

Campaign to Support Incoming Tourism from Taiwan





LION GROUP
雄獅集團



**No.1 Travel Lifestyle
Group
and Public Listed
Company in Taiwan.**

1985

Originated

10

Global Presence

500,000 ↑ / Year

Number of Customers Served

8

Business Entities

2,600 ↑

Number of Employees Worldwide

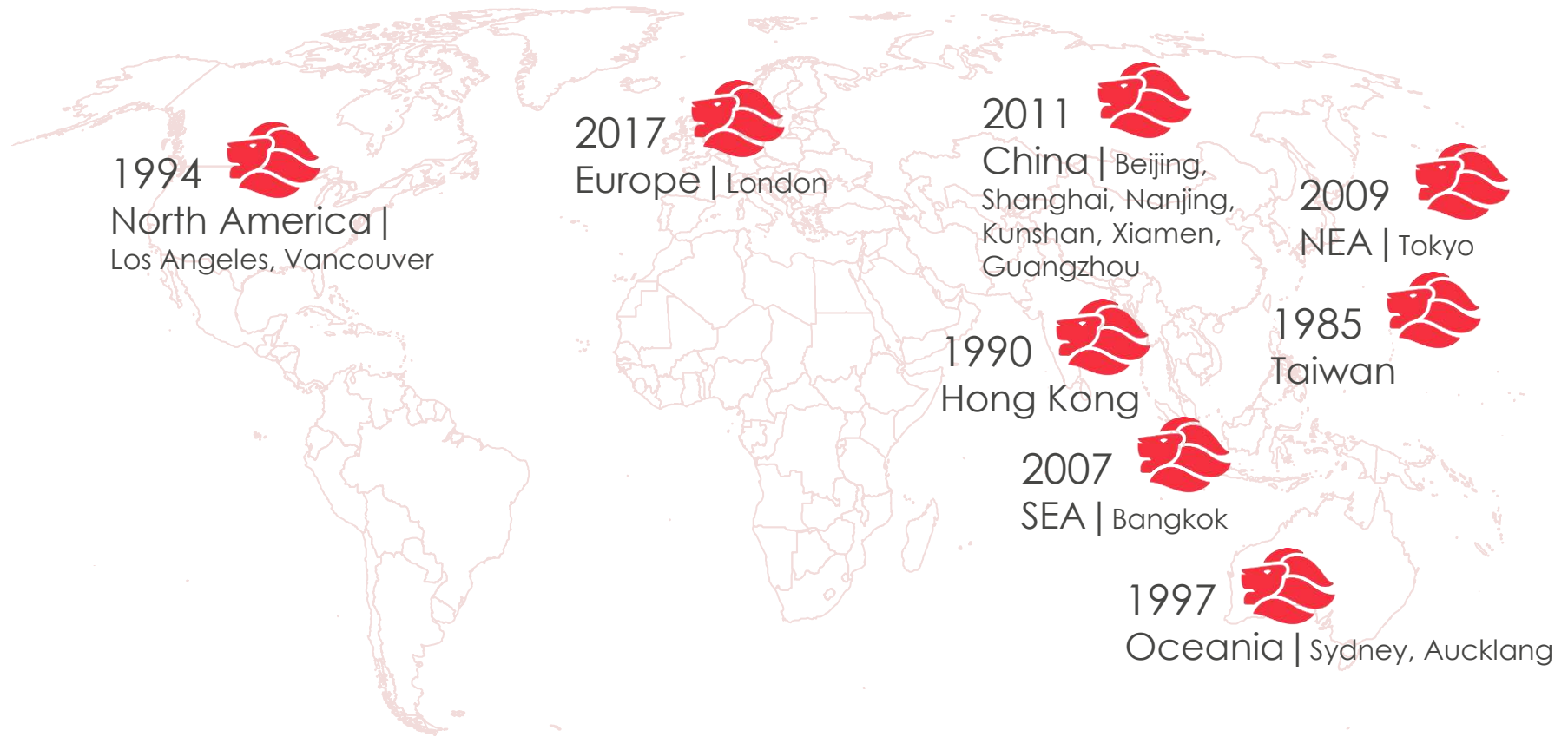
Lion Group Global Strategy



Our mission is to become:

- The leading lifestyle consortium where all corporations add value to each other and to the customer.
- Industry and discussion leader
- Trendsetter and innovator for everything lifestyle

Lion Group Global Strategy



JWI MARKETING

JWI MARKETING | Brief Introduction



JWI Marketing is a global company that through innovative marketing solutions has become a leading and trendsetting company in Taiwan.

Our team is well-versed in cross-industry, cross-channel and cross-media projects and events. We have successfully transformed the traditional travel industry through our 3C model: Content, Community, and Commerce. By providing an all inclusive marketing strategy we are able to create more value for our clients and build a strong brand image among consumers.

JWI MARKETING | Brief Introduction



- ✓ Works with National Tourism Organizations, International Hotels and Theme Parks.
- ✓ International and well experiences team with clients from all over the world.
- ✓ Well versed in travel, media and consumer trends.
- ✓ Create and manage effective integrated marketing plans according to the clients need.
- ✓ Organizes events, online and offline marketing campaigns, media buy, press conferences, FAM tours, product promotion etc.

