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HKTV LOOK提供超過3,000條多元化影片 「PLAY to BUY」一鍵跟買即享額外2% Mall Dollar回贈

HKTVmall致力建立一個獨特的數碼生態圈，除了各類產品及服務外，亦積極為客戶提供各類實用的生活及購物資訊。為了令HKTVmall的數碼生態圈更加完善，推出了全新的影片平台 — HKTV LOOK，以影片形式提供不同範疇的實用資訊，為客戶帶來不一樣的網購體驗。

NEW

LOOK

**HKTVmall推出影片點播平台
為客戶帶來全新影片購物體驗**

影片專區

推薦直播/影片

直播限時免運費

法國同價免運費! 全港 巔平小金瓶

立即直達直播

英國百貨公司 Harrods

韓國護膚產品 REJURAN 麗珠蘭

英國百年百貨公司

North Gold Caviar (Ossetra) 羅斯鮮魚子醬 (10g) \$948.00 \$258.00 -額外2%回贈

匯聚多名超人氣創作者 隨時隨地重溫HKTVLive的直播節目

HKTV LOOK集結了多位不同範疇的超人氣影片創作者，部份創作者於知名影片平台的頻道訂閱用戶超過十萬，為客戶帶來不同的精彩影片，題材包括：煮食教學、旅遊娛樂、護膚美妝、保健養生、電子電器等等，包羅萬有。除此以外，HKTV LOOK將HKTVLive的直播影片變成點播影片，方便客戶隨時隨地重溫直播節目的重要內容，配合不同客戶的需要外，更延長產品的銷售周期。

為客戶提供多元化的影片內容

HKTVMall X LOOK



● 集結多位超人氣影片創作者，提供不同範疇的精彩影片

● 隨時隨地重溫HKTVMall直播節目的精彩內容

HKTVMall LOOK更加入了社交互動元素。客戶在觀看影片的時候，可以透過「讚好」表達對不同內容的感受，更可以「收藏」精彩影片，方便客戶回看及建立自己專屬的資料庫。

HKTVMall LOOK的互動功能

HKTVMall X LOOK



● 客戶可以透過「讚好」表達對不同內容的感受

● 設有「收藏」功能，方便客戶回看不同的內容及建立自己專屬的資料庫

跟買功能「PLAY to BUY」

有別於其他影片點播平台，HKTVMall LOOK的影片播放視窗會羅列影片當中提及的產品，並設有跟買功能「PLAY to BUY」，讓客戶可以在觀看影片的時，一鍵跟買有興趣的產品，縮短娛樂與購物之間的距離，享受更多網購的便利。

使用「PLAY to BUY」跟買產品賺取Mall Dollar 回贈

HKTVMall LOOK現時推出跟買回贈計劃。客戶只要透過HKTVMall LOOK收看各類影片，

並透過「PLAY to BUY」將附有「額外2%回贈」標籤的產品加入購物車，再於7天內完成付款，即可獲得2% Mall Dollar 回贈。

HKTVMall X **LOOK**

跟買功能 — PLAY to BUY



- 於影片播放視窗羅列影片當中提及的產品
- 客戶可以在觀看影片的**同時**，**直接將有興趣的產品加入購物車**
- 以PLAY to BUY 跟買附有「額外2%回贈」標籤的產品，**即可獲得2% Mall Dollar 回贈**

HKTVMall LOOK Provides 3,000+ Diverse Video Content Make Purchases with One Click and Earn a 2% Mall Dollar Rebate by Using “PLAY to BUY”

HKTVMall is committed to building a unique digital ecosystem. In addition to various products and services, HKTVMall provides customers with useful lifestyle and shopping content. To further enhance HKTVMall's digital ecosystem, a new video-on-demand platform — HKTVMall LOOK — has been launched, offering all-rounded and informative videos, bringing customers a unique online shopping experience.

NEW

LOOK

HKTvmall Newly Launched VOD Platform
A Brand New Video Shopping Experience



Gathering Popular Creators & Replays of HKTVLive Shows

HKTV LOOK gathers popular content creators from various fields, some of whom possess 100,000+ subscribers on another well-known video platform, providing all kinds of videos on HKTV LOOK. The videos cover a wide range of content, including cooking tutorials, travel entertainment, skincare and beauty, health and wellness, electronics, and more. Additionally, HKTV LOOK also transforms HKTVLive's live broadcasts into on-demand videos, allowing customers to review important content from live shows anytime and anywhere. This not only caters to different shopping needs but also extends the sales cycle of the products.

