

For immediate release

**Out of Home
Media**

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Austria
Belgium
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Brazil
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China
Croatia
Czech Republic
Denmark
Estonia
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Germany
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Iceland
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Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Russia
Serbia & Montenegro
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
Uruguay
Uzbekistan
Ukraine

“The Best of the Best Awards 2009 MTR Advertising”

*Advertisers, creative and media agencies receive top awards for pioneering
“The Ad-volution” and unleashing limitless possibilities*

(Hong Kong, 1 April 2010) Jointly organised by MTR Corporation Limited and JCDecaux Transport, the 2009 edition of The Best of the Best Awards, the annual event that recognises outstanding achievement and creative excellence in MTR Advertising, came to fruition on 29 Mar with an awards ceremony held at the Grand Hyatt Hong Kong.

In its eighth year running, The Best of the Best Awards has again paid tribute to winning campaigns which have capitalised on MTR’s strategic advertising platform and unleashed the full potential of their brands, products and services. With the theme of “The Ad-volution”, this year’s The Best of the Best Awards placed an emphasis on the use of innovative advertising channels and ideas – echoing the leadership position enjoyed by MTR Advertising in the outdoor advertising market and its ongoing commitment to spearhead the evolution of advertising.

“We are very pleased to witness implementation of the outstanding work by many talented and creative people in the MTR network,” said Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation. “We will continue our efforts to introduce new media formats and tools that will help provide an entertaining and interactive MTR journey to our passengers.”

“We are always keen to help make advertisers’ creative ideas come to life,” said Mr. Stephen Wong, CEO of JCDecaux Greater China. “The key idea behind JCDecaux’s solutions is to offer them a platform as boundless as possible to let these creative ideas take flight.”

According to the judging committee, an extremely high level of creativity was demonstrated by all finalists’ campaigns. Not only were the campaigns creatively conceived, the smart execution of the ideas in the MTR environment was another aspect worth commending. These campaigns placed themselves a class above conventional advertising means, and reaped the benefits of added exposure and consumer attention.

The “New Cup Noodles Launching Campaign – Landing” campaign by Nissin Foods Co. Ltd., the winner of the Platinum award in the “Best of the Best – Creative” was a testimony of creativity being well executed. The campaign featured large-sized Cup Noodles mock-up built around pillars at the MTR concourse as well as ceiling-mounted small product displays to introduce a new and eco-friendly packaging of Cup Noodles. The campaign has yielded excellent recall across the consumers, advertising and trade levels, and helped achieve record-high sales volume during the advertising period. The campaign was also honoured with the Gold award in the “Best New Product Campaign” and the Platinum award in the “My Favourite Campaign” voted by the public.

The “Leader Speaking to Leaders” campaign by CSL Limited was awarded with the Platinum award in “Best of the Best – Use of Media” for its clever use of media at various high traffic zones at MTR Central Station, including a touch screen PC for passengers to experience the speed and reliability of the 1010 Next G technology, giant Posters-On-Wall and buntings in concourse and exit areas, as well as a Digital Escalator Crown Bank with a wall extension to reinforce its advertising messages.

Since its inception in 2002, The Best of the Best Awards has gained industry recognition and support for its positive impact created on the growth of the advertising industry. All advertising campaigns featured in the MTR* and Airport Express from 1 January to 31 December 2009 were automatically qualified as entrants of the Awards. A total of 23 awards in 15 categories were handed out to winning campaigns this year, including two newly-added categories, namely the “Best Innovative Campaign” and the “Best Use of Digital Panel”. The “My Favourite Campaign” award which was open to public for online voting between February and March 2010 was very well-received with over 10,000 votes recorded.

For more information about the Awards, please visit www.jcdecaux.com.hk/bobawards. For the full list of winners and members of the judging committee, please refer to the appendices.

*MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line.

