read the Study [here](#)

CONTENT VIDEO EXAMPLES

Discover all our Black Friday-themed video content produced in-house in more than 14 languages.

Best times to buy, types of products, brand rankings and much more.



DUTCH



GERMAN



SPANISH



ENGLISH



FRENCH



ITALIAN



SHOWHEROES BLACK FRIDAY 2023

REACH PACKAGE:

PUBLISHERS

WELO♥ERSIZE

VANITY FAIR

MUY
INTERESANTE

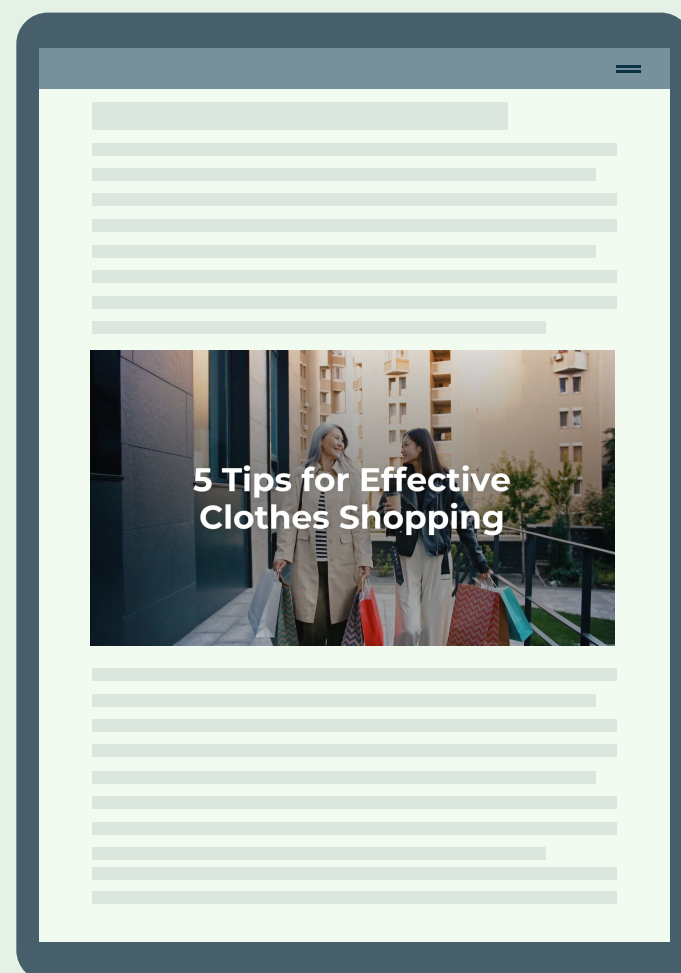
HEARST

Gala

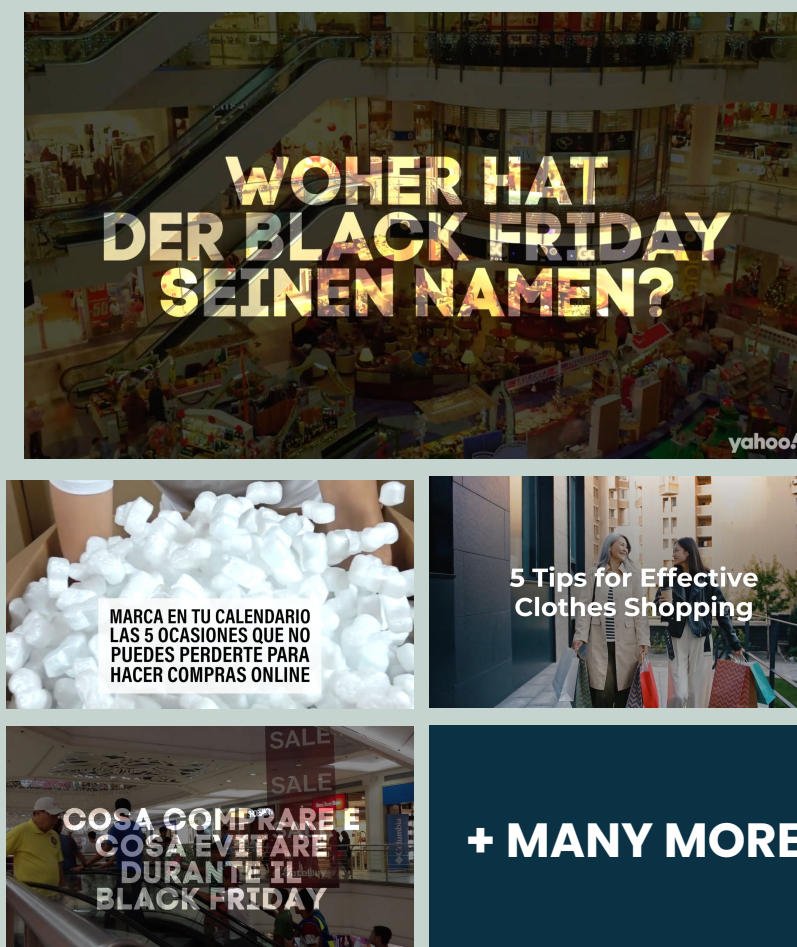
Esquire

marie claire

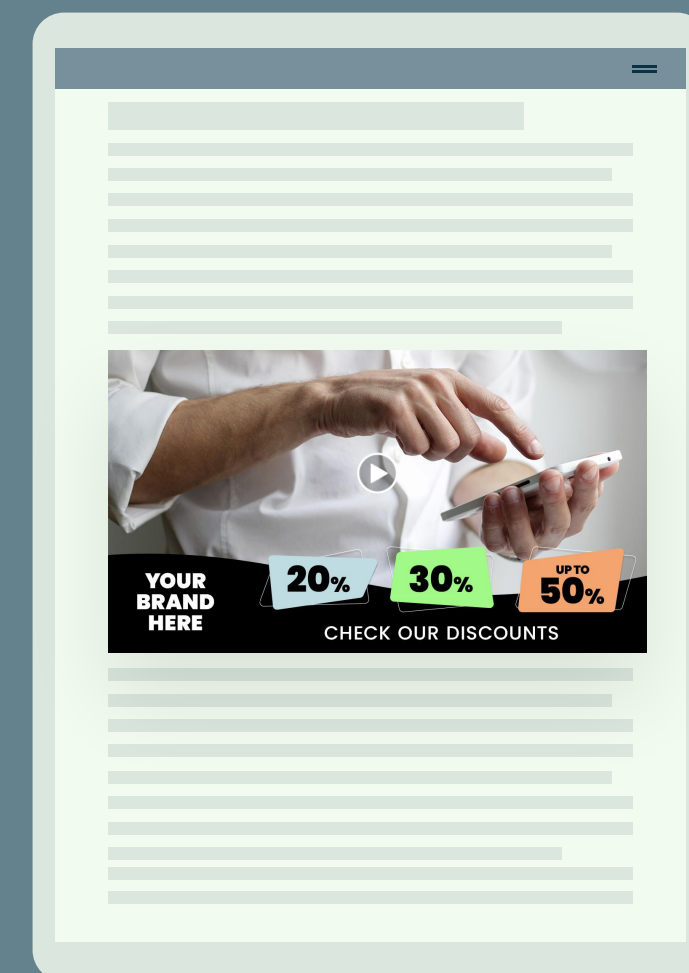
SEMANTIC HERO → ARTICLES



MATCHED CONTENT



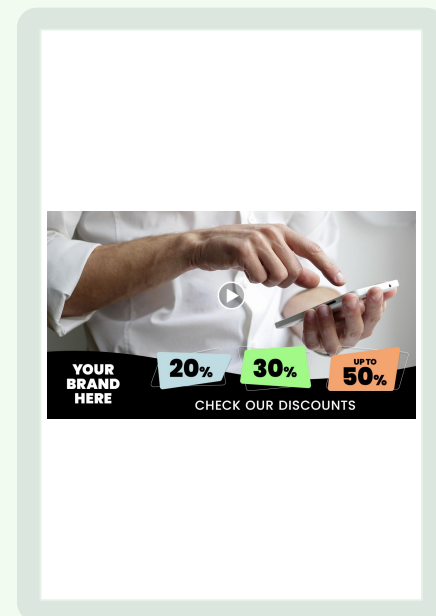
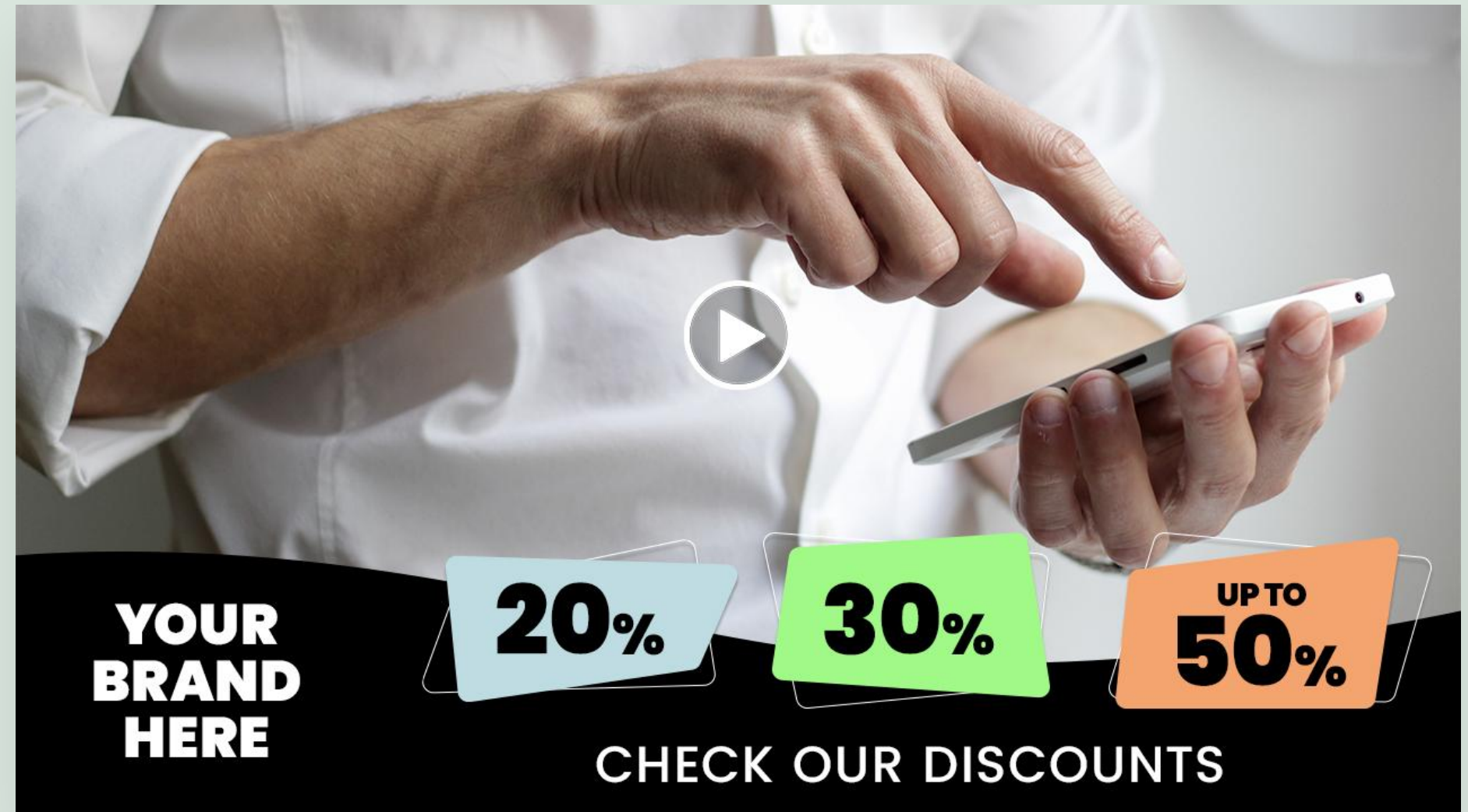
YOUR AD IN THE PERFECT ENVIRONMENT



