

財神到

MONEY GOD

mm2
entertainment



- ❖ **A laugh out loud comedy targeted for release in Chinese New Year 2017 to match the festive happiness of the holidays.**
- ❖ **Featuring most prominent male artistes from Singapore:**



Mark Lee 李国煌



Li Nan Xing 李南星



Christopher Lee 李铭顺

Overview

Chinese Title	《 <u>财神到</u> 》 暂定影名
English Title	Money God (working title)
Genre	Comedy
Director	Kelvin Sng
Target Production Date	Q4 2016
Target Release Date	9 th February 2017
Territories	Singapore, Malaysia, Taiwan, Hong Kong, China (TBC)

Synopsis

- ❖ A junior level Fortune God who is still under internship (发神) in the 'Fortune Department' in heaven is given the task to spread fortune and prosperity among us. In his desperation to achieve results he exercises his powers readily and created chaos.
- ❖ A loser who is crazy about money thinks his wish has finally come true when Fortune God suddenly lands right in front of him. But he soon learns that money can't buy everything.
- ❖ An unmarried man who is desperately seeking love suddenly becomes every girl's dream man when Fortune God answered his prayers. But the one woman that stays with him against all odds is his true love.

Director



Kelvin Sng

Singapore film director

- ❖ Directed **TAXI TAXI** starring Mark Lee, Gurmit Singh and Dr Jia Jia.
- ❖ **TAXI TAXI** was released in 2013 with a **box office of \$1.43 mil**, making it the **No 2 local film in 2013**.

Proposed Male Cast

Christopher Lee 李铭顺

One of the top actors in Singapore.

A household name on television and has appeared in many local movies.

FILMOGRAPHY

- The Best Bet
- The Wedding Game
- Kidnapper
- Filial Party



Proposed Male Cast



Mark Lee 李国煌

An all rounded talent in Singapore and one of our local actors with a track record of movie box office hits.

FILMOGRAPHY

- Long Long Time Ago 1 & 2
- King Of Mahjong
- Taxi Taxi
- Greedy Ghost
- Homecoming
- Ghost Must Be Crazy
- Money No Enough 1 & 2
- Ah Long Pte Ltd
- Just Follow Law
- The Best Bet

Proposed Male Cast

Li Nan Xing 李南星

One of the most prolific actors in Singapore, Li Nan Xing has more than 30 years of acting experience since his debut on TV in the 1980s.

FILMOGRAPHY

- Imperfect
- The Ultimate Winner
- What A Wonderful World



Proposed Female Cast



Vivian Lai 赖怡伶

A Taiwan-born Singaporean Television actress and host.

She joined Star Search Singapore 1999 and was champion in the Singapore edition and overall champion in her gender category.

In 2012, she won her first professional award, the Best Supporting Actress award, at the Star Awards 2012 for her role as a Chinese immigrant in *Love Thy Neighbour*.



Company Profile

7 year-old company with vast experience in the media industry
Strong track record in the entire value chain of movie production and distribution.

Leading movie producer in Singapore and Malaysia


With offices in Singapore, Malaysia, Hong Kong, Taiwan, Beijing and Shanghai.

Examples of Promotional Collaborations





'1965' Movie Set Menu & Celebrity Cooking Event (Qi Yu Wu & Joanne Peh)






PROUD TO BE THE MAIN SPONSOR OF '1965'

50% SAMSUI GINGER CHICKEN
WITH YOUR '1965' MOVIE TICKET



1965
IN CINEMAS
30 JULY 2015

Terms & Conditions

1. Valid from 30 July - 31 Aug
2. Present 1965 movie ticket to enjoy promotion
3. Limited to 1 redemption per bill / table
4. Limited to Dine In only

Examples of Promotional Collaborations

- Online Social Media Competitions
 - i.e. *Café.Waiting.Love.* (等一个人咖啡) imitation game!
 - i.e. *1965 Picture with a Pioneer Campaign*



1965 PICTURE WITH A PIONEER

Capture A Special Moment With A Pioneer & Share It!

EyeCon 7m

168 likes
EyeCon #1965movie

Post your picture with a Pioneer on Instagram with the hashtag #1965movie and stand a chance to win attractive prizes!

We are looking for entries that best express the themes of bonding and connections. The 50 winning entries will also be featured in 1965 movie end credits, a photo exhibition and photo walls in designated locations islandwide! Hurry, contest closes 5 June 2015!

Prizes to be won include cameras, iPads and dining vouchers!

Organised by: blue3 mm2
Supported by: DBS 三泰隆 三泰隆 Canon FN 5B

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Examples of Logos Placement



Press Conference
- Backdrop



Gala
- Backdrop



Examples of Key Art Usage

Exclusive Premiums “3688”



Exclusive Premiums “1965”



Online Video (With Endorsement)

An extension of Nivea's "Ah Boys to Men 3: Frogmen" sponsorship

Examples of Key Art Usage

100Mbps *\$39.95

MEGA BLOCKBUSTER, ULTIMATE HOMEHUB VALUE

Be one of 88 families to win 8 tickets to The Last Man with any sign-up qualifying HomeHub pack.

54 *\$22.95

HomeHub *\$68.88

6

68

96

StarHub

109

0

249

249

290

ROARING GOOD VALUE WITH \$50 OF NTUC VOUCHERS & MORE

Be one of 88 families to win 8 tickets to The Last Man with any sign-up.

StarHub

Newspaper Ads

Brand Exposure



- The **Movie's A&P** (Advertising & Publicity).
- The **Scene** within the Movie will have potential exposure in other countries when the Movie is distributed overseas.
- **The total exposure of content is at least 2 to 7 years.**

A 3D-rendered cartoon character with a large, round face, a wide smile showing teeth, and a crown with blue and gold details. The character is surrounded by many golden, coin-like objects. A large, orange, rectangular tag with rounded corners and a hole at the top is placed in the foreground, partially obscuring the character. The tag has the words "Thank you" written in white, bold, sans-serif font. The background is dark with floating pink and white particles.

Thank
you