

HONEYSCREEN

Honeyscreen Media Information

November 2014

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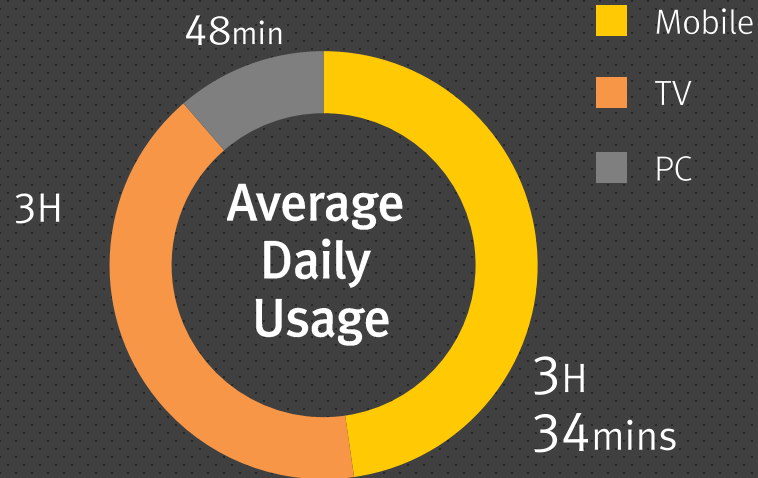
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About Honeyscreen

Why Mobile

How much time do we spend on our smartphones in a day?



※Source : 2014.03 HS AD



Proportions of users who view TV and mobile screens simultaneously **53%**

Time spent on TV and mobile simultaneously **30min**

※ Source : 2014 Nielson Korea

Mobile is the most frequently viewed screen and also complements TV and PC usage.

Why Lock Screen

With **full-sized advertisements**, get your users' full attention and greater advertising impact.



[Superior CTR compared to banner ads]

The average CTR is 10%

10~30 times higher than standard banner ads

[Low rate of invalid clicks]

Users slide to unlock their smartphones to interact with an ad, so the number of misclicks is extremely low.

[Outstanding brand boosting]

By using full-sized ads, it's easy to deliver your message to users and maximize your brand imprinting effect

Why Honeyscreen

Get **nonintrusive ad exposure** with targeting-based ads and personalized content that make a better user experience



NEWS HUMOR
MAGAZINE LIFE
TRAVEL FASHION
Whatever You Like

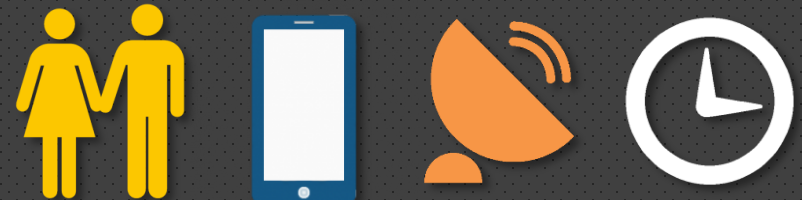
[Personalized Content]

We provide a variety of content based on context and users' personal interests.

Going beyond a simple lock screen ad service, we're strengthening our function as media.

[Elaborate Targeting-Based Ads]

Based on our data and technology, you can have detailed targeted ads with high attention rates and low aversion.



Why Honeyscreen

The only lock screen media that services iPhone users

[Major iPhone Users]

iPhone users are a major group among active consumers in the 2040 age group.

