

Take a minute to reflect.

“Companies often favour suppliers who have responsible policies, since this can reflect on how their customers see them.”

“Far from perceiving sustainability as a costly inconvenience, supply chain leaders are using it to their advantage”

“By acting in a sustainable and responsible way you may also find it easier to access finance, attract positive media attention, reduce regulatory burden, identify new business opportunities, recruit new and retain existing employees.”

BUY RESPONSIBLY

WHAT IF YOU COULD JOIN A REMARKABLE CAMPAIGN

ONE THAT

- CONNECTS YOUR BRAND TO THE ICONIC STAR FERRY AND HONG KONG SKYLINE
- DRAWS THE ATTENTION OF MILLIONS OF PEOPLE,
MANY INTERNATIONAL BUYERS OR SUPPLIERS FROM RETAIL AND TRADE,
ON THEIR WAY TO ONE OF THE MULTIPLE TRADE-SHOWS,
OR WORKING AT ONE OF THE 1400+ INTERNATIONAL BUYING OFFICES
- WILL GENERATE FABULOUS CONTENT FOR CAMPAIGNS ON YOUR SOCIAL MEDIA ACCOUNTS

HASSLE-FREE AND AT A FRACTION OF THE PRICE OF A SIMILAR CAMPAIGN WITH SUCH IMPACT



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FOR COMPANIES AND SERVICE PROVIDERS WHO STAND FOR SERIOUS PRODUCT AND SOCIAL COMPLIANCE Choose between Regular and Premium Exposure package

Regular Exposure Package

- 3 million views, at 10 locations around Tsim Sha Tsui, Wan-Chai and Central Star Ferry terminals
- On display throughout April 2019, when there are 10+ trade-shows in Hong Kong
- Have your logo on various positions on routes to and from Tsim Sha Tsui (TST) to Wan Chai Exhibition Center or to the Central business district.

Premium Exposure Package*

- + Get 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.
- + Your logo under the header PREMIUM PARTNERS in websites and communications

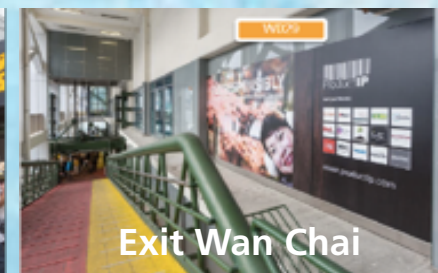
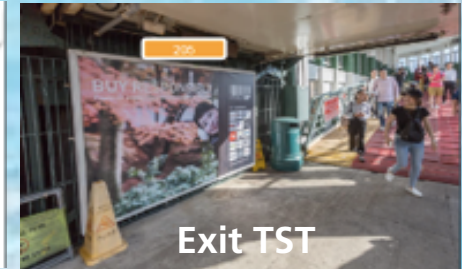
*Limited availability

** See page 4 for clarification on locations

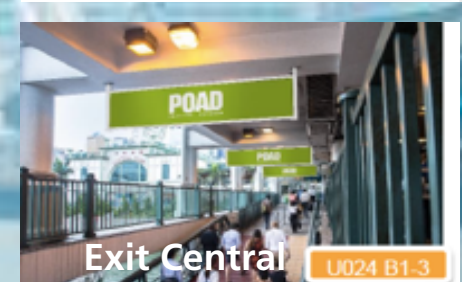


ONLY FOR COMPANIES AND SERVICE PROVIDERS WHO STAND FOR SERIOUS PRODUCT AND SOCIAL COMPLIANCE
Choose between Premium* and Regular Exposure packages

APRIL 2019	Regular Exposure Package	Premium Exposure Package*
Closing date submitting artwork. March 1, 2019	€1175	€1750
EARLY BIRD OFFER > Order & pay before December 21, 2018	€1000	€1500



Exclusive Premium Exposure Package
 Limited availability. First come. First serve.



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.

The first **Buy responsibly** campaign started in April 2018. We offered a limited number of companies the option to connect their brand to this message on advertising on the Star Ferry route from **Tsim Sha Tsui** to the **Wan Chai exhibition centre**. Any person visiting Hong Kong for pleasure or for business most likely will cross the Victoria Harbour on one of the **iconic** Star Ferry's at least once during their visit.

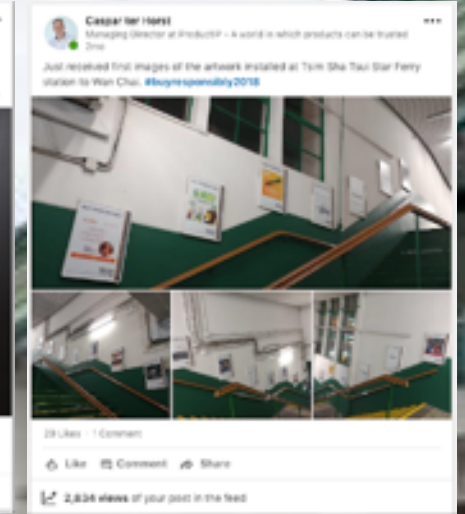
The result was overwhelming:

- 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

But we thought this can be even better. So in October 2018 we added the Star Ferry route from **Tsim Sha Tsui to Central** to ensure that **we cover both available routes**. Increasing the total number of potential viewers to a staggering **3 million** per month!

On top of that, we secured some great advertising positions. All with **high visibility** of course. Entrances, exits, waiting rooms. You name it. Your logo will be there.

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!** Reserve your place today!



**A unique opportunity to show your logo in combination with
the iconic Star Ferry and Hong Kong skyline!**

Reserve your spot today at the WE BUY RESPONSIBLY campaign.

Confirm your package to info@productip.com now!

This incredible pricing is possible because we already have committed for multiple periods.
We will invoice you for the full amount upon receipt of your confirmation.
Finalisation of the artwork has to be done before March 1st, 2019

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