

Highlights of the year 2001/02

2001/02 精彩剪影

Fuji Marketing Events 市場推廣活動

April 01 ■■■■■■ Aug ■■■■■■ Sept ■■■■■■ Oct ■■■■■■ Nov ■■■■■■



FDI in Guangzhou MTR
廣州地鐵富士數碼激
光沖印店



FDI in Kuming Post Office
昆明郵政富士數碼激光沖
印店



Miriam Yeung in Guangzhou
FDI Promotional Event
揚芊嬋出席廣州宣傳活動



Fuji Service Booths on the
Shanghai Bund
上海外灘富士服務點



Bus Advertising in China
富士菲林在中國的巴士廣告

Fuji Marketing Events (continued) 市場推廣活動 (續)

Dec ■■■■■■ Jan 02 ■■■■■■ Mar ■■■■■■



Co-operation with New Asia
Group in Shanghai
富士與上海新亞集團
聯盟合作擴展沖印網絡



1st online D&P service
in China
中國首間提供網上
沖印服務之店舖



Co-operation with Tianchi
in Guangzhou
富士與廣州天池聯盟
發展富士數碼激光網絡



1st FDI in Chongqing
重慶首間富士數碼
激光沖印店



FDI Promotional Event
in Shanghai
上海富士數碼激光
沖印服務推廣活動

Seminars & Exhibitions 展覽及研討會

Apr 01 ■■■■■■ Aug ■■■■■■ Sept ■■■■■■ Nov ■■■■■■



FDI in Beijing MTR
北京地鐵富士數碼
激光沖印店



China P & D 2001
2001年中國P & D展覽會



Beijing Photographic
Exhibition 2001
2001年北京專業攝影展覽會



World Photo Expo 2001
in Hong Kong
2001年香港世界相機博覽會



China International Camera & Digital
Imaging Products Exhibition in
Hangzhou 2001
2001年在杭州舉行的中國國際
照相器材與數碼影像博覽會

Sponsorships & Charity Events 贊助及公益活動

Dec ■■■■■■ May 01 ■■■■■■ Jun ■■■■■■ July ■■■■■■ Oct ■■■■■■



Photographic Seminar 2001 in
Shanghai
2001年上海攝影交流會



China National Football
League A 2001
2001年中國甲A足球聯賽



Ms Hong Kong Charity
Photo-taking Day
富士菲林香港小姐公益
慈善攝影日



Fujifilm Ms Hong Kong Prize
Presentation ceremony 2001
2001年度富士菲林
香港小姐頒獎典禮



Merit in Sports Marketing Award
最佳青少年活動贊助優異項目

Sponsorships & Charity Events continued 贊助及公益活動

Nov ■■■■■■ Dec ■■■■■■ Mar 02 ■■■■■■



9th National Games
Press Centre
第九屆全運會新聞中心



9th National Games
Opening Ceremony
第九屆全運會開幕典禮



TST East Festive
Illuminations 2001
金光璀璨耀尖東2001



Fujifilm Mini-Squash
Promotional Campaign 2001
富士菲林小型壁球推廣活動2001



Title sponsor of China FA Cup
中國足協杯冠軍贊助

MARKETING

Advertising and Promotion

Raising and maintaining awareness and brand preference for Fujifilm, especially in China, is key to our future success. In September 2001 the Group launched an eye-catching television commercial featuring popular singer and actor Aaron Kwok and celebrated Japanese actress Norika Fujiwara, both household names with many of its customers. Hong Kong singer Miriam Yeung continued to promote the FDI service, and was incorporated into the branding efforts with the Soccer World Cup 2002. Another television campaign featuring singer Kelly Chan, one of the best known artists in Hong Kong and China, was launched in April 2002.

Advertising and brand visibility on Shanghai's famous Bund, as well as other popular scenic spots has helped to keep the Fujifilm brand prominent. In addition, the huge neon advertising sign for Fujifilm, located in Huang Pu Park in Shanghai, was refurbished in February 2001 as part of the ongoing effort to keep the Fujifilm brand fresh and relevant to the market in China.

