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'Be first' - 3 Advertising On Show at Airport

At the Departures Hall of the Hong Kong International Airport, you will probably be attracted by a large 3 advertising billboard with an eye-catching slogan which reads: "Be first." Probably this is another round of 3 advertising promotion following the innovative construction board outside its 3 flagship store in Central. We are told that the slogan "Be first." conveys different messages. It reminds you to register online for 3 services on 3 website (www.three.com.hk), then you can "be first" to join the 3 lucky draw, "be first" to receive the latest news on 3 and "be first" to experience the Hong Kong-first 3 mobile video communications. Act now and you can "be first" to enjoy the wonderful 3 special offers and exciting services.