[High Reaction Rate]

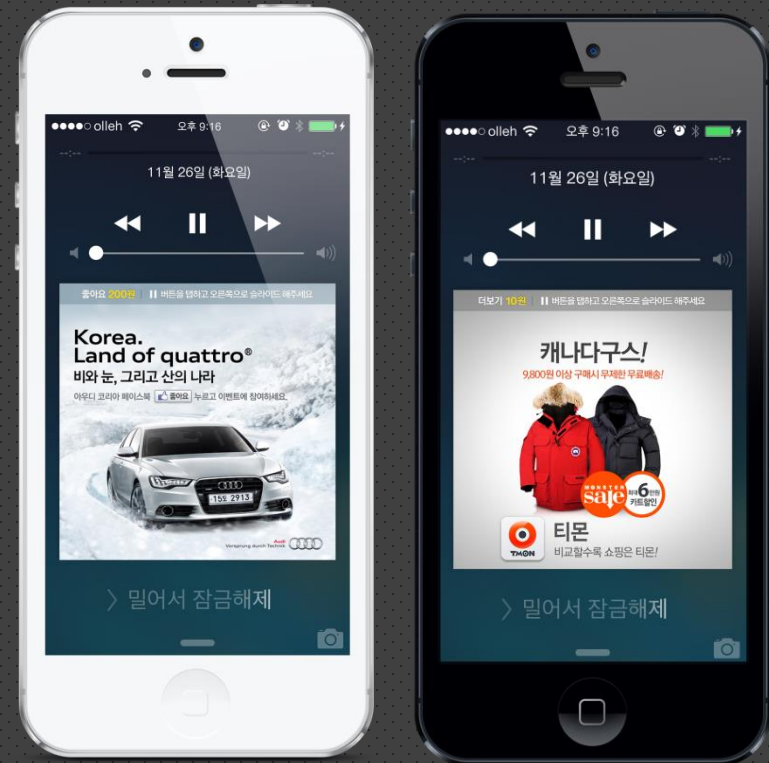
※ Source : Chitika



iPhone users are generally more friendly and responsive to ads than Android users

[High Purchasing Power]

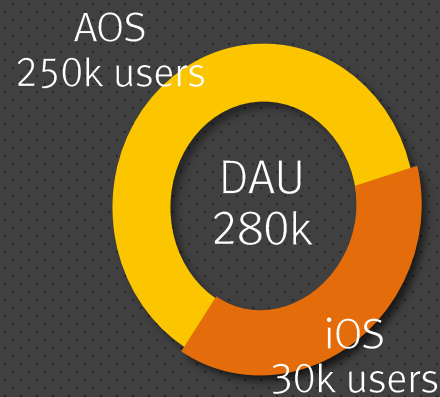
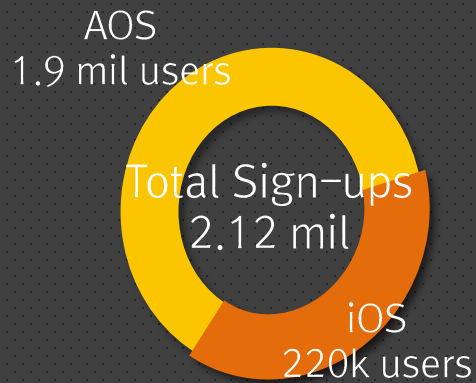
iPhone users have a higher tendency to purchase than the Android users



Why Honeyscreen

Diverse user demographics by age/gender from a wide pool of users

[User Sign-ups and DAU]



Ratio of iOS users 12%
Ratio of users aged 20+ 66%

[User Profiles]

Age	Teens	Twenties	Thirties	Forties	Fifties	Total
Male	19%	15%	16%	4%	1%	55%
Female	15%	13%	12%	4%	1%	45%
Total	34%	28%	28%	8%	2%	100%

Why Honeyscreen

Media Mix: The essential strategy for maximizing reach



Reach based on ads executed
on single media



Reach based on executing
Media Mix

[Mix strategy for achieving the best reach rate]

