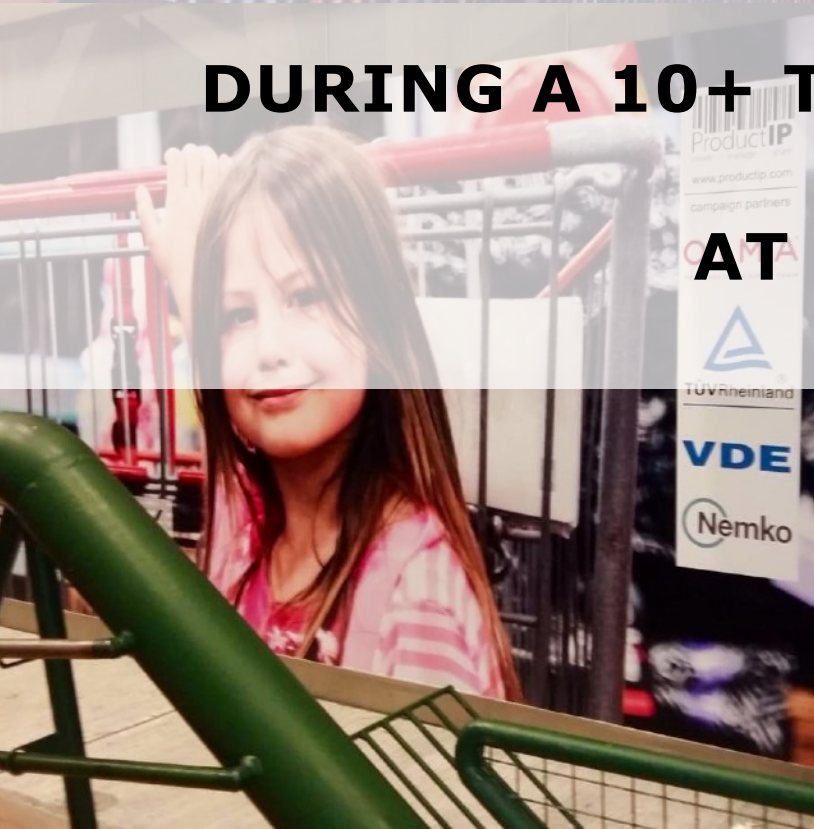


**WOULD YOU LIKE TO BE ABLE TO SHOWCASE YOUR BRAND  
IN CONNECTION WITH THE ICONIC STAR FERRY  
DURING A 10+ TRADE-SHOW MONTH IN HONG KONG  
AT AN INCREDIBLE PRICE?**



# BUY RESPONSIBLY

JOIN A REMARKABLE CAMPAIGN STARTED IN APRIL 2018

ONE THAT

- CONNECTS YOUR BRAND TO THE ICONIC HONG KONG STAR FERRY
- DRAWS THE ATTENTION OF INTERNATIONAL BUYERS FROM RETAIL AND TRADE, ON THEIR WAY TO ONE OF THE MULTIPLE TRADE-SHOWS, OR WORKING AT ONE OF THE 1400+ INTERNATIONAL BUYING OFFICES
- GENERATES FABULOUS CONTENT FOR SOCIAL MEDIA CAMPAIGNS
- IS HASSLE-FREE TO JOIN
- IS AT A FRACTION OF THE PRICE OF CAMPAIGNS WITH SIMILAR REACH



Headoffice: Rubensstraat 211, 6717 VE Ede, The Netherlands  
T +31 318 700 622 | [info@productip.com](mailto:info@productip.com) | [www.productip.com](http://www.productip.com)

# BUY RESPONSIBLY

## FOR THOSE SERIOUSLY COMMITTED TO PRODUCT COMPLIANCE AND CORPORATE SOCIAL RESPONSIBILITY

Choose between Regular and Premium Partner package

### REGULAR PACKAGE

- 3 million views, at 3 locations around Tsim Sha Tsui and Wan-Chai Star Ferry terminals\*\*.
- On display throughout October 2019, when there are 10+ trade-shows in Hong Kong

