

Country Garden's "Forest City" WOWS the CITY via 700-plus BUS-BODY ads



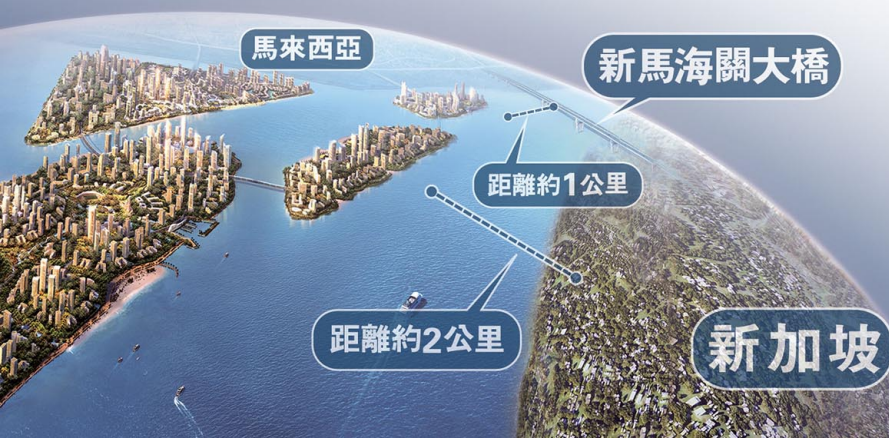
Kowloon

New Territories

Hong Kong



In late February, one of China's leading property developers, **Country Garden**, unveiled a huge and hugely ambitious **BUS-BODY** advertising campaign via **Bus Power**. Maximizing awareness for the first and the largest Southeast Asia green development, "**Forest City**", the campaign ran on 200 T-shape, 300 Super T, 200 Superside and 10 Super Whole Buses travelling around four corners of Hong Kong. As one of the largest **BUS - BODY** ad campaigns the Territory has ever seen, the massive roll-out is sure to get the whole town talking about the developer and its pioneering property.



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