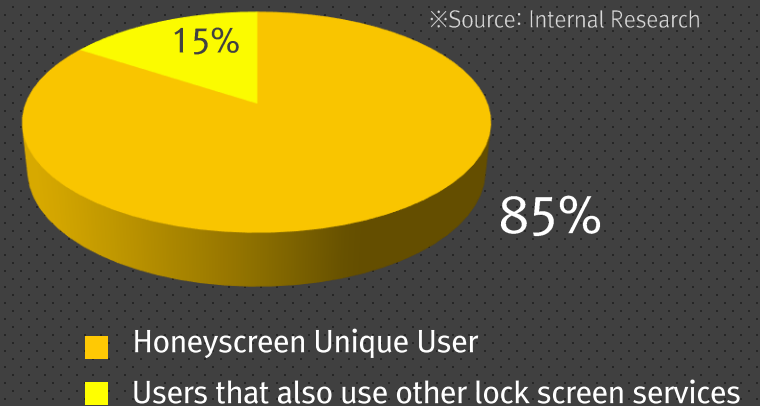
When executing ads on a single media,
the same ad is shown to one user repeatedly

Media Mix is a must-have to gain maximum
ad exposure to users within a set budget

[Low ratio of redundancy]

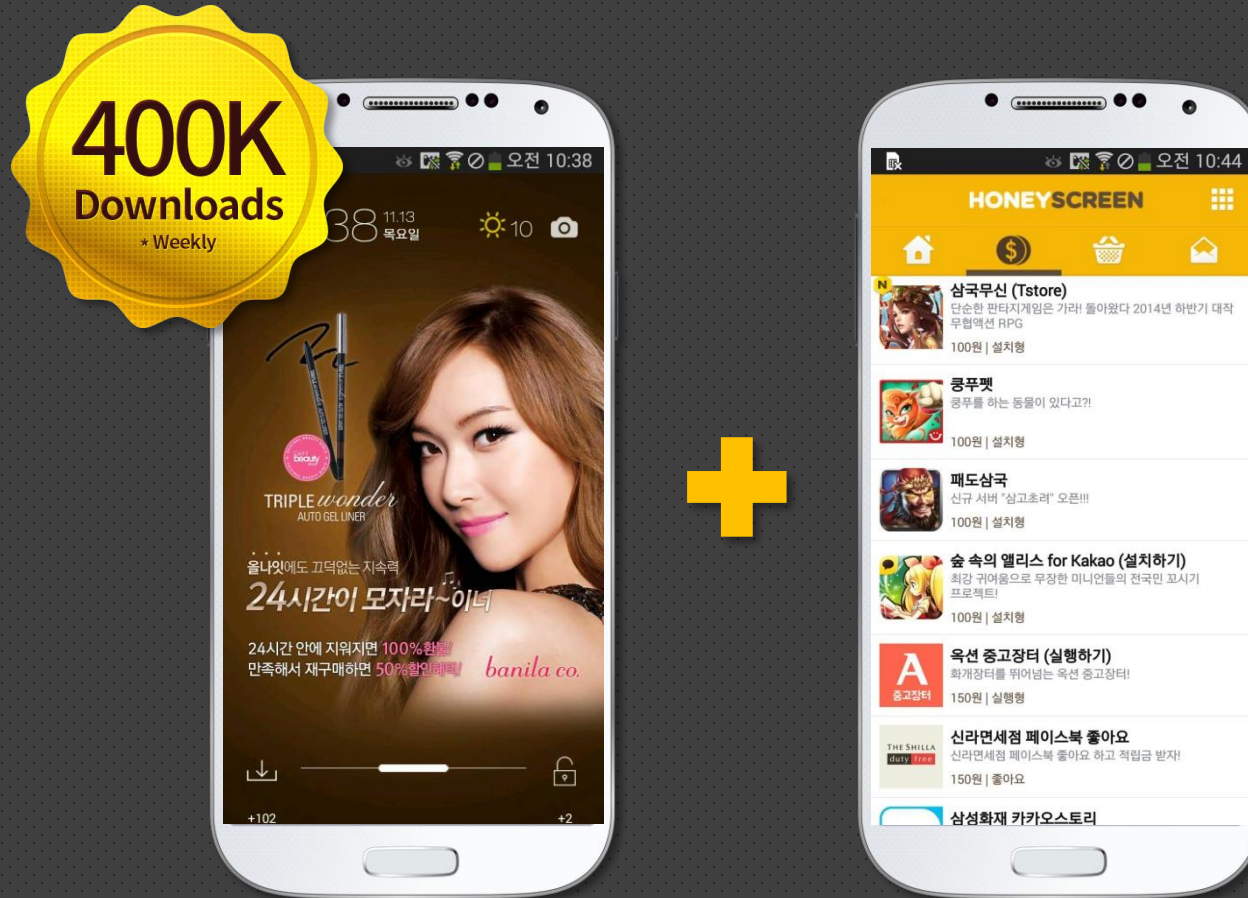
Considering the nature of lock screen services,
the ratio of users who use multiple services is very low.

