

XUAN  
PARENTS DAY  
SPECIAL PROJECT 2024



## PROJECT INTRO

00s children take their parents to experience a day in the life of a Post-00s enabling them to understand their own lives and using this opportunity to foster mutual feelings between both parties.

## PROJECT TITLE (TBC)

“Hey dad/mom, come with me...”

《爸/妈，跟我来...》

# PROJECT FORMAT

## PRESENTATION

Horizontal  
1920×1080  
mp4 format

\*With cut-down 60s reels

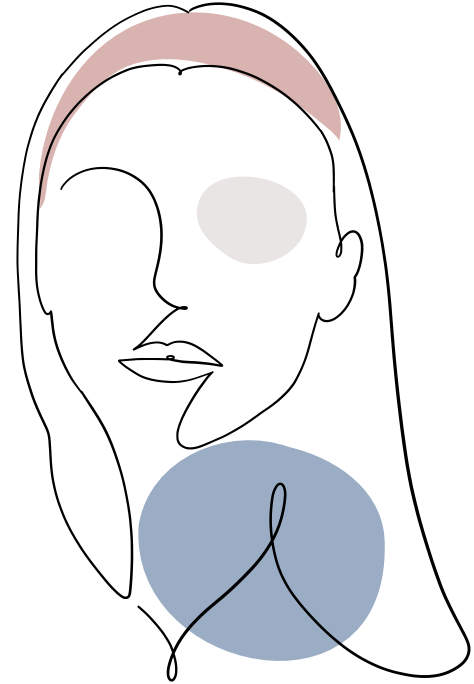
## DURATION

8-10 min

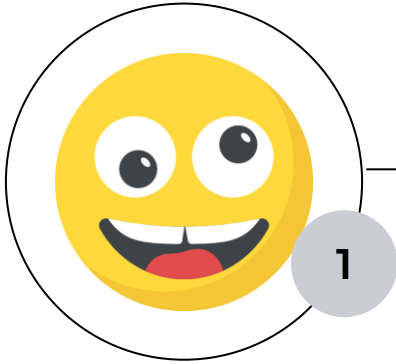
## PLATFORM

XUAN Website  
XUAN YouTube

\*Amplification on XUAN social media platforms  
for promotional and support



# PROJECT ELEMENTS



## Crazy

An outrageous day awaits for parents to experience.



## Hilarious

The hilarious experience allows parents to unleash their inner child.