ONLY TODAY

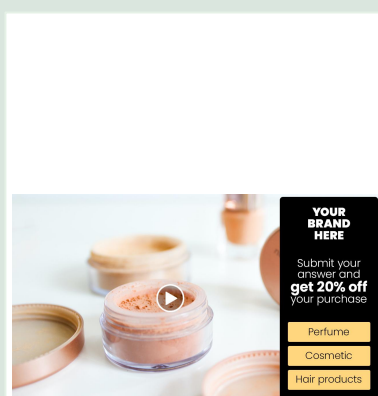
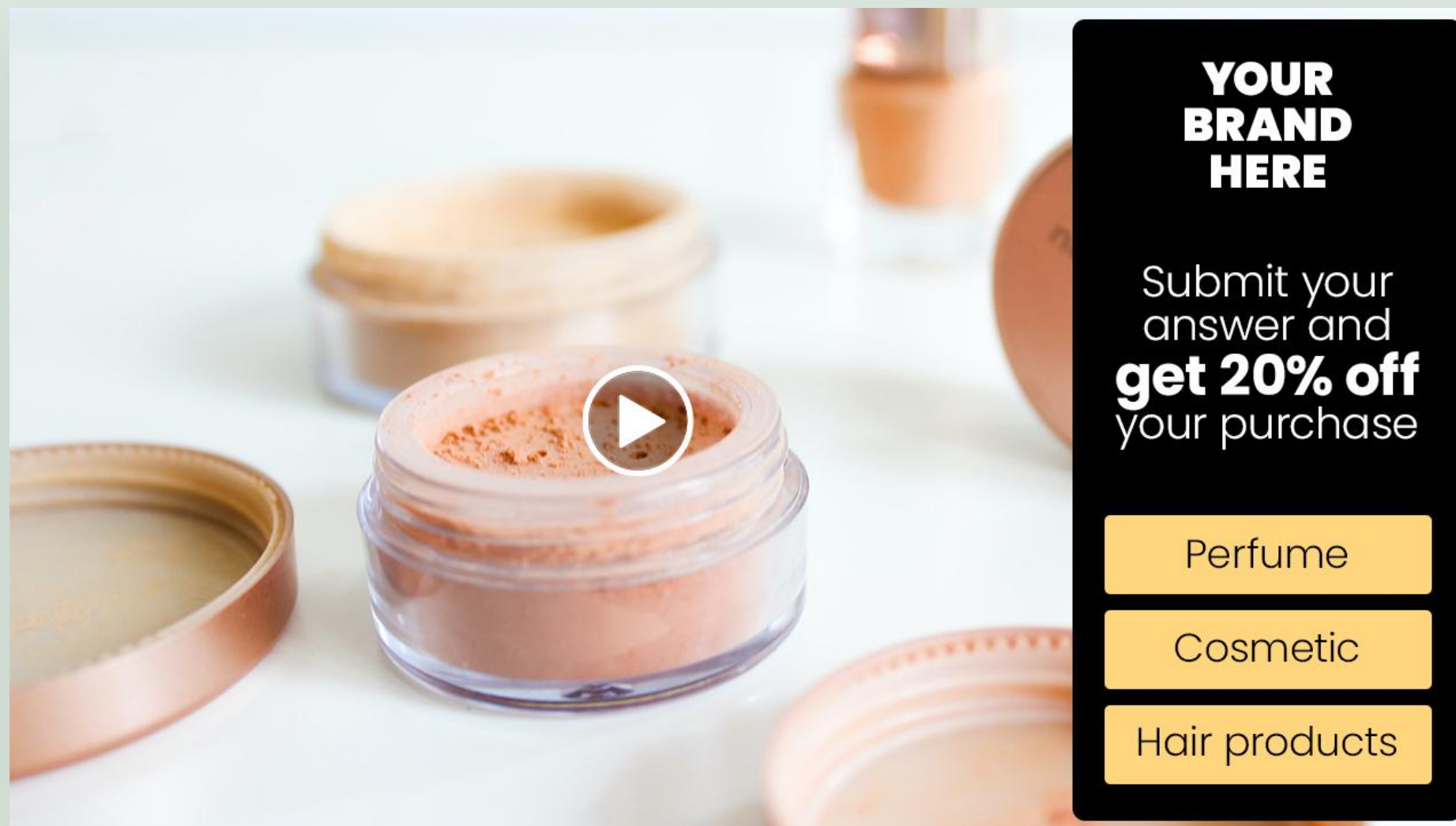
Black Friday discounts usually last 24 hours and sometimes last the whole weekend, but they range from 26% to 40% off the original price.