For optimum results, it is best to execute the Mix strategy
with each lock screen media



Why Honeyscreen

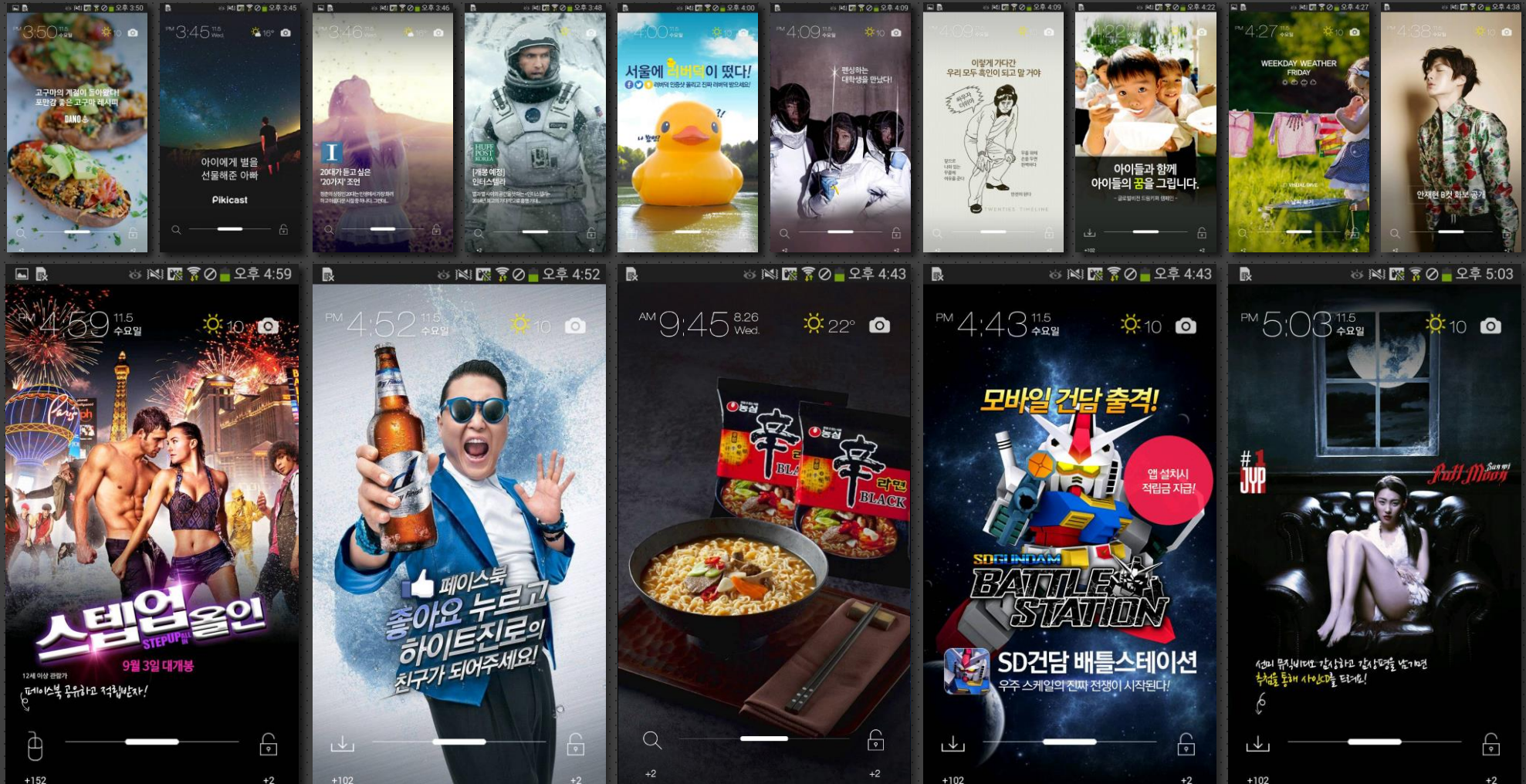
CPI/CPE campaigns with even greater impact!
Secure 400k downloads with the best domestic inventory!



