

**SHOWHEROES**

**SHOWHEROES**

**CHRISTMAS 2023**

**AD PACKAGE**



# UNDER THE MISTLETOE

Christmas has become one of the world's favorite holidays. It is the start of the most spectacular European Christmas markets and a time of celebration with friends and family.

The United Kingdom, Germany and France lead the way when it comes to European spending at Christmas with an average of 86 billion euros.

**Almost all brands are affected by the growing consumption at this time of year, from food to services to electronics and toys.**



SHOWHEROES CHRISTMAS 2023





**OLV**







# THE SEMANTIC ENGINE

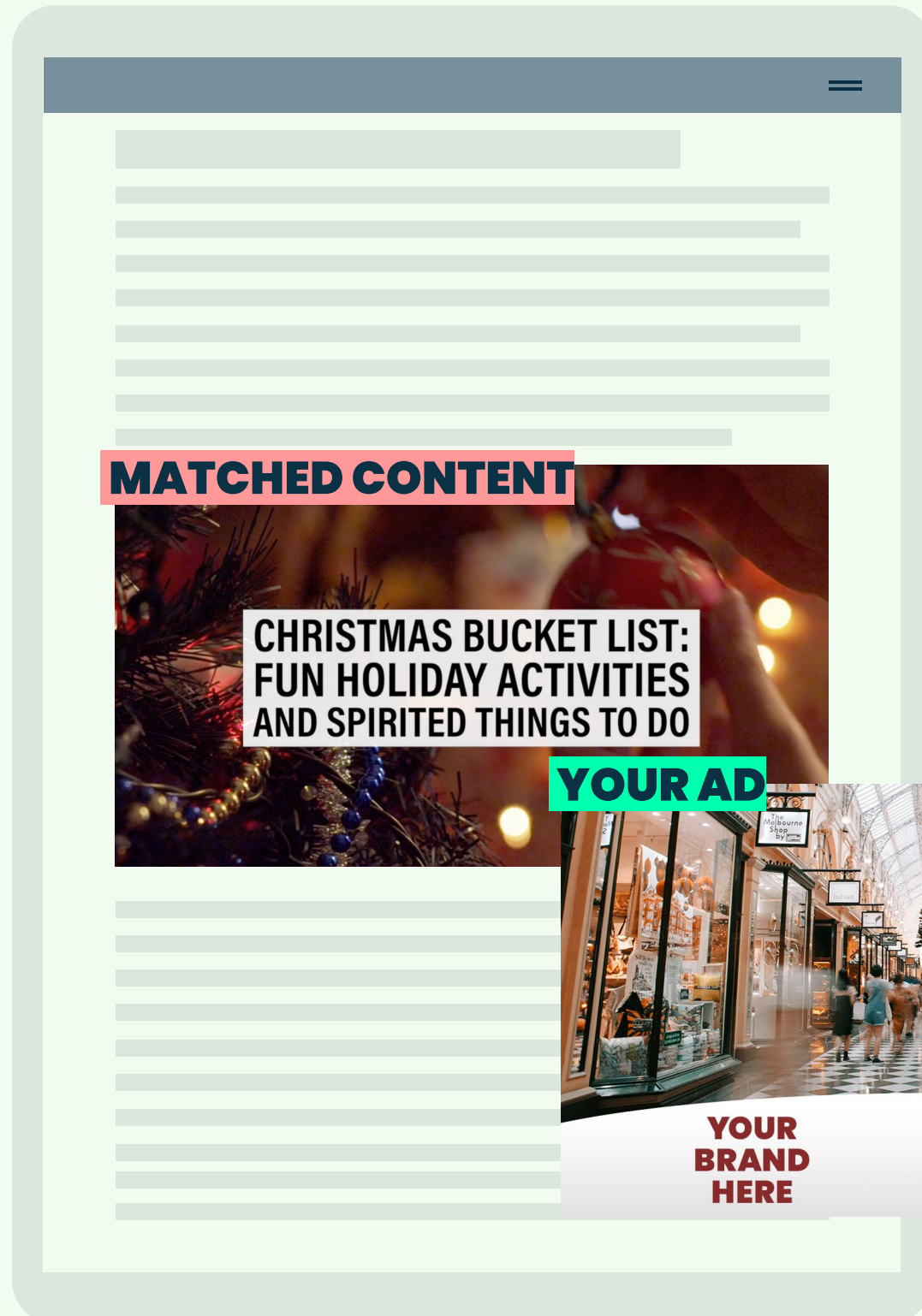
MATCHES YOUR CONTENT AND ACHIEVES YOUR GOALS

## 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)



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 Christmas -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 CHRISTMAS 2023

