



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 DASHBOARD²⁵⁾

GUARANTEED REACH⁴⁾

RUNNING TIME
of your Working Hero campaign

GUARANTEED CPM²⁹⁾

PACKAGE PRICE¹²⁾

	MASTER	CHAMPION	HERO
CONCEPTION AND PRODUCTION OF YOUR WORKING HERO EPISODE ²⁾ with and by experienced TV and cinema experts	✓	✓	✓
DISTRIBUTION OF SOCIAL-MEDIA-CLIP ³⁾ 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 DASHBOARD ²⁵⁾	✓	✓	✓
GUARANTEED REACH ⁴⁾	2 million impressions	3 million impressions	4 million impressions
RUNNING TIME of your Working Hero campaign	4 months	6 months	8 months
GUARANTEED CPM ²⁹⁾	€ 22	€ 18	€ 16
PACKAGE PRICE ¹²⁾	€ 45,500	€ 55,000	€ 65,000

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 CLIP ³⁾ (static and moving image for Facebook, Instagram and LinkedIn)	7 social media clips included			12 social media clips included			15 social media clips included		

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 SOCIAL MEDIA 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⁾	✓			✓			✓		
AD FORMATS	▶ responsive video ads			<ul style="list-style-type: none"> ▶ responsive video ads ▶ dynamic display ads (HTML5) 			<ul style="list-style-type: none"> ▶ responsive video ads ▶ dynamic display ads (HTML5) ▶ Large-format display ads⁹⁾ 		
POSTING ON THE WORKING HERO ADVERTISING CHANNEL ¹⁰⁾	✓			✓			✓		
POSTING ON CUSTOMER CHANNEL ¹¹⁾	✗			✓			✓		



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 ¹⁹⁾	✗	✗	✓
UP TO FIVE ADVERTISING MEDIA ²⁰⁾	✓	✓	✓
STATIC / GIF / HTML5	✓	✓	✓
SOCIAL ADVERTISING	<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
POSTING ON THE WORKING HERO ADVERTISING CHANNEL ¹⁰⁾	✓	✓	✓
POSTING ON CUSTOMER CHANNEL ¹¹⁾	✗	✓	✓

ORGANIC DETAILS	MASTER CHAMPION HERO		
	MASTER	CHAMPION	HERO
CONTENT-PLAN CREATION FOR CAMPAIGN PERIOD ²¹⁾	✓	✓	✓
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 ²²⁾ (two postings per month)	✗	✓	✓
SOCIAL MEDIA POSTINGS ON THE SOCIAL MEDIA CHANNELS OF THE EVENT ²³⁾ (two postings per month)	✗	✗	✓
VISIBILITY AT MESSE MÜNCHEN EVENTS ²⁴⁾	✗	✓	✓



EXTRAS	MASTER	CHAMPION	HERO
	KPI DASHBOARD ²⁵⁾	(Standard)	(User defined)
INCLUSION IN WORKING HERO OVERALL MARKETING ²⁶⁾	Yes, with logo	Yes, with logo	Yes, with logo and ranked first
EXTRA SHOOTING DAYS AS A BUFFER INCLUDED ²⁷⁾	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 ²⁸⁾	X	X	✓

PACKAGE PRICE ¹²⁾

€ 45,500

€ 55,000

€ 65,000



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 clips: We also create several short videos from your Working Hero episode, optimized for various social media platforms (e.g. Instagram stories in portrait format, 15 seconds).

4) Guaranteed impressions: We guarantee a certain number of impressions, i.e. views of your Working Hero episode, by visitors that match your individual target group selection. To do this, we will play your social media clip until the guaranteed number of impressions is reached.

5) Paid social media: In contrast to so-called organic social media posts (free posts on your own social media channels), paid social media posts are sponsored posts that we play out to your target group as part of the full-service package.

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

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) Large-format display ads: Large display formats, e.g. over half a page or billboard ads.

10) 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.

11) Customer channel: You can also use the social media posts we create on your own social media channels to make your followers aware of the Working Hero episode.

12) Package price: You receive all services listed in the package at the guaranteed package price. No recalculation, no hidden additional costs.

13) Google display ads: We place the posts for your Working Hero episode around Google search results that fit your message.

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) 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.

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

21) 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.

22) Social media postings on the social media channels of the customer: The Working Hero social media team will place up to three social media posts with your Working Hero clip in your own social media channels on request. You do not have to worry about anything.

23) 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.

24) Visibility at Messe München events: Advertising in the trade fair building is also possible if a trade fair with relevant content takes place at the same time as your campaign.

25) 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.

26) 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.

27) 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.

28) 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.

29) 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/>