



A HERO PACKAGE FOR EVERY MARKETING NEED.

Let's Find Your Hero Package!



CONCEPTION AND PRODUCTION OF YOUR WORKING HERO EPISODE²⁾
with and by experienced TV and cinema experts

DISTRIBUTION OF SOCIAL-MEDIA-CLIP³⁾ TO YOUR B2B TARGET GROUP
through cross-channel (online and offline) distribution via paid and organic, including all required advertising media (moving image and static)

USER-DEFINED, REAL-TIME DASHBOARD²³⁾

GUARANTEED REACH⁴⁾

RUNNING TIME
of your Working Hero campaign

GUARANTEED CPM²⁷⁾

FIXED-TERM CONTRACT¹²⁾
(Storytelling as service)

MASTER

✓

✓

✓

2 million impressions

4 months

€ 22

€ 11,000
× 4 months

CHAMPION

✓

✓

✓

3 million impressions

6 months

€ 18

€ 9,000
× 6 months

HERO

✓

✓

✓

4 million impressions

8 months

€ 16

€ 8,000
× 8 months

Working Hero is modern B2B marketing in an all-round carefree package.

Decide which of our full-service packages best suits your goals and possibilities. This is data-driven storytelling for companies at a guaranteed fixed price.

In order for our customers to benefit from our Working Hero offer, we have put together various all-inclusive full-service hero packages for our customers. All packages include the conception and production of exclusive hero video content as well as its delivery to individual B2B target groups.

You can find out how much our packages cost and which package is the right one for your goals, needs and budgetary possibilities and how much it costs quickly and easily with this "Hero Package Finder" comparison table.



CONCEPTION WITH TV- AND CINEMA EXPERT	MASTER			CHAMPION			HERO		
	HERO CHECK ¹⁾	✓			✓			✓	
STORYBOARD CREATION AND CONTENT-STRATEGY PLANNING	✓			✓			✓		
CREATION OF EDITORIAL PLAN	✓			✓			✓		

PRODUCTION	MASTER			CHAMPION			HERO		
	WORKING HERO EPISODE ²⁾	✓			✓			✓	
WORKING HERO TRAILER (approx. 30 second)	✓			✓			✓		
SOCIAL MEDIA CONTENT PIECES ³⁾ (channels for Facebook, Instagram and LinkedIn)	7 social media content pieces included (without LinkedIn)			12 social media content pieces included			15 social media content pieces included		
SHOOTING DAYS (inklusive)	2			3			4		

DISTRIBUTION	MASTER			CHAMPION			HERO		
	GUARANTEED IMPRESSIONS IN YOUR TARGET GROUP ⁴⁾	2 million impressions			3 million impressions			4 million impressions	
TERM DURATION OF YOUR CAMPAIGN	4 months			6 months			8 months		
PAID CHANNELS ⁵⁾ (automatic placement on ...)	<ul style="list-style-type: none"> ▶ Google Ads ▶ Facebook ▶ YouTube 			<ul style="list-style-type: none"> ▶ Google Ads ▶ Facebook ▶ YouTube ▶ LinkedIn 			<ul style="list-style-type: none"> ▶ Google Ads ▶ Facebook ▶ YouTube ▶ LinkedIn ▶ Display special placements (premium programmatic)⁶⁾ 		
THREE-STAGE CAMPAIGN DESIGN ⁷⁾	✓			✓			✓		
DATA-DRIVEN DISPLAY SEQUENCES ⁸⁾	✓			✓			✓		
POSTING ON THE WORKING HERO ADVERTISING CHANNEL ⁹⁾	✓			✓			✓		
SERVICE ¹⁰⁾ completed posts (for customer channel)	✓			✓			✓		



