

For immediate release

## **“2014 MTR Advertising Soccer Fever” launched Three Top Footballers from Kitchee Football Team appointed as Campaign Ambassadors to heat up the frenzy**

**(13<sup>h</sup> Jun, 2014 · Hong Kong)** – JCDecaux Transport proudly announced the launch of “2014 MTR Advertising Soccer Fever” and the appointment of Kitchee Football Team as the Campaign Ambassador. Kitchee is Hong Kong’s football powerhouse and one of the longest established sports clubs in the territory. Boasting an unbeaten record of championship achievement, Kitchee won again this year’s First Division League. In addition, Kitchee has been committed to training local football talents through its Kitchee Escola, a non-profit football school aiming at enhancing competitiveness of Hong Kong’s football community.

Kitchee Football Team’s strong support to “2014 MTR Advertising Soccer Fever” is unprecedented, including the engagement of three Hong Kong Top Footballers, namely Roberto Losada Rodríguez (2010/11), Lo Kwanyee (2011/12), and Huang Yang (2012/13) as the campaign’s ambassadors, as well as the participation of five young students from Kitchee Escola in the shooting of publicity photos. During the campaign, “Soccer Fever Zones” will be staged at MTR Hong Kong, Tsim Sha Tsui, Mong Kok, Central and Causeway Bay stations, allowing passengers to enjoy the unique fun and play the exciting interactive soccer game!

The “Soccer Fever Zone” at MTR Hong Kong Station featuring an exhibition of 7-Eleven’s life-size iconic 3D Line characters is the first zone of the campaign. The creative themed decorations will heat up the fever more, Kitchee Football Team Captain Lo Kwanyee and Vice-Captain Lam Ka-wai have visited the zone and experienced the innovative “Soccer on Mobile” interactive game frenzy via the QR Code and NFC of the MTR Ads there!

“As the No. 1 outdoor media company in Hong Kong, JCDecaux Transport is dedicated to encouraging and promoting development of local sports community through organizing advertising campaign themed with various creative sports (e.g. swimming, volleyball, table tennis, soccer, etc.). This year, we are extremely honored to join hands with Kitchee and Kitchee Escola through “2014 MTR Advertising Soccer Fever” to concertedly promote soccer sport, while offering the public an excellent opportunity to learn more about the soccer development in Hong Kong,” said Ms Amy Chan, managing director of JCDecaux Transport.



During the campaign period, 30 "Soccer Fever MTR Trains" and advertising panels in 52 MTR station platforms are installed with QR Code or NFC for the Soccer Fever Interactive Mobile Game. Passengers can simply login to the game via their smartphones to experience the extraordinary fun and excitement of the soccer game and have a chance to win weekly fabulous prizes and the ultimate grand prize –2 sets of SONY Xperia Z2 Smartphone and SmartWatch valued at more than HK\$15,000.

Numerous brands and advertisers have shown support to and participated in “2014 MTR Advertising Soccer Fever”, including 7-Eleven, Canon, Sony Mobile, Tower of Saviors and Visa, among others (brands listed in alphabetic order). “Soccer Fever Zone” will continue to be launched at different MTR stations, details will be announced soon.

**Media Enquiries:**

**JCDecaux Transport**

Iris Ng

Associate Marketing Director

Tel: (852) 2862 7238

Email: [Iris.Ng@JCDecaux.com.hk](mailto:Iris.Ng@JCDecaux.com.hk)

**Allied Synergy Communications Limited**

Alicia Chan

Tel: (852) 3101 8008 / 9509 8128

Email: [alicia@alliedsynergy.com](mailto:alicia@alliedsynergy.com)



APPENDIX : Photos and Captions

- 1) JCDecaux Transport has proudly invited Kitchee Football Team players as Ambassadors of “2014 MTR Advertising Soccer Fever”.



- 2) Two Kitchee Football Team leaders visited the first “Soccer Fever Zone” at MTR Hong Kong Station featuring an exhibition of 7-Eleven’s life-size iconic 3D Line characters.



- 3) Promotional Ads in various MTR stations and trains carry QR Code and NFC for easy access to the interactive football mobile game

