

## **PRESS RELEASE**

### **JCDecaux Transport named winner of four prizes at The Spark Awards 2014, including The Best Engagement Strategy Gold Award**

**(Hong Kong, August 29, 2014)** - JCDecaux Transport was named winner of four of the The Spark Awards 2014 produced by Marketing Magazine, at the Awards Presentation Gala Dinner held on August 27, 2014 in Hong Kong. **The Best Engagement Strategy Gold Award** was presented to JCDecaux Transport for its outstanding **mobile convergence strategy** developed for MTR, Airport Express and Hong Kong International Airport advertising. The award honors JCDecaux Transport's highly adaptable solutions for demonstrating seamless integration of mobile and Out-of-Home media, and allowing advertisers to effectively engage with their audiences.

In addition, together with its esteemed clients, JCDecaux Transport is proud to have won **three Bronze Awards** in the following categories: "The Most Innovative Technology" for the Sony Mobile Party Anyone MTR campaign, "The Best Experiential Media Campaign" for its Pricerite Express Virtual Store MTR advertisement, and finally, "The Best OOH Media Campaign" for the stunning Crystals Swarovski Christmas Tree in Hong Kong International Airport.

The Spark Awards was held to recognize the most innovative, creative and effective campaigns and strategies spanning Hong Kong's entire media industry. This includes the critical areas of audience engagement, subscriptions, content, research, events, programming and technology.

Ms. Amy Chan, Managing Director of JCDecaux Transport said, *"it is a tremendous honor to have won four categories of The Spark Awards which is the highest accolade that a company in OOH media can receive. We are grateful to receive such notable acclaim for our ongoing achievements in the fast-evolving advertising industry and will continue to build on our successes to develop innovative solutions to our advertisers."*

#### **View videos of JCDecaux Transport's awarded campaigns on Youtube**

MTR - Sony Mobile Party Anyone:

[https://www.youtube.com/watch?v=S0K4jA0y9A4&list=UUgp46KscH\\_Db5DrmAr6yfsW](https://www.youtube.com/watch?v=S0K4jA0y9A4&list=UUgp46KscH_Db5DrmAr6yfsW)

MTR - Pricerite Express Virtual Store:

[https://www.youtube.com/watch?v=fKNI3WENa40&list=UUgp46KscH\\_Db5DrmAr6yfsW](https://www.youtube.com/watch?v=fKNI3WENa40&list=UUgp46KscH_Db5DrmAr6yfsW)

Hong Kong International Airport - Swarovski: <https://www.youtube.com/watch?v=0XcJlkjPllc>





**JCDecaux Transport Hong Kong scooped four awards at The Spark Awards 2014**



**Ms. Shirley Chan, General Manager of JCDecaux Transport proudly received the Gold Award of The Best Engagement Strategy from Marketing Magazine**





*The distinguished clients from Pricerite, Sony Mobile and Swarovski joined JCDecaux Transport for The Spark Awards 2014 Gala Dinner*



*JCDecaux Transport and Sony Mobile teams were very excited and honored to receive high recognition from Marketing Magazine*



*The esteemed advertisers were very delighted to receive trophies for their outstanding advertising campaigns taken place in MTR and Hong Kong International Airport media*

### **Key information about JCDecaux Group**

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,000 employees

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

- N°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 (JCDP&D) is the main subsidiary of the JCDecaux Group in Hong Kong. JCDP&D is the market leader in outdoor advertising sales in Hong Kong, where it has been established since 1976. JCDP&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.

### **Media Enquiries: JCDecaux Transport HK**

Shirley Chan, General Manager

Tel: (852) 2862 7226 - Email: [shirley.chan@jcdecaux.com.hk](mailto:shirley.chan@jcdecaux.com.hk)

Iris Ng, Associate Marketing Director

Tel: (852) 2862 7238 - Email: [iris.ng@jcdecaux.com.hk](mailto:iris.ng@jcdecaux.com.hk)

