



**SCMP** *Style*

# The New STYLE STYLE Manifesto

# Style/e



Today, the definition of luxury is changing.

Luxury is moving from a symbol of exclusive wealth and success -  
to inclusive experiences offering knowledge, behind the scenes access, and connection.

It isn't just about what you wear. What you carry.  
It's about what you know.

A new era of luxury is dawning.  
An era of discerning and intelligent luxury.

Where the affluent and influential can be the hero of their own story.

It's time for a new platform, a new community, bringing together brands and influencers united  
by their pursuit of knowledge, wellbeing, betterment, and fulfilment.

It's time for Style by SCMP.

# The New STYLE STYLE Audience



Sources:  
Google Analytics (Mar 2023)

# Style

Global

## 15.45 mil

monthly page views (PVs)

## 221k

STYLE social media followers



## 49%



## 51%

## 11 mil

monthly active users (MAUs)

## 1:49

avg. session duration

Southeast Asia

## 1.39 mil

monthly page views (PVs)

## 658k

monthly active users (MAUs)

Growing our world

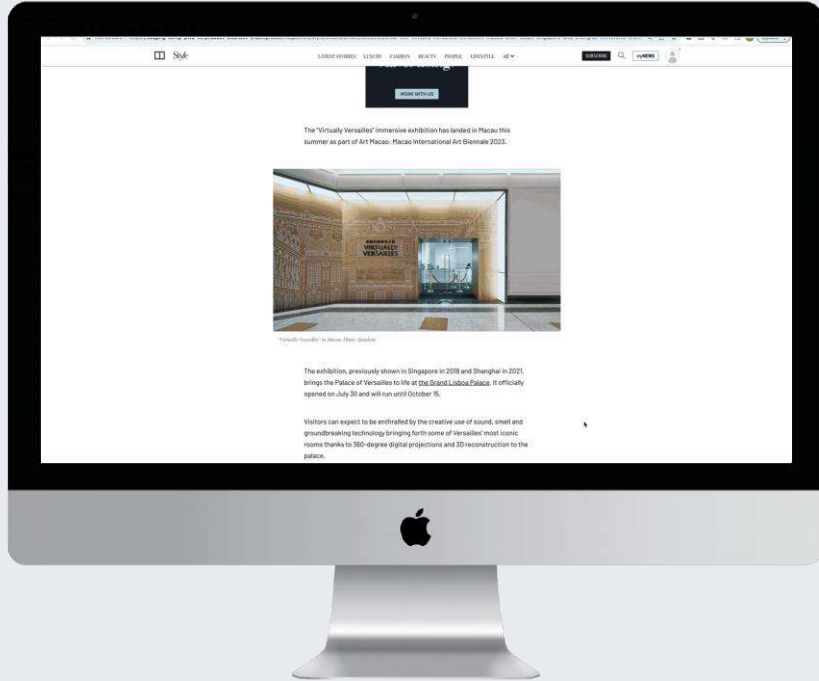
Advertising

106

# Creative Formats

## STYLE Superscroller

# Style/e



VIDEO SUPERSCROLLER



IMAGE SUPERSCROLLER

Creative Formats  
**STYLE** Miniscroller

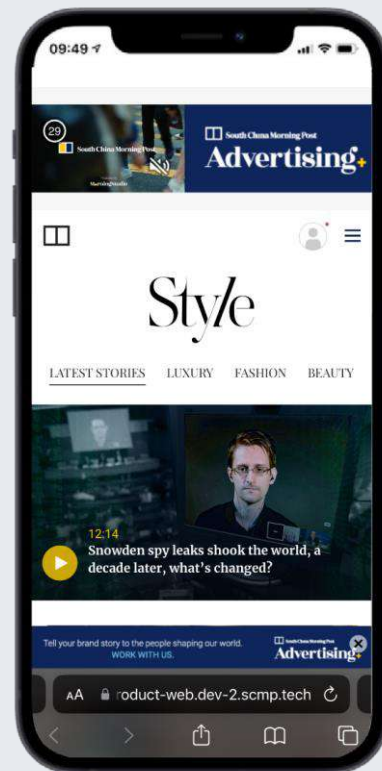
Style/e



# Creative Formats

## STYLE Homepage & Section Takeover - NEW

# Style



Growing our world

Advertising

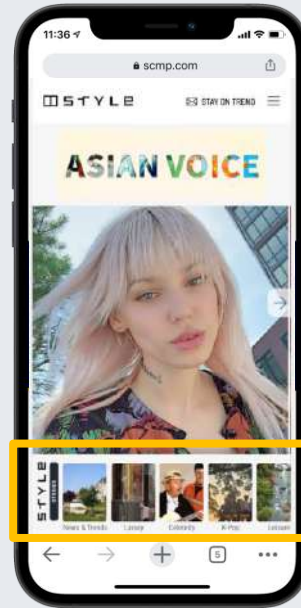
# Creative Formats

## STYLE Story Ads

- [SCMP STYLE](#), Mobile web
- Luxury audience & environment
- 100% share of screen (SoS)
- 720x1280 px (9:16 for video)
- Customizable CTA message, click to landing
- 100% brandsafe
- Global targeting