Lock screen + Offerwall + Partners

Why Honeyscreen

User-first, user-centered
clean design and diverse content



Honeyscreen Ad Product

Ad Price Table

Range of Ad Products Suitable for Each Campaign Type

Ad type	Product	Unit Price	Details	Exposure Area
Exposure Type	Sale CPM (Mille)	6000₩ 3000₩ / 1,000 imp	Securing number of times exposed	Lock screen Rolling
	Sale CPC (Click)	60₩ 40₩ / click	Securing number of clicks	
	TIME-BOARD (Time Exclusive)	SA/A/B	Exclusive Exposure	First Screen Only
Action Type	CPI (Install)	₩ 250 / unit	Charged per app installation	Offer Wall & Lock screen Rolling
	CPE (Engagement)	₩ 350 / unit	Charged per app activation	
	CPA (Action)	As per discussion	Charged per completed specific action	
	Sale CPL (Like)	₩ 500/Like ₩ 400 / Like	Charged per Facebook Page Like	
	CPY (Youtube)	₩ 100 / View	Charged per YouTube video view	
	CPB (Buzz)	₩ 400 / Share	Charged per “Share” on Facebook	

※ Minimum campaign budget: ₩ 2,000,000

※ Additional charges apply for targeting

※ ₩1000 is equivalent to approximately 1 USD

Targeting Option



Effective Message Delivery By Targeting

Classification	Option	Details	Additional Charges
Basic	AGE	By Year	<p>One free option offered</p> <p>For 2 or more options, 5% additional charge applied per option</p>
	SEX	Male / Female	
	REGION	Province / City / County (District)	
	MARITAL STATUS	Single / Married	
Precision	TIME SLOT	By Hour	<p>APPLY 50% ADDITIONAL CHARGE PER OPTION</p>
	CELL PHONE SERVICE PROVIDER	SKT / KT / LGU	
	DEVICE MODEL	Device Name	
	SPECIFIC APP TARGETING	App Name	


All New Honeyscreen

HONEYSCREEN

Renewed As Media
Displays personalized ads and content

Previous ad/contents 
Slide Up & Down
Next ad/contents 



 Slide Left / Right 

Read more

Unlock

Exposure Type:
CPM/CPC

HONEYSCREEN

Full-sized Smartphone Display Ads

Lead to web traffic and increased conversion



[Ad exposure type]

Full-sized display image

[Ad exposure style]

Displayed with other rolling ads and content
(Exclusive exposure not available)

[Average CTR]

10~15%

[Major targeting]

