

RoadShow unveils probably the

# Longest and Largest Billboard in Hong Kong!



Enjoy **maximum impact** from our strategically located **giant billboard**



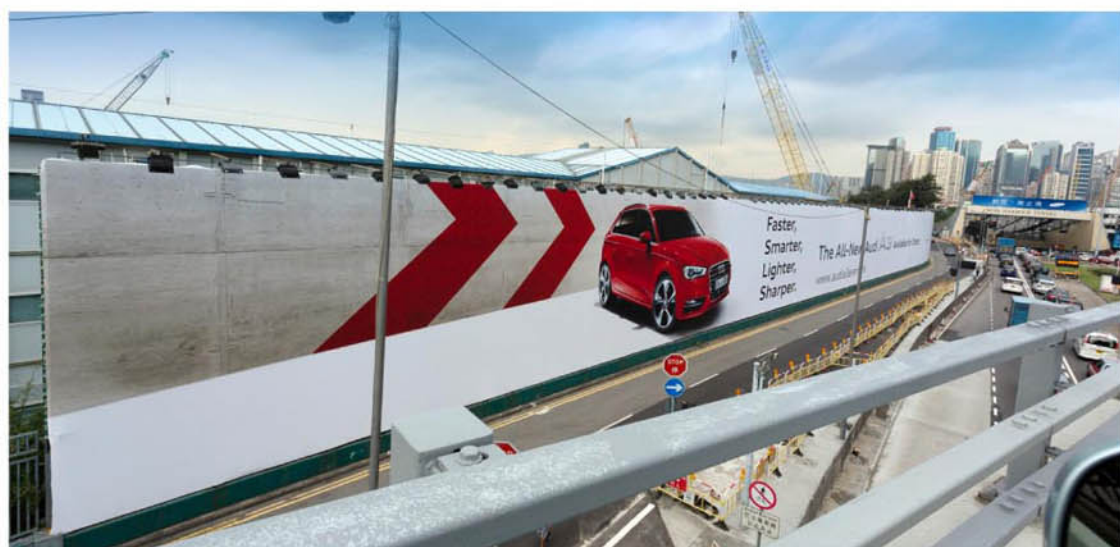
Offering the German carmaker exposure to the drivers and passengers of around 3,500,000 vehicles monthly at the Cross Harbour Tunnel entrance, **the new billboard is very probably the Territory's longest and largest. Highly visible and eye-catching, the 8-in-1 format ad sprawls out over an area of about 118.5m (w) x 8.5m (h) at Hung Hing Road, Causeway Bay at Cross Harbour Tunnel Entrance.** Such a vast space close to one of the busiest stretches of road in Hong Kong is ensuring that Audi is enjoying maximum exposure and effectiveness.



▲ **Reinhold Carl**, Managing Director of Audi Hong Kong, added: "We are excited to be the first advertiser to showcase Audi on this prominent billboard. We have no doubt that the huge billboard at Hung Hing Road has already succeeded in capturing the attraction of drivers and passengers."



▲ Said **Cecilla Chan**, Managing Director of MediaCom: "We always strive for the prominent market firsts for clients to achieve maximum results and impact. Audi is one of our most valued clients and we are so pleased that Audi can enjoy a complete ownership of the Island's largest billboard for the grand launch of A3 sportback."



Looking for a uniquely located billboard to generate maximum impact for your brands?

Then please call our sales representatives on **2746 8777** for full details.