### PREMIUM PARTNER (limited availability)

on top of the regular package

- ★ Your own dedicated 500 \* 500 mm area on a poster at the Tsim Sha Tsui to Wan Chai entrance\*\*.
- ★ Premium Partner Logo exclusive at the posters for the waiting room at Tsim Sha Tsui to Wan Chai\*\*.
- ★ Premium Partner Logo exclusive at the overhead posters on Tsim Sha Tsui and Central exit\*\*.
- ★ Premium Partner at 3 locations around Tsim Sha Tsui and Wan-Chai Star Ferry terminals\*\*.
- ★ Premiums Partner in communications related to the Buy Responsibly campaign



\*\* See page 4 for showcase of the locations

# BUY RESPONSIBLY

REGULAR PACKAGE  
ONLY €395



waiting area Wan Chai



Exit Wan Chai



Exit Tsim Sha Tsui

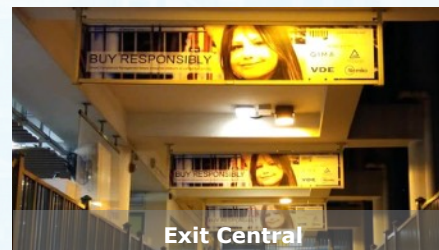
PREMIUM PARTNER  
ONLY €995



Waiting area Tsim Sha Tsui



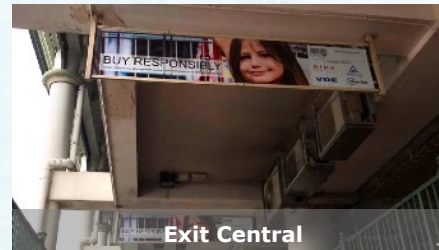
Entrance Tsim Sha Tsui - Wan Chai



Exit Central



Entrance Tsim Sha Tsui - Wan Chai



Exit Central



Waiting area Tsim Sha Tsui

Limited availability. First come. First serve.



Payment term 14 days. All amounts ex. VAT. Our General Conditions Jan. 2015 apply to this offer. Images of the actual advertisement with your logo can and will be used in mass communication.

A WORLD IN WHICH PRODUCTS CAN BE TRUSTED

# BUY RESPONSIBLY

RESERVE YOUR SPOT AT THE BUY RESPONSIBLY CAMPAIGN.

**PREMIUM PARTNER €995**

**REGULAR €395**

CONFIRM YOUR DEAL TODAY TO [INFO@PRODUCTIP.COM!](mailto:INFO@PRODUCTIP.COM)

No Hassle!

Submit your logo, preferable in EPS format, ultimo Monday, September 16th, 2019\*  
Premium Partners also submit the 500 \* 500 mm artwork for the individual posters!

**First things first. Confirm your deal now!**

\*This incredible pricing is only possible because we have a standing multiple period commitment.

We will invoice you for the full amount upon receipt of your confirmation.

All amounts without VAT. Our General Conditions Jan. 2015 are applicable and available upon request.

Ede | Augsburg | Hong Kong | Shenzhen | Paris

Headoffice: Rubensstraat 211, 6717 VE Ede, The Netherlands

T +31 318 700 622 | [info@productip.com](mailto:info@productip.com) | [www.productip.com](http://www.productip.com)



The **Buy Responsibly** campaign started in April 2018.

We wanted to offer companies the option to showcase that they take product compliance and corporate social responsibility seriously. No better moment to do that than during the busy April and October trade-show months in Hong Kong. No better way to do it in connection with the iconic Hong Kong Star Ferry.

So we obtained the right to advertise at the **Tsim Sha Tsui** and **Wan Chai exhibition centre** Star Ferry Terminals. This offers:

- exposure to **1 million** passengers among thousands and thousands of **international buyers and sellers** visiting one of the many **trade-shows** and/or one of the 1400+ **buying offices**.
- 15,000 views via our LinkedIn and other media accounts
- and even more realised by our partners themselves

October 2018 we added the Star Ferry route from **Tsim Sha Tsui to Central, now covering both crossings**. This increased the total number of potential viewers to a staggering **3 million** per month! And ensures that we don't miss

On top of that, we secured amazing advertising positions. All with **high visibility**, of course. Entrances, waiting rooms, exits. This to ensure that **every buyer** or supplier using one of the Star Ferries to go to one of the 10+ trade-shows or one of the 1400+ buying offices **will see your logo!**

