

# AN BOYS TO MEN

新兵正传

梁志强电影  
A Jack Neo Film

4



# Project Overview

Title	AH BOYS TO MEN 4
Production Company	J Team Productions Pte Ltd
Director / Executive Producer	Jack Neo
Genre	Drama / Comedy
Filming Location	Singapore
Potential Distribution Territories	Singapore, Malaysia, Taiwan, HK, China
Release Date	Part 4 - Nov / Dec 2017 – in line with NS50 Part 5 – CNY 2018 (TBC)



# Director / Executive Producer



## Jack Neo

No one would have thought that a small time TV comedian would have made such a big comeback to the big screen as a director.

Jack Neo is now the most prolific Chinese Movie director in Singapore and Malaysia, with his films reaching out to Hong Kong and Taiwan on a regular basis as well. His films include the Ah Boys to Men Series; the highest grossing Singaporean movies of all time.

### Portfolio

**2016** – Long Long Time Ago 1 & 2

**2015** – Ah Boys to Men 3

**2014** – The Lion Men

**2013** – Ah Boys to Men 1 & 2

**2008** – Money No Enough!



# The Story



For this installment, ABTM4 will focus on their [Reservist Cycle](#) and the [Armored Formation](#).

It has been a few years since the Ah Boys have ORD. Lobang, Wayang King, Sgt Ong, Ken Chow and the rest have all started working. They are finally called back for their Reservist Cycle and all of them have been assigned to the same Armored Unit.

# The Story



How will they handle their work & reservist duties? What hilarious situations will happen as they train together and their roles are reversed compared to when they were recruits?

At Ex. Wallaby in Australia, all their training & brotherly bonds will be put to the test again!



# Target Audience(s)

- ❑ **The story will be highly appealing to:**
  - ❑ All Nsmen & NSFs in the Armed Forces
  - ❑ Fans of “Ah Boys to Men” Series
  - ❑ Female Audiences wanting to know how their husbands & boyfriends juggle between work, family & reservists
  - ❑ Family Audiences
  - ❑ Young & Old Audiences
  - ❑ International Audience

# Cast



The same Cast from “AH BOYS TO MEN 1, 2 & 3” will be back in this 4<sup>th</sup> Installment, although they will be featured as being older & no longer recruits or Frogmen.

Will also feature some new faces among the Ah Boys!



# Brand Exposure

## ▣ What you will get:

### 1. Extensive Exposure on various platforms:

- ▣ Movie
- ▣ Television
- ▣ Online
- ▣ DVD
- ▣ Road shows
- ▣ Promo Events & Campaigns



# Brand Exposure - Singapore

## ▣ Box Office in Singapore:

- ABTM 1: **SGD\$6.22 million** – 3<sup>rd</sup> Highest Box Office Singapore Film
- ABMT 2: **SGD\$7.87 million** – All Time Highest Box Office Singapore Film
- ABMT 3: **SGD\$7.62 million** – 2<sup>nd</sup> Highest Box Office Singapore Film

# Brand Exposure - Singapore

## ▣ Cinema Attendance in Singapore:

- Ah Boys to Men 1 – 682,492

- Ah Boys to Men 2 – 809,649

- Ah Boys to Men 3 – 740,729

- **Total in Singapore – 2,232,870**

## ▣ TV Exposure in Singapore:

- Estimated on Starhub: 300,000

- Estimated on Mediacorp: 500,000

- **Total in Singapore – 800,000**



# Examples of Promotional Campaigns

## Food Republic for “LONG LONG TIME AGO”



**WIN MOVIE TICKETS AND PREMIUMS!**

*There was a time when tomorrow was uncertain*  
曾经，我们认为没有明天

**我们的故事**  
Long Long Time Ago  
Balik Kampung 4 Feb 2016 贺岁猛片

**MEET THE MOVIE CASTS!**  
演员见面会!

JACK NEO 梁志强 MARK LEE 李国煌 WANG LEI 王雷

**13 FEBRUARY 2016 SATURDAY - 2PM**  
Level 3 VivoCity

**Mobile**

**\$50 OFF ALL handsets**  
Available on all handsets up to \$500. Excludes all 4G LTE handsets.

**\$100 OFF ALL handsets**  
Available on all handsets up to \$1000. Excludes all 4G LTE handsets.

**Up to 30% OFF on mobile subscriptions**

All mobile handset prices are also applicable to customers on Corporate Individual Scheme (CIS).