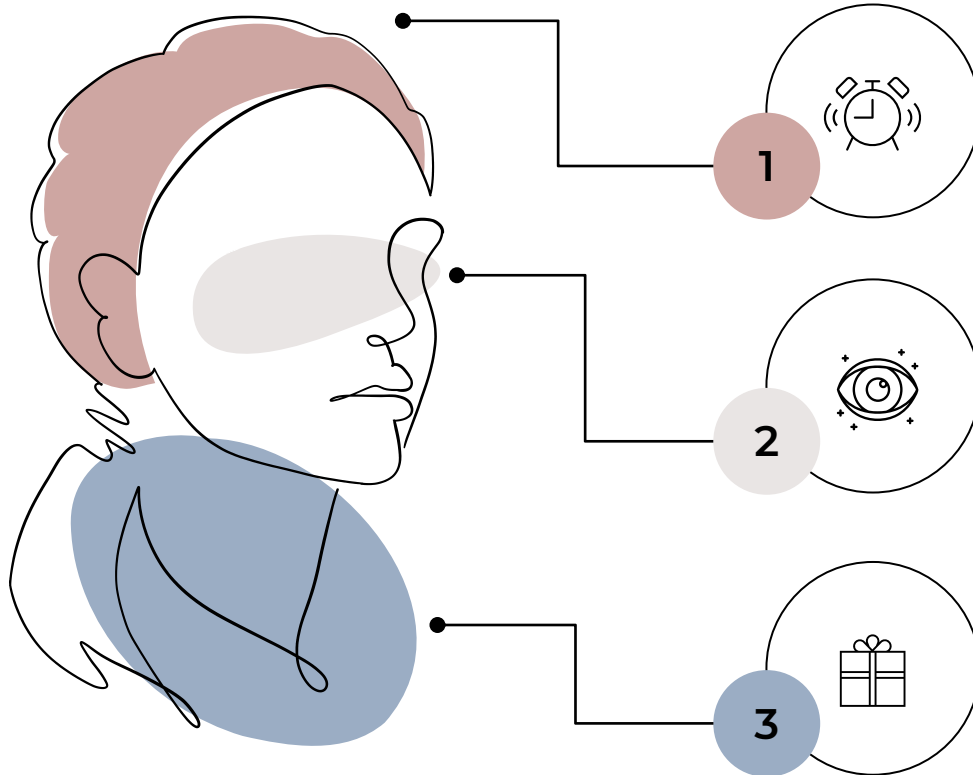
## Contrast

The unexpected sense of contrast.

# CONTENT

## Preset Content:

- Why wake up so early?
- There's a new challenge to try out!



## Opening

Parents to wake up according to their children's schedule and end up sleeping in until 11 am for brunch.

## Experience

Let's go to the concert's rock zone!  
Let's go karting!  
Let's go paragliding!

## Gift


"Torturing" parents all day, but still have to give them gifts in the end~

# PROPOSED TALENT

Client to choose from *either one* of the proposed talent.

XUAN LAB" MC - KokJin 國晉

- Absurd
- Comedic

 5,972 followers  
[@okjinn\\_](#)

Past Projects: [Link](#)

1



XUAN street interview MC – Grace Wong 黃詩琪

- Lively
- Cute

 746 followers  
[@grace\\_w828](#)

Past Projects: [Link](#)

2



# POTENTIAL IDEAS

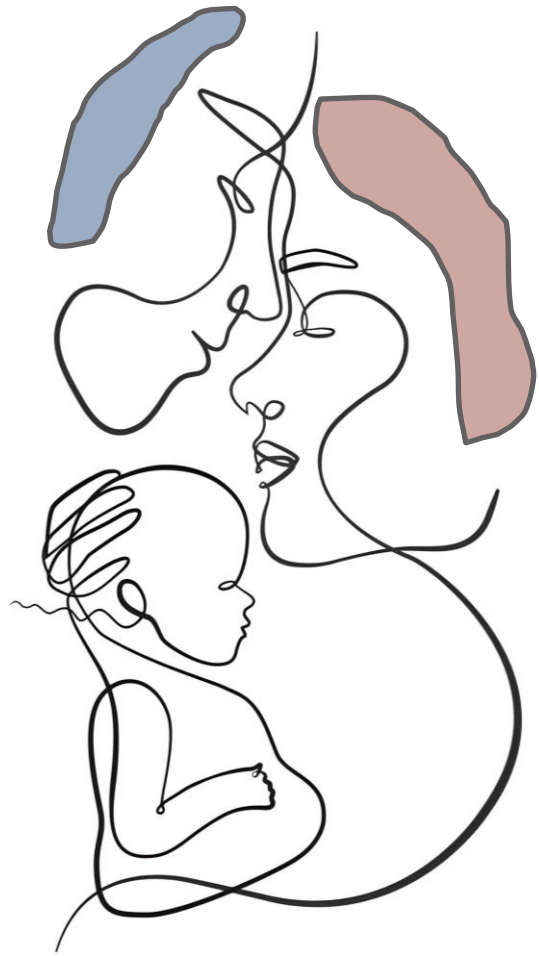
1

After a day of crazy experiences, the children present their parents with comfortable massage chairs to relieve fatigue.



2

In addition to experiencing a day with their parents, children can also use their phones to film vlogs for them! Afterwards, they can create vlog reels documenting their parents' day-long experience.



