

Prima Shopping

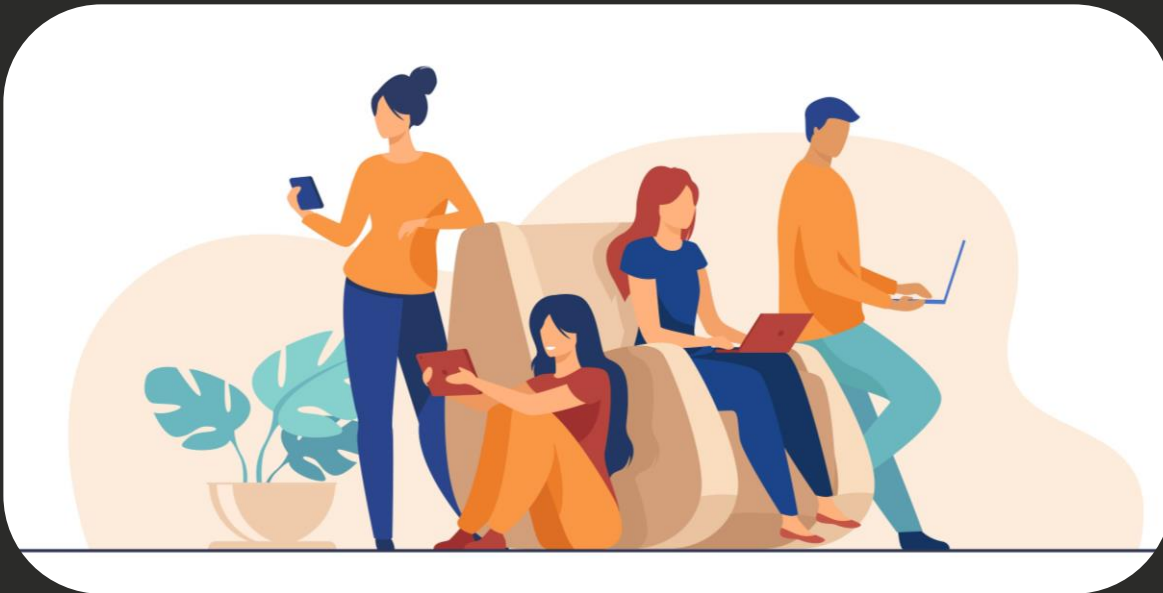
The advantage of the
crossplatform synergy



What we do in hbbTV

For our viewers

- VOD a catch-up service with the restart feature
- content recommendation (from on-air TV to archive)
- EPG with connection to the VOD archive
- weather information
- games
- gaming streams



Commercials

- switchin campaigns, storytelling campaigns
- brand awareness building campaigns - menu button and splash screen branding
- addressable and Max reach campaigns
- commercials apps like real estate catalogue or Prima Nákupy



Innovation – technology and tools we use

For our viewers



- identification and data analysis of viewer / customer
- we provide free apps and services



- artificial intelligence powered recommender to improve user experience and engagement
- tailored content for users from the first click

Commercials



- to execute retargeting and storytelling
- advertising system connection to control accurate serving of ads



- data based planning of commercials campaigns
- delivering the incremental reach for TV campaign by the CRA manager

Sales rule in the (Czech Republic) world

Market situation

- one of the most used marketing method on the Czech market are discounts
- 56 % of goods sold with discounts in 2020

Disadvantages of print

- moreover, cost of paper, printing leaflets and distribution of paper material increases
- this trend increases with growth of inflation

SAY GOODBYE TO INCREASING COSTS!



