

June 1, 2007

For Immediate Release

Making Brands Shine for 50 Years

It takes blood, sweat, tears, and a lot of polish to make one brand shine out from the clutter, says the HK4As in its ads that roll out territory-wide this month to celebrate the Association's 50th anniversary.

True to what it preaches, the HK4As has adopted the theme "Making Brands Shine for 50 years" for its anniversary events, the first of which was a ceremony which was held today at the Pacific Place to start a large scale exhibition at the Mall from June 1 – 10. The exhibition, which is free for public appreciation, will be showing over 100 pieces of commercial arts from the past 50 years using from traditional to ultra modern media tools, which lined the mall set up as a time tunnel.

"With this show of classic ads, we wish to incite the collective memories of the brands which had been "polished" by the ad industry in the past 50 years," says Royce Yuen, Chairman of the HK4As. "This is also an unprecedented event in the industry as it is the first time that such a large number of vintage creative art pieces are on show. Some were sourced from the Government's Public Records Office, and some were contributed by the media, the 4As' agencies, and our clients."

The HK4As' anniversary ad campaign will cover TV and radio, outdoor media such as billboards, LED TVs, bus shelters and bus body ads, as well as prints in newspapers and magazines -.all supported by the 4As' media partners.

"Our anniversary is definitely an occasion for us to celebrate about, but at the same time, we hope that the awareness of the ad industry will be raised to help promote its importance in Hong Kong's creative industry and the public appreciation of one the oldest profession and its contributions," added Royce Yuen.

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HK4As 50th Anniversary “Making Brands Shine for 50 Years” Exhibition

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An exhibition of classic print ads from the past 5 decades will be on show at the Pacific Place Mall from June 1 for 10 days. In the exhibition, a “time subway” will be built and some print ads, TV commercials and modern interactive ads will be exhibited in the subway.

Organized by the Association of Advertising Agencies of Hong Kong (HK4As) on the occasion of its 50th anniversary, the show aims to arouse collective memories of Hong Kong' s lifestyles and changing tastes as depicted in the content of each ad piece, encouraging the development of advertising industry. An unprecedented milestone in the ad industry, and a show that should not be missed .

To seek for more information, pleas go to www.hk4as.com.hk.

WHAT IS THE HK4As?

The Hong Kong Association of Accredited Advertising Agencies (HK4As) is a non-profit association of around 20 major advertising agencies which share several common objectives. These include enforcing an advertising standards code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association also represents and promotes to all sections of the public, commerce, and Government the role of advertising

For the social and educational benefits for the society, the HK4As delivers lectures and organize educational programs, hold conferences, meetings and exhibitions for the discussion of professional affairs, interests and duties.

The HK4As Awards are highly sought-after prizes in the industry, with the Media, Interactive, EFFIE and Kam Fan Awards each recognizing outstanding persons and works in their respective fields.

Enclosure :

1. HK4As “Making Brands Shine for 50 Years”
2. The pictures related to HK4As 50th anniversary

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