An interesting option would be to create different CTAs in our branded player to go to the offers according to the discount percentage.



TAKE CARE

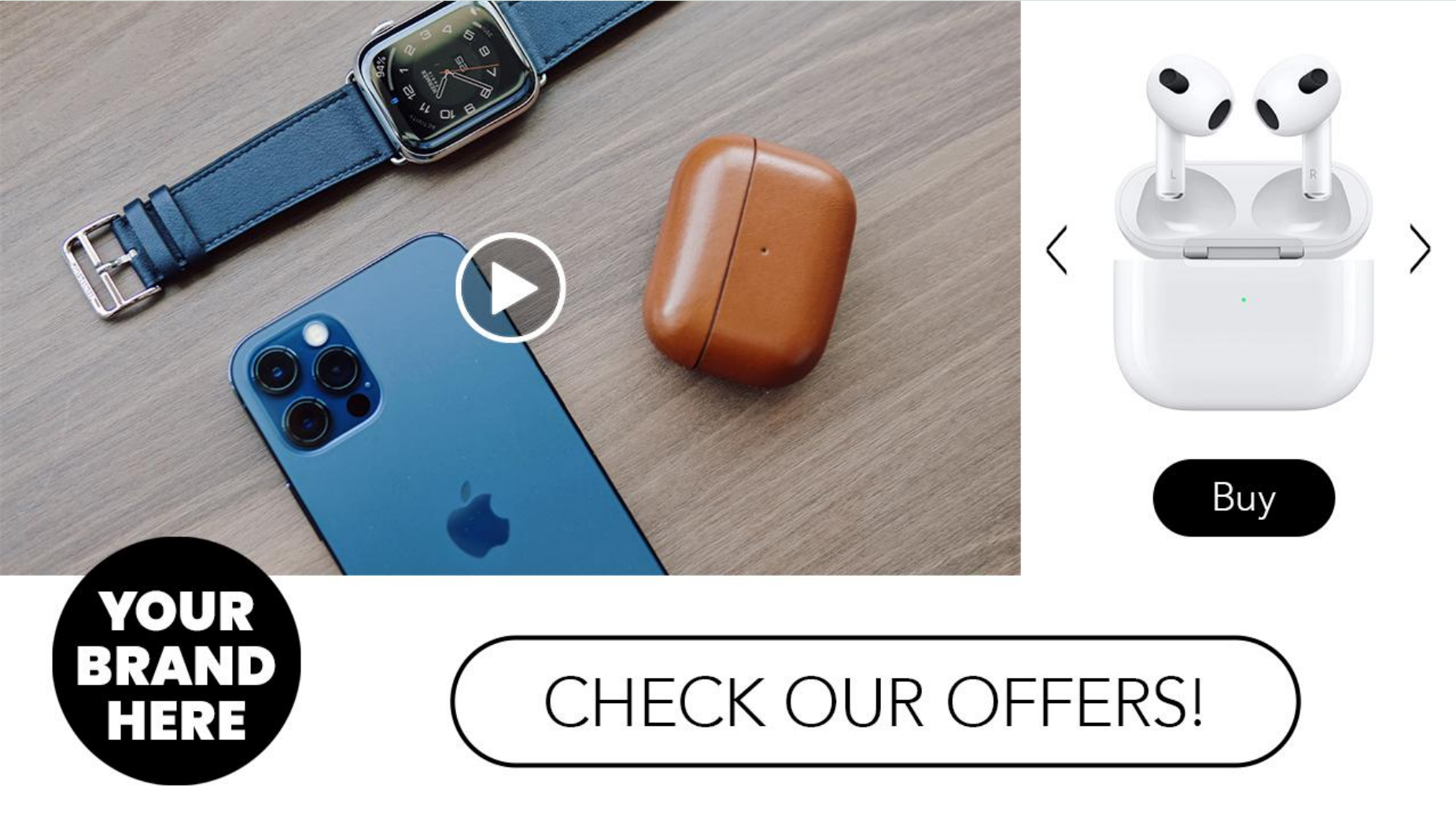
Branded player with a survey about the brand or products in general to get a discount code to use exclusively on Black Friday.



