

## Press Release

### JCDecaux Transport Scooped 3 Awards at the 9<sup>th</sup> ROI Festival (第九屆金投賞)

#### JCDecaux China Won 10 Awards

#### Including the Highest Accolade “Best Media of the Year”



JCDecaux Transport was honoured to have received one Gold, one Silver and one Bronze awards at the 9<sup>th</sup> ROI Festival.

(Hong Kong, 4 Nov, 2016) JCDecaux China shined in the 9th ROI Festival by clinching a total of 10 awards including the highest accolade “Best Media of the Year”. Among which, JCDecaux Transport is delighted to have scooped 3 awards for the following MTR advertising campaigns that have achieved the best return on investment (ROI):

#### MTR advertising: HKTVMall – “Summer Giveaway” Campaign

*A first-ever Trackside 12-sheet domination campaign at 51 MTR Stations & 2 Airport Express Stations*

Gold Award for Outdoor (Content) Category



View the campaign video: <https://www.youtube.com/watch?v=mKaFH-JmKmg>

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## MTR advertising: Swarovski – “Crystal Galleria” Campaign

*A passageway decorated with over 100,000 precious Swarovski’s crystals and iconic gift boxes*

Silver Award for Outdoor (Content) Category



View the campaign video: <https://www.youtube.com/watch?v=32ApU7q2U14>

## MTR advertising: ECCO – “Virtual Fitting Journey” Campaign

*A virtual try-on of ECCO products via a TV screen enabled with cutting-edge AR technology*

Bronze Award for Outdoor (Content) Category



View the campaign video: <https://www.youtube.com/watch?v=mhuENKpe8ps>

The ROI Festival, one of the most influential awards in China’s advertising industry, aims to reward the most innovative brands and enterprise that maximize returns with the least investment. It attracted 3,012 entries this year, among which, only 2.5% won gold awards. JCDecaux’s winning of multiple recognitions further underlines its reputation as the No.1 outdoor advertising company worldwide and No.1 outdoor advertising company in China.

Ms. Shirley Chan, Managing Director of JCDecaux Transport, said: “We are proud to have recently won unprecedented one Gold, one Silver and one Bronze honours at the 9th ROI Festival. These wins further recognize MTR advertising as an effective advertising platform to build strong connection with targeted audiences. We look forward to creating more remarkable campaigns for our valuable clients.”



*HKTVMall's first-ever trackside domination campaign was highly recognized at the 9<sup>th</sup> ROI Festival with winning of an incredible Gold award.*



*In receiving "Best Media of the Year", JCDecaux China further underlined its reputation as the No.1 outdoor advertising company in China.*

-End-

## **Key information about JCDecaux Group**

- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (524,580 advertising panels)
- No.1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- No.1 in Europe for billboards (177,760 advertising panels)
- No.1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- No.1 in outdoor advertising in Latin America (62,860 advertising panels)
- No.1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- 12,850 employees

## **Key information about JCDecaux in China**

- No.1 outdoor advertising company in China with 210,500 advertising panels in 35 cities (include Hong Kong and Macao)
- 195,100 transport panels (13 cities)
- 1,093 employees
- 6,400 advertising panels in Campus (32 cities)

## **About JCDecaux Pearl & Dean**

JCDecaux Pearl & Dean Ltd (JC DP&D) is the main subsidiary of the JCDecaux Group in Hong Kong. JC DP&D is the market leader in outdoor advertising sales in Hong Kong, where it has been established since 1976. JC DP&D has been managing the advertising sales concessions for the MTR\* Corporation for over 30 years and the Hong Kong International Airport since its opening in 1998. The Company currently also operates the advertising concessions for Macau International Airport, Airport Express, Pacific Place Passages and Ngong Ping 360.

*\*MTR System here 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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