

Press Release

JCDecaux Transport Scooped Five Awards at the 7th Tiger Roar Awards

(Hong Kong, Jun 15, 2016) Teamed with the esteemed clients, JCDecaux Transport is honoured to have recently won unprecedented five awards at the prestigious 7th Tiger Roar Awards organized by Ministry of Commerce of the People Republic China (中國人民共和國商務部) and China Advertising Association of Commerce (中國商務廣告協會). The coveted accolades recognize the following outstanding and innovative advertising campaigns at MTR advertising and Hong Kong International Airport advertising platforms.

MTR advertising - ECCO Virtual Fitting Journey Campaign

- Silver Award - Corporate Image and Event Promotion Category
- Bronze Award - Technology Application Category



MTR Causeway Bay Exhibition Site was transformed into ECCO virtual fitting room. MTR passengers could choose ECCO products in iPad to experience the virtual try-on and the theme of the background for photo shooting. Participants will get an instant photo as souvenir. They are encouraged to have picture taken with the most natural expression and best fit style with ECCO and upload to its fans page for a chance to win HK\$3,000 ECCO cash coupon.

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

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Mexico
Mongolia
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Dominican Republic
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

MTR advertising - PANDORA 'Hear My Love' Campaign

- Merit Award - Fashion, Sports, Leisure and Others Category



Pandora had set up "Hear My Love" Zone at MTR Central Station. MTR passengers could record their own voice Christmas greeting message by scanning the QR Code on the backdrop. The voice message was transformed to QR code. The one who received the QR Code could come to the site and listen the tailor-made voice Christmas greeting.

View the video: <https://www.youtube.com/watch?v=5yTWN95J9xw>

MTR advertising – SKII 'Irresistible Blessing - Gift to Change Destiny' Campaign

- Merit Award - Beauty Product and Service Category



SKII launched an interactive Christmas eGreeting card for MTR passengers to deliver a personalized message to their loved ones through mobile interactivity. By selecting the location of the recipient, sender could view the blessing's transmission with the brand's butterflies fluttered away up the street virtually. The blessings are broadcast on the TV at the Sogo concourse at MTR Causeway Bay Station. The campaign successfully drives the target audiences to visit SKII counter nearby.

View the video: <https://www.youtube.com/watch?v=rcvK9T4tOvw>

Hong Kong International Airport advertising – Swarovski ‘Christmas in the Air’ Campaign

- Merit Award - Corporate Image and Event Promotion Category



Centered at the Arrivals Meeters & Greeters Hall at Hong Kong International Airport, the crystal-encrusted air balloon installation creates extensive reach and impactful brand awareness to target both local residents and travelers. With high visibility at the Departure Central Concourse, the Sparking Air Balloon promoted long-lasting brand recall paired with 3D illusion stickers as an excellent interactive photo-taking site. The Swarovski Exhibition Site also stimulated immediate purchase for ideal Christmas gifts.

View the video: <https://youtu.be/kR7eKP6E6X8>

JCDecaux Transport’s winning of multiple awards in 7th Tiger Roar Awards 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. Shirley Chan, Managing Director of JCDecaux Transport, said: “We are delighted to have won five Tiger Roar 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”



JCDecaux Transport won five awards at the 7th Tiger Roar Awards.



Ms. Shirley Chan, Managing Director of JCDecaux Transport (Left two) is delighted to receive the award.



Ms. Shirley Chan, Managing Director of JCDecaux Transport, joins Ms. Joanna, Deputy General Manager, and Ms. Tammy Liu, Marketing Manager of ECCO Shoes Hong Kong Limited, in proudly accepting their shared awards for ECCO's Virtual Fitting Journey campaign of MTR advertising.

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.

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