Access *admanGO Hong Kong* via the database lists on the CityU Library web site
Access to admanGo Hong Kong

Access is restricted to current CityU staff and students on main campus and Telford campus.

Click on the button below to access admanGo Hong Kong

Log in the database by clicking this button

Please remember to log out after use to free up the service.
Dear Sir/Madam,

Customized Email Alert

New ads update sent by email to alert you your competitors’ advertising activities -

**Print:** Daily (morning)

**TVC:** Daily (morning)

**Outdoor:** Every Tue & Fri (afternoon)

**Radio:** Every Mon (noon)

To select your own categories for Email Alert, please contact CS hotline: 2836 6907

<table>
<thead>
<tr>
<th>No.</th>
<th>Ads</th>
<th>Advertiser &amp; Brand</th>
<th>Duration (MM/DD/YY)</th>
<th>First Launch Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1.png" alt="Image" /></td>
<td>Shell (殼牌), Corporate Image</td>
<td>Oct-5-2005 to Oct-4-2005</td>
<td>Newsweek International (Asia Edition) Main Book18, 4 Color, 2 Columns /4C</td>
</tr>
<tr>
<td>2</td>
<td><img src="image2.png" alt="Image" /></td>
<td>Mercedes Benz (平治), Corporate Image</td>
<td>Oct-5-2005 to Oct-3-2005</td>
<td>Newsweek International (Asia Edition) Main Book18, 4 Color, Full Page /4C</td>
</tr>
<tr>
<td>3</td>
<td><img src="image3.png" alt="Image" /></td>
<td>Toyota (豐田), Formula 1 /F1</td>
<td>Jun-27-2005 to Oct-3-2005</td>
<td>Time (Asia Edition) Main Book67, 4 Color, Full Page /4C</td>
</tr>
</tbody>
</table>
Our Online Platform

Select Function you would like to execute -
1. Search For Latest / Achieve Email Reports
2. Execute Ad Search
3. Brand Folder
4. Campaign Folder
5. Compile Reports
6. Amend Report Setting

Advanced Search -
Search for ads according to specific categories, brands, media and dates
### Email Report

**Quick Search Folder**

- **E-mail Report**
- **Search Ads**
- **Brand Folder**
- **Campaign Folder**
- **Reports**
- **Report Setting**

**Advanced Search**

**Load Template**: New Template

**Analysis Types**:
- Categories
- Subcategories
- Advertisers
- Brands/Products
- Keywords

**Keyword**: 

**Ad Type**: (optional)
Email Report - Achieves

Select Media

Select Date

1-Click Function

Sort by Category
Search Ads

Quick Search -
- Browse by Categories
- Browse by Media

Advanced Search -
(You may save the searching criteria after selection)

Export Brand List to Excel
Search Ads – Ad Details

Ad Details –
Category / Advertiser / Brands / Launch Date / Headline

Insertions detail –
Date / Title / Size / Position / Rate

Export / download –
Export to powerpoint or download ad creative (high / low resolution)
* Cable high resolution TVC downloads by request
Search Ads – 1-click Functions

1-click download – Download selected ads (low resolution)

1-click print image – Automatically fit in A4 size each ad for printing

Save to Campaign Folder – Group selected ads under certain campaign folder or campaign group
Search Ads – Export to Excel
Search Ads – Export to Power Point

One page per image
* Can only view TVC or play radio when online
Search Ads – Email Forwarding

Fill in own message
Report – Ad Market Overview

These Charts gave you a general idea on the ad spend over selected category / subcategory
Report types:
- Monthly Trend (2 – 5 years)
- Media Mix
- Subcategory Analysis (SOV of advertisers)
- Top 30 Advertisers
- Top Brands / Products (in a subcategory)
Adspend Analysis showed the spending trend of certain Category / Subcategory / Advertiser / Brands / Media - Helped to analyze competitor’s spending pattern

Report types:
- Across Media
- Across Months
- Create your own from “Report Format”
Report – Adspend Analysis Report
Create your own report format

1) Select Report Layout
* Click to view Layout

2) Select Medium & Groupings

3) Save Format for Future Use
Commercial Log Report showed all insertions / spots of a particular medium in order

* Help to monitor closely on a medium

Select Media (Station / Title) & Period

Change Title or Period
Media plan showed both adspend and creative version of selected ads

Report types:
- Media title vs Period over certain brands
- Brand vs Media title over certain period
Report – Publication Analysis by Section or by Page Size

Reports of Adspend, Volume and Insertions number of a category on specific title breakdown by Section or by Page Size

By Section

By Page size
Report – Rank by Adspend, Volume and Insertion

Rank top 10, 50 or 100 advertisers / Brands within particular category / subcategory by:
1) Adspend
2) Volume (in mm2)
3) Number of Insertions
(You may choose individual Medium and Time Range that you would like to look at)

Choose Category / Subcategory, Media & Period
Spot Listing showed all the insertions and spots of certain advertisers or campaigns by creative version
- Channel
- Date
- Time & Program (TV & Radio) / Section (Print) / Location (OOH)
- Cost
- PIB (TV) / Size & Color (Print)
- Share of advertiser on the spots / insertion
Media Log Report showed all spots of certain ads in order