PAID DETAILS	MASTER CHAMPION HERO		
	MASTER	CHAMPION	HERO
GOOGLE DISPLAY ADS ¹³⁾	✓	✓	✓
▶ Static advertising media ¹⁴⁾	✓	✓	✓
▶ Animated GIFs ¹⁵⁾	✓	✓	✓
▶ HTML5 advertising media ¹⁶⁾	✗	✓	✓
▶ Standard brand safety categories from Google ¹⁷⁾	✓	✓	✓
▶ Third-party brand-safety categories ¹⁸⁾	✓	✓	✓
PROGRAMMATIC DISPLAY ⁶⁾	✗	✗	✓
▶ Up to five advertising media ¹⁹⁾	✗	✗	✓
▶ Static / GIF / HTML5	✗	✗	✓
SOCIAL ADVERTISING (automatic placement on ...)	▶ YouTube ▶ Facebook ▶ Instagram	▶ YouTube ▶ Facebook ▶ Instagram ▶ LinkedIn	▶ YouTube ▶ Facebook ▶ Instagram ▶ LinkedIn
▶ Posting on the Working Hero advertising channel ⁹⁾	✓	✓	✓
▶ Posting on customer channel ¹¹⁾	✗	✓	✓

ORGANIC DETAILS	MASTER CHAMPION HERO		
	MASTER	CHAMPION	HERO
CONTENT-PLAN CREATION FOR CAMPAIGN PERIOD ²⁰⁾	✓	✓	✓
SOCIAL MEDIA POSTINGS ON THE SOCIAL MEDIA CHANNELS OF WORKING HERO (eight postings per month)	✓	✓	✓
SOCIAL MEDIA POSTINGS ON THE SOCIAL MEDIA CHANNELS OF THE CUSTOMER ¹¹⁾ (two postings per month)	✗	✓	✓
SOCIAL MEDIA POSTINGS ON THE SOCIAL MEDIA CHANNELS OF THE EVENT ²¹⁾ (two postings per month)	✗	✗	✓
VISIBILITY AT MESSE MÜNCHEN EVENTS ²²⁾	✗	✓	✓



EXTRAS	MASTER	CHAMPION	HERO
	(Standard)	(User defined)	(User defined)
KPI DASHBOARD ²³⁾	(Standard)	(User defined)	(User defined)
INCLUSION IN WORKING HERO OVERALL MARKETING ²⁴⁾	Yes, with logo	Yes, with logo	Yes, with logo and ranked first
EXTRA SHOOTING DAYS AS A BUFFER INCLUDED ²⁵⁾	0	1	2
MULTILINGUALISM	<ul style="list-style-type: none"> ▶ Production in one language (German or English) ▶ Subtitles in two languages (German and English) 	<ul style="list-style-type: none"> ▶ Production in one language (German or English) ▶ Subtitles in two languages (German and English) 	<ul style="list-style-type: none"> ▶ Production in one language (German or English) ▶ Subtitles in three languages (German, English, and a language of your choice)
ACCESS TO RAW MATERIAL ²⁶⁾	X	X	✓

FIXED-TERM CONTRACT ¹²⁾
(Storytelling as service)

€ 11,000
× 4 months

€ 9,000
× 6 months

€ 8,000
× 8 months



ASK FOR ADVICE.

No desire to find out for yourself which is the right hero package for you? Then simply get in touch with us:

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FOOTNOTES:

1) Hero check: Our experienced video producers will develop your hero storytelling with you in a telephone call lasting up to one hour.

2) Working Hero episode: Based on the film idea agreed upon by you, our experienced team will produce appropriate video content in a language of your choice and by default with subtitles in another.

3) Social media content pieces: We also create several social media content pieces from your Working Hero episode, optimized for various social media platforms (e.g. Instagram stories in portrait format, social media clips).

4) Guaranteed impressions: Your Working Hero package guarantees you a certain reach in your defined target group. We measure this reach in impressions (playout/display of your story in different content formats on different channels). The total impressions are composed of organic reach and supplementary paid reach.

