

MEDIA KIT

STREAMLYN MEDIA GROUP

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About Streamlyn

Streamlyn is a boutique advertising agency, headquartered in Singapore, working with various domestic and international brand partners to help them navigate through the complexities of the ethnic cultural and shifting consumer landscape.





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OUR STRENGTH

Having extensive understanding of Asian cultures and proprietary platform coupled with partnership of more than 2500 websites from Asia-Pacific region



ASIAN ETHNICITIES



Asia is the home to a huge diversity of culture and ethnicity



Some notable ethnicities include Chinese, Indian, Filipino, Korean, Japanese, Vietnamese



Asians are the fastest-growing visible minority group in Canada, with 18% of Canadian Population

ASIAN CANADIANS



REACH

More than 6 Million Asians live in Canada, around 18% of total population



POTENTIAL

The fastest-growing visible minority group in Canada



INCOME

Asian Canadians are among the educated and socioeconomically affluent groups in Canada



MILLENNIALS

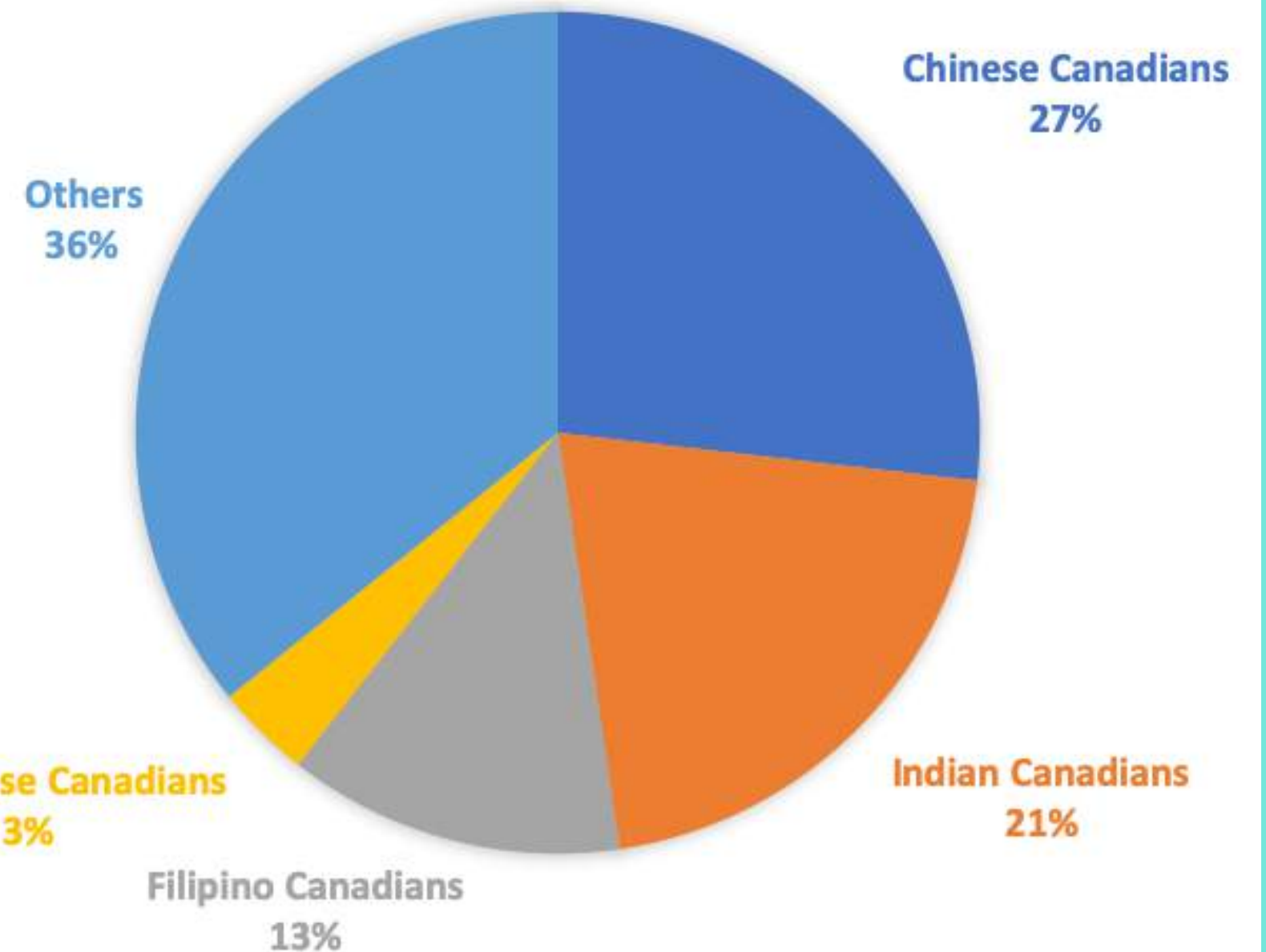
Every year, 150,000 students from Asia enroll in Canadian universities

ASIAN CANADIANS: DEMOGRAPHICS

ASIAN CANADIAN DEMOGRAPHICS, 2016 CENSUS

% of ethnic origin group among all Asian Canadians

Pakistani	3%
Korean	3%
Sri Lankan	2%
Japanese	2%
Bangadeshi	1%
ambodian	1%
Taiwanese	1%



Chinese, Indian, Filipino, Vietnamese- These four ethnic groups comprise 70% of Asian Canadians.