# POTENTIAL IDEAS

3

Before heading out, the children present their parents with a can of chicken essence, foreshadowing the crazy day ahead!



4

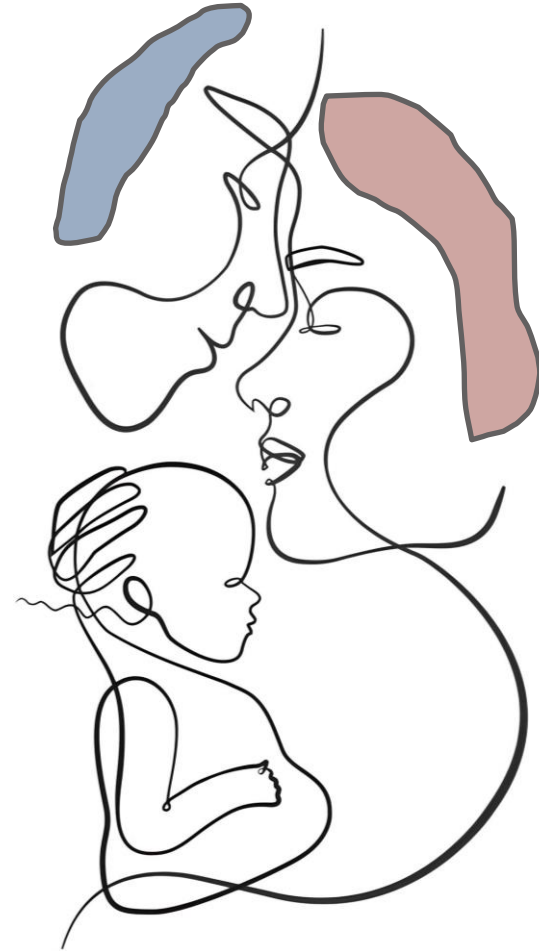
After a day of experiences, having McDonald's when you're most tired and hungry is the best moment ever.



5

Sponsorship of the extended online version of the ASTRO program "Taking Parents on a Trip."

# SHARP





# PRODUCTION TIMELINE

## Pre-production




(4 weeks upon email confirmation)

## Production

1-Day shoot within KlangValley

## Post-production

Offline – Online – Go Live

Week	1	2	3	4	5	6	7	8
Pre-Production	Ideation 	Scripting 	Approval	Prep				
Production					Shoot 			
Post-Production						Offline Preview	Online Preview	Final Approval + LIVE

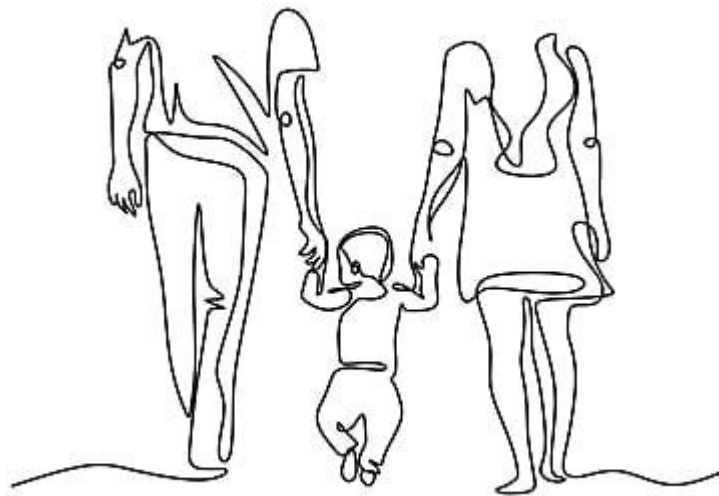
\*Timeline is subject to change.

(\* Maximum 2 rounds comments (\* 1 rounds minimal comment before online preview) before final approval)



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- Package availability is based on first-come, first-served basis.
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- Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
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SOLUTIONS

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