*“Story Video is an immersive ad format that brings advertiser’s storytelling to life. The ad will appear in between editorial content creating a soft-selling approach to boost awareness and invoke a positive sentiment towards the brand.”*

# Style/e



STYLE Article Page



STYLE Editorial content



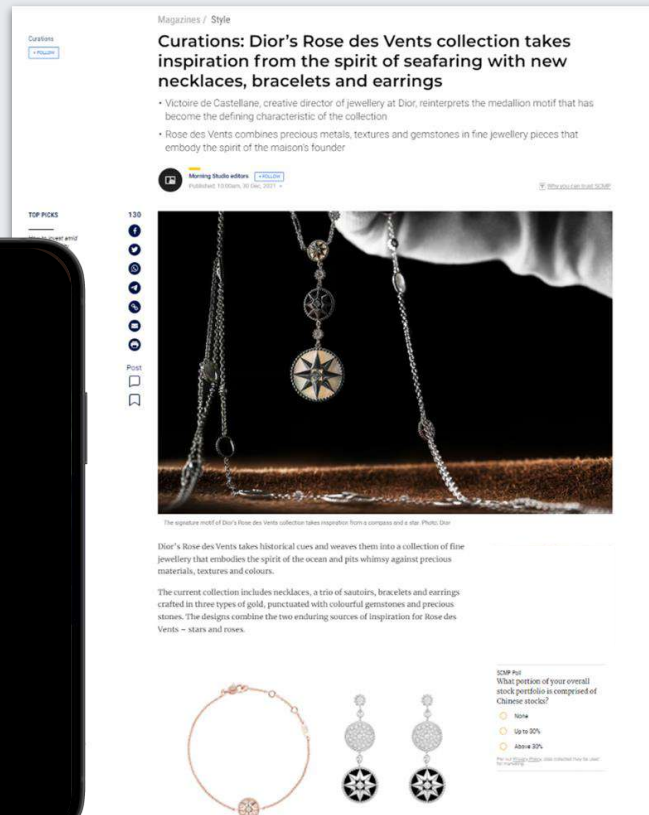
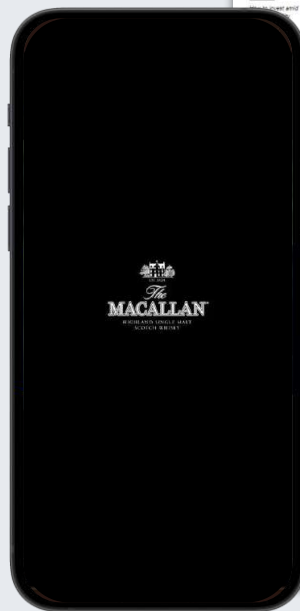
Story Ad

# Style *Curations*

"Curations" by SCMP Style introduces a **storytelling approach** to commercial partnerships with brands like yours.

This series features in-depth stories on the **latest launches and creations by fashion, jewelry and luxury brands**, created in collaboration with you.

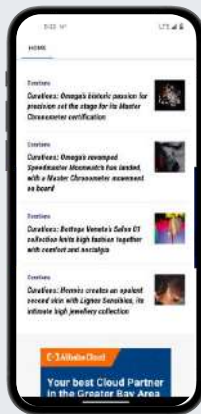
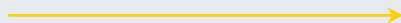
Produced by SCMP's in-house creative studio, **Morning Studio**, you will be able to tell your brand's story through written articles or social media videos.



