

## Press Release

### JCDecaux Transport was named the big winner in outdoor media at The Spark Awards 2015

(Hong Kong, July 20, 2015) JCDecaux Transport, the number one outdoor media advertising company in Hong Kong, is honoured to have recently won incredible six awards at the Spark Awards organized by *Marketing Magazine*. Teamed with the esteemed clients, the following outstanding and innovative MTR advertising campaigns were crowned winners in different categories:

#### **HMV – Music Reborn**

*Interactive posters with audio effect in different music instruments*

- Silver Award for Best Outdoor Innovation
- Bronze Award for Best Media Campaign – Experiential

#### **Citibank – Global banking**

*Creating a “small globalized world” by 3D visual illusion*

- Silver Award for Best Media Campaign – Out of Home

#### **Samsung – Do you Note? Samsung Galaxy Note 4**

*A joyful S pen experience through a larger-than-life interactive game*

- Silver Award for Best Media Campaign – Experiential

#### **Annum – Knowing a word is just the start of knowing the world**

*Converting MTR stations into on-the-go classroom with alphabet letters in different materials*

- Bronze Award for Best Outdoor Innovation

#### **Adidas – all in or nothing**

*Domination of MTR train and decorated as famous football stars’ rest room*

- Bronze Award for Best Media Campaign – Out of Home

JCDecaux Transport’s winning of multiple awards in The Spark Awards 2015 underlines its well deserved reputation as one of the Territory’s most trustworthy companies providing effective advertising platforms and innovate solutions to the advertisers.

Ms. Amy Chan, Managing Director of JCDecaux Transport, said: “We are delighted to have won six Spark Awards in recognition of our innovation and engagement in outstanding advertising campaigns. These wins encourage us to continue our pursuit of excellence in every aspect of outdoor advertising”



View videos of the award winning campaigns on Youtube

HMV – Music Reborn



<https://www.youtube.com/watch?v=Ee4trz7IKb4>

Citibank – Global banking



<https://www.youtube.com/watch?v=SEGoQoK8Fco>

Samsung – Do you Note? Samsung Galaxy Note 4



<https://www.youtube.com/watch?v=qCzBaMmqIso>

Annum – Knowing a word is just the start of knowing the world



<https://www.youtube.com/watch?v=ZvtiUGVW3dQ>

Adidas – all in or nothing



<https://www.youtube.com/watch?v=O2BEooPwoMc&feature=youtu.be>





JCDecaux Transport scooped six awards at The Spark Awards 2015



Ms. Shirley Chan, General Manager of JCDecaux Transport, Ms. Brucemond Chan, Associate Marketing Director of Fonterra Brands (Hong Kong) Limited were very excited and honoured to receive high recognition from *Marketing Magazine* for Annum – Knowing a word is just the start of knowing the world MTR campaign.



Ms. Shirley Chan, General Manager of JCDecaux Transport and Ms. Angela Shing, Vice President of Head of Bank Marketing & Franchise Branding Country Marketing of Citibank proudly received trophy for Citibank – Global banking MTR campaign.

#### **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 (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 (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.

#### **Media Enquiries:**

Iris Ng

Associate Marketing Director

Tel: (852) 2862 7238

Email: [iris.ng@jcdecaux.com.hk](mailto:iris.ng@jcdecaux.com.hk)