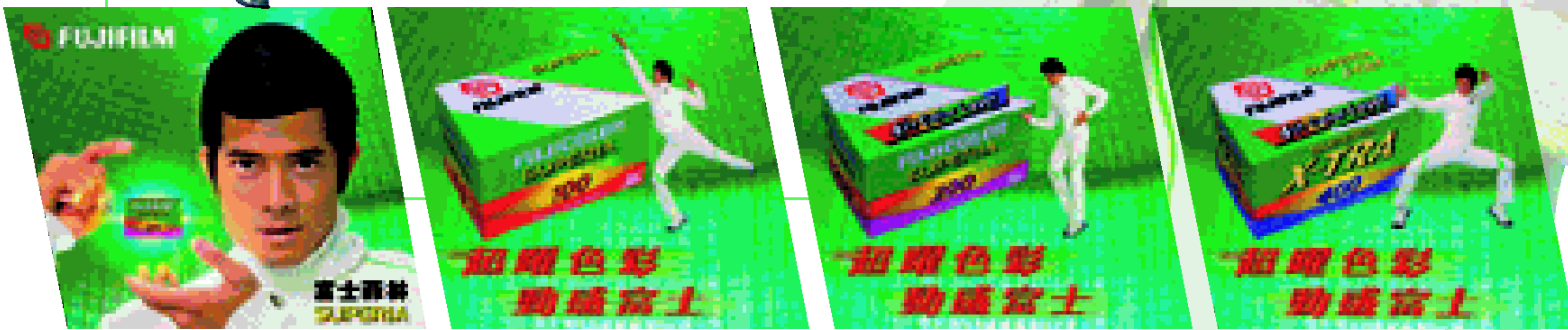




Cyber Aaron carries the message of Fujifilm's advanced technology and pioneering spirit, as well as the reliability of "Fujifilm" brand and dynamic image.

郭富城在廣告中帶出富士「創新、高科技、具開發精神」的訊息，同時將富士產品可靠、動感澎湃的品牌形象演繹得淋漓盡致。



Effective marketing program reaches consumers, reinforcing Fujifilm image

卓越宣傳推廣策略
加強富士品牌形象



Ms Miriam Yeung helps to promote the FDI service through her hottest TVC jingle. The public was widely impressed by her song and her refreshing image in the TV commercial.

獲得最受歡迎女歌手獎的楊千嬅，為富士演出魔術手激光沖印服務的電視廣告，其動聽的電視廣告歌曲及清新形象廣為大眾喜愛，也令魔術手激光沖印服務迅即深受歡迎。





Highlights of Marketing Events 2000/01

2000/01 市場活動精彩剪影

April 2000

- No1 The First FDI in China
中國首家富士數碼激光沖印店
- No2 Seminar in China
中國數碼相機產品推廣會
- No3 Bus Advertisement in Suzhou
蘇州巴士宣傳廣告
- No4 Neon Sign in Beijing
北京王府井大街大型霓虹燈箱
- No5 2000 China P&E Exhibition
2000 中國國際照相機機械影像器材與技術博覽會

May

- No7 Fujifilm Mini-Squash Promotional Campaign 2000
富士菲林小型壁球推廣活動 2000

June

- No8 Greening for the Chest
「環保為公益」活動
- No9 Miss Hong Kong Pageant 2000
二〇〇〇年度香港小姐競選

- No10 The First FDI in Jiangsu
江蘇省第一家富士數碼激光沖印店隆重開幕

August

- No11 Miriam Yeung TVC
楊千嬅魔術手激光沖印服務電視廣告
- No12 The First FDI in Guangzhou
華南地區首家富士數碼激光沖印店

