

RoadShow's new Star Ferry Pier billboards make waves in the vital mass and tourist markets.



RoadShow has recently further enhanced its high-profile Billboards portfolio with the addition of interior advertising spaces across the Star Ferry network on both sides of Victoria Harbour. In addition to the Tsim Sha Tsui, Central and Wan Chai piers, clients can now also post their messages inside Star Ferry vessels.

The new Billboards will further strengthen a portfolio that already includes BUS-TV, BUS-BODY (transit vehicle exteriors), IN-BUS (interiors), Billboards (Hung Hing Road and Route 3 CPS), Content Creation, E-Portal and Mobile Application Software. As such, they will cement RoadShow's status as one of Greater China's premier Integrated Media specialists by adding even more power and versatility to clients' media strategies.

A vital means of moving commuters between Hong Kong Island and Kowloon, the terminals' average daily passenger throughput in 2012 was over 52,000 on weekdays and almost 60,000 on weekends and during public holidays. As a result, the attention-grabbing ad spaces at the various Star Ferry locations will further enable RoadShow clients to make major inroads into segments such as white collar workers in Hong Kong's CBD.

Honored as one of "50 places of a lifetime" by National Geographic Traveler, the Star Ferry has long been one of the most must-see tourist attractions in Hong Kong. Small wonder the RoadShow Group's new advertising spaces are an ideal gateway to millions of free-spending tourists every year.

Don't miss your chance to reach core targets in locations that are as loved by locals as they are by overseas visitors!



RoadShow BILLBOARDS
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