市場推廣

廣告宣傳

集團未來的成功關鍵，有賴提高及保持消費者對富士品牌的認知和喜愛程度，尤其是在國內市場。集團於二〇〇一年九月推出萬眾矚目的電視廣告，由集團許多客戶十分熟悉的郭富城及藤原紀香主演。香港歌手楊千嬅則繼續負責推廣FDI服務，並參與二〇〇二年世界盃的富士品牌宣傳活動。此外，集團於二〇〇二年四月推出新一輯的電視廣告，由走紅中港兩地的名歌星陳慧琳擔綱演出。

集團在上海外灘和其他著名景點的廣告和品牌標誌四處可見，有助保持富士品牌的鮮明形像。另外，集團亦於二〇〇一年二月翻新位於上海黃埔公園的巨型富士霓虹招牌，以保持富士品牌的新鮮感和與中國市場的聯繫。



Fujifilm FA Cup 2002
Fujifilm's title sponsorship of the FA Cup 2002 provides more brand exposure to the public in China.

2002富士膠卷中國足協杯
擔任二〇〇二年中國足協盃主贊助商，有助進一步在中國推廣富士品牌。



9th National Games
Sponsorship of the 9th National Games in Guangzhou helped to reinforce the Fuji brand in China.

第九屆全國運動會
贊助廣州舉行的第九屆全國運動會，增加了富士品牌的知名度。



2002 FIFA World Cup
 FIFA World Cup 2002 in Korea and Japan provides an opportunity to increase Fujifilm brand awareness among millions of spectators and TV viewers.

二〇〇二年度世界盃
 富士把運機會，透過由南韓及日本主辦的二〇〇二年度世界盃，加深數以百萬計的現場及電視觀眾對富士品牌的認知。



World Cup Promotion Campaign
 As a leading sponsor of the FIFA World Cup 2002, Fujifilm has made use of the golden period before and during the Games to promote imaging products and services

世界盃宣傳活動
 作為二〇〇二年度世界盃的主要贊助商之一，富士利用賽事舉行前及期間的黃金時段，推廣影像產品及服務。

Sponsorship

High-profile sponsorships have proved an effective way to align Fujifilm's brand with popular activities in China. In November 2001, Fujifilm sponsored the Chinese National Football League A and the 9th National Games in Guangzhou. In addition to huge brand exposure at the Games, the Group provided the services of the Frontier 350 system via the press center to more than 2,500 members of the press at the event. The exposure for the FDI service contributed to a dramatic increase in sales of the Frontier minilab in December 2001 following the Games.

Fujifilm is a leading sponsor of the FIFA World Cup 2002, which has featured in a number of promotional activities. This is the first year that the China team has qualified for the final week of the World Cup, which provides opportunities to extend the Fujifilm brand to new audiences across China. In addition, Fujifilm is the title sponsor for the FA (Football Association) Cup 2002 in China.

In Hong Kong, the Group sponsored the Miss Hong Kong beauty pageant for the 15th consecutive year. This sponsorship provides a good channel for promoting our high quality imaging service.

贊助活動

贊助備受矚目的盛事，已證明能有效將富士品牌與國內的熱門活動聯繫起來。於二〇〇一年，富士贊助全國甲A足球聯賽及在廣州舉行的第九屆全國運動會。除了透過全運會為品牌取得大量的曝光機會外，集團並於賽事期間在新聞中心裝設富士數碼激光沖印設備Frontier 350，為逾二千五百名傳媒工作者提供沖印服務。由於富士數碼激光沖印(FDI)服務的推廣活動奏效，數碼激光沖印設備(Frontier)於二〇〇一年十二月全運會賽事結束後，銷量大幅攀升。

富士是二〇〇二年世界盃足球賽的主要贊助商之一，並參與多項有關的宣傳活動。今年是中國隊歷史性首次晉身世界盃決賽周，為集團提供面向內地新觀眾的宣傳機會。此外，富士亦成為二〇〇二年中國足協盃的主贊助商。

集團已連續第十五個贊助電視廣播有限公司舉辦的香港小姐競選，這項贊助讓富士的優質影像服務廣為大眾熟悉。