**\$0**  
Sony TZ Ultra  
3 year StarHub Value  
1GB memory (32GB)  
100GB data  
100GB voice  
100GB SMS  
100GB email  
100GB cloud storage  
100GB backup

**\$259**  
LG E9  
3 year StarHub Value  
1GB memory (32GB)  
100GB data  
100GB voice  
100GB SMS  
100GB email  
100GB cloud storage  
100GB backup

**\$299**  
HTC One (M8)  
3 year StarHub Value  
1GB memory (32GB)  
100GB data  
100GB voice  
100GB SMS  
100GB email  
100GB cloud storage  
100GB backup

**\$49**  
ASUS Zenfone 5  
3 year StarHub Value  
1GB memory (32GB)  
100GB data  
100GB voice  
100GB SMS  
100GB email  
100GB cloud storage  
100GB backup

**\$80 OFF**

Available at StarHub Store only. L.O.O. Work @ \$108 (UP: \$188)

**BIG SAVINGS, GREAT PROSPERITY.**  
HomeHub with up to 30% off your mobile bill.

**Home Broadband**

**Dual Broadband 1GB**

**1GB Mbps Fibre Broadband + 100 Mbps Cable Broadband @ \$69.90/month**

- FREE Wi-Fi coverage assessment
- D-LINK D2-840 Wireless AC Dual-band Router worth \$299
- Wireless Home Gateway
- Fibre Technician Point Installation
- Installation and activation
- StarHub TV Lite with 14 channels and Multicast
- Home phone line

Home Broadband customers can enjoy Disney Movies On Demand @ \$8.56 via StarHub TV Lite.

**300Mbps @ \$49.90/month**  
fibre broadband

**SINGAPORE'S FASTEST DOWNLOAD & UPLOAD FIBRE SPEED**

**FREE 1-month**  
Streaming Content, 30 Days TV

**TOP UP \$25/month**  
ADDITIONAL TV & Broadband

**FREE 3-month**  
subscription

Singapore only fibre and cable broadband services.

StarHub

Starhub for “AH BOYS TO MEN 3”



# Examples of Promotional Campaigns

F&N for “THE LION MEN”



Specialized Drinks packaging



Bus Ads & Print Editorials



# Examples of Logo Placement



Gala Backdrops –

Inside Gala Hall & Outside Cinema Stage



# Examples of Logo Placement



Press Conference  
- Standee Banners



Gala Premiere  
- Invite



# Examples of Keyart Usage

NETS Exclusive Premiums  
“THE LION MEN”



Online Video (With Artiste Endorsement)  
An extension of Nivea's "Ah Boys to Men 3: Frogmen" sponsorship"



# Examples of Cast Appearance





## Examples of Online Videos



“Treasured Moments” For KDK – 1965

<https://www.kdk.sg/treasuredmoments/kdkfantalkvideo.html>

## Examples of Online Videos



“Night Delivery Unit” For Nivea Men – Ah Boys to Men 3

<https://www.youtube.com/watch?v=BQ39F7iidTA>



## Examples of Online Videos



“That’s the Beer!” For Dester Beer – The Lion Men

<https://www.youtube.com/watch?v=g42LxlU8XLI&feature=youtu.be>

A military vehicle, possibly an armored personnel carrier, is driving on a dirt road. The vehicle is dark-colored and has a turret on top. It is kicking up a large cloud of dust behind it. The background consists of trees and a blue sky with some clouds. The text "Thank You!" is overlaid in the center of the image.

**Thank You!**