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3 Hong Kong Promotes Quality 3G Network from All Directions

Fabulous Marketing Promotions to Invite Customers to Open Their Eyes and Clear Misconceptions

3 Hong Kong is rolling out a series of colourful marketing events to promote its superb network coverage and services. Yesterday, 3 stationed models dressed as plaster statues with black eye covers at busy districts including Causeway Bay, Tsimshatsui, Mongkok and Whampoa to bring out the theme of "Open your eyes and clear your misconceptions". 3 Hong Kong will further promote its advanced 3G network through TV commercials, print adverts, outdoor billboards, car parade and exhibitions. At selected commercial buildings, shopping malls and entertainment spots, 3 Hong Kong will display eye-catching "3 is here" stickers to highlight its comprehensive outdoor and indoor network coverage assuring customers of the superb quality of 3's video mobile services.

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said, "We are first in Hong Kong to roll out a world-class 3G network, offering customers the most content-rich video mobile communications services. We hope that through the most innovative promotional strategies, we can present to 3 customers, who are as adaptive to new ideas as we are, the leading edges of 3's comprehensive network coverage. By inviting them to open their eyes and clear misconceptions, we help them to fully embrace the endless creativity of 3 and enjoy all the unprecedented benefits brought by 3G services to their daily life and to their work."

Promoting 3 Network's Leading Edges Through Diversified Activities

3 Hong Kong is introducing the leading edges of its 3G network through a variety of channels. Its new TV commercials and print adverts will highlight the comprehensive network coverage enjoyed by 3 users. Meanwhile, 3's fleet of strikingly decorated buses will shuttle in the territory to convey the message of superior 3 network coverage. At hot spots like the airport and bus stops, 3's eye-catching giant billboards will bring the same message to every passer-by. 3 further prepares well-designed "3 is here" stickers for display at a number of well-known commercial buildings, shopping malls and entertainment spots to feature 3's comprehensive outdoor and indoor network coverage. "3 is here" stickers show that 3 customers can enjoy the fabulous 3 services anytime, anywhere.

Showcasing 3's Indoor Network Coverage with Exhibition

3 is organising an exhibition at the Landmark complex in Central from 10 to 15 May with the theme of "Power of 3G" to introduce the content-rich 3 services and 3 network coverage. While getting a glimpse of the pioneering 3 services, visitors will also learn about 3's superb network coverage at nine first-class commercial buildings owned by Hongkong Land, which include One Exchange Square, Two Exchange Square, Three Exchange Square, Prince's Building, Alexandra House, The Landmark Complex including

Gloucester Tower and Edinburgh Tower, Jardine House, Chater House and The Forum. While meeting business associates, shopping and getting relaxed at these commercial buildings, 3 customers can enjoy 3 services anytime as 3 network coverage is provided at the lobbies, office premises, and even lifts and car parks.