



LAB

888 LAB hits all the right social notes!



After terminating its relationship with KMB's Bus TV advertising arm, RoadShow established a new business unit called '888 LAB' in June 2017.

Given the territory's phenomenally high smartphone penetration, Hongkongers are becoming increasingly mobile and media consumption is no longer limited by geography or time. As a result, social media has gone from being a purely supportive medium to a first-choice core channel for agencies or marketers wishing to mount visionary modern campaigns.



Having carefully evaluated the likely evolution of consumer media habits, we initiated the new unit to drive and embrace potentially lucrative changes.



*Mr Stephen Loh Chan,
Managing Director and Executive Director of RoadShow Holdings Limited*

"888 LAB's strong network is its key winning edge. This is especially true of our close ties to celebrities and KOLs. Such invaluable assets make us the logical choice for clients looking to create impactful campaigns with unrivalled effectiveness," *Carman Ng, General Manager, 888 LAB*

Recently, 888 LAB has pioneered a new social media initiative for leading Hong Kong warrants issuer, Macquarie Bank Limited. Easy access to RoadShow's robust network, proven ability to pioneer innovative campaigns and solid links to popular celebrities ensure major clients remain perfectly placed to better connect with potential targets.

The first-ever Facebook Live Campaign by Macquarie Bank Limited:
<https://www.facebook.com/888LAB.com.hk/videos/1624528670914273/>

Investment education has always been a major marketing focus for Macquarie Bank. In order to help clients to penetrate previously untapped market segments, 888 LAB proposed an unconventional approach which used a celebrity-driven Facebook Live campaign to seamlessly evolve education into engagement.



The Facebook campaign for Macquarie helped clients to achieve unprecedented levels of engagement via social media. We will continue to roll out new insights and solutions that ensure clients can connect with their target customers anytime and anywhere.



*Carman Ng,
General Manager, 888 LAB*



- Client Macquarie Bank Limited
- Agency 888 LAB
- General Manager Carman Ng
- Director of Client Services Debby Lai
- Art Director Timothy So
- Producer James Wong, Nelson Wong
- Content Ho Yin Lam, Patrick Mak, Tracy Leung

