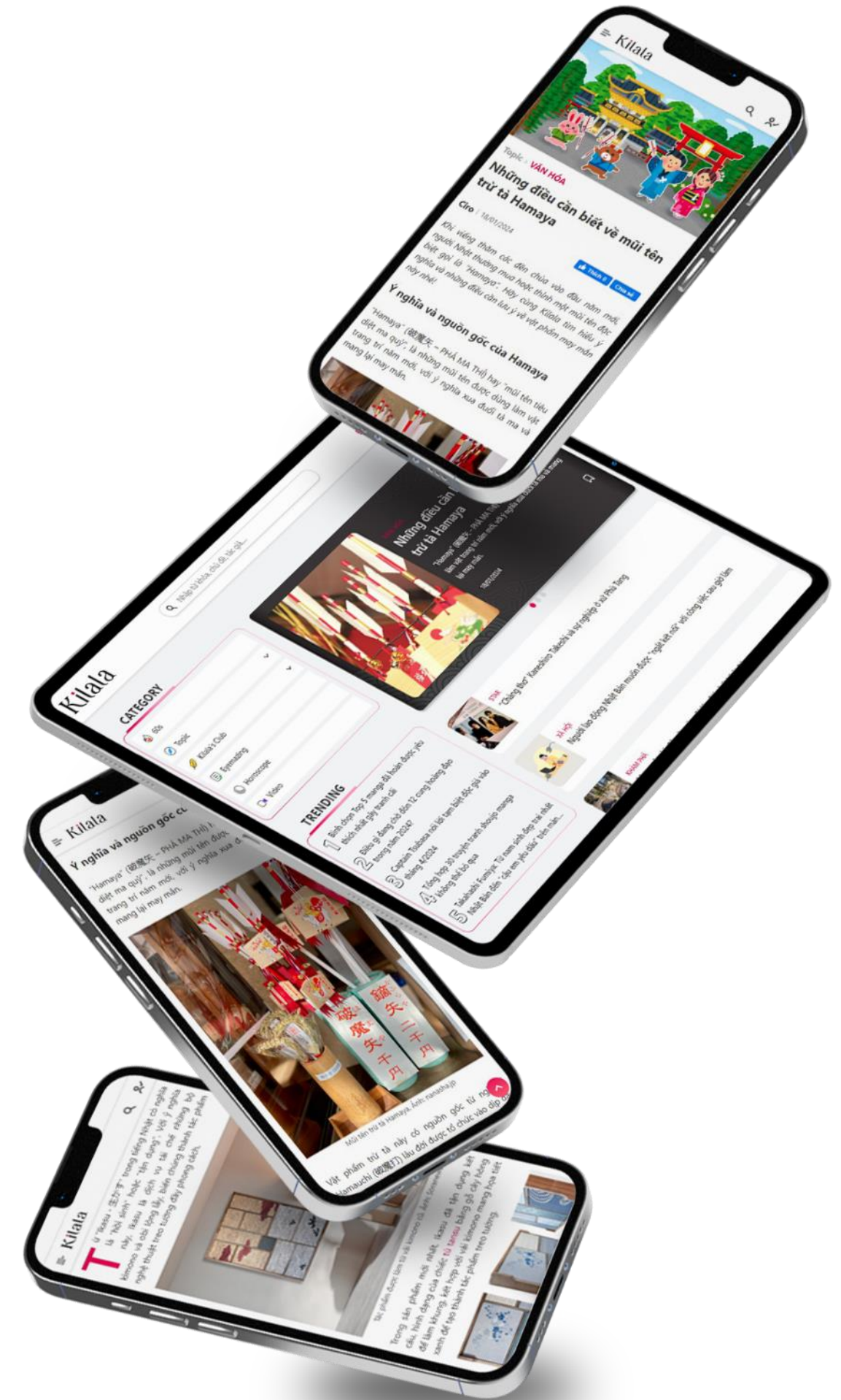

Kilala Media Service Guide

2024

Prepared by **Kilala**



The Outline

- 1. ABOUT KILALA COMMUNICATION
- 2. KILALA MEDIA ECOSYSTEM
- 3. KILALA AGENCY
- 4. KILALA MEDIA RATE CARD
- 5. KILALA PARTNERSHIP



1. ABOUT KILALA COMMUNICATION

Established in 2013 by YUIDEA Inc., Kilala Communication is the media company based in Ho Chi Minh City.

Our role is to provide the news, trends and brands with the aim of promoting Japanese culture & lifestyle to Vietnamese readers. The contents are highly selected which is suitable for the middle class and well-educated audiences.

Furthermore, we are currently working on a new project on promoting Vietnamese information to Japanese people who are interested in Vietnam.

Providing high quality **multimedia** communication services for promoting Japanese brands, services & products in Vietnam.



Total monthly reached
20,000,000+

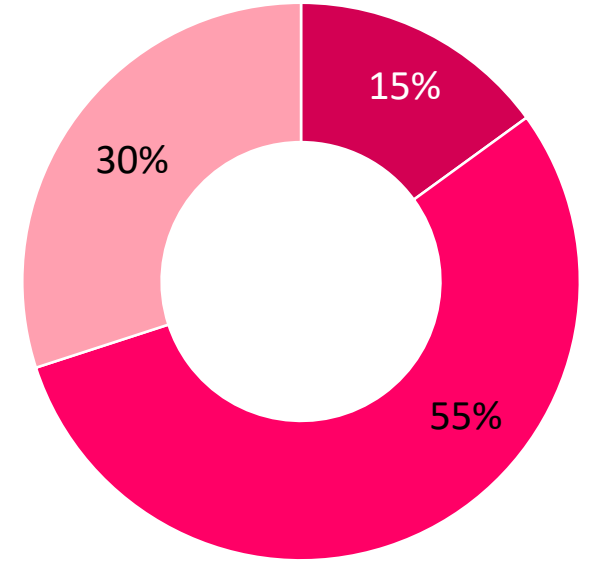
Website monthly visitors: **600,000+** / Website monthly pageviews: **1,000,000+**
Facebook followers: **290,000+** / Facebook monthly impressions: **15,000,000+**
YouTube subscribers: **70,000+** / YouTube monthly views: **10,000,000+**
Instagram followers: **5,000+** / Instagram monthly impressions: **500,000+**
Tiktok followers: **50,000+** / Tiktok monthly views: **5,000,000+**
Newsletter subscribers: **80,000+**
Magazine: **450,000 copies (In total 45 vols)**

