

TRAMCAR

*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: Tramcar Ad Effectiveness Study 2007 by TNS

JCDecaux Cityscape introduces a golden opportunity to reach your audience by our latest Tramcar Special.

During the Tax Payment period, our latest offer provides you the best valued medium to capture the attention of your potential customers in the heart of Hong Kong, easing their tax-season headaches by advertising with Tramcars.

Don't miss the opportunity to cost-effectively build your brand and reach your target audience!

Package Details

No. of Tramcar : 3

Duration : 10 weeks
(+ 1 bonus week, i.e. 14 - 20 Mar 09)

Package Cost : \$318,000 Nett

No. of Tramcar : 5

Duration : 10 weeks
(+ 2 bonus weeks, i.e. 14 - 27 Mar 09)

Package Cost : \$528,000 Nett

For booking or enquiries, please contact **Ocean Cheang** at **+852 2535 0689** or
 email to **ocean.cheang@jcdecaux-cityscape.hk**

Remarks

- Campaign starting period should be 01-10 Jan, 2009
- All bookings will be accepted on first-come-first-served basis
- All bookings are subject to availability
- All Tramcars run randomly along all routes
- Material printing, installation, dismantling and repainting cost are included
- Booking Deadline is 30 Nov, 2008
- All bonus are pre-emptable by cash booking
- All bookings are non-cancellable
- All creative is subject to Tramways' final approval
- Standard Terms & Conditions apply