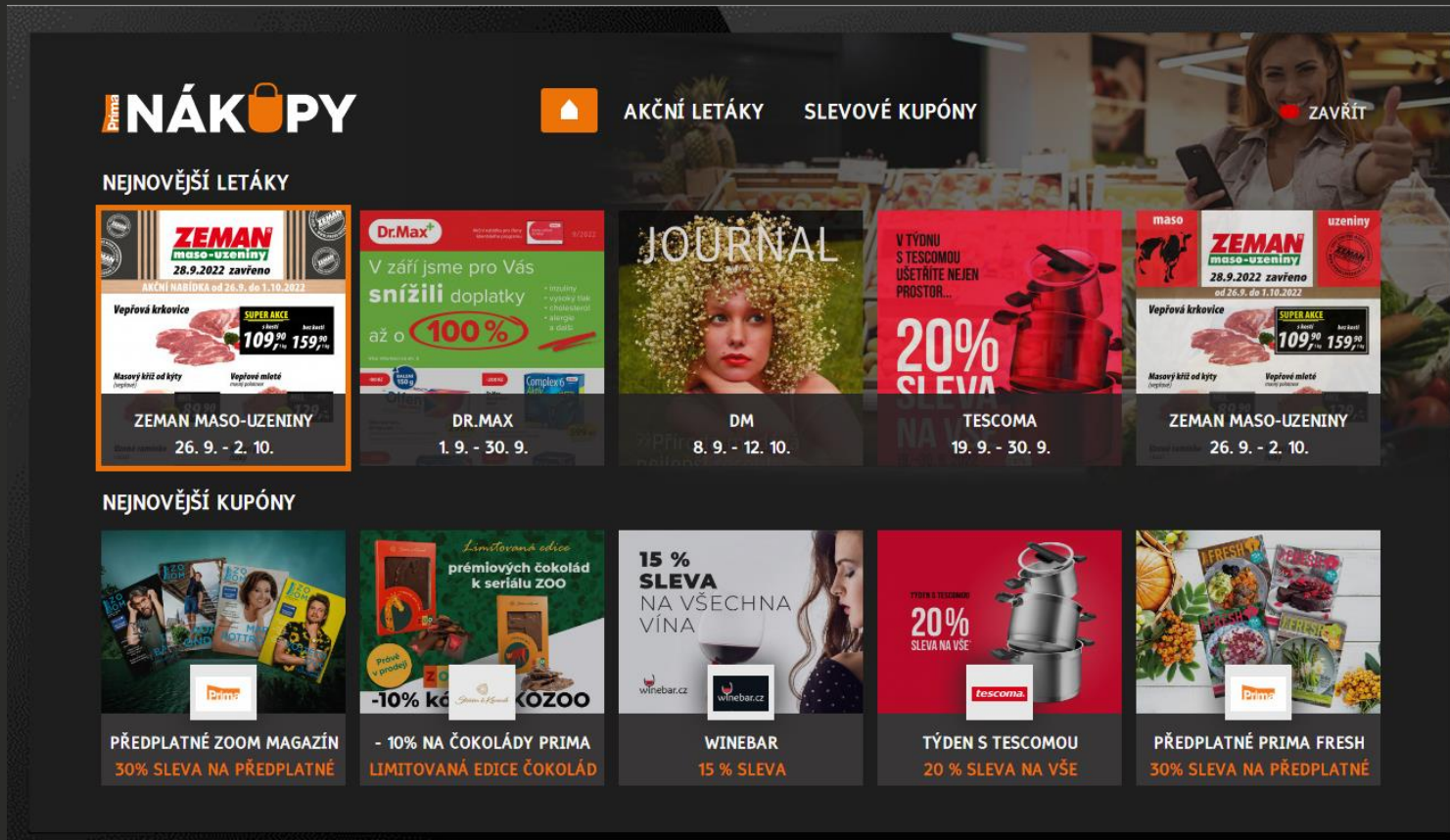
Prima reacts to the current market needs – introducing Prima Shopping

How does it work?

- a marketplace with discounted offers and special coupons
- leveraging all platforms (TV, web, hbbTV)
- connection of our hbbTV ecosystem (switchin, Max reach, red button)

Business model

- branding the app and the menu button – special offer for shopping centres
- red button synchronized with TV spot
- Max reach red button targeting viewer who has seen the TV spot and offer actual price of the promoted goods