BLACK FRIDAY OR TECH FRIDAY

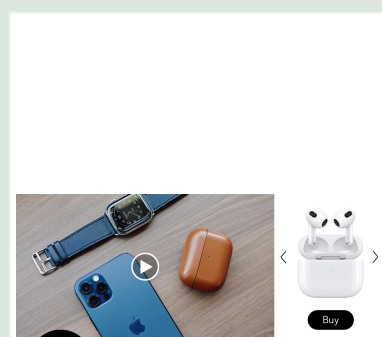
In 2021, the most searched products for Black Friday were [technology products](#). Mainly consoles, wireless headsets and mobile devices.

Explore some branded player options focused on this type of product with customized configuration, features and models.



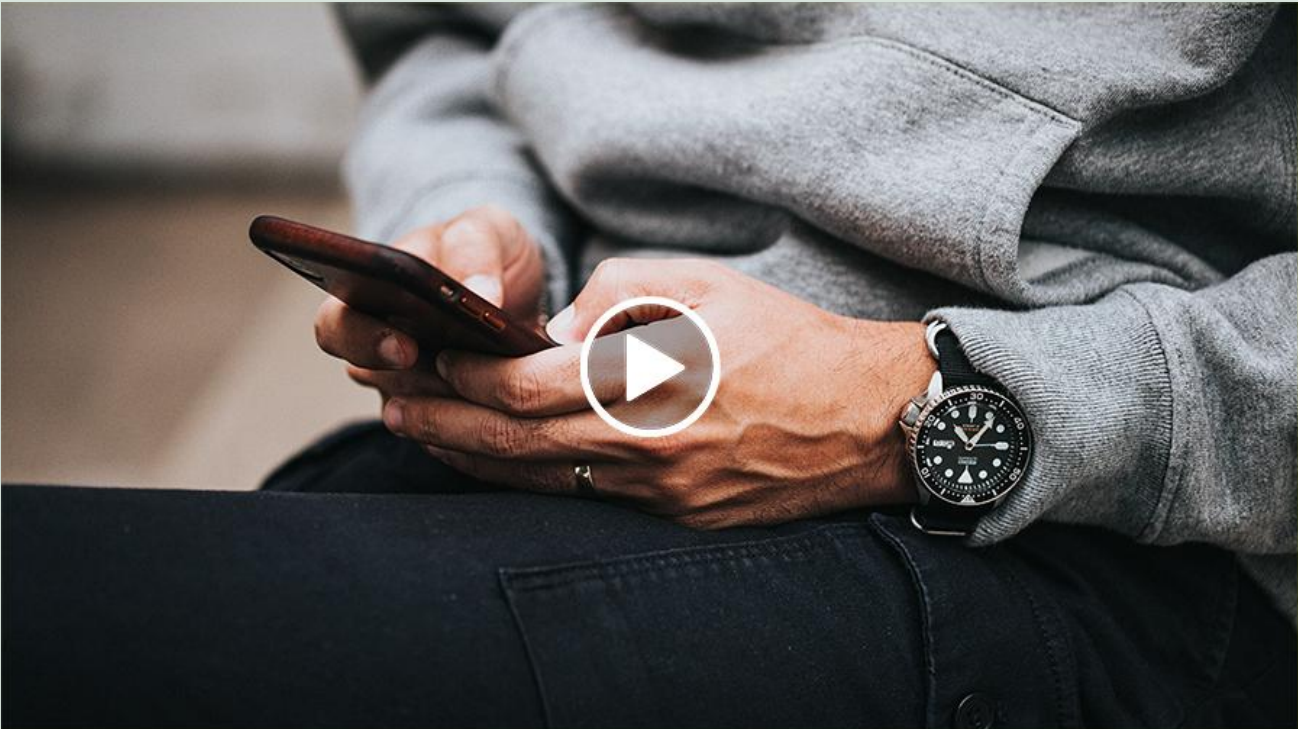
YOUR BRAND HERE

CHECK OUR OFFERS!



WEBSITE AND APP

Branded Player equipped with a counter to create an alert in the user's calendar as many offers start at midnight through the website and many offers can be brought forward thanks to this.



