



案例类 – Small Budget ROI

**Sik Sik Yuen - Fortune Stick Telling Campaign**



1. Entry Category: Cases
2. Award category: Small Budget ROI
3. Name of Media Owner: JCDecaux Transport



# Entry Video

赤松黃仙祠

入黃大仙祠拜神  
點少得求枝好籤

QR Code

掃碼QR Code或打開  
藍牙及微信「搖一搖」，  
立即體驗求籤文化！

善色園

Shake  
Shake

Sales enquiry: (852) 3960 3333

黃大仙祠  
太歲元辰殿  
拜太歲

凡生肖屬

狗 牛 龍 羊 雞

之善信  
可於年初二至正月廿九日  
期間免費入殿拜太歲  
祈求來年事事順遂！

善信需出示有效之身份證明文件

善色園黃大仙祠 Sikk Yuen Wong Tai Sin Temple

黃大仙站A/B出口直達  
查詢: 2327 8141

► Play Video - [www.iqiyi.com/w\\_19s5wg7q3x.html](http://www.iqiyi.com/w_19s5wg7q3x.html)

# Challenge

Campaign Start and End Date: **Feb 2018**

Target Audience: Local and Travelers

Budget (HKD): **HK\$30,000**

## Key Objectives:

- Brand building for Local and Travelers
- Promote the Hong Kong Famous Temple – Wong Tai Sin Temple during the Chinese New Year
- Enhance the customer engagement by using interactive technology
- Offline to Online experience to draw interests of Fortune Stick Telling
- Recall the passengers' memory of going to Wong Tai Sin Temple for Fortune Stick Telling and offending the Tai Sui “犯太歲”
- Attract younger generation to the Wong Tai Sin Temple

## Market Challenge:

- Economic Slowdown. Budget cut for clients with big budget, need to explore clients with small budget.
- Limited budget for advertiser (Sik Sik Yuen) in promotion and brand building
- Traditional and conservative image of the brand in the market and the public. Seldom place ad.
- Misperception of Out-of-Home advertising being expensive
- Misperception of Use of Technologies being expensive.

# Strategy

## Core strategy

### Campaign concept

- Bring the Fortune Stick Telling experience to the MTR passengers when they passed by MTR Tsim Sha Tsui Station
- Hot Spot Buy of the Tsim Sha Tsui Digital Panel to ensure 100% time domination
- Informative messages to the public (i.e. offending the Tai Sui “犯太歲”)
- Gentle reminders to passengers of DO’S and DON’TS in Wong Tai Sin Temple

## Core strategy

Rationale for using the chosen medium

### MTR advertising Digital Product

- Relatively low cost with domination format in high traffic MTR station
- Animation could easily draw passenger's attention
- Mixed of Poster and Animation could bring better effectiveness

## Core strategy

### Creative rationale

- Fortune Stick Telling in MTR Station
- Eye catching and clean design – RED with the lively Fortune Stick Telling animation to grab the passengers' eyeballs
- Temple and Bamboo lots container “籤筒” design could stand out the Wong Tai Sin Temple
- Instruction of the innovative Technology listed out to encourage the engagement
- Demonstration of the use of Beacon technology on the panel with animation and movement



# Execution

The **Poster on wall** and **video** displayed on the MTR advertising Digital Panel Hot Spot -

## Poster on Wall



▲ Informative message on Poster on Wall with eye catching color

- Location of the Wong Tai Sin Temple
- Interactive Instruction (Direct passengers to Mobile Site)
- Offend the Tai Sui “拜太歲”

## Digital Panels



► QR code was available for non-Wechat users



◀ Mobile with “Shake Shake” to instruct passenger to the Mobile site for Fortune told via WeChat beacon “Shake” function

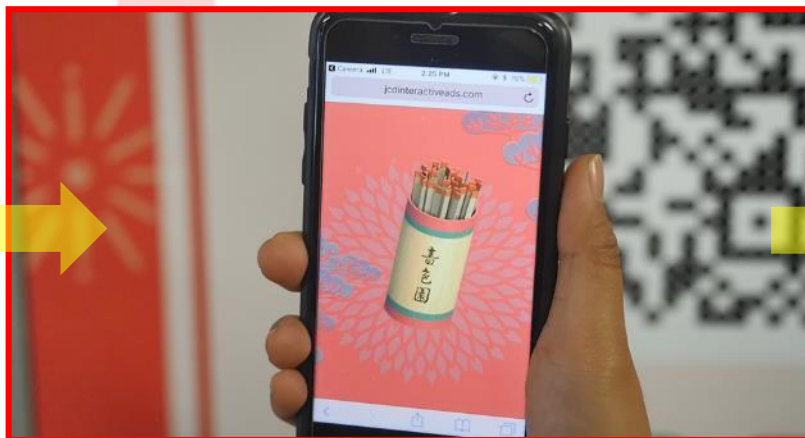
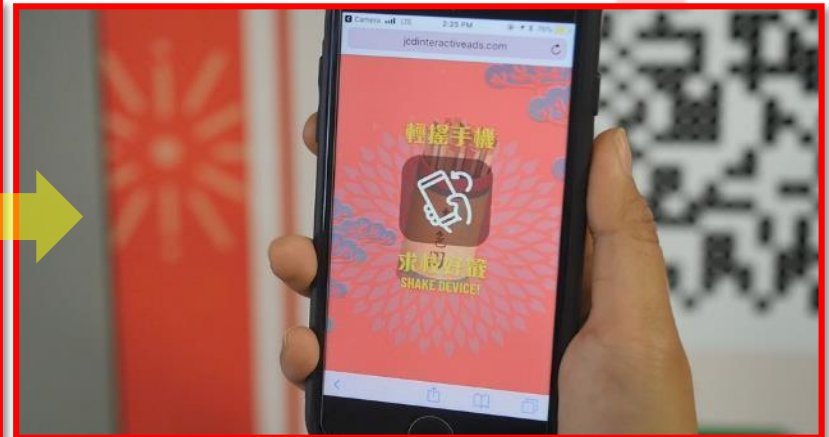


◀ Gentle reminders of DO and DON'T in Wong Tai Sin Temple and environmental friendly promotion



# Execution

Scan QR code or Shake the have Fortune told



# Results



**More people and younger generation visit Wong Tai Sin Temple during the campaign period**



**Enhanced brand awareness and uplifted brand image**



**Positive comments from the market of this innovative and interactive campaign**

- About the use new technology to promote the organization which is related to Chinese Tradition



**High engagement rate from the Digital Panel Hot Spot to the Mobile Site**

- Comparatively better engagement rate than other poster ad with the interactive function
- Total engaged **almost 4,000 passengers** in 3 weeks



# More about the Campaign

## More Campaign Photos



◀ Passengers trying to the mobile site for Fortune Stick telling via interactive technology



Successfully attract the passengers eyeballs when they passed by ▶