KILALA USER'S PERSONALITY

They are office ladies with good career path and high incomes. They have lots of hobbies and are willing to spend money on beauty, health care, travel, sports activities,... to enhance their life quality. They have modern thinking and never stop learning to develop themselves.

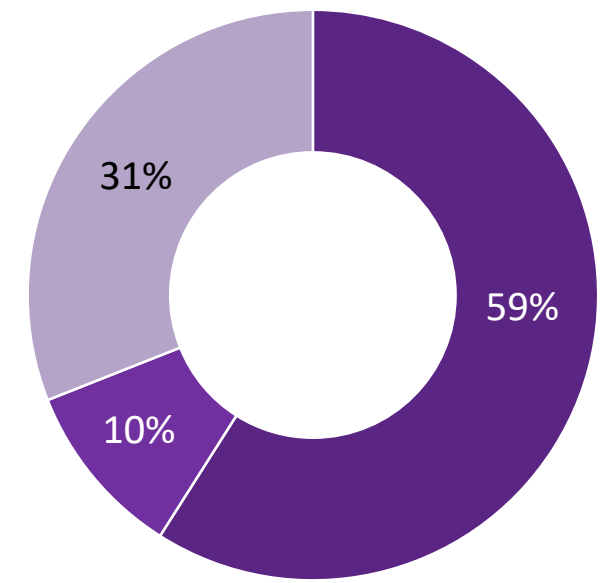


■ Over 35 ■ From 25 to 34 ■ Under 25



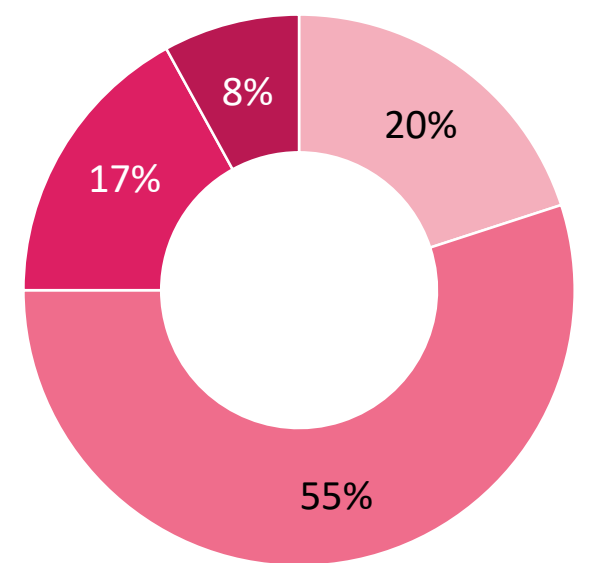
AGE

■ OFFICER ■ OTHER ■ STUDENT



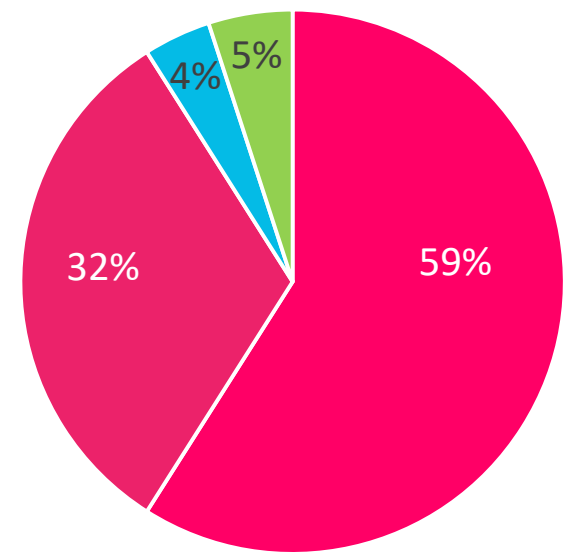
CAREER

■ <500 ■ 500 - 1000 ■ 1000 - 2000 ■ >2000



INCOME (USD)