# REACH

AMPLIFY YOUR CUSTOMER WITH US



# SHOWHEROES CHRISTMAS 2023 REACH PACKAGE:

## PUBLISHERS



VANITY FAIR

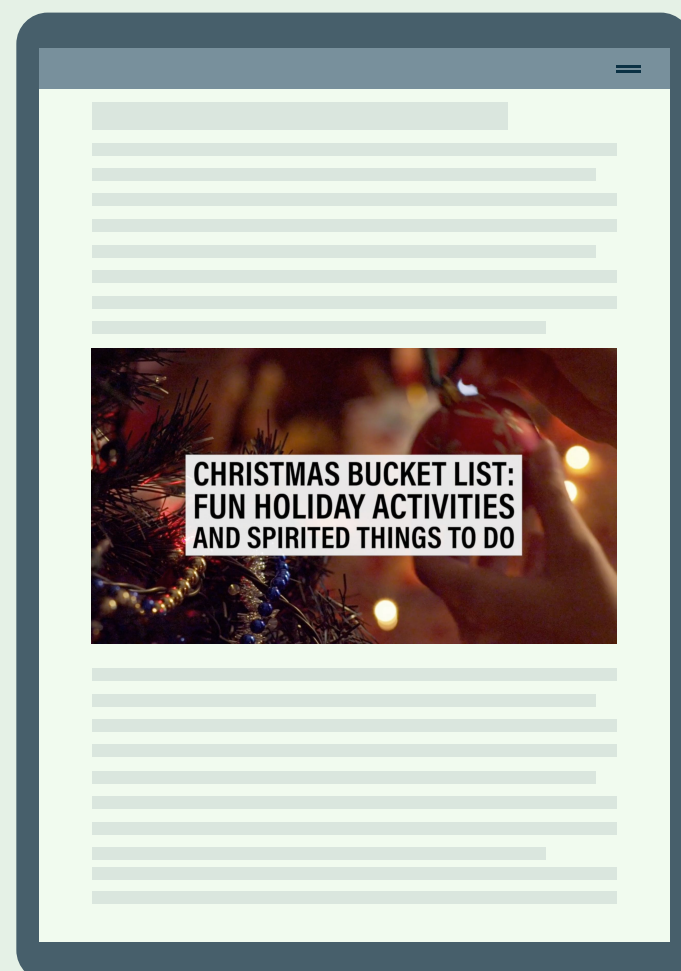
DER SPIEGEL

webedia.

FUNKE  
MEDIEN  
GRUPPE



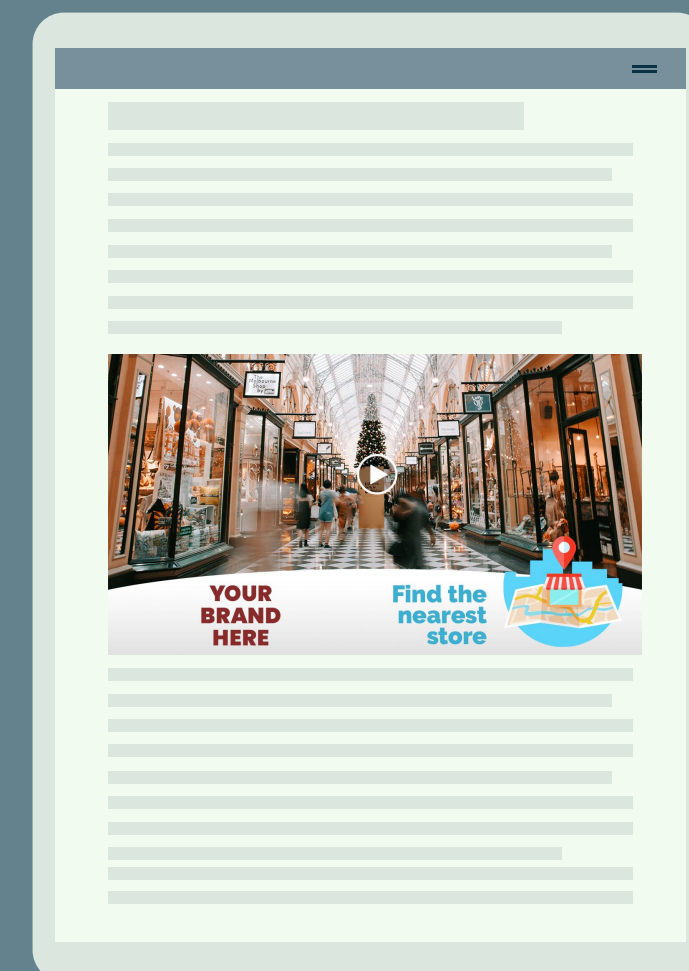
## SEMANTIC HERO -> ARTICLES



## MATCHED CONTENT



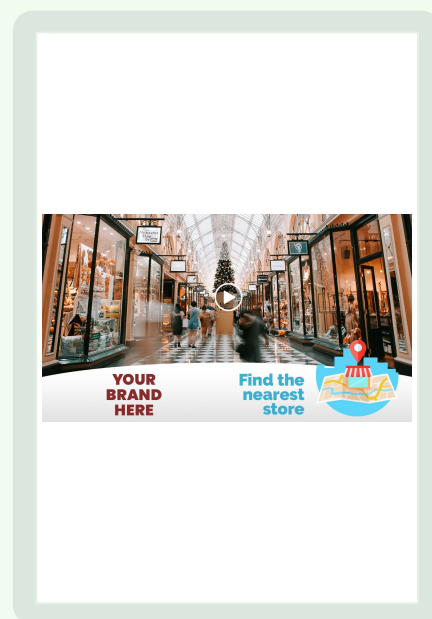
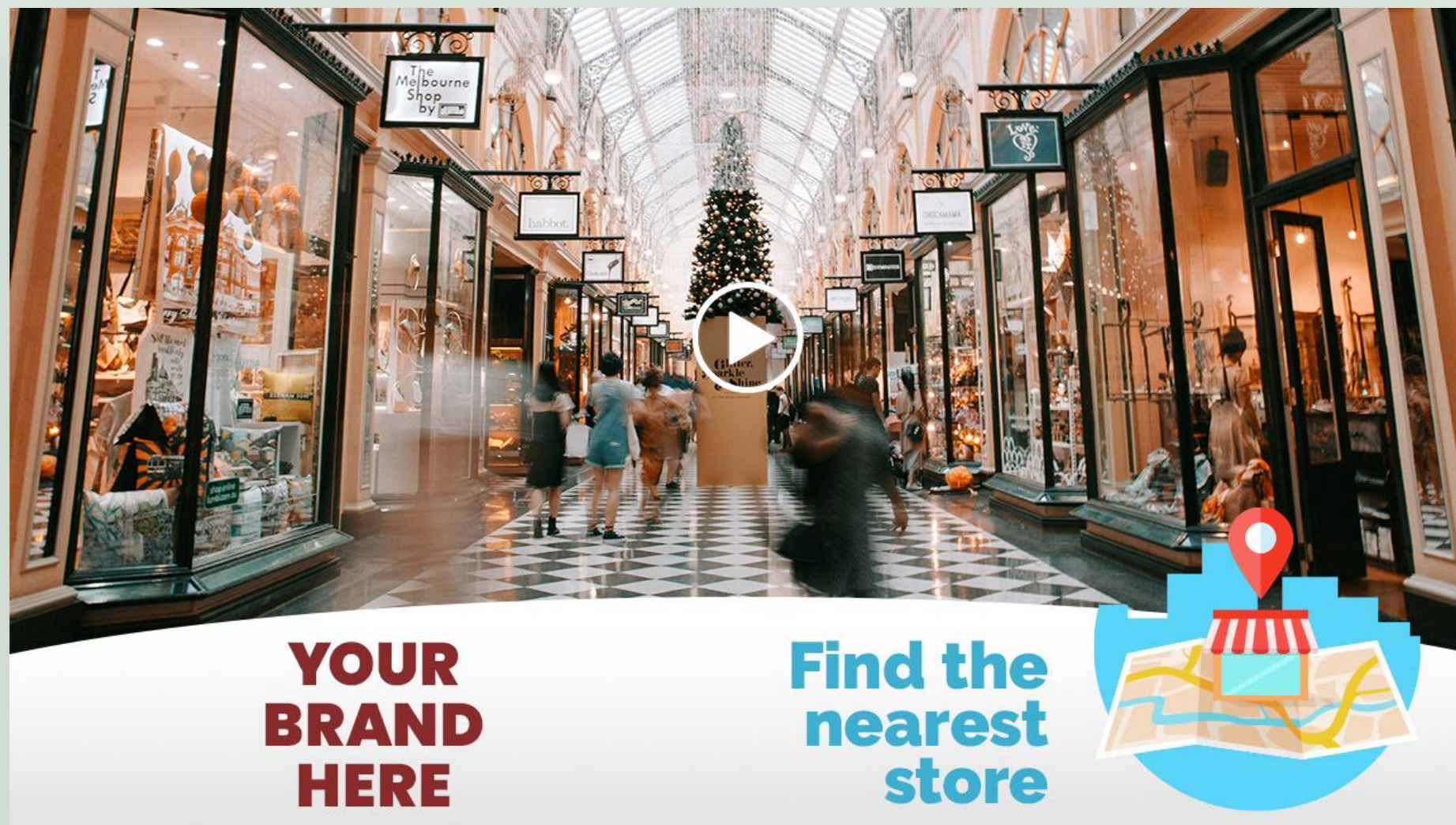
## YOUR AD IN THE PERFECT ENVIRONMENT