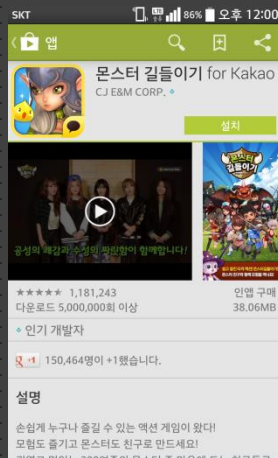
Sex / age range / location / time slot

Exposure Type: CPM/CPC

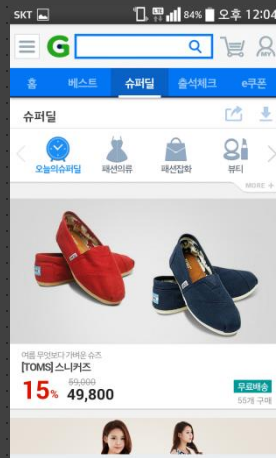
HONEYSCREEN

Choose from a variety of landing page settings
depending on your campaign goals

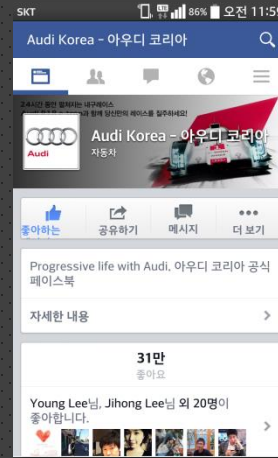
All types of landing pages that advertisers want



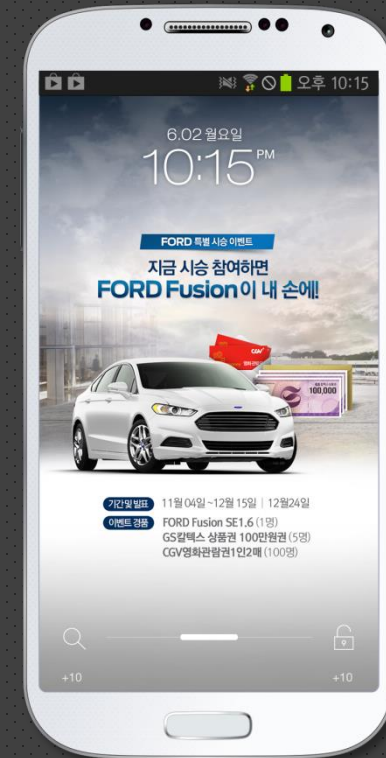
[app market]



[online shopping site]



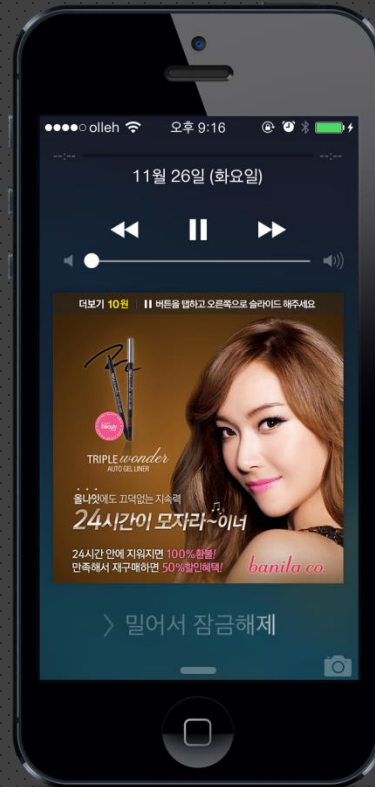
[Facebook]



Exposure Type: Time-Board

HONEYSCREEN

Maximize campaign effectiveness
by **absolute ad exposure during a specific time range**



[Ad exposure type]

Full-sized display image

[Ad exposure style]

Exclusive ad exposure on the first screen
during a specific time range
(UP & DOWN rolling still enabled)

[Sale Unit]

Per hour

[Major targeting]

Targeting not available

Time-Board Product Pricing

Section	Expected impressions	Official unit price (Per Hour)	Promotion price (Per Hour)	Note
SA	Approx. 350~450k	₩ 3,000,000	₩ 1,000,000	Exclusive exposure on first screen of Honeyscreen (for 1 hour)
A	Approx. 200~350k	₩ 2,000,000	₩ 750,000	
B	Approx. 100~200k	₩ 1,000,000	₩ 300,000	

[Weekday]

section	Time range
SA	07:00 ~ 09:00 16:00 ~ 22:00
A	09:00 ~ 16:00 22:00 ~ 24:00
B	00:00 ~ 07:00

[Weekends/Holidays]

section	Time range
SA	11:00 ~ 22:00
A	08:00 ~ 11:00 22:00 ~ 24:00
B	00:00 ~ 08:00

Action Type: CPB

Spread your message with a wide audience
by sharing on social networks



Action Type: CPB

Made viral and **recognized as content** shared and liked by friends, not as an ad.