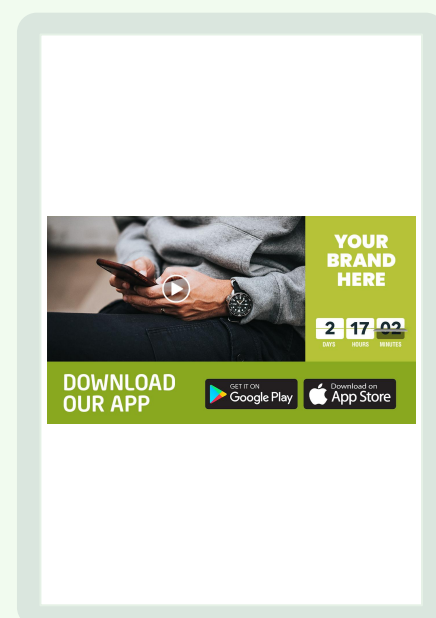
YOUR BRAND HERE

2 **17** **02**
DAYS HOURS MINUTES

DOWNLOAD OUR APP

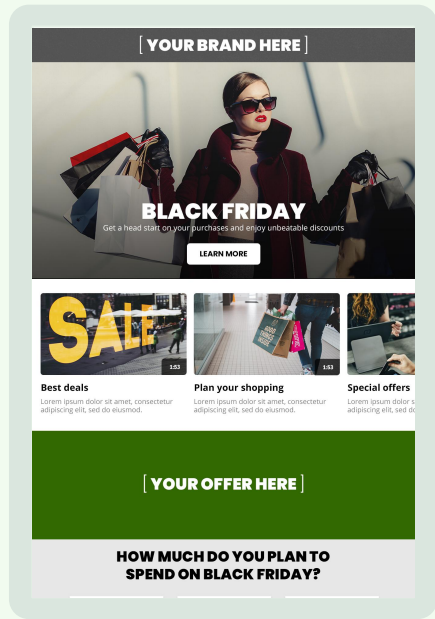
GET IT ON
Google Play

Download on
App Store

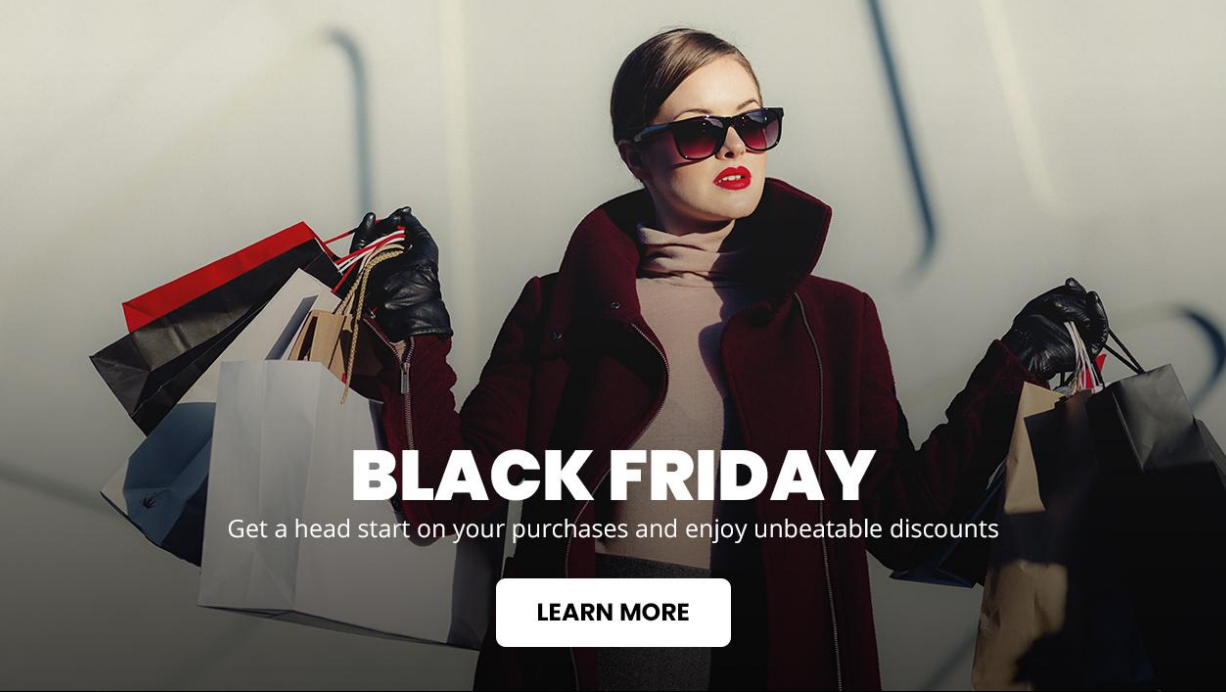


MICROSITE

Customized Landing Page with branded content and several interactions for users with elements related to the Black Friday theme and the advertiser.




[YOUR BRAND HERE]




BLACK FRIDAY
Get a head start on your purchases and enjoy unbeatable discounts


LEARN MORE



Best deals
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



Plan your shopping
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



Special offers
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[YOUR OFFER HERE]

HOW MUCH DO YOU PLAN TO SPEND ON BLACK FRIDAY?