ASIAN CANADIANS: DIGITAL DOMINANCE



Asian Canadians are digitally savvy consumers, and they expect brands to reach them with meaningful messaging in the right context



First-generation Asian Canadians are mobile-first consumers. Asians spend 42% more time on mobile when indexed against the average Canadian consumer



First and Second-generation Asians utilize media as a means to stay connected to their culture and as a form of self-expression and inspiration



First-generation Asian Canadians, who want to establish a life here in Canada, tend to spend more across a number of purchase categories—from personal care to electronics to automobiles

Reference: <https://www.thinkwithgoogle.com/intl/en-ca/consumer-insights/marketing-across-canadas-multicultural-landscape-new-research-mediacom-canada-reveals-what-you-need-know>

ASIAN CANADIANS: INFLUENCE AND IMPACT

In 2016, 40% of Toronto residents and 44% of Vancouver residents were Asians Canadians

Asian Canadians have a sizable impact on society and culture, increasing influence on what Canada eats, watches, reads and listens to

Food popularity has expanded to mainstream audiences with a general shift from potatoes to rice

STREAMLYN'S DIGITAL INVENTORY



More than 2500 direct website partners from Asia-Pacific region



Access to traffic from sites across all IAB categories like News, Technology, Travel etc.



Access to ATF & Highly viewable ad slots from all our partner sites



Vast network of websites in languages like Chinese, Hindi, Vietnamese and other asian scripts.



Access to first-party data from all our partner sites



Access to in-house user profiles created by syncing our partner sites' 1st party data with 3rd party DMP



Leveraging Look-alike modeling to reach out to other users matching our in-house user profiles

STREAMLYN'S WEBSITE PARTNERS



STREAMLYN'S WEBSITE PARTNERS



STREAMLYN'S CLIENTS

TD Bank

Executed campaigns for TD Bank to reach newcomer South Asians across Canada to promote their various products in Banking, Investing, Credit Cards, Home Financing etc.

CIBC

Executed campaigns for CIBC to reach South Asians across Canada to promote their various products in Money Transfer, Banking, Investing, Credit Cards, Home Financing etc.

Koodo

Executed campaigns for Koodo to reach South Asians and Chinese across GTA & GVA to promote their Voice plans, Data plans and other offers

Knorr

Executed Halal Cubes campaigns for Knorr to reach South Asian Muslims across Canada to encourage good deeds every day during Ramadan

Case Studies available upon request

STREAMLYN'S CLIENTS

Telus

Executed campaigns for Telus to reach South Asians and Chinese across GTA & GVA to promote their Internet products and services like Pure Fibre, Boost Wi-Fi etc.

Egg Farmers

Executed campaigns for Egg Farmers of Canada to reach Punjabi and South Asians females across GTA & GVA to promote their products

Bell

Executed campaigns for Bell Canada to reach South Asians across GTA & GVA to promote their Mobile products and services during Black Friday, Cyber Monday, Boxing week and various other holidays

Edward Jones

Executed campaigns for Edward Jones to reach South Asians across Canada to promote their various financial services

Case Studies available upon request

STREAMLYN'S ADVERTISING CHANNELS



DISPLAY

All IAB Display
Horizontal, Vertical,
Tiles and Native ad
units on both Desktop
and Mobile devices



VIDEO

In-stream video ads
(pre, mid & post rolls),
Out-stream video ads
like In-content, Sticky
player etc.



RICH MEDIA

In-house rich media ad
units like In-image, In-
content, Out of the
page ad units like
Catfish, Sticky tower
etc.



CONNECTED TV

Access to CTV
inventory from various
TV content owners,
Distributors and CTV
apps



AUDIO

Access to various
Digital radio, Pure-Play
streaming partners and
audio SSPs

STREAMLYN'S TARGETING CAPABILITIES



Geography

Geo targeting by country, state, DMA, city, zip code and mobile geofencing



Site, Content & Language

Targeting by websites, content categories and language of the site



Device & Browser

Targeting by device type, device make & model, browser, OS and mobile carriers



Re-Targeting

Targeting window-shoppers and users who visited the websites with retargeting ads



Demography

Targeting by age, gender, education, marital status, language, household income etc.



Keyword

Targeting based on keywords relevant to client's product/service



Cross device

Targeting users across various devices by deterministic and probabilistic matching capability



Purchase History

Targeting consumers based on their purchase history

STREAMLYN'S TARGETING CAPABILITIES



Viewable & Brand safe

Ensuring ads serve in brandsafe sites/content and highly viewable adunits



Behavioral & Interested based

Targeting users who have certain characteristics based on their online browsing behavior



Brand Affinity

Targeting users based on thier or competitors Brand Affinity



Seasonal Targeting

Targeting based on important events and national or global holidays or festivals



In-market Audience

Targeting users who are in-market/researching for a particular product or category of products



Look-alike Modelling

Targeting new users that look and behave like brand's current audience/customers

STREAMLYN IN MEDIA



Contact Information

FOR QUESTIONS, SUGGESTIONS, AND
MORE

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