

## RoadShow, as an effective medium

High Reach

Reaching 77% population in past month

High Frequency

Routine commute pattern by working group and hourly repetition of telecast

Stimulate Impulse Purchase

Reach people out of home, already close to point-of-purchase

Soft Selling Tool

Customized commercial segments

Database Collection / Product Trial

iClub 有禮 / 著數速遞

TV Cost Regulator

Cost-efficient rate card vs TV media

Remedy for severe TV pre-emption

Cost efficient packages to supplement with high reach & frequency spot exposure



# Win-Win-Win situation

Advertisers

Cost-efficiency;  
Maximized TVC exposure;  
High frequency; Stimulate impulse purchase;  
Product trial opportunity;  
Database collection

RoadShow

Increasing advertising  
revenue;  
More product info to  
audience



Audience /  
Bus riders

Entertainment  
enhancing bus journey;  
Get Jetso via  
interactive games

