

JCDecaux Digital Vision

operated by JCDecaux Pearl & Dean Limited

Digital Escalator Crown Bank First in Asia's Metro System Launch Ceremony

August 13th, 2008



Campaign Highlights

- MTR passengers were **the first** to enjoy the moving, pristine-imaged, story-telling technology alongside the escalator in Asia's metro system
 - A new format, the **Digital Escalator Crown Bank**'s vivid, high-definition screens engage passengers and create an impression that they are being accompanied as they ride the escalator.
 - The Digital Escalator Crown Bank was launched on August 13th, 2008 and the first advertiser is **Sony VAIO**.
 - At least **four more** Digital Escalator Crown Banks are scheduled for roll-out this year at Central, Tsim Sha Tsui, & Causeway Bay Station.
 - The Digital Escalator Crown Bank received many coverage with **positive feedback**, total 12 coverage from online media and 7 coverage from print media.
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MTR and JCDecaux Unveil First Digital and Animated Escalator Advertising in Asia's Metro System



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Guest Speakers



Ms Stella Kwan

Senior Manager- Media Business

MTR Corporation



Ms Teresa Fung

Deputy Managing Director

JCDecaux HK & Macau



Mr. Steven Chu

Department Manager

Digital Imaging & Mobile

Entertainment Product Group

Sony Corporation of Hong Kong Limited

- **The 3 officiating guests gave opening speech to all guests and press.**



Endorsement

“It is **innovative**, encouraging advertisers to be even **more creative** and sure to stir the imagination of our passengers,”

Ms Stella Kwan, Senior Manager –
Media Business of the MTR Corporation

“The Digital Escalator Crown Bank fuelled a new sense of urgency among our clients, because they **could all see its potential**”

Ms Teresa Fung, Deputy Managing Director
of JCDecaux Hong Kong and Macau

“Its **cutting-edge** display system allows Sony to show off the VAIO Z’s unique advantages through an **eye-catching campaign with impact**, and that’s refreshing.”

Mr Steven Chu, Department Manager
Digital Imaging & Mobile, Entertainment Product Group
Sony Corporation of Hong Kong Limited



- A special souvenir, a digital photo album loaded with the images of the first Sony digital advertising on MTR, presented to Sony's representative Mr. Steven Chu by Ms Teresa Fung & Ms Stella Kwan.

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Officiating Guests



- From left to right – Mr. Roid Sin, Divisional General Manager of JCDecaux Digital Vision, Ms Stella Kwan, Senior Manager-Media Business of MTR Corporation, Mr. Steven Chu, Department Manager, Digital Imaging & Mobile Entertainment Product Group, Sony Corporation of Hong Kong Limited, Ms Teresa Fung, Deputy Managing Director of JCDecaux HK & Macau, and Ms Nadia Ng, Manager-Media Business of MTR Corporation



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Kickoff Ceremony



- A kick-off ceremony was held at the MTR Causeway Bay Station Jardine Crescent Exit by our 3 officiating guests on August 13th, 2008 to mark the unveiling of the first Digital Escalator Crown Bank in Asia's metro system.



Quotes from Media Agency

“The location at high traffic areas guarantees a significant viewing audience and this new innovative format is creative and attractive. Many of **our clients have shown an interest** and are now checking the booking availability.”

“I am sure this will be the **next most popular advertising format** as it is very flexible accommodating animated ads, image flow executions and the rotation of multiple visuals.”

Mr. Alfred Cheng
Director, Hong Kong
Mediaedge:cia
2008.08.13

Quotes from Creative Agency

“Many of our clients would be very interested as it is an innovative way to tell a story through a string of digital screens. Also, as it can **run three different creative** executions a day, I think many of our clients would be happy to show different products and images at different times throughout the day.”

“With the **right creative and sound**, this Digital Escalator Crown Bank will present an innovative media to showcase our clients’ products.”

Ms. Clara Wong
CEO

BBDO & Proximity Hong Kong Limited
2008.08.13

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First Group of Passengers



- **Passengers enjoy their ride on this spectacular journey upon the unveil of the Asia's Metro System First Digital Escalator Crown Bank.**

Passengers' Feedback

“Very special and attractive to look at.”

Ms. Hui, MTR Passenger, 2008.08.13

“More interesting than those regular poster on the side of the escalator.”

Ms Chu, MTR Passenger, 2008.08.13

“Very dynamic and want to see more of this kind of advertising in other stations.”

Mr. Shaw, MTR Passenger, 2008.08.13

Press Attending the Ceremony



The Press Conference



The Kickoff Ceremony

- **About 80 guests & press attended the Digital Escalator Crown Bank Launch Ceremony on August 13th, 2008 at MTR Causeway Bay Station**

Positive Feedback from the Market and Press

Extensive Press Coverage in Print and Online Media

‘This new platform runs on the wall above the handrail of the escalator, and tells a story through animation or visuals on rotating loops, appearing as a movie on the move.’ – Marketing Interactive.com.

‘They are particularly effective for projecting animation campaigns, so that images can appear like a “movie on the move” to travel alongside the escalator passenger’
– Media Magazine

“既可展示單個廣告，亦可播放由多個屏幕合組的連貫畫面，營造更大視覺效果。”
– **Ming Pao** (明報)

“市民在乘搭電梯時，便如同看到約17秒流動畫面，內容鋪排更精采及具靈活性。”
– **Hong Kong Economic Times** (經濟日報)

“乘客心聲：動畫會發聲，極具創意，引人注目” – **Hong Kong Economic Times** (經濟日報)

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Email: info@jcdecaux.com.hk