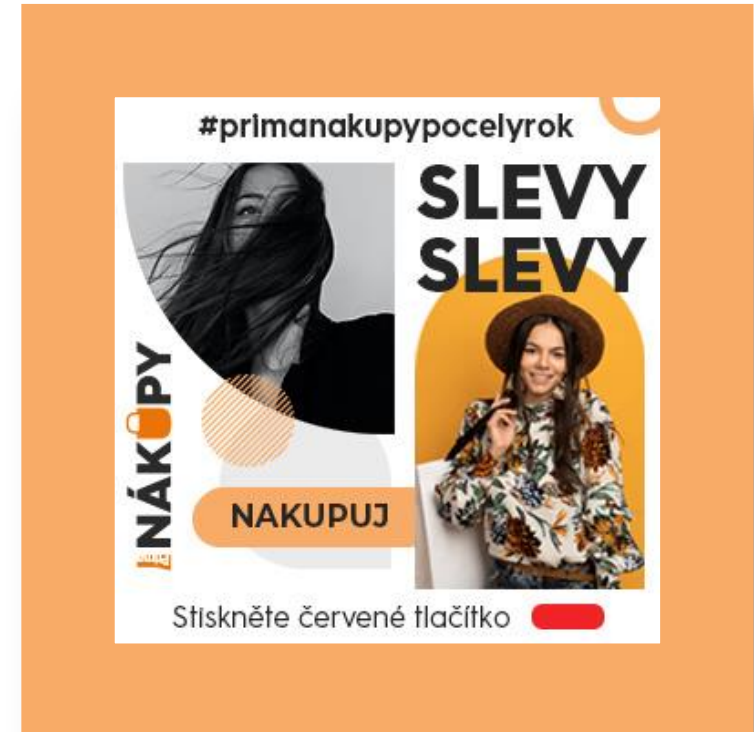
How does the interface work



- 1 simple one-stop administration for app and web
- 2 changes are made real time on both platform
- 3 real time measurement

Prima Shopping – Brand building

- 1 continuous promo on our channels linking into the app
- 2 addressable red button promo linking into the clients offer
- 3 red button synchronized with TV spot linking into the clients offer
- 4 TV spot synergy



Reaching the application




we promote the app in main hbbTV menu



we promote the app in on-air TV by the red button



1 targeted red button




FASHION ARENA - KARL LAGERFELD
Využijte 50% slevu z původní ceny na vybraném sortimentu.


Slevový kód: **NAROZENINY**

JAK UPLATNIT KUPÓN
Kupón lze uplatnit pouze ve Fashion Arena Prague Outlet v termínu od 14. do 16. října 2022.


PRAVIDLA ČERPÁNÍ
Platí pouze na vybraný sortiment.

Fashion Arena Prague Outlet
Fashion Arena Prague Outlet je nejnavštěvovanější outletové centrum v České republice, které nabízí značkové zboží vždy o 30 – 70 % výhodněji.
Vybírat si můžete z více než 200 módních značek světových firem.
<https://fashion-arena.cz/>






Platnost kupónu
14. 10. - 16. 10.



Náš tip!
Kupón si vyfotíte a použijete při nákupu



● ZPĚT ● ZAVŘÍT

2 hbbTV app



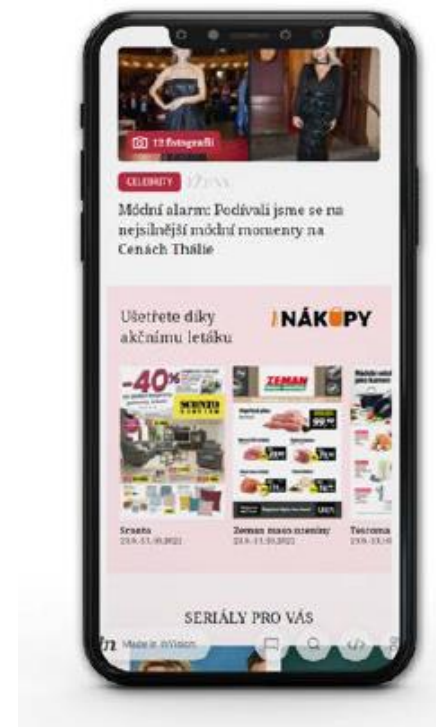
3 QR / url to the e-shop



Cross-platform synergy: We build brand awareness across all our channels



we promote the app by native advertising formats
on our websites



using AI technology and cross-data for smart
product recommendations

Further vision

- 1 build brand awareness through all channels
- 2 use recommendation to boost web traffic
- 3 use target switchin promo to increase campaign reach
- 4 build a product connecting users and advertisers on the TV screen