<50

50-150

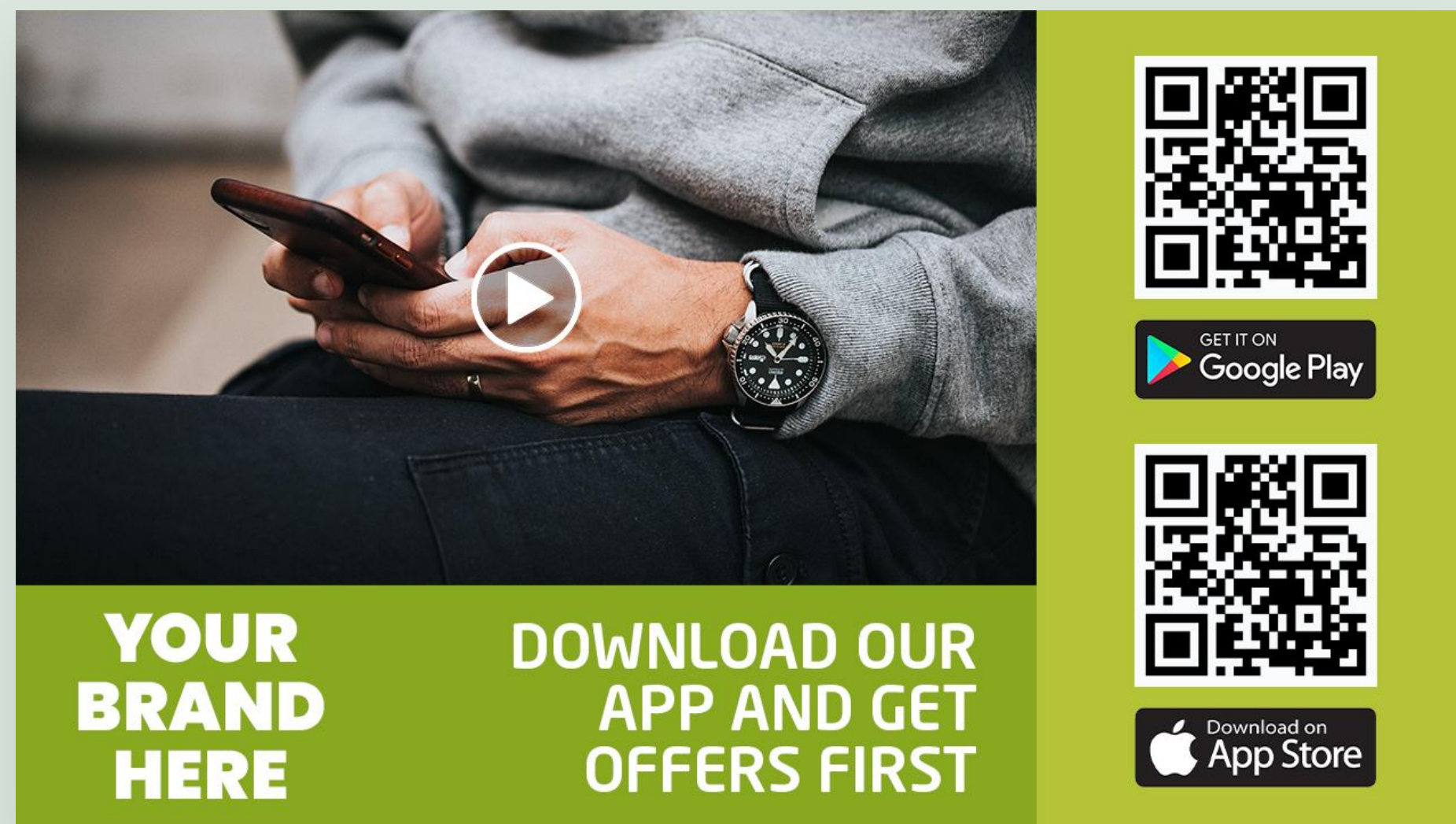
>150

SHOWHEROES BLACK FRIDAY 2023

CTV

WEBSITE AND APP

Branded Player equipped with a QR code to access to the technology pages directly or even download the applications on our mobile or tablet and be brought forward thanks to this.



SHOPPING

In the past 12 months, Black Friday shoppers have responded to digital ads:

62% responded to a streaming TV ad

Our QR code formats promote user interaction and extend the brand experience.




