



## Asiaray Creates Innovative Publicity Campaign for Hong Kong Red Cross Blood Transfusion Service

### Demonstrates Capability of Providing Genuine “One-stop” Advertising Solutions

(Hong Kong, 6 March 2018) **Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993.HK), a leading out-of-home (OOH) media company with a strategic focus on airport and metro line advertising, unveiled an online & offline (“O&O”) blood donation promotion campaign for the Hong Kong Red Cross Blood Transfusion Service (“BTS”) on 3 March 2018. Asiaray is the exclusive marketing and public relations partner for the “omni-channel” campaign. It has also joined the “Give Blood Alliance” (給血聯盟)<sup>1</sup>, an initiative to encourage employees to become long-term blood donors and give back to society.

In light of the continuous drop in the number of young blood donors in Hong Kong, the campaign targets to promote a new long-term BTS reward scheme especially to young people, in the hope of encouraging them to become regular blood donors to help ease blood shortage in Hong Kong. To serve the purpose, Asiaray has created the innovative engagement gimmick “Turning Challenge” (轉圈挑戰), encompassing creative idea generation, promotion layout designs and video production to kick-off event planning and execution, celebrity endorsement and O&O media promotion to generate maximum exposure and sustainable public appeal. To capture young people’s eyes and spur their involvement, the “Turning Challenge” rallies celebrities and key opinion leaders from various sectors to post their attempts on social media platforms such as Facebook, Youtube, etc., to help spread the “regular blood donation” message.

Echoing the campaign theme, video promotion will be featured on a comprehensive media package exclusively managed by Asiaray at prime locations, like the LED Walls at World-Wide House in Central and Russell Street in Causeway Bay, as well as the Transvision Ring Domination at the MTR Sha Tin, Mong Kok East, Kowloon Tong Station, etc. Employing Asiaray’s diversified O&O media resources and capability of digital out-of-home (“DOOH”) advertising, the campaign can reach audiences in considerable numbers both off and online.

**Mr. Vincent Lam, Chairman and Chief Executive Officer of Asiaray**, said, “As a keen corporate citizen, we are honored to be entrusted by the Hong Kong Red Cross Blood Transfusion Service to tailor this campaign, coming up with a creative and all-round publicity plan filled with fun and vitality, far beyond the conventional OOH advertising solution, to help boost young people’s awareness of and enthusiasm towards donating blood for the needy. This innovative campaign indeed showcases Asiaray’s competence in offering ‘one-stop’ advertising solutions and leadership in DOOH advertising, but more importantly it speaks to our care for the society in perfect agreement with our ‘Integrity, Excellence and Benevolence’ corporate culture.”

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<sup>1</sup> “給血聯盟/Give Blood Alliance” is a brand new reward scheme of BTS aiming at encouraging people to donate blood together regularly as a team in 2018. The alliance is open to all for companies and individual groups to join.

On what inspired “Turning Challenge”, **Mr. Lam** said, “Our original intention is to let people ‘experience’ the real feeling of ischemic dizziness, and then realize the importance of blood donation. Backed by our unique ‘Space Management’ business model and OOH media advantages, and in full embrace of the Internet, audiences’ ‘experience’ can be reinforced. Asiaray is actively pursuing DOOH advertising business and has been providing more interactive O&O solutions to achieve ‘rich media’<sup>2</sup> effect. Moving forward, we will continue to use our experience and knowledge in providing media solutions that can help better the society and all its stakeholders, and at the same time enhance our industry leadership.”

**Dr. C K Lee, Chief Executive and Medical Director of Hong Kong Red Cross Blood Transfusion Service**, said, “We are very glad that Asiaray not only supports but also participates in the ‘Give Blood Alliance’. We look forward to its creative and integrated publicity campaign helping to effectively encourage all walks of life, especially young people, to give blood regularly to benefit those in need.”

**Photo caption**



**Mr. Vincent Lam (second from left), Chairman and Chief Executive Officer of Asiaray, announces that the Group will join the “Give Blood Alliance”.**

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<sup>2</sup> Rich media is a digital advertising term for an advertisement that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content.

**About Asiaray Media Group Limited (stock code: 1993.HK)**

Established in 1993, Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. The Group has exclusive concession rights to mainstream media resources for 28 airports (as well as Sanya Phoenix International Airport Terminal 2, Hainan) and 16 metro lines over 39 cities. It is the largest privately-owned media company in Greater China based on the number of exclusive concession rights and associated revenue derived in respect of airports, and the second largest with regard to metro lines based on the same criteria. Annual aggregate airport passenger traffic covered by the Group's exclusively operated airports reached 248 million as at the end of 2016, equivalent to approximately one quarter of the total airports traffic across Mainland China. Asiaray is also committed to invest in its corporate social responsibility and environmental protection initiatives. The Company has officially been awarded "2016 Hong Kong Awards for Environmental Excellence (HKAE)" and has been named as a "Hong Kong Green Organisation".

For more details about Asiaray, please visit its official website: [www.asiaray.com](http://www.asiaray.com) or follow the Group's Wechat via the QR code below (ID: asiaray\_airport or 雅仕維傳媒集團).

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