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Appendix 1: The Best of the Best Awards 2009 MTR Advertising – List of Winners

Appendix 2: The Best of the Best Awards 2009 MTR Advertising –List of Professional Judging Committee Members

Appendix 3: Press photos and captions of the award presentation ceremony on 29 March 2010

Appendix (1):
**The Best of the Best Awards 2009 MTR Advertising
List of Winners**

A) Online Voting Awards (Voted by the public):				
Award	Campaign	Advertiser	Media Agency	Creative Agency
My Favourite Campaign Platinum Award	New Cup Noodles Launching Campaign - Landing	Nissin Foods Co. Ltd.	Asatsu-DK Hong Kong Ltd.	Asatsu-DK Hong Kong Ltd.
My Favourite Campaign Gold Award	Hong Kong Disneyland Sparkling Christmas	Hong Kong Disneyland Resort	M&C SAATCHI (Hong Kong) Limited	Mindshare Hong Kong Limited
My Favourite Campaign Silver Award	Amazing Asian Animals	Ocean Park HK Ltd.	Metta Communications	Mediacom
B) Professional Awards (Judged by industry professionals):				
Award	Campaign	Advertiser	Media Agency	Creative Agency
Best of the Best – Use of Media Platinum Award	Leader Speaking to Leaders	CSL Limited	Leo Burnett Limited	OMD
Best of the Best – Creative Platinum Award	New Cup Noodles Launching Campaign - Landing	Nissin Foods Co. Ltd.	Asatsu-DK Hong Kong Ltd.	Asatsu-DK Hong Kong Ltd.
Best Poster Campaign Gold Award	Jim Chim x Giordano Cheer U Up	Giordano Limited	Giordano Limited	Giordano Limited
Best Poster Campaign Silver Award	Canon - IXUS 200 IS - Super Wide Power	Canon Hongkong Company Limited	Communion W Ltd.	Starcom Worldwide
Best Branding Campaign Gold Award	Leader Speaking to Leaders	CSL Limited	Leo Burnett Limited	OMD
Best Branding Campaign Silver Award	Canon Creative Park Exhibition	Canon Hongkong Company Limited	Canon Hongkong Company Limited	Starcom Worldwide
Best New Product Campaign Gold Award	New Cup Noodles Launching Campaign - Landing	Nissin Foods Co. Ltd.	Asatsu-DK Hong Kong Ltd.	Asatsu-DK Hong Kong Ltd.
Best New Product Campaign Silver Award	LG – GD900 Crystal – Peel Off The Ordinary	LG Electronics HK Ltd.	HS Ad / Soulmate International Ltd.	Mindshare Hong Kong Limited

Award	Campaign	Advertiser	Media Agency	Creative Agency
Best Tactical Campaign Gold Award	Carefree "Take it off" !	Johnson & Johnson (HK) Limited	LOWE Limited	OMD
Best Tactical Campaign Silver Award	Maruko-Chan Mini Stationeries	7-Eleven	WORK Communications	ZenithOptimedia
Best Innovative Campaign Gold Award	Carefree "Take it off" !	Johnson & Johnson (HK) Limited	LOWE Limited	OMD
Best Use of Digital Panel Gold Award	Ice Age 3: Dawn of the Dinosaurs Campaign	Kentac Investments Limited	Kentac Investments Limited	Mindshare Hong Kong Limited
Best Use of Digital Panel Silver Award	Launch of hTC HERO	High Tech Computer (H.K.) Limited	High Tech Computer (H.K.) Limited	ZenithOptimedia
Best Use of Digital Escalator Crown Bank Gold Award	Love Entertainment?	Sony Ericsson	Please Communication Limited	Mediaedge:cia
Best Use of Digital Escalator Crown Bank Silver Award	E*TRADE PRO Launch	E*TRADE	Buzz Communications	OMD
Best Use of Airport Express Advertising Campaign Gold Award	Fly From Hong Kong to all Europe via Istanbul	Turkish Airlines	Art Group Advertising Agency	Turkish Airlines

C) Outstanding Performance Awards (Based on accumulated scores of all campaigns):

Media Planner of the Year	Rick Hung (Asatsu-DK Hong Kong Ltd.)
Creative Professional of the Year	Alex Nui (Asatsu-DK Hong Kong Ltd.)
Media Agency of the Year	Mindshare Hong Kong Limited
Creative Agency of the Year	Asatsu-DK Hong Kong Ltd.