■ Ho Chi Minh City
■ Hanoi
■ Da Nang
■ Other provinces



CITY

2. KILALA MEDIA ECOSYSTEM

2.1 WEBSITE

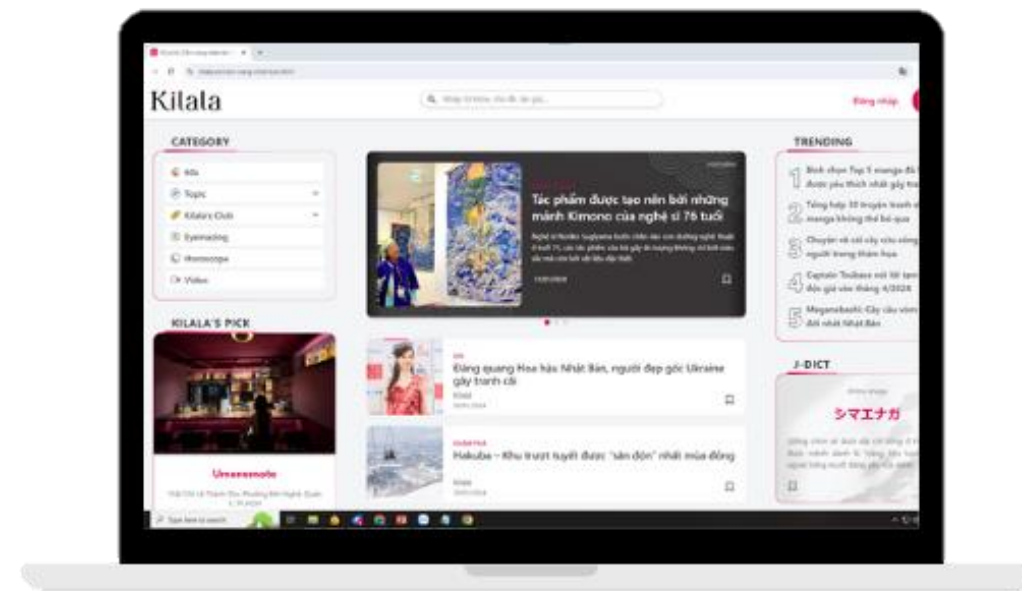
Website Kilala: <https://kilala.vn/>

All about Japan

Languages: **Vietnamese**

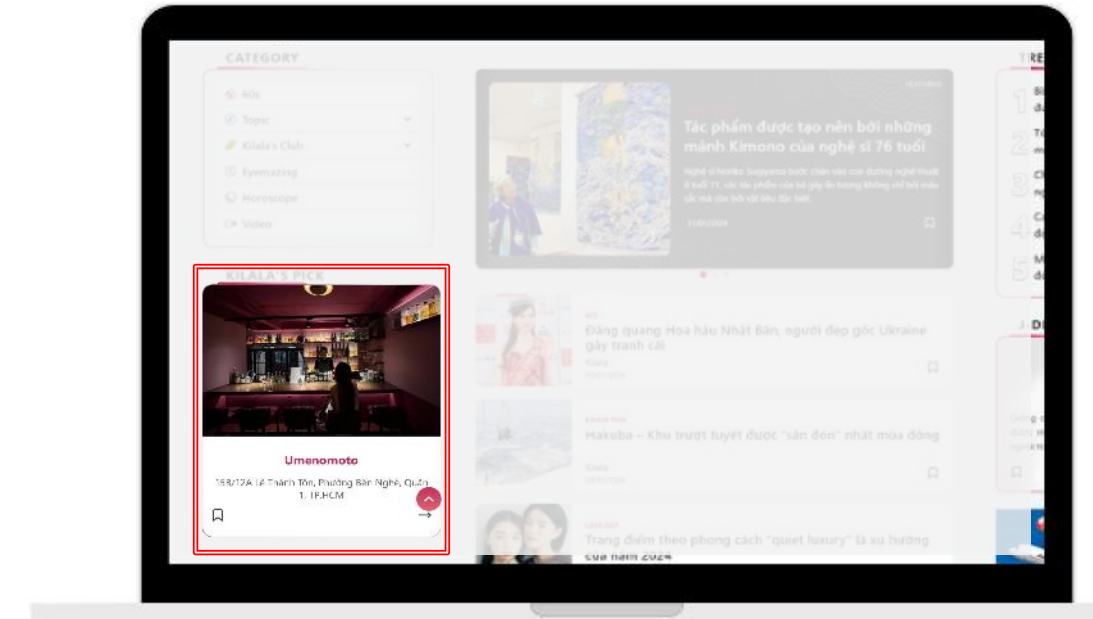
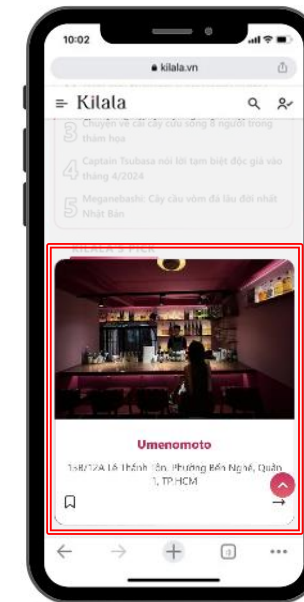


