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3 unveils another phase of promotion with new refreshing construction board at flagship store and "Be there." advertising billboard

Walking past the 3 flagship store at China Building in Central, I was shocked to see at a distance two guys were doing "shoulder riding" in an attempt to peep into the store. When I took a closer look to know what happens, oh surprisingly, is just images of the new construction board of the 3 flagship store. The original advertising slogan "Take a Closer Look" was changed to "Curious?". To emphasize the feeling of curiosity, 3 specially creates a scenario of a kid shoulder riding an adult for a glimpse to the upcoming 3 flagship store. This truly expresses people's curiosity and excitement towards 3, a colourful and wonderful world of video mobile communications. Obviously, 3 has unveiled another phase of promotion with advertising billboards in some of the hot spots in the territory. Apart from the "Be first." advertising billboards at the Airport, Cotton Tree Drive in Central and Russell Road in Causeway Bay, another new eye-catching "Be there." advertising billboard also on show at the Admiralty Centre. "Be there." signifies the unique feature of video mobile phone, allowing two people, even one in the beach and another in the office, to see and talk to each other with video mobile phone wherever they are.