Provide Customers with Diverse Video Content

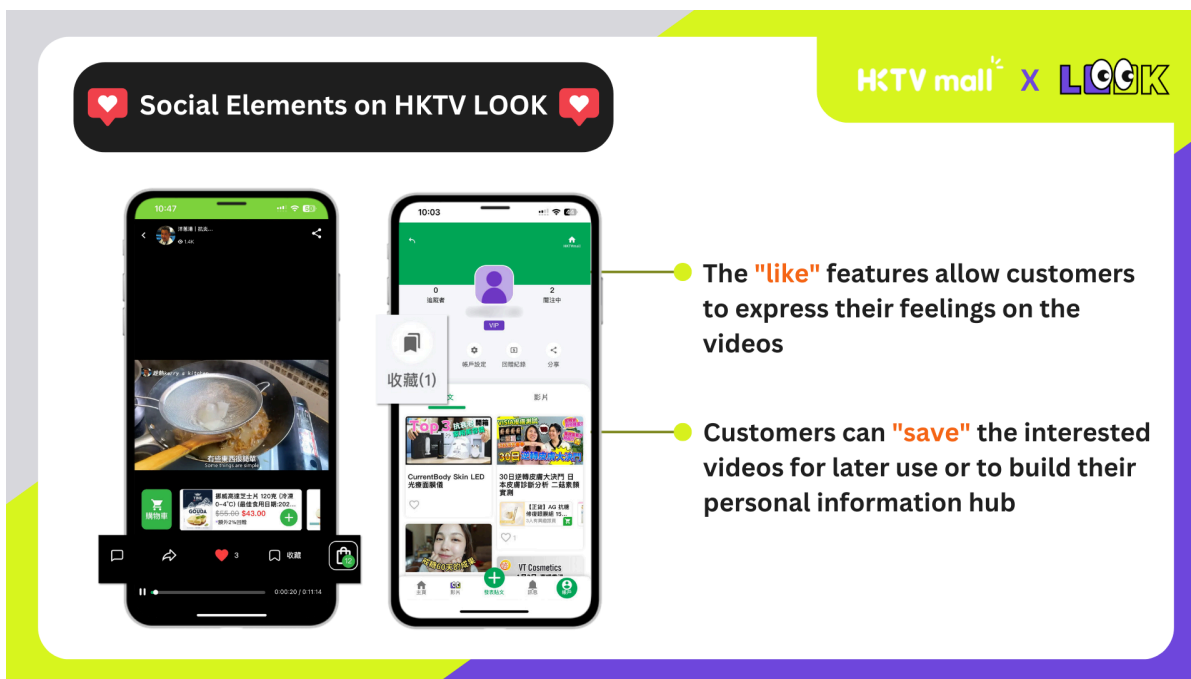
HKTvmall X LOOK



Gather various popular content creators from different fields to provide customers with all kinds of videos

Enable customers to watch the replays from HKTVLive anytime and anywhere

HKTv LOOK also incorporates social elements. Customers can express their feelings on the videos with "likes" while watching. They can also "save" the videos for later use and to build their personal information hub.



The image displays two smartphone screens from the HKTv LOOK app. The left screen shows a video player with a 'like' button (heart icon) and a 'save' button (bookmark icon) at the bottom. The right screen shows a user profile page with a '收藏(1)' (Saved) section and a 'CurrentBody Skin LED' product recommendation. The HKTv mall X LOOK logo is visible in the top right corner.

- The "like" features allow customers to express their feelings on the videos
- Customers can "save" the interested videos for later use or to build their personal information hub

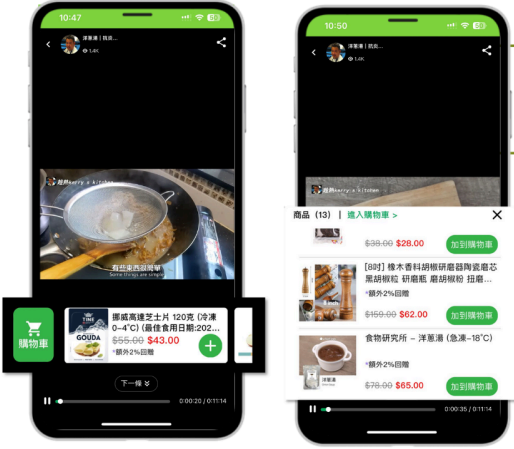
The Follow-to-buy Feature - PLAY to BUY

Unlike other video-on-demand platforms, HKTv LOOK shortlists the mentioned products in the video player. Customers can purchase the items with one click through the follow-to-buy function - PLAY to BUY while watching the videos. It shortens the distance between entertainment and shopping, further realising the convenience of online shopping.

Rebate Mall Dollar by Placing Orders with PLAY to BUY

HKTv LOOK is now holding a Mall Dollar rebate program. Customers who add products with the rebate label to their shopping carts through PLAY to BUY and check out their orders within 7 days can earn a 2% Mall Dollar rebate.

The Follow-to-buy Feature -
PLAY to BUY



- Shortlisted the mentioned products in the video player
- Customers can add their interested products directly to the shopping cart while watching the videos
- 2% Mall Dollar rebate can be earned by using PLAY to BUY to purchase the tagged products

HKTVMall.com

慳錢·慳力·慳時間

售賣超過1,900,000+件來自本地及全球的貨品

常見問題 FAQ | 送貨服務 Delivery | 退貨安排 Return | 訂閱管理 Subscription Management

關注我們



iOS - iPhone / iPad



Android



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商品價格以 hktvmall.com 為準

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