Mobile View



Desktop View

KILALA'S PICK - THE CORNER OF JAPANESE RESTAURANT OR SERVICE IN HCMC RECOMMENDED BY KILALA EDITOR TEAM



VIDEOS LINK TO SOCIAL MEDIA

Topic

CULTURE

- Cuisine
- Art
- Festival
- Society

TOURISM

- Tour
- Discover
- Japan Guide

LIFESTYLE

- Health
- Family
- Beauty
- Fashion

BRANDS

EDUCATION

PEOPLE - EVENT

Kilala's Clubs

READ – LISTEN – WATCH

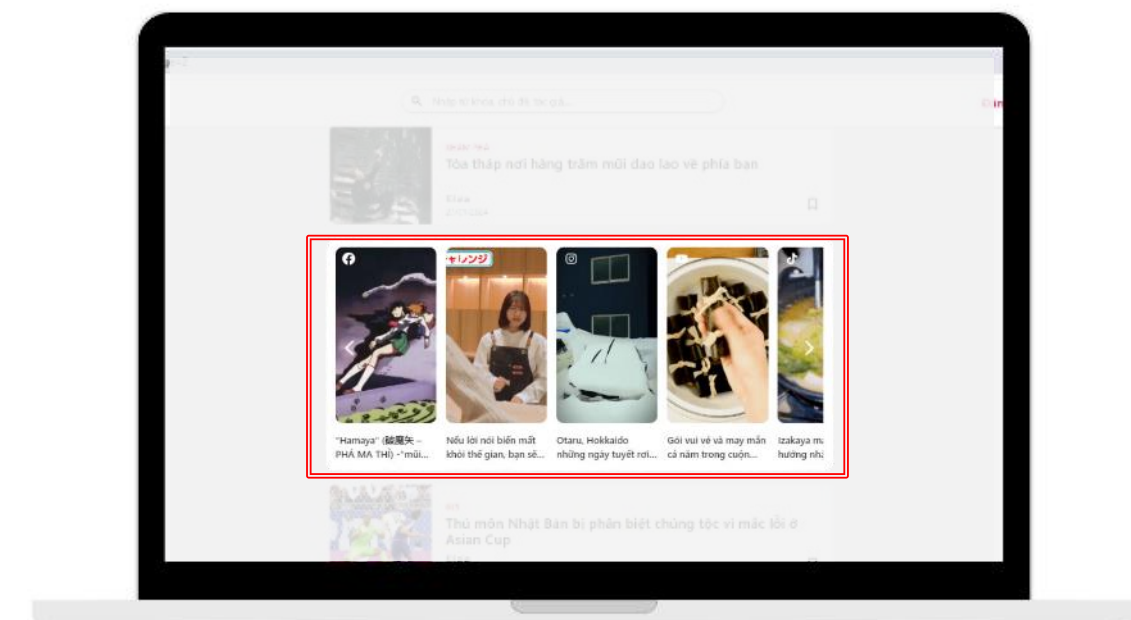
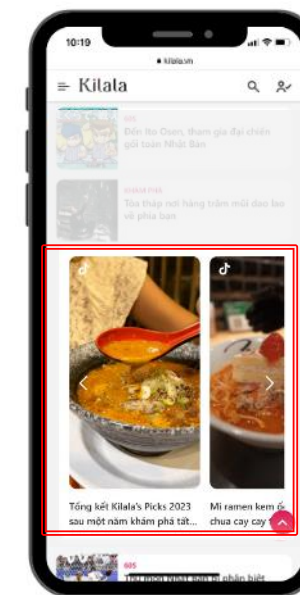
- Book
- Movie
- Musice
- Star