Gi Beom Kim님과 Hyo Jin Kim님이 링크를 공유했습니다.



Content that my friends are interested in

[High attention & low aversion]

Users recognize as content shared and liked by friends on social networks rather than ads. Execute viral marketing campaigns that gain high user interest and low aversion.

[Applicable For Various Formats]

A variety of content formats are available, such as TV commercials, advertorials, events, and ad messages.

In addition, with appropriate secondary links and landing pages, you can also lead users to increase app downloads and event participation.



Choose any action you want from your users:
app installation, event participation, Facebook 'Like', etc.

CPI / CPE

App Installation
Activation AD

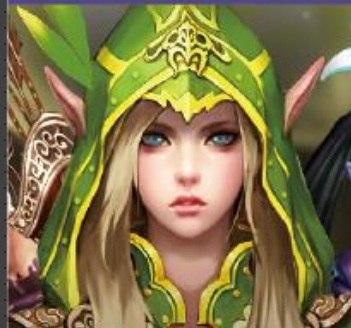
Lockjoy's high-loyalty mobile users and gamers interact with apps/games on the display AD, leading to downloads.



CPL

Facebook Likes AD

An easy way to multiply your Facebook Fans!
Lockjoy can help you Jumpstart your Facebook page.



Appendix

FAQ

Advertisement Execution

Q1. How do I decide the ad campaign period?	<p>Advertisers can select the campaign period they prefer. The recommended period for each campaign budget is below:</p> <ol style="list-style-type: none"> 1. Exposure Type Campaign <ul style="list-style-type: none"> ₩ 5,000,000 : 7~14 days ₩ 10,000,000 : 14~30 days 2. Action Type Campaign <ul style="list-style-type: none"> From campaign start date until budget is exhausted
Q2. How do I access the ad campaign report?	At the start of each campaign, we provide an advertisers admin account. From the admin page, you can access a daily campaign report.
Q3. Can I designate the ad exposure time?	Setting a specific time is only available for Exposure Type Ads. Action Type Ad Products are displayed with other rolling ads and content.

Payment

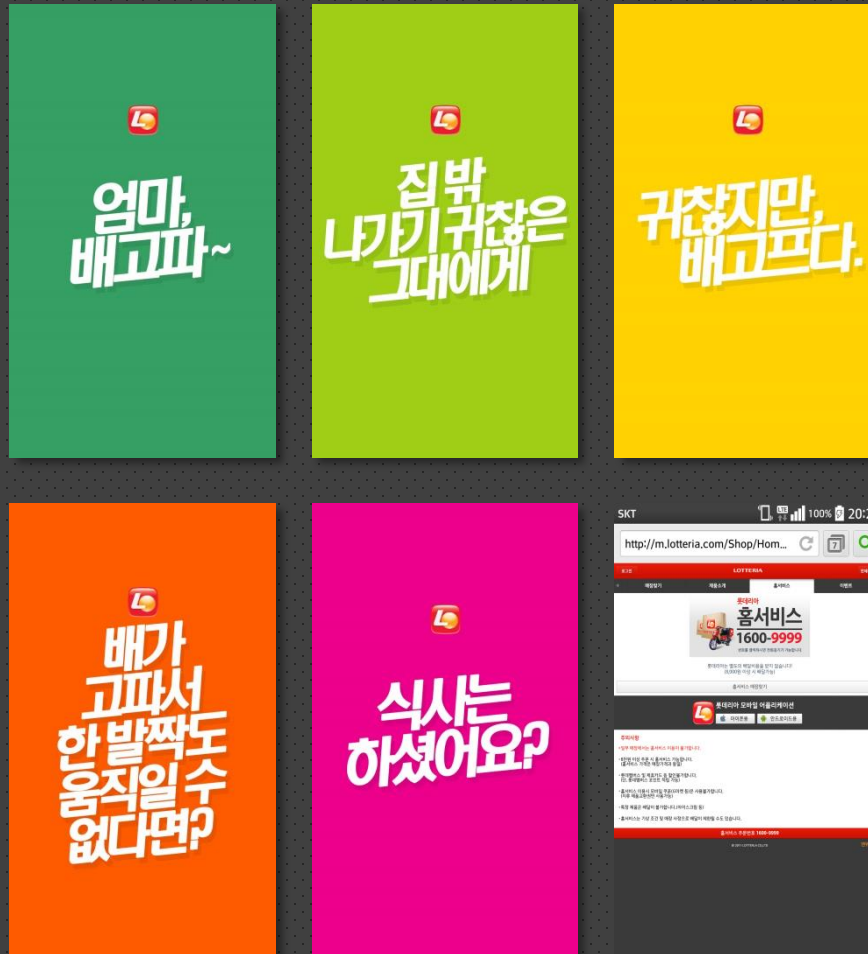
Q1. How do I pay the ad campaign fee?	Our policy is to receive campaign fees within 30 days of the invoice date and is clearly stated on the ad contract. All ad fees do not have tax included.
Q2. How is the fee calculated? (agency/rep)	The tax invoice is issued with the total amount. Please deposit the net amount excluding any commission charges.

