

***MTR\* Advertising  
Christmas Package 2009  
<2 – 29 December 2009>***



\* MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line

### - Catch the prime time of consumer spending

- Christmas is the season with the highest passenger traffic in the MTR, a time when railway users are more likely travelling to shop and spend. So grab this great opportunity to reach out to these spenders!
- To help you **stand out** from the overcrowded promotions around town, we have come up with a Christmas Package which **engages** the MTR passengers via the Multimedia Stations that feature an **audio-visual and interactive** experience.
- The Package provides you an extensive coverage which includes not only mass coverage in MTR stations, but also online reach to target users via the MTR Club Ad Corner!



## Marketing Promotion for the Christmas Package

- Special advertising formats are selected to allow active **passenger engagement, enhanced creativity** and **mass coverage** to increase the campaign effectiveness:
  - A Christmas Buddy Corner with mini game at the Multimedia Station in Tsim Sha Tsui, Mong Kok and Causeway Bay stations
  - Random Stickers at Mong Kok, Tsim Sha Tsui and Causeway Bay stations (3 to 5 stickers at each station)
  - Christmas Galleria at the Causeway Bay Station Lower Platform
  - Trackside 12-sheet Frequency Network (150 panels, with JCD creative and sponsors' logos)



# Key Highlights - Multimedia Station (Platinum Sponsors only)

A mini game will be programmed to provide an engaging exposure of (1) advertisers' logo (2) advertisers' greeting message (3) advertisers' TVC  
The Multimedia Station will be decorated with Sticker Wrap to provide additional logo exposure



Christmas jingles  
broadcast via sonic sound system

Light box displaying the  
Christmas Buddies

Touch screen for mini game and  
broadcasting advertiser's TVC

Button for buddy voting

Sticker Wrap with logo exposure

Mock up for reference only, final creative to be confirmed.

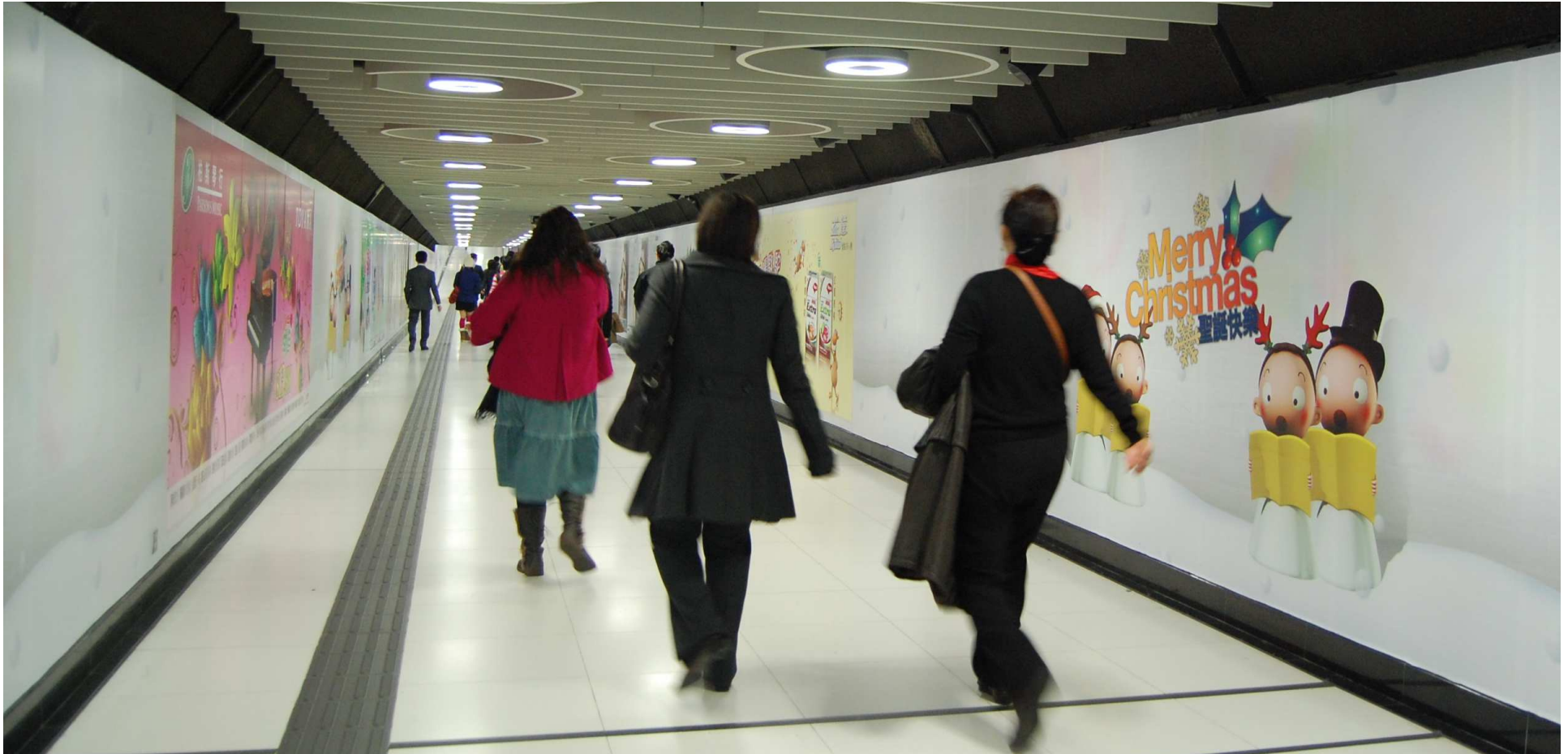
## Key Highlights - Random Stickers (Platinum Sponsors only)