# GET THERE FIRST

Unlike in 2020, this year 66% of Mexicans will mainly do their Christmas shopping in physical stores, while 34% will do it online.

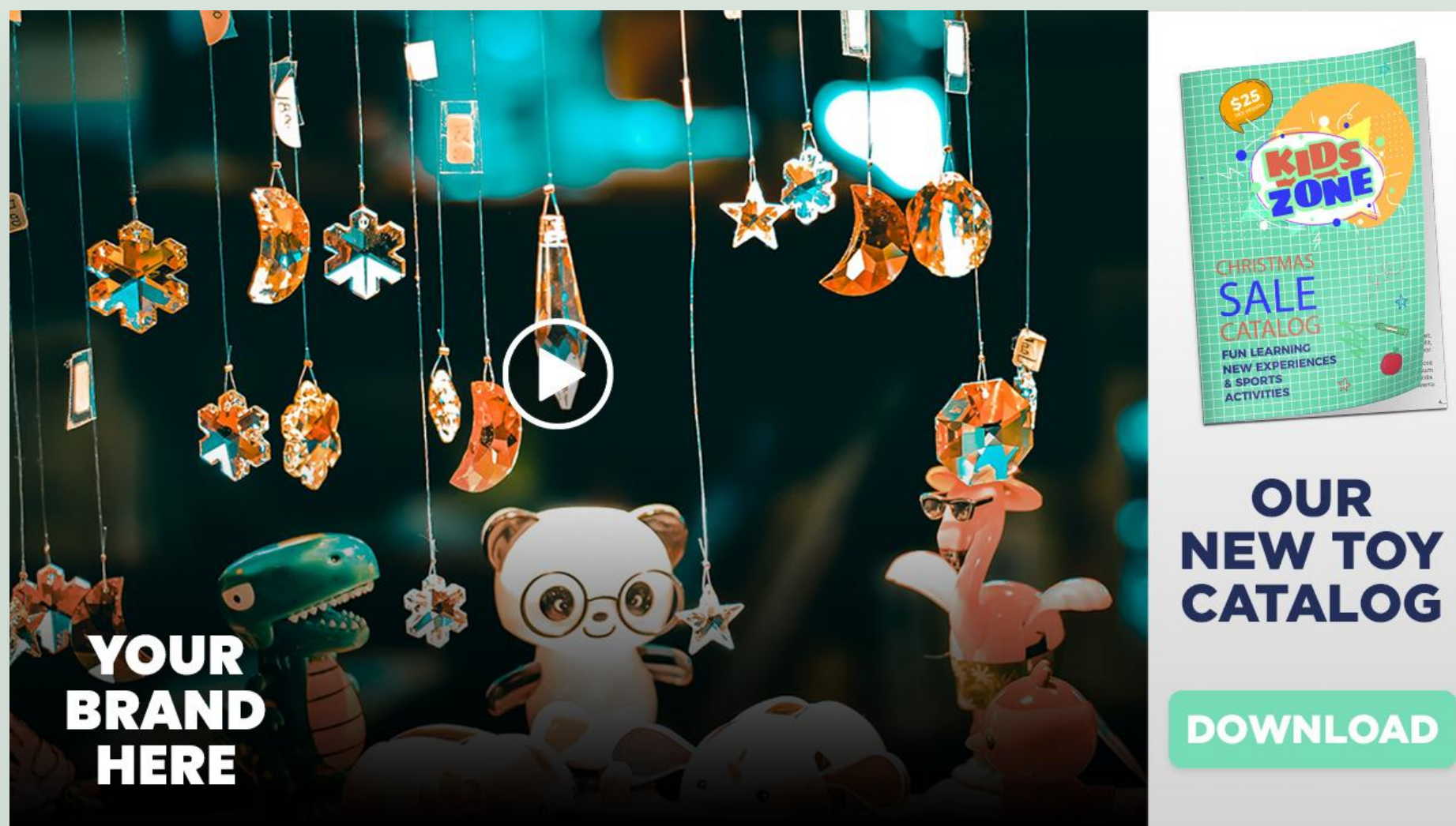
Our interactive format with drive to store can be an option to generate traffic to physical locations based on the user's location.





