



### Immediate Release

## **HKTVMall's Mega MTR Advertising Campaign dominates all Trackside Advertising space across more than 50 MTR stations** ***The massive geographically-linked creative campaign is the first ever launched by a single advertiser in history***

**HONG KONG, 5 August 2015** –Today, advertising space along the trackside (12-sheet format) of 51 MTR stations\* and 2 Airport Express stations\*\* will be turned into Hong Kong's longest, and probably the largest advertising medium totaling 3298 panels and 119 tracks to roll-out the mega advertising campaign of HKTVMall, the online shopping mall operated by Hong Kong Television Network Limited (SEHK: 1137; NASDAQ: HKTVM).

Unprecedented in the history of MTR advertising in scale by a single advertiser, HKTVMall's Mega Campaign leverages on the individual name of each MTR station to "personalize" the premium giveaways upon every purchase of HK\$400 online. Presented in creative humor, HKTVMall wishes the campaign can relate to the enjoyment of shopping at HKTVMall thus appealing the target shoppers and residents geographically, as well as making it entertaining to MTR passengers.

Proudly launching the first of its kind Mega Campaign, Mr. Ricky Wong, Chairman of HKTVM, said "Advertising promotions consist of two critical elements: creativity and coverage. We wish that promoting HKTVMall with this fun and bold creative can attract public awareness of our new online shopping mall, and add personalized elements by making use of the wide geographic footprint of MTR. In addition, the extensive outreach of MTR advertising's network and its highly captive environment would also enhance promotion effectiveness. We are extremely delighted to partner with JCDecaux Transport on this campaign to create historical breakthrough while achieving HKTVMall's objective of penetrating the communities and reaching out to all MTR passengers."

Ms. Amy Chan, Managing Director of JCDecaux, said "We are very honored that MTR advertising and Airport Express advertising are the optimal and natural choice of media for HKTVM Mall's Mega Campaign. Our creative and flexible advertising formats have once again demonstrated its unparalleled benefits to advertisers, yet most importantly being able to entertain and excite MTR passengers with the "personalized" premiums and giveaways offered by the campaign."

Ms. Chan added, "With dedicated teamwork and think-out-of-the-box spirit, MTR advertising is committed to offering innovative advertising solutions with stronger creative impact than ever, hence continually promoting the boundary and development of the creative industry in Hong Kong."



\* The 51 MTR stations refer to all stations across MTR Island Line, Kwun Tong Line, Tseung Kwan O Line, Tsuen Wan Line and Tung Chung Line, excluding Chai Wan, Olympic, Sunny Bay and Disneyland Resort stations.

\*\* The two Airport Express stations refer to Hong Kong and Tsing Yi stations

For more information about MTR Advertising, please visit [www.icdecaux-transport.com.hk](http://www.icdecaux-transport.com.hk).

HKTVMall is an online shopping mall with diversified products and TV entertainment platform : [www.hktvmall.com](http://www.hktvmall.com)

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### Appendix: Campaign Photos and Captions

#### Caption 1:



HKTVMmall dominates all trackside 12-sheet panels and billboards along the platform with fun and bold creative to grab commuters' attention.

#### Caption 2:



HKTVMmall's unprecedented citywide MTR advertising campaign becomes the talk-of-town impacting all MTR passengers.

**Caption 3:**

Designed specifically to appeal to the MTR passengers of Tsim Sha Tsui station, the creative visuals of the HKTVMall campaign humorously feature the legendary “Suzi of Tsim Sha Tsui” and abundance of “Sushi bars” in this bustling district, to illustrate its premium giveaway of sumptuous sashimi airfreight from Tsukiji upon purchase of HK\$400 from HKTVMall.





#### Caption 4:

HKTVMall's MTR Advertising creative visuals along Wan Chai Station Tracksides feature a hairy crab walking sideways through the streets of Wan Chai district like a tram, to convey its giveaway premium of a fresh hairy crab airfreight from Japan for the shoppers in Wan Chai upon purchase of HK\$400.



#### Caption 5:

For Airport Express Hong Kong Station, the HKTVMall campaign visuals focus on Honeydew, due to its Cantonese pronunciation resembling "Don't Die", which has been perfectly adopted to convey the "Never Die" spirit of Hong Kong people. And naturally freshly airfreighted Japanese Honeydew is the premium giveaway to online shoppers in the vicinity of Hong Kong Station.





**Caption 6:**

MTR Passengers at Wong Tai Sin station will visualize themselves posting and looking through the “Missing Chicken” notices for their worship at “Wong Tai Sin Temple” from the HKTVmall ad creative! As the premium giveaway for shoppers and residents in Wong Tai Sin is 2 packs of Ginseng Chicken Soup from Korea!