- Random Stickers with sponsors' logo will be displayed as directional signage to direct the passengers to the Multimedia Station in Tsim Sha Tsui, Mong Kok and Causeway Bay stations.

Photo for reference only, final creative and sticker locations to be confirmed.

## Key Highlights - Christmas Galleria (All Sponsors)



- The Galleria at the Causeway Bay Station Lower Platform will be beautifully decorated to set the festive mood.
- Advertisers' Poster On Wall will be arranged alternating with Christmas decor.
- Along the Galleria, Christmas jingles will be broadcast to create a festive atmosphere.



Photo for reference only, final creative to be confirmed.

## Key Highlights - Trackside 12-sheet (All Sponsors)



- Trackside 12-sheet with sponsors' logos will be displayed in the network to call for passengers' visits to the Multimedia Stations

Photo for reference only, final creative to be confirmed.

# Package for Platinum Sponsor

Entitlements	Descriptions	Display Period
Christmas Galleria	1 x Poster On Wall at CAB Lower Platform, together with Christmas Jingle at the Gallery	Dec 2 – 29 (4 weeks)
Multimedia Station at TST, MOK & CAB	1 x Greeting / Fortune telling message endorsement 1 x TVC exposure (Maximum 30-sec per spot)	Dec 2 – 29 (4 weeks)
FeatureAds	10 half trains x Enlarged Sticker Next to Saloon Window (Maximum 2 on Island line and 8 on other lines)	Any 3 weeks between week 48 – 52
PosterAds	5 x 4-sheet Panels at Airport Express Stations	Any 3 weeks between week 49 – 53
<b>Shared Entitlements</b>		
JCD Christmas Promotional Material	1 x Logo exposure on Trackside 12-sheet Network	Nov 28 – Dec 25 (4 weeks)
	1 x Logo exposure on Random Stickers (3 to 5pcs at each of TST, MOK & CAB stations)	Dec 2 – 29 (4 weeks)
	1 x Logo exposure on the Sticker Wrap at the Multimedia Station	Dec 2 – 29 (4 weeks)
<b>BONUS</b>		
	Free Online Exposure on MTR Club Ad Corner	Dec 12 – 25 ( 2 weeks)

## Package for Gold Sponsor

Entitlements	Descriptions	Display Period
Christmas Galleria	1 x Poster On Wall at CAB Lower Platform, together with Christmas Jingle at the Gallery	Dec 2 – 29 (4 weeks)
PosterAds	1 x Trackside 12-sheet Standard Network (150pcs)	Any 3 weeks between week 48 – 52
PosterAds	5 x 4-sheet Panels at Airport Express Stations	Any 3 weeks between week 48 – 52
<b>Shared Entitlements</b>		
JCD Christmas Promotional Material	1 x Logo exposure on Trackside 12-sheet Network	Nov 28 – Dec 25 (2 weeks)
<b>BONUS</b>		
Online Exposure	Free Online Exposure on MTR Club Ad Corner	Dec 12 – 25 (2 weeks)

## Package for Silver Sponsor

Entitlements	Descriptions	Display Period
Christmas Galleria	1 x Poster On Wall at CAB Lower Platform, together with Christmas Jingle at the Gallery	Dec 2 – 29 (4 weeks)
PosterAds	1 x Dual Consecutive Escalator Crown Network (126 pairs)	Any 3 weeks between week 48 – 52
PosterAds	5 x 4-sheet Panels at Airport Express Stations	Any 3 weeks between week 48 – 52
<b>Shared Entitlements</b>		
JCD Christmas Promotional Material	1 x Logo exposure on Trackside 12-sheet Network	Nov 28 – Dec 25 (4 weeks)
<b>BONUS</b>		
Online Exposure	Free Online Exposure on MTR Club Ad Corner	Dec 12 – 25 (2 weeks)

Don't miss this opportunity!

**Booking Deadline: 23 November 2009**

**Material Deadline: 25 November 2009**

Contact us for more details

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