Appendix (2):

**The Best of The Best Awards 2008 MTR Advertising
List of Professional Judging Committee Members**

Name	Title	Company
Ada Wong	General Manager	ZenithOptimedia
Angela Yam	Vice President, Marketing	Fortis Insurance Company(Asia) Limited
Angela Yeung	Director, Marketing	BlackRock Asset Management North Asia Limited
Annie Loo	Associate Creative Director	TBWA
Cecilia Chan	General Manager	Mediacom Hong Kong
Cedric Lam	General Manager	PHD
Celine Ho	Chairperson	The Hong Kong Advertisers Association
Clement Chung	General Manager	PHD
Henry K.Y. Fock	Assistant Professor, Department of Marketing School of Business	Hong Kong Baptist University
Julie Ng	Manager, Brand Development & Communications	CLP Power Hong Kong Limited
Lilian Leong	Managing Director - Hong Kong	Leo Burnett Limited
Melanie Lo	Leader, Hong Kong	Mindshare Hong Kong Limited
Ming Cheung	Assistant Professor, Department of Media and Communication	City University of Hong Kong
Raymond Ho	Head of Content Management	Hutchison Telecommunications (Hong Kong) Limited
Roid Sin	General Manager	Carat Media Services Hong Kong Limited
Stella L.M. So	Associate Professor, Department of Marketing, Academic Director, Undergraduate Studies, Faculty of Business Administration	The Chinese University of Hong Kong
Vincent Cheung	Director, Consumer Imaging & Information, Marketing Division	Canon Hong Kong Co., Ltd.
Yiu Hing Wong	Associate Professor, Department of Management and Marketing	The Hong Kong Polytechnic University
David Chiu	Marketing Director, Marketing Team	LG Electronics HK Ltd.
Bella Wu	Manager, Segment & Products Marketing, Marketing, Consumer Marketing	Standard Chartered Bank (Hong Kong) Limited
Daniel Chung	Head of Marketing, Markets, Hong Kong & Macau	Nokia
Louis Leung	Professor, Centre Director Centre for Communication Research School of Journalism and Communication	The Chinese University of Hong Kong
David Yeung	Vice President, Marketing Communications, Brand & Media Management	PCCW Limited

Appendix (3):

Photo Captions:



- A) The theme for this year's Awards is "The Ad-volution," which echoes with the fact that MTR Advertising is always the leader of outdoor advertising trends, and is both a pioneer in using new advertising channels and a key force in propelling the revolution of advertising.



- B) "We are very pleased to witness implementation of the outstanding work by many talented and creative people in the MTR network," said Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation. "We will continue our efforts to introduce new media formats and tools that will help provide an entertaining and interactive MTR journey to our passengers."



- C) “We are always keen to help make advertisers’ creative ideas come to life,” said Mr. Stephen Wong, CEO of JCDecaux Greater China. “The key idea behind JCDecaux’s solutions is to offer them a platform as boundless as possible to let these creative ideas take flight.”



- D) The “New Cup Noodles Launching Campaign – Landing” campaign by Nissin Foods Co. Ltd., won three awards, namely the Platinum award in the “Best of the Best – Creative”, Platinum award in the “My Favourite Campaign” and the Gold award in the “Best New Product Campaign”. The winner’s representatives received the awards from Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited (8th from left) and Mr. Stephen Wong, CEO of JCDecaux Greater China (7th from left).



- E) The “Leader Speaking to Leaders” campaign by “CSL Limited” was awarded with the Platinum award in the “Best of the Best – Use of Media” and Gold award in the “Best Branding Campaign”. The winner’s representatives received the awards from Ms. Jeny Yeung, General Manager - Marketing & Station Commercial of MTR Corporation Limited (5th from right) and Mr. Stephen Wong, CEO of JCDecaux Greater China (5th from left).



F) The “Ice Age 3: Dawn of the Dinosaurs Campaign” by “Kentac Investments Limited” was awarded with the Gold award in the “Best Use of Digital Panel”. The winner’s representatives received the awards from Ms. Amy Chan, Deputy Managing Director of JCDecaux Transport (middle).



G) The “Carefree “Take it off” !” campaign by “Johnson & Johnson (HK) Limited” was awarded with the Platinum award in the Gold award in the “Best Innovative Campaign”. The winner’s representatives received the awards from Ms. Stella Kwan, Senior Manager – Media & Business Development of MTR Corporation (middle).