* Export .EXP file for telescope

Select Brands / Product you’d like to analyze

Export .EXP file to run Ratings in Telescope

<table>
<thead>
<tr>
<th>TV Channels</th>
<th>Date</th>
<th>Spot Time</th>
<th>Duration</th>
<th>Time Class</th>
<th>Program</th>
<th>Ad Share (%)</th>
<th>Rate</th>
<th>Do not export</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVB1</td>
<td>20050201</td>
<td>07:42</td>
<td>15</td>
<td>J2</td>
<td>香港早晨</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050202</td>
<td>22:06</td>
<td>15</td>
<td>J1</td>
<td>大長今（第二週）</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050203</td>
<td>21:02</td>
<td>15</td>
<td>J2</td>
<td>火熱夜晚</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050204</td>
<td>22:00</td>
<td>15</td>
<td>J2</td>
<td>理想與現實</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050205</td>
<td>22:21</td>
<td>15</td>
<td>J2</td>
<td>大長今（第二週）</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050206</td>
<td>21:47</td>
<td>15</td>
<td>J2</td>
<td>東方財富</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050207</td>
<td>22:20</td>
<td>15</td>
<td>J2</td>
<td>理想與現實</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050208</td>
<td>22:20</td>
<td>15</td>
<td>J2</td>
<td>大長今（第二週）</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050209</td>
<td>21:47</td>
<td>15</td>
<td>J2</td>
<td>東方財富</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>TVB1</td>
<td>20050210</td>
<td>22:00</td>
<td>15</td>
<td>J2</td>
<td>理想與現實</td>
<td>(A1)</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Brand Spot Listing showed the TV performance within the target group of a particular campaign
- Total no. of spots
- TV Ratings of each spot
- Cumulative TV Ratings
- Cost per Rating Points
- Export to Telescope
- Shift to Expenditure and Rating Trend

<table>
<thead>
<tr>
<th>Spot</th>
<th>Channel</th>
<th>Date (mm-dd)</th>
<th>Day</th>
<th>Time</th>
<th>Dur.</th>
<th>Class</th>
<th>PIB</th>
<th>Programme</th>
<th>Ads</th>
<th>Cost '000</th>
<th>Spot TVR</th>
<th>Spot '000</th>
<th>Cum. TVR</th>
<th>Cum. '000</th>
<th>CPP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TVB Jade</td>
<td>02-01</td>
<td>Tue</td>
<td>17:49</td>
<td>30</td>
<td>J5</td>
<td>6/8</td>
<td>撒娇新娘</td>
<td>A1</td>
<td>94</td>
<td>4.6</td>
<td>264</td>
<td>4.6</td>
<td>264</td>
<td>20,293</td>
</tr>
<tr>
<td>2</td>
<td>TVB Jade</td>
<td>02-01</td>
<td>Tue</td>
<td>19:31</td>
<td>30</td>
<td>J7</td>
<td>8/9</td>
<td>愛之無盡大地</td>
<td>A1</td>
<td>131</td>
<td>15.5</td>
<td>886</td>
<td>20.1</td>
<td>1,150</td>
<td>11,698</td>
</tr>
<tr>
<td>3</td>
<td>TVB Jade</td>
<td>02-02</td>
<td>Wed</td>
<td>17:49</td>
<td>30</td>
<td>J5</td>
<td>8/10</td>
<td>星夢美少女</td>
<td>A1</td>
<td>94</td>
<td>4.3</td>
<td>245</td>
<td>24.4</td>
<td>1,996</td>
<td>21,923</td>
</tr>
<tr>
<td>4</td>
<td>TVB Jade</td>
<td>02-02</td>
<td>Thu</td>
<td>17:49</td>
<td>30</td>
<td>J5</td>
<td>4/10</td>
<td>帝皇警記</td>
<td>A1</td>
<td>94</td>
<td>4.3</td>
<td>240</td>
<td>20.7</td>
<td>1,644</td>
<td>21,669</td>
</tr>
<tr>
<td>5</td>
<td>TVB Jade</td>
<td>02-02</td>
<td>Thu</td>
<td>19:46</td>
<td>20</td>
<td>J7</td>
<td>10</td>
<td>美女與野獸</td>
<td>A1</td>
<td>121</td>
<td>12.2</td>
<td>1,282</td>
<td>27.6</td>
<td>1,282</td>
<td>22,380</td>
</tr>
</tbody>
</table>
Commercial Break Summary showed the average TV Ratings of each commercial break (every 15 mins) from Monday to Sunday.
Expenditure and Rating Trend showed the TV performance summary in different criteria of a particular Category/Subcategory/Brands within the target group:
- by duration
- by Channel
- by TimeClass & Duration
- WeekDay/WeekEnd summary
- Spot Sequence & no. of spots
1) Create New Brand Folder
   (May also Edit / Delete / Share / Copy Brand Folder)

2) Click to create New Brand Group
   (May also Edit / Delete / Share / Copy / Merge / Split Brand Group or Search for New Brands)

3) Select Brands / Products you wish to be included in the Brand Group
Once you have a brand folder set up, you can click the icons to execute any of the function:
1. click Report
2. Aspend Report (Aspend Analysis)
3. Media Plan
4. View ads
5. Spot listing Report
6. Export to Powerpoint
7. Media Log
Choose the report templates you want and you will find them sitting in your inbox within 10 minutes.

The system will intelligently list out all the new brands relevant to your brand group before you run the report.
1) Create New Campaign Folder / Campaign Group

2) Add creative version to campaign group from ad search result page

Execute 1-Click Function from Campaign Folder

Edit / Delete / Share / Copy Campaign Folder
If you found any errors in our database, please feel free to report to us through “Submit Error”
- Incorrect Image/Movie or Poor Image/Movie Quality
- Incorrect sighting (e.g. Wrong color, page size, publication, channel, airtime, location or rate reference etc ...)
- Incorrect category / subcategory / advertisers / brands allocation
- Software error or malfunction
- Cannot find any ads that I'm looking for
- Incorrect ad spend calculation
- Others, please specify:
Research guidelines, rate card information can be found in “Help” function.
If you have any questions, you can always call our customer service hotline or email us at:

Tel: 2836 6907
Email: cs@admango.com

~ Thank you ~