JAPANESE

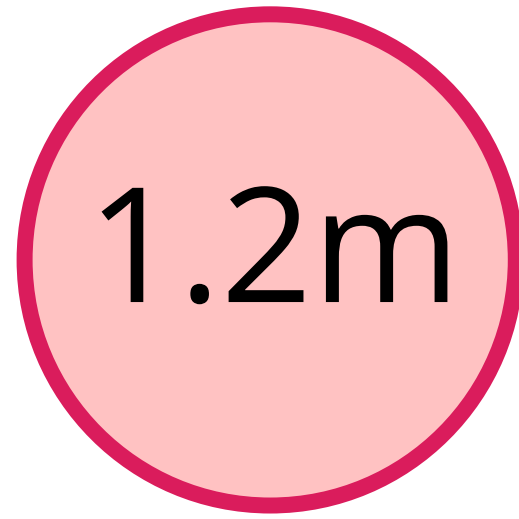
EAT - PLAY

9 TO 5

- Office
- Occupation



WEBSITE TRAFFIC – updated to Jan 2024



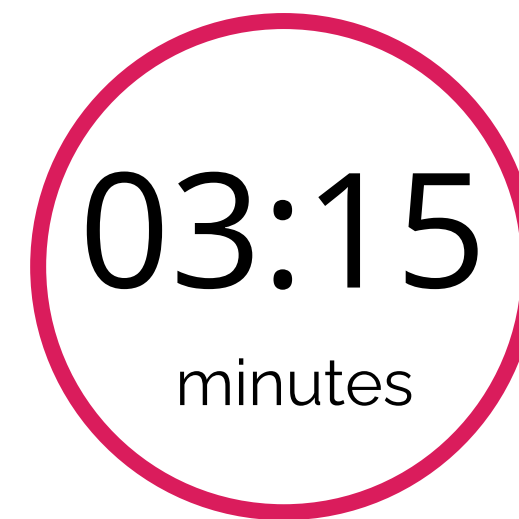
Pageviews



Sessions

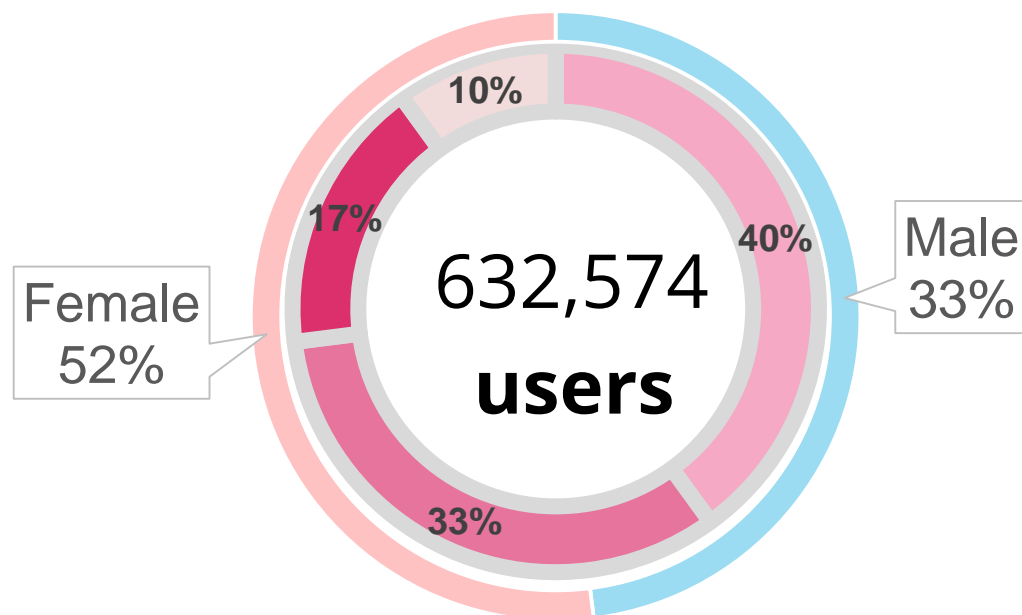


User



Avg. Time on site

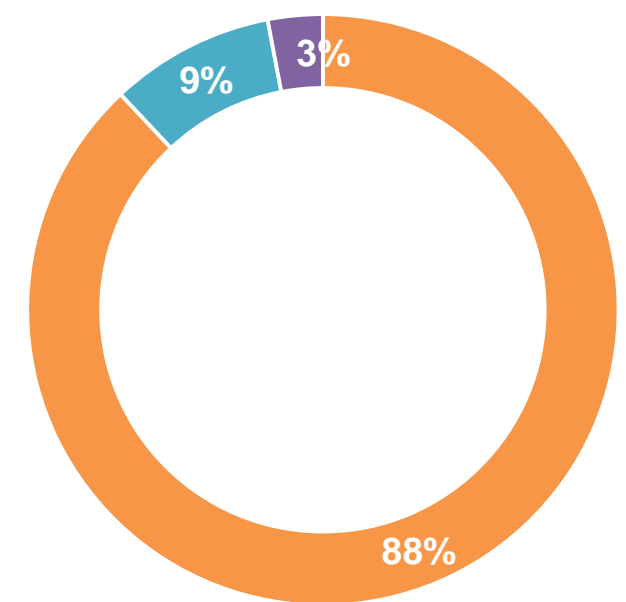
Age



Device



Location



2.2 FANPAGE

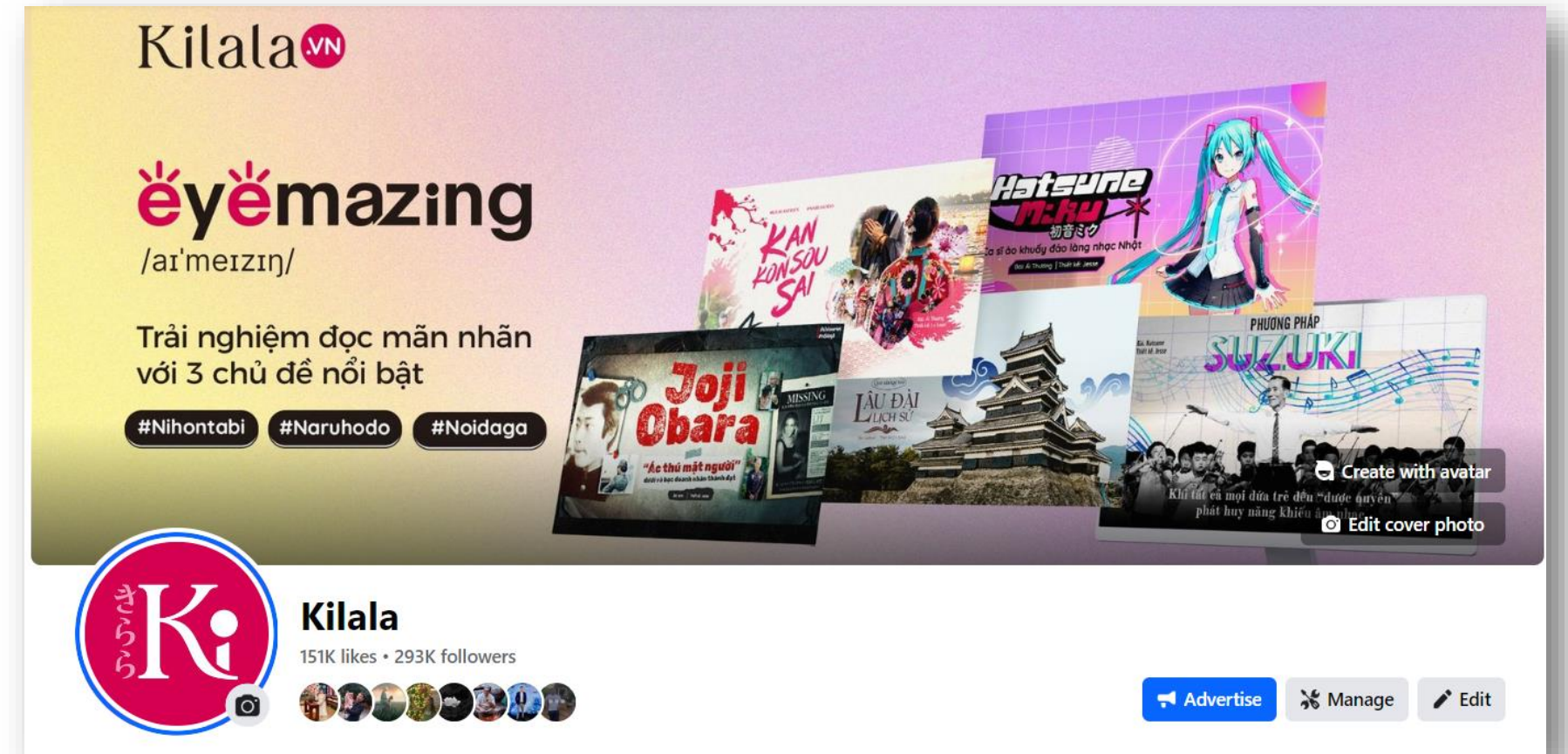
Fanpage Kilala:

<https://www.facebook.com/vnkilala>

Total fan: **293,554+ followers**

Avg. monthly page insights:

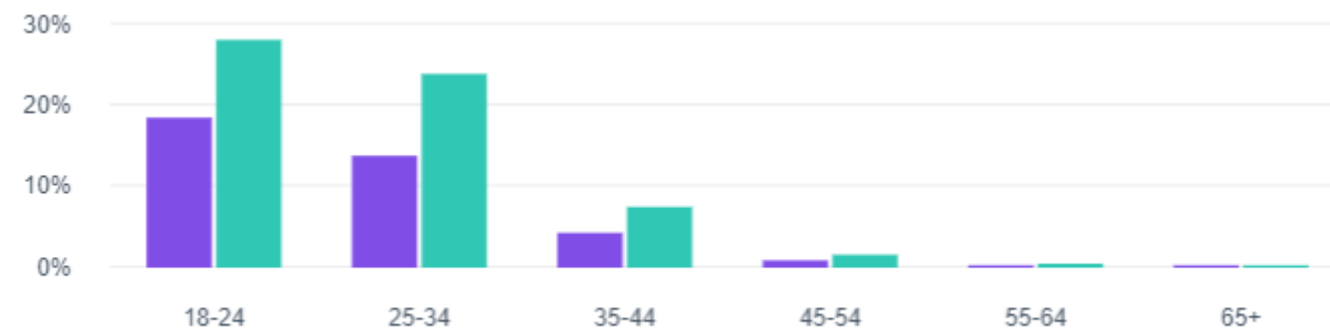
- ★ Engagement: 2,000,000+
- ★ Video view: 7,500,000+ views
- ★ Reach: 9,000,000+ people



AUDIENCE

Age and Gender

Men 37.90%
Women 62.10%

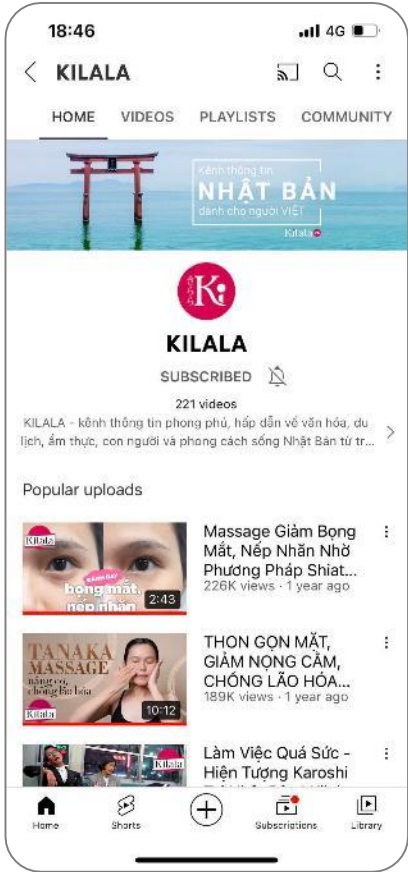


Location

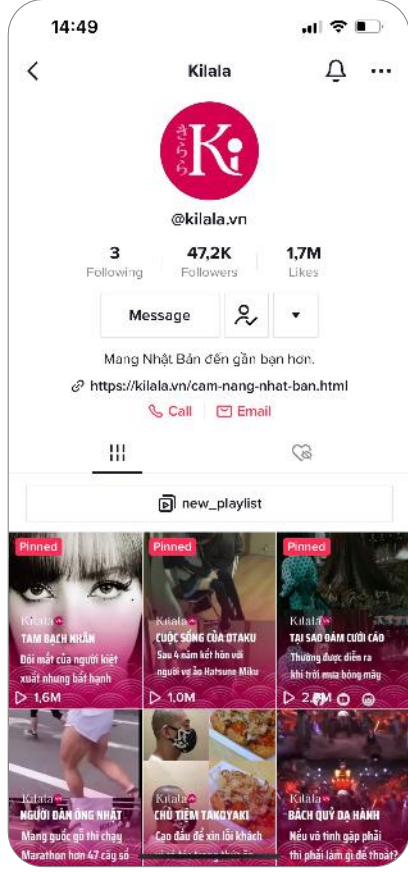
Cities Countries

Vietnam	267,633
Japan	13,282
United States	4,014
Australia	1,481
South Korea	1,132
Taiwan	1,097
Canada	1,015

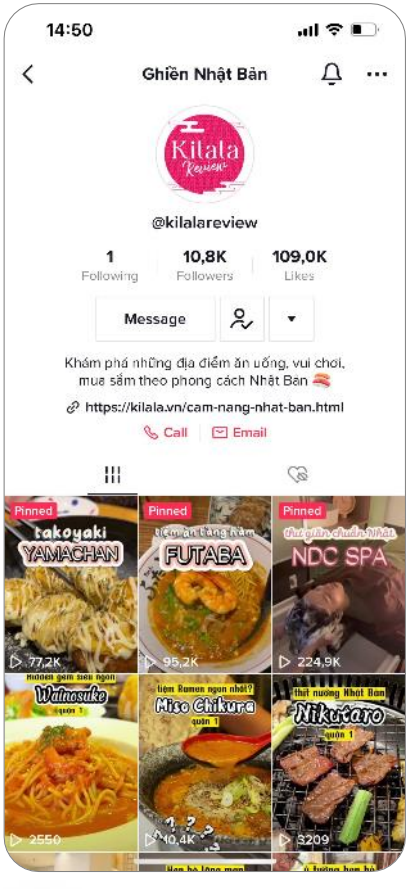
2.3 OTHER CHANNELS



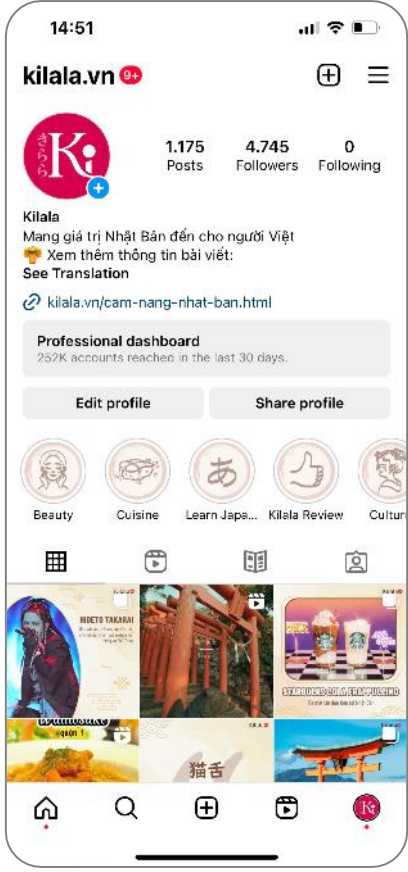
[Youtube](#)