Ad Design

Q1. Who makes the ad images?	Ad creatives are produced by the advertiser and must comply with our design guide. Please deliver the ad creative to the account manager at least 3 days prior to the campaign start date so that we can review the ad design and confirm the final image.
Q2. Can you design the ad image?	As a rule, we do not create ad images for advertisers. However, if producing the creative is a challenge, you are able to pay an additional production fee for us to create the ad image for you.

Best Case #1

Targeted Every Day at Lunchtime
Displayed ad messages of interest and led to increase in sales



[Campaign Details]

Displayed on first screen every day from 11am ~ 1pm
Users land on Lotteria Home Service order page, lead to

[Ad Product]

Exposure Type: CPM

[Campaign Period]

March ~ April 2014 (2 months)

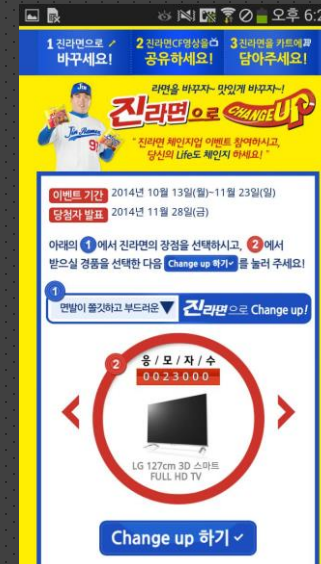
[Landing Page]

Lotteria Delivery Service Order Page

Total of 3.4 million impressions
Non-incentive campaign with average CTR of 5%
Overall increase of phone orders throughout campaign

Best Case #2

Through an incentivized CPA ad,
Obtained event participants and reached KPI



[Advertiser]

Ottogi Jin Ramen

[Objective]

Event Participation

[Landing Page]

Ottogi Ramen Event Participation Page

[Ad Product]

Action Type : CPA

[Campaign Period]

Oct. 2014 (5 days)

[Results]

Average CTR 6.3%, total of 3,000 participants in event
Followed up with similar campaign

Best Case #3

By sharing on Facebook,
obtained event participants and maximized viral marketing



[Ad Product]

Action Type: CPB

[Campaign Goal]

Obtaining event participants

[Campaign Period]

May 2014 (3 days)

[Landing Page]

Primary: Facebook post
Secondary: Vanilaco website



[Ad Product]

Action Type: CPB

[Campaign Goal]

Boosting YouTube views

[Campaign Period]

June 2014 (3 days)

[Campaign Results]

Number of Likes: ~40k
YouTube views: ~35k

MAJOR ADVERTISERS

F&B/Distribution



LOTTE FOOD

emart



GAME



Portal/Electronics/Commerce/Communication



Financial company/MOTORS/ETC



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