JWI MARKETING | Brief Introduction

Consumer Event	Social Media Management	Brand Marketing
Travel Seminar	Product Promotion	Online Campaign
Media Publishing	Audio/Visual Production	Cross Industry Promotion
Organize FAM Tour	Public Relation	Blogger and Celebrity Cooperation



JWI MARKETING | CLIENTELE





Campaign to Support Incoming Tourism from Taiwan

Budget & Schedule

Platform	Content	Unit	Dec.	Jan.	Feb.	Budget (NTD)
Digital Promotion	YouTube Ads	1 package				190,000
	Google Display Network, SEM Ads					220,000
Broadcast Media	Radio Advertisement	3 weeks				130,000
Outdoor Advertising	Taipei Arena Sky Screen	1 month				200,000
	Taipei City Bus	2 months				200,000
Sales Channel	Lion Travel Website, Social Media and Raffle Promotion	1 package				220,000
			TOTAL AMOUNT			1,160,000
Total value more than NTD \$1,157,024 (826,446 Kč)						

KPI

Expected to sell 900 CPA

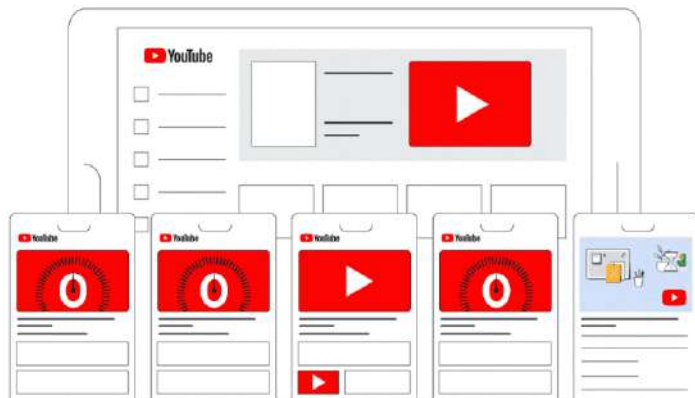
Digital Promotion

YouTube Ads (Video)

YouTube is the top video platform in Taiwan, with users spending over 85 minutes daily on the platform. This high engagement makes it an ideal channel for reaching Taiwanese audiences and driving meaningful conversions through targeted ads.

- Estimated Impression: 1.2M

Evaluate results bi-weekly and review with the Contracting Authority for adjustments.



Digital Promotion

Google Display Network and SEM ads

Targeted Google Ads efficiently reach the right audience, driving quality traffic to Czech product pages. With over 90% reach in Taiwan, they boost visibility, brand awareness, and conversions, ensuring a strong return on investment.

Google Display Network Ads

- Estimated Impression: 11M
- Estimated Click: 16K

Google SEM Ads

- Estimated Impression: 50K
- Estimated Click: 5K

Evaluate results bi-weekly and review with the Contracting Authority for adjustments.



Broadcast Media

Radio Advertisement

The Czech Republic has produced many of the world's top composers, singers, and orchestras, with cultural organizations hosting globally renowned drama festivals and music events.

Therefore, we are targeting classical music enthusiasts and connoisseurs by choosing Taiwan's Top Classical Music Knowledge Platform, "e-classical FM99.7", which allows us to precisely reach our target audience.

- An average of 300,000 listeners weekly are interested in lifestyle aesthetics, travel, and arts and culture. With a planned promotional period of about three weeks, it can reach approximately 1 million people.



Broadcast Media

Radio Advertisement

- Plan a 20-second advertisement promoting Czech Tourism and booking through Lion Travel Agency.
- Proposed Cue sheet:

Time Range	1/6	1/7	1/8	1/9	1/10	1/11	1/12	1/13	1/14	1/15	1/16	1/17	1/18	1/19	1/20	1/21	1/22
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed
07:00-09:59	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
16:00-18:59	2	2	2	2	2	1	1	2	2	2	2	2	1	1	1	1	1
06:00-01:59	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3

Unit: times

Outdoor Advertising

Taipei Arena Sky Screen

- The largest LED screens in Taiwan, 9th in Asia (width: 120 m, height: 20 m)
- Taipei's most important transportation hub. (High-traffic locations with 13 million impressions per month)
- Plan a 30-second Visit Czechia video, airs 6 times in 1 hour, 15 hours per day, 1 month advertising period.
- Taipei Arena has an average of 13 million passerby and vehicles impression per month. The number will increase significantly during large concerts and events.



Outdoor Advertising

Taipei City Bus

Taipei is the most developed city for public transportation in Taiwan. According to data from the Taipei City Government, the average daily bus ridership in 2024 is 1.08 million. In addition, considering the foot traffic, drivers, and scooter users, the total reach will be even higher.

Data shows that the target audience experiences high frequency of exposure, indicating frequent ad visibility and effective brand recall within the target group.

- Bus ads on carefully selected routes will travel through most of the main roads in Taipei.
- Duration: 2025/01/01 - 2025/02/28 (2 months)
- Total number of bus ad panels: 15 unit
- Estimated reach in two months: 881K



Sales Channel Promotion

Lion Travel Online Channels

Lion Travel's website is the largest travel website in Taiwan, with an average daily traffic of 100,000 on the homepage and 25,000 on the East Europe page. Facebook page has 770K fans.

- Lion Travel Website Promotion (Banner& Czech Marketing Page)
- Lion Travel Facebook Promotion (Posts & Raffle Campaign)



Sales Channel Promotion

Banner

- Lion Travel Homepage Banner x 6 days
- East Europe Page Banner x 30 days
- * All banners will link to the Czech Marketing Page



Sales Channel Promotion

Czech Marketing Page

- Create a dedicated travel page for the entire campaign period.
- The page content will include highlights of Czech travel destinations, information, and Lion Travel group tour offers.



For reference

Sales Channel Promotion

Facebook Promotion (Posts & Raffle Campaign)

Lion Travel's Facebook page has 770K fans, with an average reach of 100,000 per post and an average engagement rate of 6% per post.

- 2 promotional posts featuring recommended Lion Travel group travel special offers.
- 1 raffle to win a round-trip ticket from Taipei to Prague.





THANK YOU