# TOY MOMENT

For many toy companies, the last weeks of the year represent a large percentage of their annual profits. British shoppers spent an additional £19 million on toys in 2021.



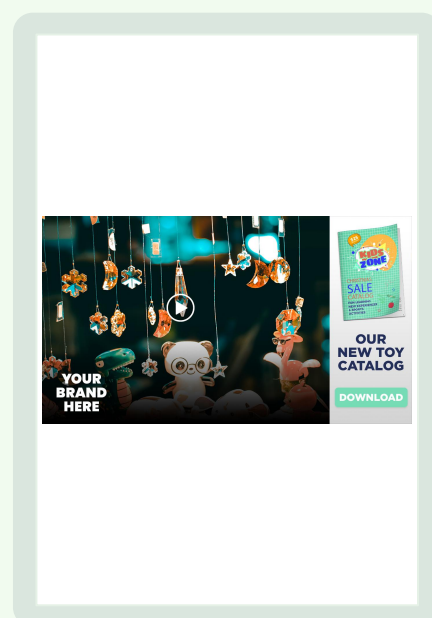
**YOUR BRAND HERE**

**OUR NEW TOY CATALOG**

**DOWNLOAD**

**KIDS ZONE**  
CHRISTMAS SALE CATALOG  
FUN LEARNING  
NEW EXPERIENCES  
& SPORTS  
ACTIVITIES

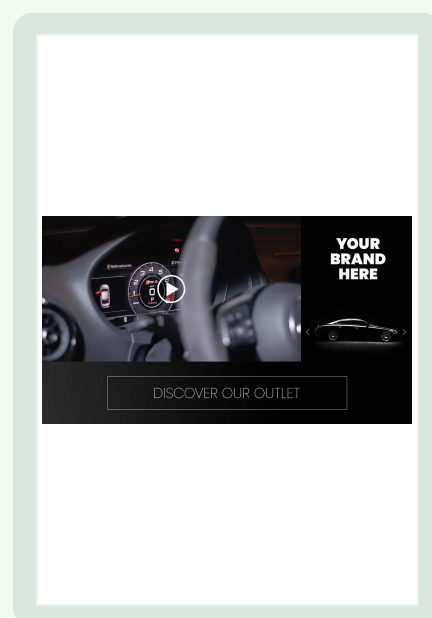
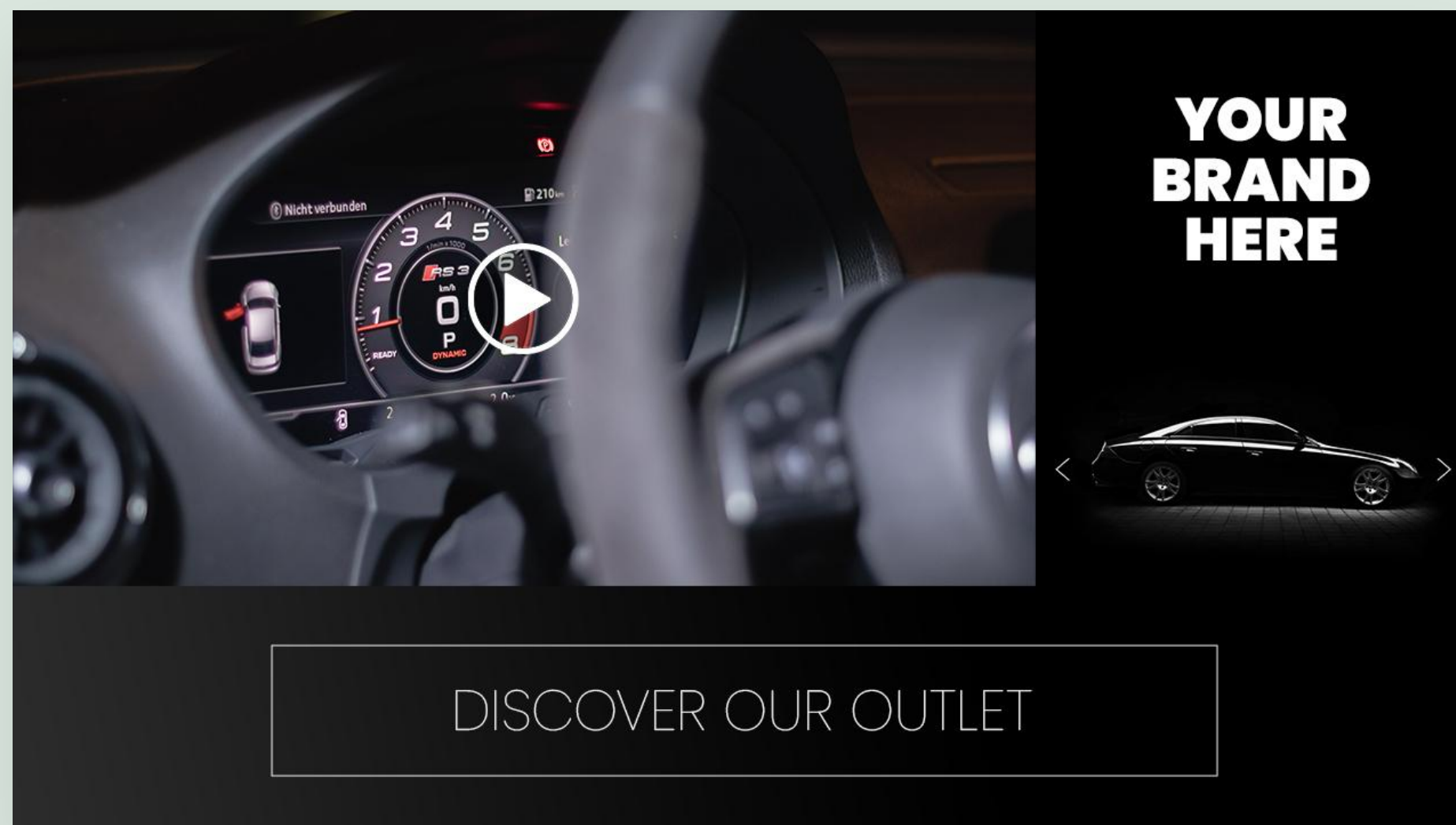
£25 OFF



# AUTOMOTIVE

Buying a car at the end of the year can be a good idea to take advantage of extra discounts as dealers must reach the annual target.

