

Advertising and Marketing Services 廣告及市場推廣服務

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2012 was a year of both opportunities and challenges. Overall, Advertising and Marketing Services revenue experienced a slight decline of 2%. Newspaper revenue experienced 1% growth while *Post Magazine* and other glossy magazines grew by 18%. Online revenue grew 15% with higher growth experienced in new platforms like iPad™ & Mobile and the digital directory business. Weaker areas included a decline of 35% in Notices revenue resulting from a sharp fall in the number of new IPO listings compared to 2011, and a 16% decline of Marketing Services revenue as a result of a market demand shift from sizeable Custom Publishing revenue to smaller Events projects.

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The categories making up the bulk of advertising revenue remained fashion, watches, local and overseas property, hotels, banking and finance and IPOs. Fashion remains the biggest category with a strong growth of 30% compared to 2011, benefiting from a strong retail market and big fashion brand store openings. Hotels and local property grew 23% and 21% respectively. Other growing categories included watches & jewellery, automotives, beauty, shopping malls and telecommunications. Declining categories included Airlines and Banking & Finance which were impacted by the general weakness in those industries. Overall, our advertisers expressed a need to strengthen their messaging through special executions in the newspaper. Wrappers, envelopes and inserts were well received, with a 60% growth in revenue. The number of wrappers sold to advertisers also doubled compared to 2011.



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During the course of 2012, the team took a proactive approach to attract new revenue by launching new glossy and directory titles including the travel magazine *Encounters*, male interest title *h* magazine, wine and spirit lovers magazine *Wine+*, plus *Property Outlook 2013*, a guide for homebuyers and property investors. Other products included *Home Essentials*, a comprehensive guide to home furnishing and decoration and *Business Services Directory*, a must read for company owners or executives wanting to set up an office in Hong Kong. New special reports and supplements such as *Russia and Greater China* and *Go Asia* were created to bring in new print revenue.



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Brand extension and enhancement were key strategies to bring in new revenues. The *At Your Service* brand was extended from print to the *At Your Service Expo*, the first serviced apartment expo of its kind in 2012; *Good Eating* was expanded online with a website that has full interactive restaurant searching functionality. *LuxeHomes*, having enjoyed great success, underwent a redesign in addition to content and distribution enhancements. Content for other magazine brands including *Money* and *MICE Biz* were enhanced to attract both readers and advertisers.

Post Magazine was a huge success in 2012. With the change of paper quality in 2011, the magazine further built upon its reputation as the medium of choice for luxurious brands. Special execution options such as gate-fold and hard-card for *Post Magazine* were able to generate new advertising revenue.

Online advertising continued on an upward trajectory in 2012 with *scmp.com* growing at 11%, digital directory business growing at 29% while iPad™ & Mobile grew at 61%. Advertisers also strongly supported our iPad™ edition and mobile optimised versions. With advertisers gradually shifting more and more of their advertising dollars online, we have been proactive in creating unique higher-yield special executions and creative options to satisfy their needs and to help us differentiate our advertising solutions from other media.

Our Marketing Services (now SCMP Marketing Solutions) division struggled to match its previous year's performance due to fewer large-scale custom publishing jobs. Custom publishing revenue declined

by 26% but was partly offset by the 33% growth in Creative Services and Events. Creative projects were completed for CBRE, Harbour City, The Landmark and Kerry's JingAn Center in Shanghai. On the Events side, we produced for the third successful year running, the "Starstreet Gourmet & Wine Walk" event, and for the eighth year, our International Financial Planners Hong Kong Award. The Marketing Services team developed events for various brands and projects in 2012 including Gorenje, Brim 28, Landscape Christie's, Georg Jensen, the Providence Peak and New World's The Signature, helping to extend our reputation in the market for premium event production.

Our custom publishing projects included the *SHANG* magazine for the Shangri-la Hotel and *Dress Circle* for Kerry Properties. We also completed custom publishing projects for Hong Kong Tourism Board, Hong Kong Land's *Serenade*, New World's *The Signature* and Wing Tai's *Seymour*.