September

- No13 IT Expo 2000
第十一屆亞太區資訊科技展

October

- No14 Neon Sign in Shenzhen Railway Station
深圳火車站上蓋霓虹燈箱

- No15 China National Football League A
二〇〇〇年全國甲A足球聯賽

- No16 Strategic Alliance with Fotomax
富士與快圖美沖晒連鎖店策略聯盟

- No17 Best Budgeted Sports Sponsorship Award
「富士菲林學校灌苗計劃」榮獲「最精算活動贊助」獎項

November

- No18 Trade Dinner in Hong Kong
香港客戶及產品推廣聯誼活動

December

- No19 Euro Christmas 2000
歐陸白色聖誕

- No20 TST East Festive Illuminations 2000 opening Ceremony
金光璀璨耀尖東二〇〇〇年開幕典禮

January 2001

- No21 TST East Festive Illuminations 2000 Photo Contest
金光璀璨耀尖東二〇〇〇年攝影比賽冠軍作品

- No22 Aaron Kwok in Beijing Trade Event
郭富城出席北京客戶及產品推廣聯誼活動

February

- No23 Neon Sign in Shanghai (Day)
上海外灘大型霓虹燈箱

- No24 Neon Sign in Shanghai (Night)
上海外灘大型霓虹燈箱

March

- No25 Most Welcomed TVC Jungle Award
魔術手激光沖印服務電視廣告榮獲「最受歡迎廣告歌曲獎」



Sponsorship of Chinese National Football League A helps to build up a positive, healthy and energetic brand image.

贊助全國甲A足球聯賽，以塑造年青、健康及動感澎湃的品牌形象。



Fujifilm as the main sponsor of the 9th National Games will further enhance the Fuji image in China

勇奪第九屆全國運動會菲林主贊助商的富士菲林將進一步提升在中國的品牌形像。

In addition, we participated in Camera Expo, IT Expo and China P&E Exhibition to promote our products, particularly the digital camera, and we were pleased with the ensuing sales.

A neon sign overlooking Huang Pu Park in Shanghai was given a major facelift. The only large neon sign in the vicinity, with two clocks to attract attention, it promotes Fujifilm's presence and reinforces its brand image. In Beijing, a large neon sign was placed on Wang Fu Jing Street, the city's busiest thoroughfare in a new commercial area. The sign, and its clock, is visible to the more than one million people passing through daily. And, in September 2000, the first Fujifilm neon sign in Shenzhen, the first neon sign of any kind in southern China, was installed atop the railway station.

Seminars and trade events were held regularly throughout the country to update our dealers and customers on our innovative high technology digital products and services and to maintain our strong network relationships. We also organized many seminars concerning the benefits of investing in the Frontier system so as to expand the FDI service network. All of these events receive encouraging responses from attendees and did much to further enhance our image over the long term.

SPONSORSHIPS AND CORPORATE GIVING

We carefully choose our sponsorships to ensure that we receive value for money in enhancing our image on a long-term basis. We have been particularly active in supporting sport as this creates a youthful and dynamic brand image.

另外，我們也積極參與日本照相機博覽會二〇〇〇、第十一屆亞太區資訊科技展，及北京第三屆中國國際照相機機械影像器材與技術博覽會，以推廣集團的優質產品，尤其在數碼相機方面，也因而取得令人滿意的銷售成績。

雄躡上海外灘的大型霓虹燈箱已經過大規模的翻新。這個獨特的大型霓虹招牌設有兩個時鐘，吸引途人注意，發揮推廣富士產品及加強品牌形象的作用。在北京王府井大街，另一個大型霓虹燈箱照耀著北京最新商業區，每日人流超過百萬。二〇〇〇年九月，深圳首個富士霓虹燈箱設於香港、深圳的交通中樞深圳火車站上蓋，成為華南區第一個同類型的霓虹燈箱。

我們在全國各地定期舉辦講座及業務推廣活動，向經銷商和顧客介紹我們高科技數碼產品及服務的最新情況。為擴展魔術手激光沖印服務的網絡，我們還舉辦投資講座及產品推廣會，介紹投資富士數碼激光沖印系統的優點，與會者的反應令人鼓舞。長遠來說，這些活動均能大大提升集團的形象。

積極贊助，熱心公益

集團每年均審慎挑選贊助及公益活動，確保贊助及捐款能發揮最高效益，達致提升集團形象的長遠目標。集團特別積極支持體育活動，以塑造年青而動感澎湃的品牌形象。