YOUR BRAND HERE

Last chance for Black Friday

DISCOUNTS UP TO **50%**

SCAN QR CODE AND FIND A SHOP



YOUR BRAND HERE

Last chance for Black Friday

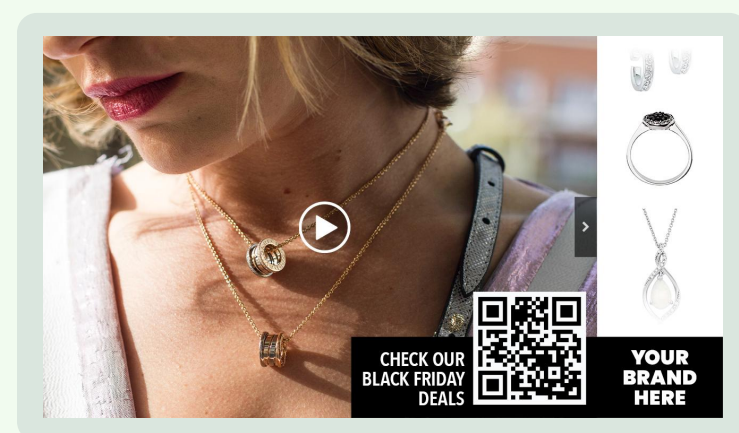
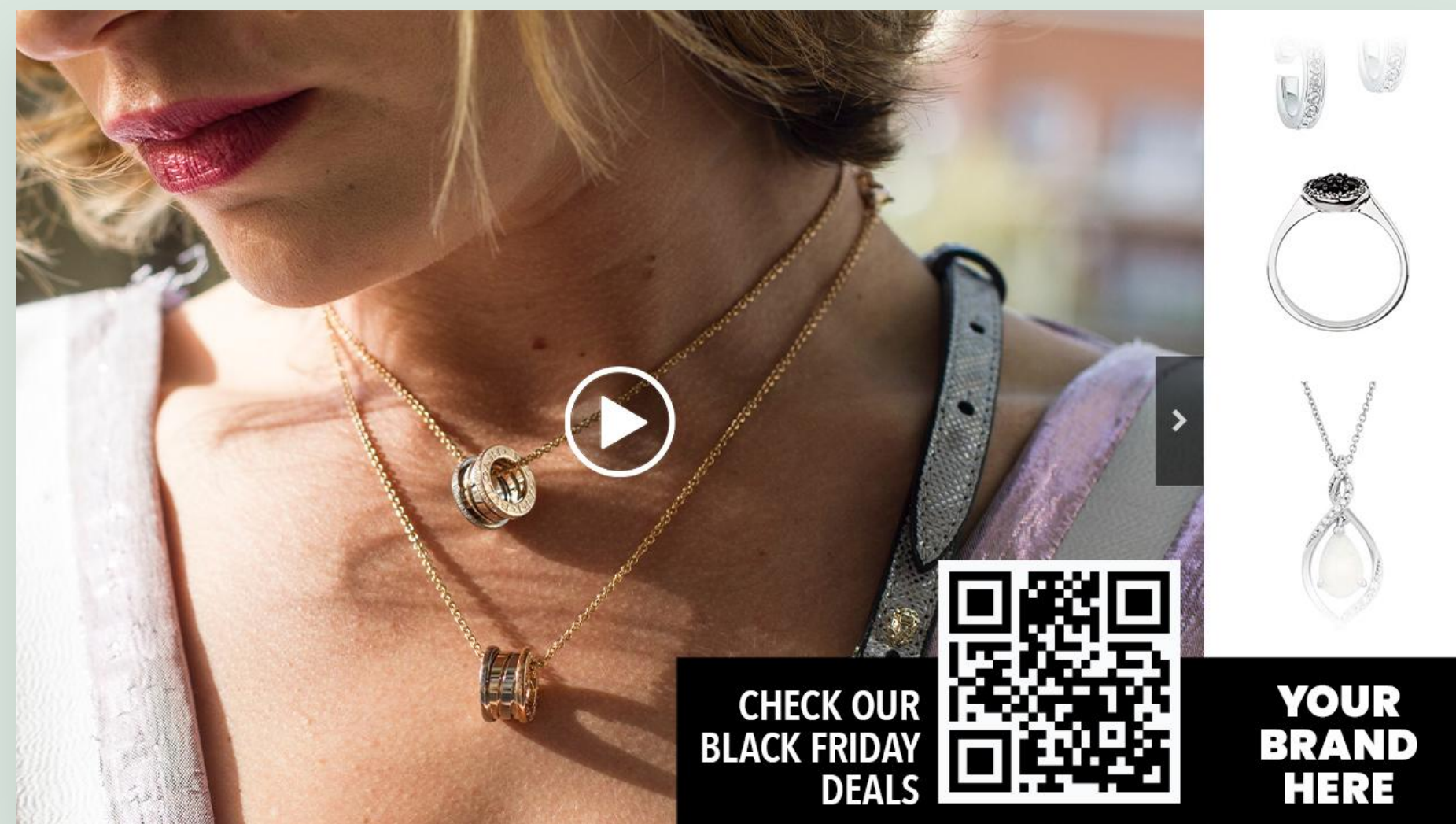
DISCOUNTS UP TO **50%**

SCAN QR CODE AND FIND A SHOP

LUXURY FOR ALL

In France, the Jewelry/Luxury category increased 174% over the previous year.

A branded player equipped with a QR is an option to show new collections, offers and even subscribe to a brand's newsletter.



SHOWHEROES BLACK FRIDAY 2023 PACKAGES

SHOWHEROES BLACK FRIDAY **PACKAGES**

Campaign period **October 01st – November 25th.**

Minimum investment € 20 000

MEDIA PACKAGE

REACH

- Black Friday matched content
- Black Friday Semantic Targeting
- Additional creative Layer

PACKAGE 1

> 30K = 1 million views guaranteed

PACKAGE 2

> 75K = 3 million views guaranteed

PREMIUM PACKAGE

ENGAGE

- Black Friday matched content
- Black Friday Semantic Targeting
- Additional creative Layer
- Sponsor Micropage

PACKAGE 1

> 52,5K = 1,5 million views guaranteed

PACKAGE 2

> 90K = 3 million views guaranteed

CTV **PACKAGES**

Campaign period **November 21st – December 18th.**

Minimum investment € 12 500

SEMANTIC HERO CTV

BLACK FRIDAY CTV

CTV campaign with Semantic Hero technology with specific targeting.

PACKAGE 1

CPM 25€

500 000 imps

€ 12 500

PACKAGE 2

CPM 23€

1 000 000 imps

€ 23 000

BRANDED PLAYER CTV

BLACK FRIDAY BRANDED PLAYER PACKAGE 1

Branded Player format for CTV environment.

CPM 30€

1 000 000 imps

€ 30 000

BRANDED PLAYER CTV

BLACK FRIDAY BRANDED PLAYER PACKAGE 2

Branded Player format for CTV environment.

CPM 28€

1 000 000 imps

€ 56 000