[Tiktok news](#)



[Tiktok review](#)



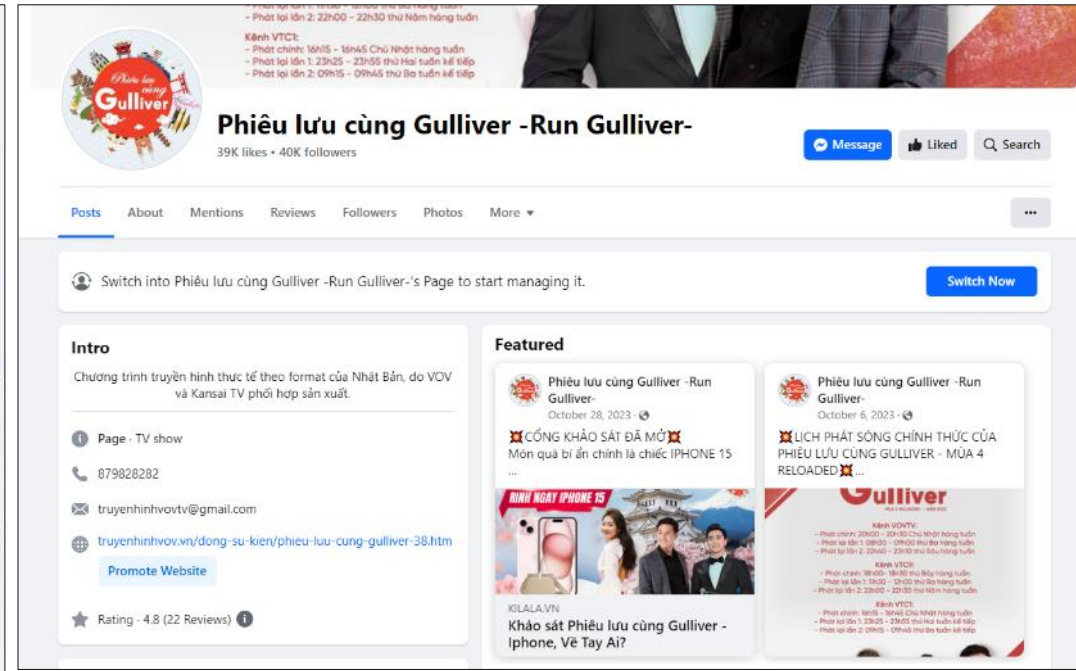
[Instagram](#)

Follower/subscriber	70,000+	75,000+	15,000+	5,000+
Gender	female 40% male 60%	female 46% male 54%	female 68% male 32%	female 69% male 31%
Avg. video view per month	10,000,000+	5,000,000+	1,000,000+	500,000+

3. MEDIA AGENCY SERVICES

We have a lot of effective solutions to aim your target/ goal/ request/ requirement by:

- SNS management
- Digital intergrated-creative content production
- Offline communication
- Media booking
- PR video production
- Japan – Vietnam media coordinator
- Shooting/ Interview coordination



PR CAMPAIGN FOR TV PROGRAM BY KANSAI TV & VOVTV

Sponsored by Ministry of Internal Affairs and Communication (Japan)

“RUN! GULLIVER” (Season 4)

Objective: Promote the business among Japanese enterprises operating in Vietnam

Platform: VOVTV, VTC1, VTC9 & online channels

Link Fanpage: <https://www.facebook.com/rungulliver>

Youtube: <https://www.youtube.com/playlist?list=PLDSzb4fgM4fhx2-RT5obfvSnMJZnVdnH0>

Scope of work:

- Assist the production
- Conduct the marketing communication activities, offline event support
- Conduct the survey of the program



PR CAMPAIGN FOR TV PROGRAM BY TELEVISION NAGASAKI & VTV

THE FLAVOR OF VIETNAM – NAGASAKI

Objective: Promote cuisine & tourism in Nagasaki Prefecture

Platform: VTV1 and online channels

Link Fanpage: <https://www.facebook.com/nagasakitoyeu>

Youtube: <https://www.youtube.com/watch?v=nXW5ILijDI&t=32s>

Scope of work:

- Assist the production
- Conduct the marketing communication activities
- Conduct the survey of the program



JAPAN PREFECTURE TOURISM PROMOTION OFFICE

KANAGAWA/ NAGASAKI/ SAGA/ HOKKAIDO/ AICHI/ TOYOTA/ AKITA TOURISM PROMOTION

Objective: Promote prefecture tourism to Vietnamese people

Platform: Facebook and online news

Scope of work:

- Go to farm trip in Japan and write article
- Produce content & manage Fanpage
- Conduct tourism PR seminar
- Approach to local travel company
- Offline event support



JAPANESE COMPANY PRODUCT PR

HOUSE FOODS CURRY PR CAMPAIGN

Client: HOUSE FOODS VIET NAM

Objective: Japanese curry advertisement, B2B target

Platform: Kilala magazine & online channels

Scope of work:

- Landing page production
- Content idea, PR (Facebook, Tiktok,...), Ads campaign
- Offline event



AICHI/ GIFU CUISINE PR

Client: JTB Viet Nam

Objective: Japanese curry advertisement, B2B target

Platform: Kilala online channels & KOLs

Scope of work:

- KOL booking
- Content production



5th FEEL JAPAN EVENT

Timeline: 3rd & 4th August
 Scaled event: 40,000 visitors
 Number of brand attendance: 96
 Report: <https://feeljapan.kilala.vn/report.html>



