

WE BUY RESPONSIBLY

IMAGINE THAT YOU JOIN A REMARKABLE CAMPAIGN

- CONNECTING YOUR BRAND TO THE ICONIC HONG KONG STAR FERRY,
- AND MILLIONS OF PEOPLE DURING OCTOBER 2018 AND APRIL 2019 SEE THAT
- MANY OF THEM BUYERS OR SUPPLIERS ON THEIR WAY TO ONE OF THE MANY TRADE-SHOWS
- OR TO ONE OF THE 1400+ INTERNATIONAL BUYING OFFICES
- AND THIS WILL GENERATE FABULOUS CONTENT FOR YOUR SOCIAL MEDIA
- ALL WITHOUT EXTRA WORK, EFFORTLESS, NO HASSLE,
- AT A FRACTION OF WHAT THAT WOULD NORMALLY COST

Take a minute to reflect

"Companies offer 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."

The **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**. Someone visiting Hong Kong for pleasure or for business most likely will cross Victoria Harbour on the iconic Star Ferry at least once during their visit.Â

The result was overwhelming:

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

But we thought this can be even better. So 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 3 million per month!

On top of that, we secured additional advertisement positions. With high visibility of course.

Now **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!**



ONLY FOR COMPANIES AND SERVICE PROVIDERS WHO STAND FOR SERIOUS PRODUCT AND SOCIAL COMPLIANCE

Choose between Premium* and Regular Exposure packages

October 2018

- 3 Million views, at 9 locations
- 10+ trade-shows in Hong Kong
- Estimated 1400 buying offices international retail and trading companies
- Your logo on various positions (see next page) on route to and from Tsim Sha Tsui (TST) and Wan Chai Exhibition Center
- Your logo on various positions (see next page) on route from Tsim Sha Tsui to Central

April 2019.

- 3 million views, at not 9 but 10 locations!
- We will exchange 207B for 208 in TST at the entrance to Wan Chai**
- W023 replaces W021 and W022 at the waiting room in Wan Chai to TST
- We add W029 at the exit at Wan Chai arriving from TST

Premium Exposure Package

- Your own 500 * 500 mm area on a poster at the TST to Wan Chai entrance (one of 208 R1-R7, 208 L1-L7)
- Premium Partner Logo's only in the waiting room at TST to Wan Chain. (199, 202)
- Your logo under the header PREMIUM PARTNERS
- QR code to specific landing page with logo's and links to your contact page

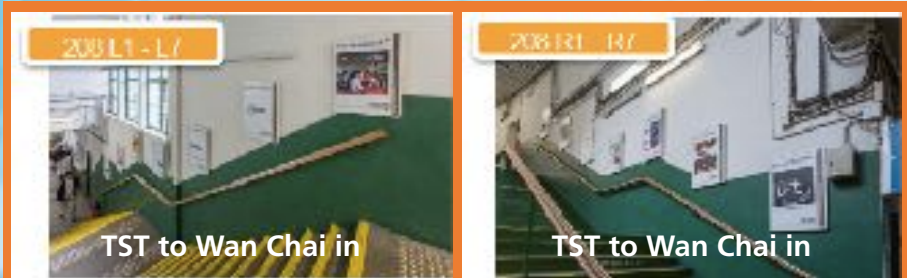
* Limited availability

** See page 4 for clarification on locations



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 Choose between Premium* and Regular Exposure packages

	Premium Exposure Package*	Regular Exposure Package
October 2018 only	€1500	€1000
April 2019 only	€1500	€1000
(most popular) Package deal October 2018 and April 2019	€2500	€1750



Exclusive Premium Exposure Package
 Same for October 2018 and April 2019

*** 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.

A unique opportunity to show your logo at the iconic Star Ferry!

Reserve your spot at the WE BUY RESPONSIBLY campaign.

Confirm your package to info@productip.com today!

This incredible pricing is possible because we committed for these two periods.

We will therefore invoice you after we have received your confirmation, even if you only sign up for April 2019.

Preparation and signing off the artwork will be done in September 2018, only for fully paid accounts.

Companies opting for the Premium Package for both October 2018 and April 2019 have priority over those signing up for a single period.

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