Digital Out-of-Home Advertising in Hong Kong

Reach the on-the-go Hong Kong consumer

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OOH in Hong Kong

• Out-of-home (OOH) media are often used to build product or package recognition, and are characterized as effective media to build large local coverage and high exposure frequency in dense and mobile population.

• OOH media are regarded as excellent vehicles to reach a mobile consumer who spend more time travelling than staying at home (Francese 2003), and are commonly used in locations where citizens and tourists cluster (Wilson 2008).

• These media remain innovative through technological breakthrough, and new outdoor advertisements in 3-D, with extensions, digital messages or even interactive formats have been introduced (Belch 2007). OOH media use are increasingly popular.

• OOH media are popular with Hong Kong advertisers, especially in the major shopping areas such as Tsim Sha Tsui and Causeway Bay.
OOH in Hong Kong

• A survey of advertisers reported that OOH advertising was considered important as a supporting channel in an integrated campaign, but it could at times be a core advertising channel.

• Advertisers showed an appreciation of the many innovative OOH advertising formats made available by new technology (JCDecaux 2015).

• The OOH media are also considered an effective channel for reaching tourists visiting Hong Kong, 77 percent of mainland Chinese tourists are estimated to travel on the subway system (JCDecaux 2015).
OOH in Hong Kong

Media Share (Q1 2017)

- Outdoor: 16%
- TVC: 31%
- Mobile: 7%
- Desktop: 9%
- Magazines: 5%
- Paid Papers: 12%
- Free Papers: 16%
- Radio: 4%

Total Adspend in Hong Kong

- Year-on-Year Change (YOY)
  - 2016
  - 2017

*Adspend is the advertising spending which is calculated based on the rate cards provided by the media owners. All adspend figures in this report have taken into consideration the discount factor based on an assumption of 60% off rate card rate. Actual discounts may vary.
OOH in Hong Kong

- Out-of-home (OOH) media in Hong Kong in 2016 Q1 was accounted 16% of all media total advertising expenditure (admanGo),
- 4.7% was spent on subway advertising, 1.9% on bus body display ads,
- and 9.4% on all other OOH media including outdoor video walls, conventional billboards, airport, bus shelter, and tram body, and videos in buses and trains (admanGo 2016).
DOOH Format Distinctions in HK

• DOOH advertising can be found anywhere in Hong Kong, nearly every shape and size in both large and small formats and found in public spaces, dense city areas, highways, and private venues.

• Consider various DOOH format in terms of their size and functions:
  – Spectaculars
  – Large Formats
  – Venue Based and Public Spaces
  – Custom Formats
  – MTR Lines
Spectaculars

- Spectaculars are considered high impact units with full motion, often targeting pedestrians in heavy foot traffic areas such as Causeway Bay and TST, and also include Victoria Harbor Front.
- Size is spectacular and normally more than 500 sqm or even >1,000 sqm.
171-174 Gloucester Road

Giant LED
Sunshine Plaza - Wanchai

Giant LED
Mega Scaled LED Wall

2016 New Year Countdown attracts >300,000 Audiences

H&M CNY Greeting Campaign

Free exposure on A1 Oriental Daily during New Year Countdown

H&M × David Beckham Campaign
Be The Focus of Victoria Harbour in Festivals!

2015 New Year Countdown

Click to Watch the Video
Be The Focus of Victoria Harbour in Festivals!

2016
New Year Countdown

Click to Watch the Video
Prominent Location with Superior Exposure

CITIC Tower

Iconic Buildings

Victoria Harbour

The One
Harbour City
One Peking
TST Clock Tower
Avenue of Stars

HSBC Headquarter
Exchange Square

Central Government Office
Bank of China Tower

Hong Kong Convention & Exhibition Centre

Cross-Harbour Tunnel
Island Eastern Corridor
Highly Visible from Buildings in Tsim Sha Tsui

**Commercial Buildings:**
- The One
- One Peking
- iSQUARE
- K-11
- Gateway Tower
- Harbour City Office Buildings

**Hotels:**
- InterContinental
- The Peninsula
- Sheraton Hong Kong Hotel & Towers
- Marco Polo Hongkong Hotel
- Hotel Panorama By Rhombus
- Hyatt Regency
- Hotel ICON
- Kowloon Shangri-La
- The Royal Garden
Successful Showcase – Budweiser

Creating Memorable Moments For Customers
Successful Showcase – AIA

High Resolution LED Display Effectually Spreads Brand Message
Creative Successful Showcase – Nike

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World’s Most Popular Sports Event – Seize up the Golden Opportunity!

1. Display the images of renowned football stars in mega scale

2. Tie in with several bursts of promotion activities to gain extra exposure including football tournament held @ Hong Kong Cultural Centre

3. Engage and interact with mass audiences
   Upload picture via Instagram → Select to display on CITIC Tower LED Animated Wall → Expose to millions of citizens & tourists along Victoria Harbour

Enlighten the City & People Fabulously!
Large Formats

- Large Formats are designed and elevated for clear viewing, generally 20-200 sqm, and are typically found on, high traffic commercial, industrial, major metropolitan areas and highways.
- This format delivers high impact exposure and is available in a wide range of markets.
Times Square
Mongkok
Ocean Centre
Harbour City
Venue Based and Public Spaces

• Venue Based and Public Spaces typically focus on targeting pedestrian traffic and are commonly found at street level or within a venue. Examples include displays found within, airports, office buildings, taxicabs, municipal properties and health club, etc.
Airport
Focus Media
TouchMedia
Taxi TV
TouchMedia
Taxi TV
RoadShow
In Bus TV
RoadShow
In Bus TV
Custom Formats

• Custom Formats complement robust large and small DOOH networks, creating custom opportunities typically used for events and pop-up installations.

• These formats can range from shopping centres, digital projections, to digital mobile billboards/buses, to empty storefronts that are transformed to create interactive digital experiences using gesture and touchscreen technologies.
Mobile roadshow
Mobile roadshow
Shopping Centers
VR and AR by SKY100
Hong Kong DisneyLand experience be ironman
First 3D outdoor projection
Samsung
Hong Kong Cultural Centre
Fanling Outdoor Screening 2017
Happy 50th birthday, Mandarin Oriental HK!