MOTTAINAI EVENT 2022

Objective: Promote SDGs and spread out living green
 Scaled event: 300 visitors



4. KILALA MEDIA RATE CARD

A. WEBSITE KILALA

kilala.vn	Type	Description	Price (VND)	Demo
WEBSITE ARTICLE	HIGHLIGHT	Appear in Featured position on the homepage for at least 4 hours (rotating 3 articles) Appear in the Top 1 new articles on the corresponding category page	19,000,000	CLICK HERE
	HOMEPAGE Type 1	Appear at the same time as Type 1 article on the homepage and Top 1 new post on the corresponding category page	17,000,000	
	HOMEPAGE Type 2	Appear at the same time as Type 2 article on the homepage and Top 1 new post on the corresponding category page	15,000,000	
	HOMEPAGE Type 3	Appear at the same time as Type 3 article on the homepage and Top 1 new post on the corresponding category page	13,000,000	
	SUBPAGE Group 1 (Culture, Travel, Lifestyle)	Appear as Top 1 new article on the category page	8,000,000	CLICK HERE
	SUBPAGE Group 2 (People, Education, Brands, Kilala's Clubs)		6,000,000	
	EYEMAZING	Appear in Featured position on the homepage for at least 4 hours Appear in the Eyemazing block on the homepage for 2 weeks	23,000,000	CLICK HERE
	KILALA's PICK	Package of review article and location introduction Images and location addresses are featured on the homepage for 1 week. *Highlight previously posted articles: an additional 30% charge of unit price	20,000,000	

- All positions appear for at least 4 hours
- Customers provide information and images. Kilala is responsible for editing and implementation. **(maximum 2 edits).**
- From the 3rd edit: an additional **1,000,000 VND** per edit
- Articles must not exceed **1,000 words** and **5 images.**
- Add Japanese version: an additional 50% charge of unit price

4. KILALA MEDIA RATE CARD

kilala.vn	Type	Description	Price (VND)	Demo
WEBSITE BANNER	PREMIUM FULL BANNER	Display on the entire page within 48 hours Share of Voice 100%	20,000,000	CLICK HERE
	MASTHEAD BANNER	Display 72 hours on the homepage	15,000,000	CLICK HERE
	INPAGE BANNER (Display on article page with the same topic on mobile only)	Display 1 week on article pages with the same topic	10,000,000	CLICK HERE
	INLINE BANNER	Display for 1 week on the homepage	10,000,000	CLICK HERE
	RIGHT-SIDE BANNER	Display for 1 week on the homepage	5,000,000	
	LEFT-SIDE BANNER (Display on homepage only)	Display for 1 week on the homepage	5,000,000	

● Appear **simultaneously** on other **category pages** or **article pages**: an additional 30% charge of unit price per page

4. KILALA MEDIA RATE CARD

B. FANPAGE KILALA

Description	Details	KPI	Price (VND)
POSTING LINK/ SHARING LINK	100 words	No commitment	6,000,000
POSTING LINK	100 words	1000 engagement, 80k reach	10,000,000
	100 words	2000 engagement, 200k reach	12,000,000
POSTING STATUS PR LINK ATTACHED IN COMMENT SECTION	40 words	No commitment	6,000,000
POSTING STORY	24 hours	No commitment	6,000,000
POSTING PHOTOS	100 words - maximum 4 photos	1000 engagement, 100k reach	10,000,000
	100 words - maximum 4 photos	2000 engagement, 200k reach	12,000,000
	100 words - maximum 12 photos	1000 engagement, 100k reach	15,000,000
POSTING VIDEO	Video production costs are not included	50k views	12,000,000
MINIGAME	Participation instructions must be followed by Kilala's guidelines and exclude shipping fees or gifts (if any)	100 comments	23,000,000
PINNING POST	2 days	-	3,000,000

● Engagement included: Reaction + Share + Comment + Click

4. KILALA MEDIA RATE CARD

C. TIKTOK KILALA

Description	Detail	KPI	Price (VND)
@kilala.vn	Upload on Tiktok	100k view	10,000,000
	Upload on Tiktok Re-up on Youtube	100k view No commitment	12,000,000
	Upload on Tiktok Re-up on Facebook Re-up on Youtube	100k view No commitment	16,000,000
@kilalareview Exclusive price for restaurants	Upload on Tiktok	50k view	8,000,000
@kilalareview	Upload on Tiktok Re-up on Instagram and Youtube	50k view No commitment for re-upping	10,000,000
	Upload on Tiktok Re-up on Facebook Re-up on Instagram and Youtube	50k view No commitment for re-upping	16,000,000

● Price applies to **01 clip**, including editing fees.

4. KILALA MEDIA RATE CARD

ADDITIONAL SERVICES:

No.	Service	Price (VND)	Note
1	Add video clips to articles	300,000đ/video	Video must be uploaded to YouTube channel
2	Add photos to posts	500,000đ/3 photos	Maximum 10 photos per article
3	Add hyperlink	300,000đ/link	Maximum 3 links per article
4	Edit post after posting	500,000đ/time	Spelling corrections are not included
5	Cost of adding text (for articles exceeding the prescribed length)	1,000,000đ/ under 200 words 2,000,000đ/ under 500 words	
6	Newsletter	12,000,000đ/time delivery	Vietnamese Version Weekly distribute on Tuesday and Friday

GENERAL NOTES:

- **Customer-provided images and content** must have a **clear origin** and **copyright**, and **be approved by the owner** to protect intellectual property rights.
- **All prices** do not include **VAT**.

5. KILALA PARTNERSHIP



Thank you for reading till the end.
Please do not hesitate to contact us if you require further information.

Kilala Communication
sales@kilala.vn

ありがとうございました

KILALA COMMUNICATION COMPANY LIMITED

Add: 3th Floor, Copac Square Bldg., No.12, Ton Dan St.,
Ward 13, Dist.4, HCMC, Vietnam
Tel: (84.28) 3827 7722



Thank you