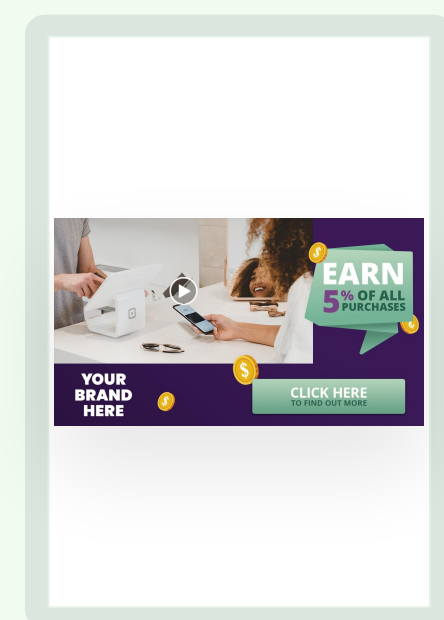
Carousel formats to view available models or even configure the latest details could be a very good option for the automotive sector.



# DELAY YOUR PURCHASE

As Christmas approaches, some banks have launched special promotions that give you extra cash back for paying with your credit card for your holiday purchases.

Through our interactive offerings we seek to make brands more attractive and digitize those with more conventional strategies.

A promotional banner for a 5% cash back offer. The background is a photograph of a woman with curly hair smiling at a counter, holding a smartphone. A white play button icon is overlaid on the photo. A green speech bubble callout on the right says 'EARN 5% OF ALL PURCHASES' with a yellow dollar coin icon. Below the photo, on a dark purple background, is the text 'YOUR BRAND HERE' with a yellow dollar coin icon. To the right is a green button that says 'CLICK HERE TO FIND OUT MORE' with a yellow dollar coin icon above it.