# Style

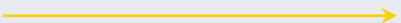
## *Curations formats available*

Written Article



Hosted on the '**Curations**' topics page in SCMP

KOL video

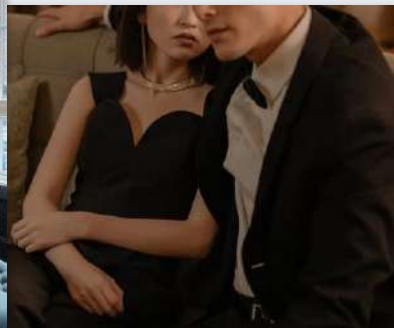


Social-first, hosted on **Style's Instagram page**

# Style

## *Curations video, a new storytelling format*

<b>WHAT</b> The format in a sentence	<p>Style Curations videos harness a new style of storytelling to showcase luxury brands:</p> <ul style="list-style-type: none"><li>• Led by a KOL voice who aligns with the brands values and ethos</li><li>• Highly produced and storyboarded to incorporate product shots, and create a tone and mood that suits the brand</li><li>• Around 30 seconds long, designed for social media sharing</li></ul>
<b>HOW</b> How this idea will be carried out	<p>Beautifully shot, highly produced video with narrative storytelling by the KOL</p>
<b>WHO</b> SCMP's target audience / clients	<p>Audiences on SCMP interested in luxury lifestyle, style and fashion</p>



# Style

## *Curations Case Study - Macallan*

We created a **series of two videos** for Macallan, to coincide with *The Macallan Experience*. Through the narrative voice of a **KOL who shares values with the brand**, the videos use **visual storytelling with product shots** to represent what Macallan's whiskies stand for.

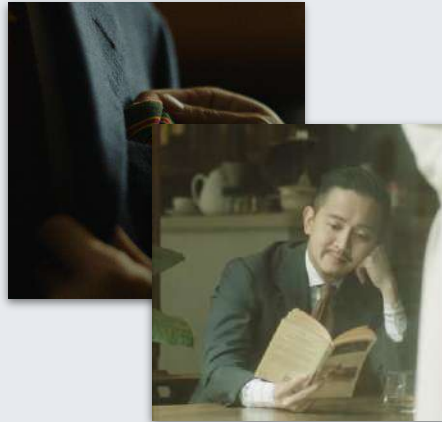
### **The KOL**

Alan See of The Armoury (bespoke tailors), who aligns with Macallan's ethos around craftsmanship and creating products for the ages



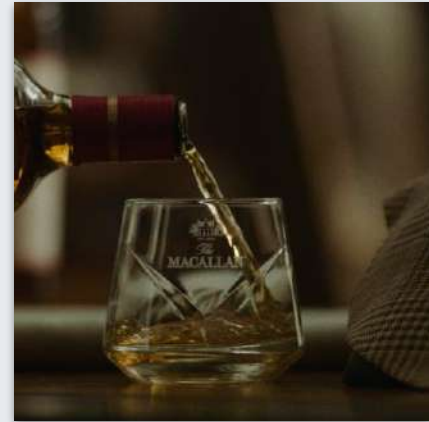
### **The Setting**

The Armoury outlet and Le Galet coffee shop - settings that personify class and exclusivity



### **The Narrative**

Juxtaposed visuals of well-tailored clothing and Macallan whiskey, with a narrative voice-over from Alan extolling the virtues of craftsmanship and quality products



# Style/e

## *Curations Case Study - Macallan (cont'd)*

Here's a tease of what we can do for you

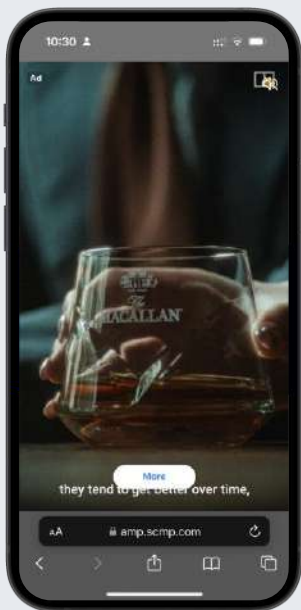


# Style

## *Curations Video Distribution*

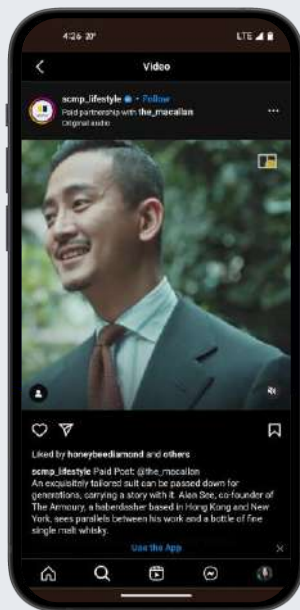
### SCMP Style Story

Full page, vertical display/  
video ad, running between  
editorial story cards on  
SCMP Style Mobile AMP