5) Paid channels: As part of the full-service package, in addition to the free organic social media posts, we also play out the created content pieces as paid campaigns in the various networks to your target group.

6) Premium programmatic: Premium placements in selected sections of various publications (e.g. technology section in the FAZ).

Programmatic display: This refers to the fully automated and individualized buying and selling of posts in real time. Static or animated advertising material tailored to the user is delivered on the basis of available user data. The individualization of the advertising spaces is usually carried out by means of an auction process in that, after checking the user relevance for the advertiser's campaign, the highest bidder is awarded the contract and may control the banner ad. This process usually takes only a few milliseconds.

7) Three-stage campaign design: The campaign is divided into three successive stages: Stage 1 focuses on promoting the trailer video, stage 2 primarily refers to the hero video and stage 3 primarily directs users to the customer's website.

8) Data-driven display sequences: We record users sequentially, meaning we can retarget users who have watched one of the videos on YouTube/Facebook with additional videos (mark them and address them again elsewhere). The videos can then, for example, build on each other and we tell a sequential story.

9) Working Hero advertising channel: The Working-Hero advertising channel continuously draws attention to your story through advertising campaigns and organic social media posts, increasing your reach.

10) Finished social media posts: You receive finished Social-Media-Posts from us and can post them on your Social-Media-Channels yourself at any time.

11) Customer channel: In the packages "Champion" and "Hero" we take over the posting of the social media posts in your own social media channels.

12) Fixed-term contract: You pay a monthly service fee for the selected term of your package, which covers all services listed in the package. No recalculation, no hidden additional costs. The contract ends automatically at the end of the term.

13) Google display ads: We place the posts for your Working Hero episode in your relevant target group via the Google Display Network.

14) Static advertising media: Text and images in JPEG or PNG format.

15) Animated GIFs: The post for your Working Hero episode contains an animated image sequence.

16) HTML5 advertising media: The post for your Working Hero episode contains a moving image sequence. Posts with moving images have a significantly higher chance of being noticed than static posts.

17) Standard brand-safety categories from Google: Google's brand-safety measures ensure that your social media post is only played out in the desired editorial environments. Environments that do not fit your message or that could have a negative impact on your message are avoided.

18) Third-party brand-safety categories: Additional categories can be added to Google's standard categories to ensure that your content is only placed in good/safe environments.

19) Up to five advertising media: We use up to five different performance advertising media as part of your campaign.

20) Content plan: As part of your Working Hero package, our social media specialists will create a detailed editorial plan. Through a platform-specific elaboration of the plan, your content pieces will be optimally adjusted and placed according to the requirements of the individual social media channels.

21) Social media channels of the event: In addition to our own and bought-in social media channels, we also post your advertising material in some packages on the social media channels of the trade fairs suitable for your target group.

22) Visibility at Messe München events: Additional advertising on the exhibition grounds possible, if a trade fair with relevant content takes place at the same time as your campaign.

23) KPI dashboard: Check the current performance of your Working Hero campaign at any time using our Working Hero KPI dashboard. In some packages, also individual KPIs can be integrated into the dashboard as well.

24) Inclusion in Working Hero overall marketing: We also play the videos on our channels (including YouTube) and include your Working Hero clip or Working Hero episode in our Working Hero marketing. All after prior consultation with you.

25) Extra shooting days as a buffer: Sometimes it can be useful to enhance your Working Hero spot with additional scenes. That's why we offer our customers the option in some packages to add an extra shooting day to the production to make the Working Hero spot even more exciting.

26) Access to raw material: Many customers want to use the raw material from the shoot for additional cut versions and internal company purposes. Therefore, we offer to provide them with the raw material, including the rights of use in selected packages.

27) CPM: The cost-per-thousand price indicates what you invest on average for 1,000 contacts to your target group (impressions). It helps to make the efficiency of alternative marketing channels comparable.

Our terms and conditions apply:
<https://messe-muenchen.de/de/agb-der-messe-muenchen-gmbh/>