**EARN**  
**5% OF ALL PURCHASES**

**YOUR BRAND HERE**

**CLICK HERE**  
TO FIND OUT MORE



SHOWHEROES CHRISTMAS 2023

**ENGAGE**

CALL TO ACTION FOR YOUR BRAND



# SHOWHEROES CHRISTMAS 2023 ENGAGE PACKAGE:

## PUBLISHERS

IBERO AMERICANA RADIO CHILE

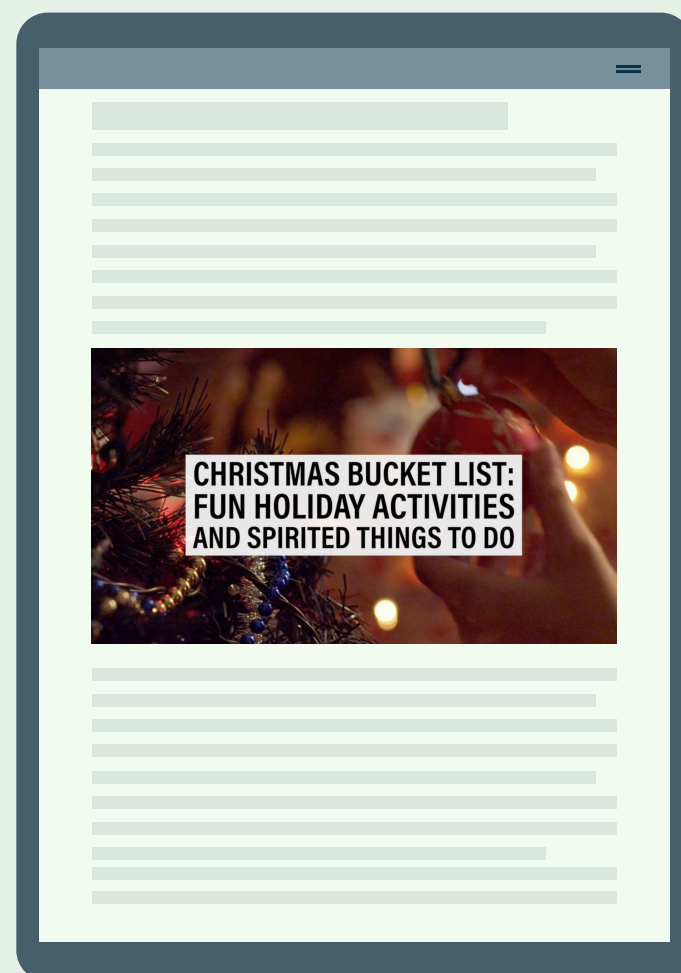
*Esquire*

**DER SPIEGEL**

 **italiaonline**  
CORPORATE

**il Fatto**  
**Quotidiano.it**

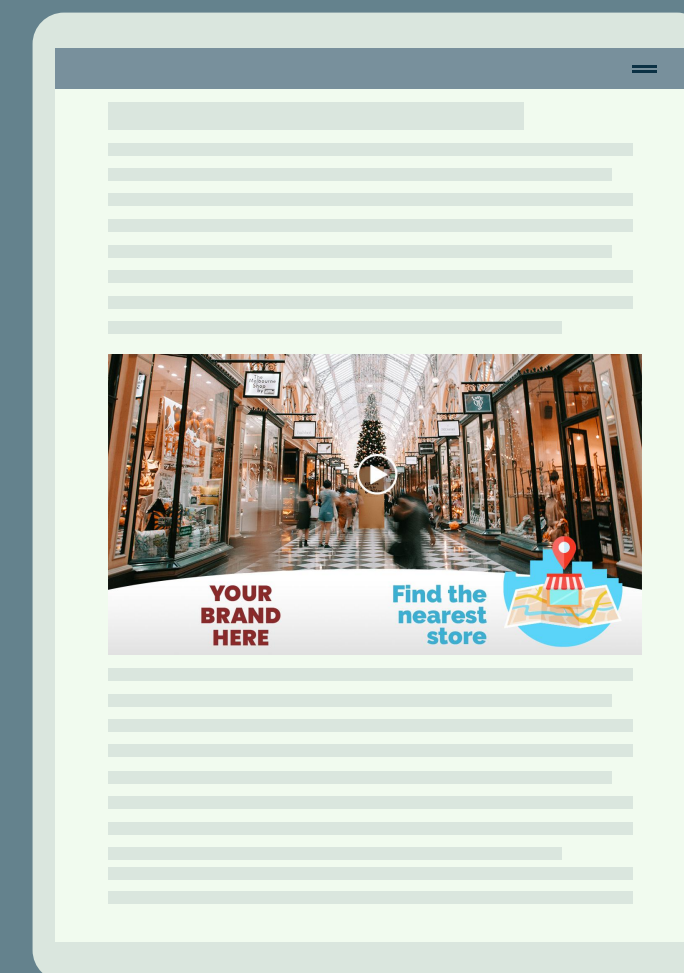
## SEMANTIC HERO -> ARTICLES



## MATCHED CONTENT

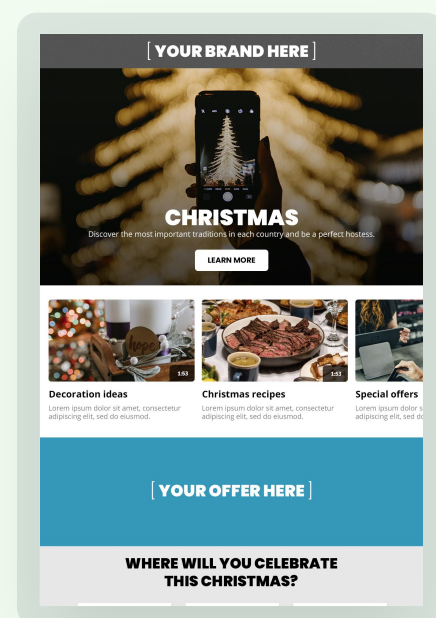


## YOUR AD IN THE PERFECT ENVIRONMENT



# 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 ]

## CHRISTMAS

Discover the most important traditions in each country and be a perfect hostess.

[LEARN MORE](#)



**Decoration ideas**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



**Christmas recipes**  
 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 ]

**WHERE WILL YOU CELEBRATE THIS CHRISTMAS?**

EUROPE

USA

LATAM



SHOWHEROES CHRISTMAS 2023

# SPONSORSHIP

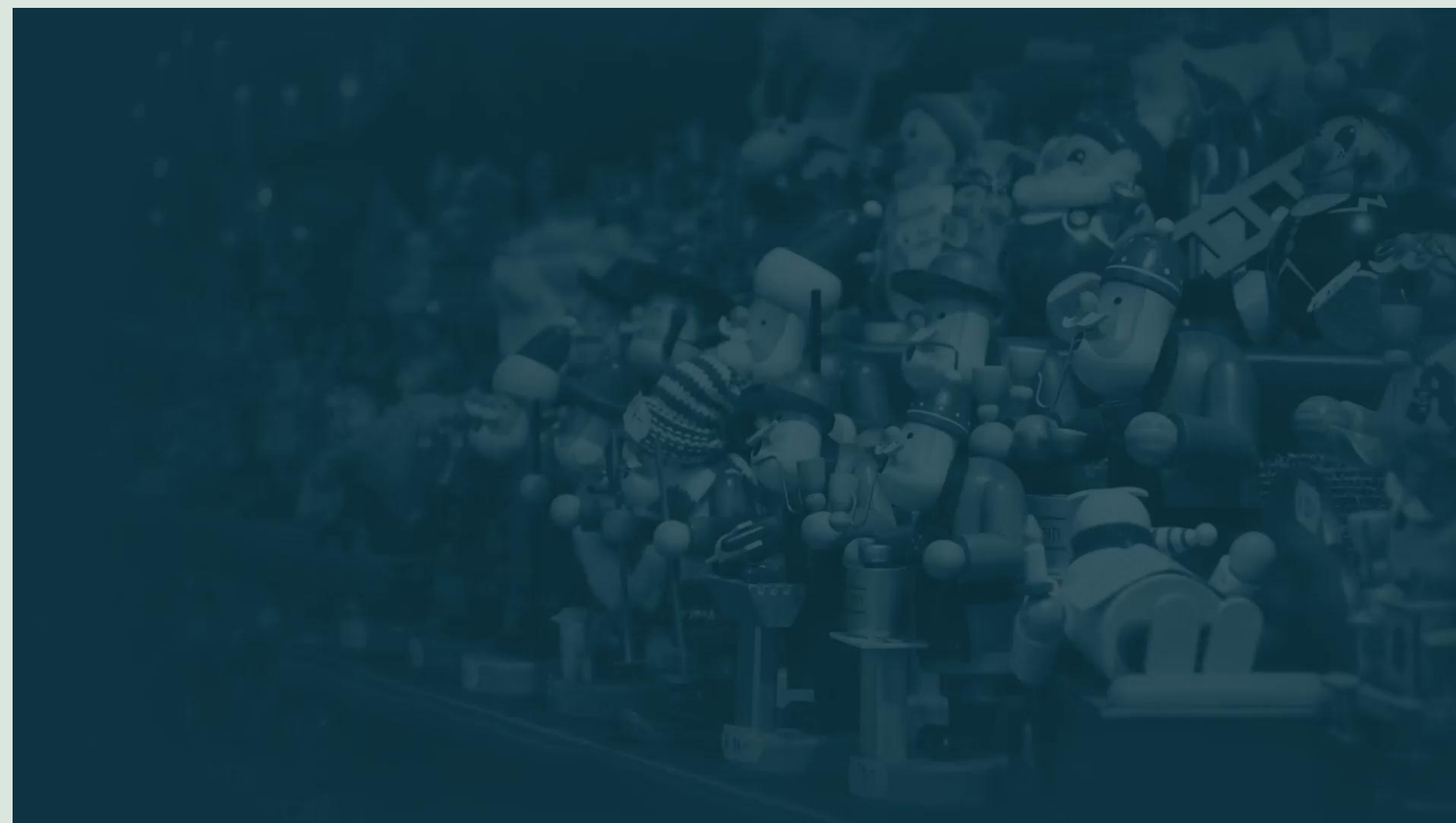
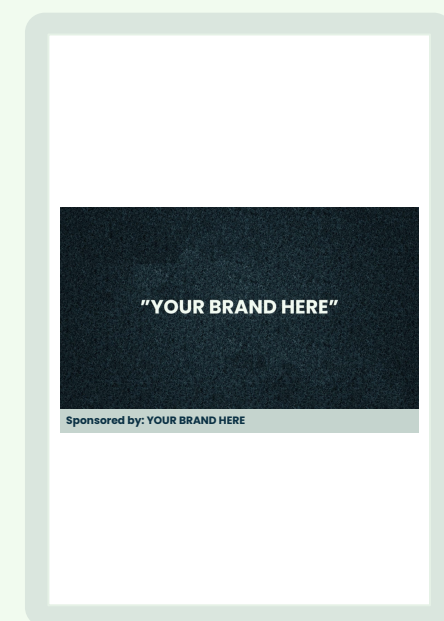
BECOME PART OF THE JOY ANTICIPATION