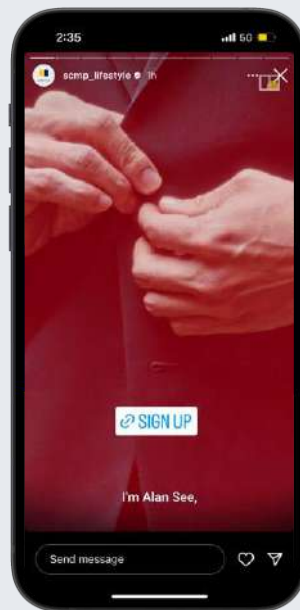
### Instagram Video post

Videos will be hosted on the  
SCMP Style Instagram page



### Instagram Story

These stories will be posted  
from the SCMP Style  
Instagram page, to direct  
traffic to the video post



### Facebook post

The videos will be hosted on  
the SCMP Style Facebook  
page, and drive traffic to the  
client landing page



\*While the Macallan posts are from the Style account, future Style Curation posts will be from the SCMP Style account

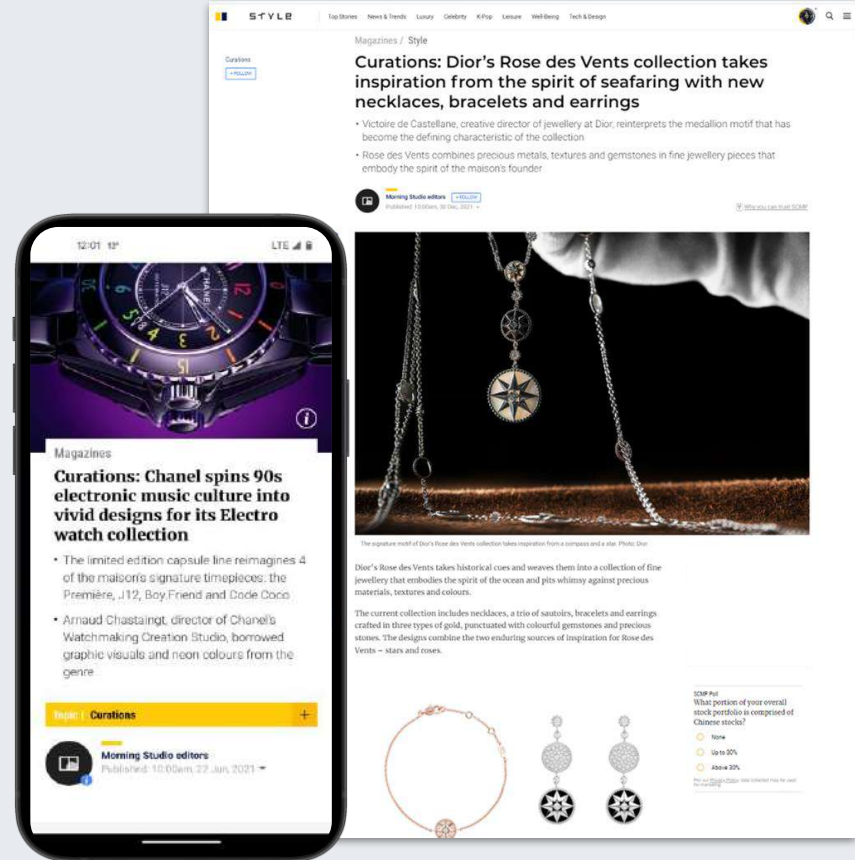
# Style *Curations Written Articles*

Written articles on Style Curations tell stories around launches, collaborations and collections by top luxury, jewellery and fashion brands.

They are produced by **Morning Studio**, SCMP's award winning creative house, using client imagery and press releases and other supporting content.

The articles are published on style.scmp.com and Style's official Facebook page.

Clients are able to preview the article before it is published, for fact-checking.



# Style *Distributions*

Full circulation  
with SCMP print

10 issues per year

Additional places.

- First class and Business class airport lounges, in-flight distribution.
- Private clubs in Hong Kong & Singapore, e.g. Kowloon Tong Club, Jockey Club, American Club, China Club, Shek O Golf Club.
- High-end hair salons, luxury spas and prestigious fitness centers e.g. Kim Robinson, Spa at Four Season, Peninsula Spa, Pure Yoga.
- VIP lounge of high-end residentials and shopping malls, e.g. Parc Oasis, Beacon Heights, Bella Vista, The Arch, Beverly Hill, 2 Macdonnell Road, Harbour Grand, The Staunton.
- Premium lounge of financial institutions.