

# Brand Building Special 2008



65% recalled seeing Tramcar ads 3+ times  
 87% believe Tramcar ads attract their attention  
 74% find Tramcar ads increase their interest in the advertised product

*\*Source: JCDecaux Texon Tramcar Advertising Study July 2007 conducted by TNS*

## Package Details

No. of Tramcar : 1  
 Duration : 26 weeks  
 Package Cost : \$230,000 Nett  
 (including 2 times PIDR\*\* per Tramcar)



No. of Tramcar : 1  
 Duration : 52 weeks  
 Package Cost : \$430,000 Nett  
 (including 3 times PIDR\*\* per Tramcar)



*\*\* Printing; Installation; Dismantling; Reinstatement*

No better impact and effectiveness for brand building than Tramcar delivers among the high-net-worth  
 Check out more today with **Anthony To** at **+852 2535 0695** or email to **anthony.to@jcdecauxtexon.com**

### Remarks

- All bookings will be accepted on first-come-first-served basis
- All bookings are non-cancellable
- All creative is subject to Tramways' final approval
- All bookings are subject to availability
- All Tramcars run randomly along all routes
- Standard Terms & Conditions apply