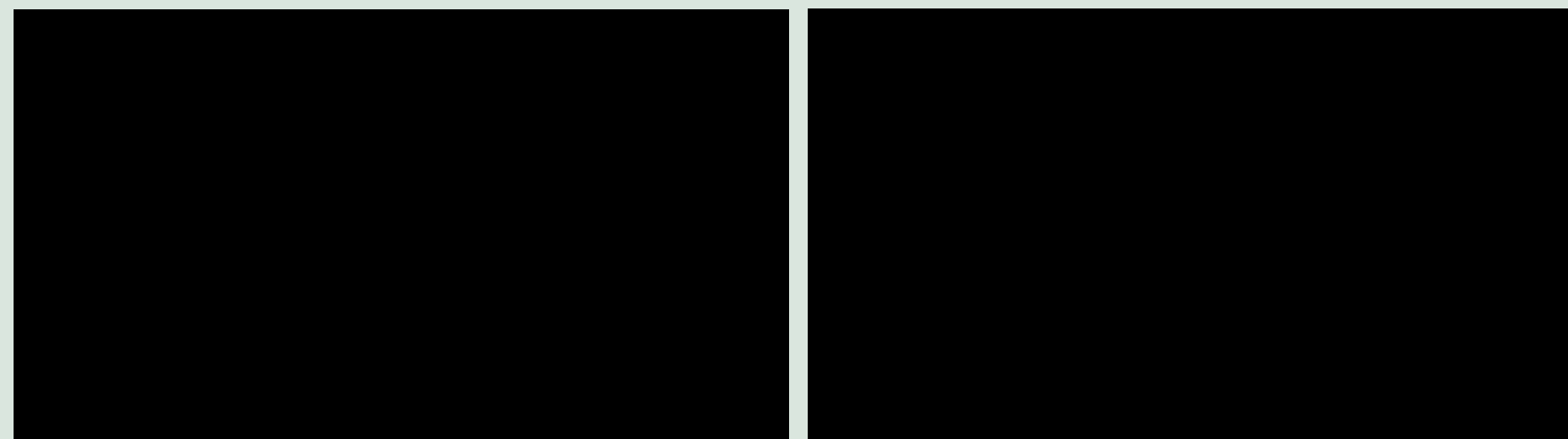
# SPONSORSHIP

Associate your brand with our exclusive and **high class editorial content** with a **unique sponsoring opportunity**. Embed your brand directly within the relevant video content to be visible during the users entire consumption of the video:

- Editorial video opener
- Logo during the whole video



Sponsored by: **YOUR BRAND HERE**



**SH CHRISTMAS CALENDAR**





SHOWHEROES CHRISTMAS 2023

**CTV**



# GROCERY TIME

In 2021, the average Spanish spent about 641 euros per person on Christmas expenses. Many products go up in the last weeks of the year and finding the best deals becomes a priority when it comes to making the shopping basket.

**YOUR BRAND HERE**

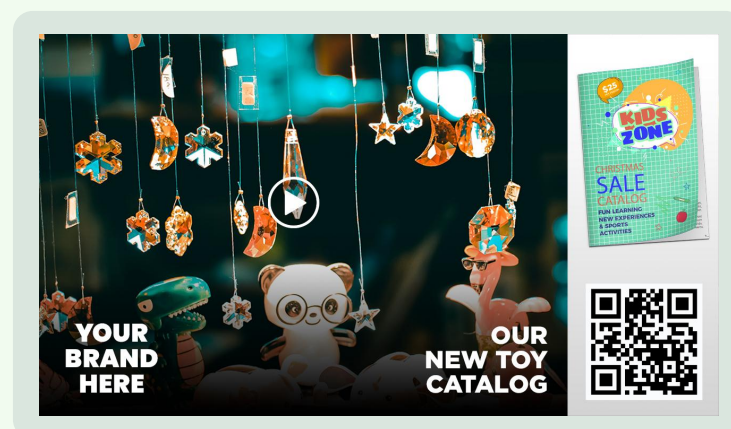
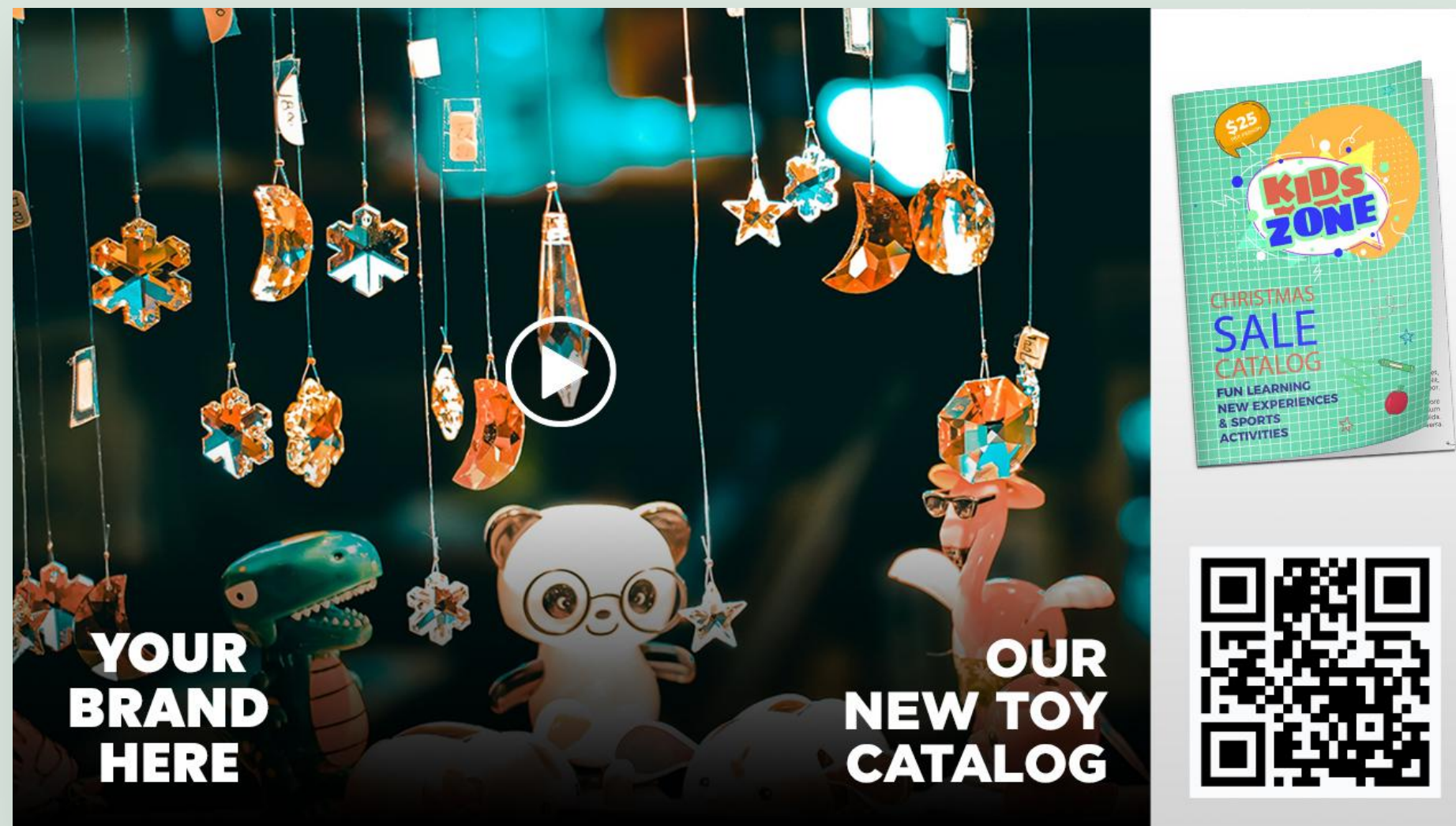
**SECOND UNIT 50% OFF**

**YOUR BRAND HERE**

**SECOND UNIT 50% OFF**

# TOY MOMENT

For many toy companies, the last weeks of the year represent a large percentage of their annual profits. British shoppers spent an additional £19 million on toys in 2021.



# SHOPPING

87% of shoppers surveyed say knowing they got a good deal is important to them when deciding which brand or retailer to buy from.

Don't miss the opportunity to offer the best products to the user from the same creative with our carousel or add to basket formats.

**YOUR BRAND HERE**

**21** DAYS **14** HOURS **51** MINUTES

SCAN QR CODE TO FIND BEST CHRISTMAS DEALS

**YOUR BRAND HERE**

**21** DAYS **14** HOURS **51** MINUTES

SCAN QR CODE TO FIND BEST CHRISTMAS DEALS

**SHOWHEROES CHRISTMAS 2023  
PACKAGES**

# SHOWHEROES XMAS **PACKAGES**

Campaign period **December 1st – December 24th.**

Minimum investment € 15 000

## **MEDIA PACKAGE**

### **REACH**

- XMAS matched content
- XMAS Semantic Targeting
- Additional creative Layer

#### **PACKAGE 1**

> 30K = 1 million views guaranteed

#### **PACKAGE 2**

> 75K = 3 million views guaranteed

## **PREMIUM PACKAGE**

### **ENGAGE**

- XMAS matched content
- XMAS Semantic Targeting
- XMAS creative Layer
- Sponsor Micropage

#### **PACKAGE 1**

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

#### **PACKAGE 2**

> 90K = 3 million views guaranteed

## **SPONSORSHIP**

### **PACKAGE**

- Sponsor of editorial XMAS videos

#### **PACKAGE 1**

> 10 k = 2,5 Mio Impressions

#### **PACKAGE 2**

> 17,5 k = 5 Mio Impressions

# CTV **PACKAGES**

Campaign period **December 1st – December 24th.**  
Minimum investment € 12 500

## **SEMANTIC HERO CTV**

### **XMAS CTV**

CTV campaign with Semantic Hero technology with sports targeting.

### **PACKAGE 1**

CPM 25€  
500 000 imps  
€ 12 500

### **PACKAGE 2**

CPM 23€  
1 000 000 imps  
€ 23 000

## **BRANDED PLAYER CTV**

### **XMAS BRANDED PLAYER PACKAGE 1**

Branded Player format for CTV environment.

CPM 30€  
1 000 000 imps  
€ 30 000

## **BRANDED PLAYER CTV**

### **XMAS BRANDED PLAYER PACKAGE 2**

Branded Player format for CTV environment.

CPM 28€  
1 000 000 imps  
€ 56 000