In all, for 2012, creative thinking and resourcefulness have enabled us to further build our media brands in print, digital and marketing services. ●

- 1 *SHANG* magazine of Shangri-La International Hotel Management Ltd. 香格里拉國際飯店管理有限公司雜誌「香」
- 2 *66 Private Collectables* for The Signature of New World Development Company Limited 新世界發展有限公司春暉8號刊物「66 Private Collectables」
- 3 *Serenade* for Serenade of Hongkong Land 香港置地集團上林刊物「上林」
- 4 Magazines and Directory products 雜誌及分類指南刊物



二零一二年乃機遇與挑戰並存之一年。廣告及市場推廣服務整體收益輕微下跌2%。報章廣告收益增長1%，而《Post Magazine》及其他休閒雜誌則增長18%。iPad™和流動電話以及數碼分類廣告等新廣告平台錄得較高增長，帶動網上廣告收益增長15%。表現較遜色之廣告類別包括首次公開招股活動數量較二零一一年急跌，導致通告收益下跌35%，以及市場需求由大型自訂出版轉移至較小之宣傳活動項目，使市場推廣服務之收益下跌16%。

時裝、鐘錶、本地及海外物業、酒店、銀行及金融以及首次公開招股活動仍為主要廣告收益之行業。受惠於零售市場強勁及大型時裝品牌店舖開業，時裝仍為最大廣告類別，較二零一一年增長30%。酒店及本地物業分別增長23%及21%。其他有增長之廣告類別包括鐘錶及珠寶、汽車、美容、購物商場及電訊行業。下跌之廣告類別包括航空公司及銀行及金融，均受該等行業之整體疲弱表現所影響。整體而言，廣告客戶殷切需求透過報章內之特色廣告製作加強其訊息傳達。封套、信封套及插頁均廣受歡迎，收益增長60%。為廣告客戶製作之封套廣告亦較二零一一年增加一倍。

於二零一二年期間，團隊積極推出新休閒及分類廣告雜誌刊物，包括旅遊雜誌《Encounters》、男性雜誌《h》、美酒愛好者雜誌《Wine+》，以及為置業人

士及投資者提供物業資訊之《地產前瞻2013》，以吸引新收益來源。其他產品包括家居裝潢佈置之全面指南《Home Essentials》及對象為計劃在香港設立辦公室之企業家或行政人員必讀之刊物《Business Services Directory》。「Russia and Greater China」及「Go Asia」等新特刊及增刊亦帶來新印刷廣告收益。

擴展及提升品牌乃帶來新收益之主要策略。《At Your Service》品牌由印刷刊物擴展至舉辦二零一二年首個服務式住宅展覽At Your Service Expo；《Good Eating》則拓展至網上服務，其網站設有全面之餐廳資料互動搜尋功能。除改善內容及派發網絡以外，《尚府》之重新設計亦取得重大成功。其他雜誌品牌如《Money》及《荃商》之內容亦更豐富，以吸納讀者及廣告客戶。

《Post Magazine》於二零一二年取得重大成功。自二零一一年轉用更佳質量之紙張後，該雜誌進一步鞏固其作為高消費品牌之首選媒體形象。《Post Magazine》之拉頁及硬卡片等特色廣告製作帶動新廣告收益。

網上廣告收益於二零一二年持續上升，scmp.com增長11%、數碼分類廣告業務增長29%，而iPad™及流動電話之廣告業務增長61%。廣告客戶亦熱烈支持iPad™版及流動電話優化版。隨著廣告客戶逐步將廣告預算開



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- 5 “Come Together With Fusion” event for Georg Jensen
Georg Jensen 「Come Together With Fusion」活動
- 6 “Upon A Wave Of Opulence” exclusive preview of Christie’s collections of Providence Peak
溫玥·天賦海灣「Upon A Wave Of Opulence」佳士得珍品優先鑑賞會活動
- 7 “A Live-in Chef” launch event for Gorenje
Gorenje 「A Live-in Chef」發佈活動
- 8 Book Launch event for The Signature of New World Development Company Limited
新世界發展有限公司春暉8號新書發佈活動
- 9 “Crazy About Food” event for Brim 28 of China Resources Property Limited
華潤物業有限公司Brim 28 「Crazy About Food」活動
- 10 Financial Planner Awards
香港財務策劃師頒獎典禮
- 11 “Starstreet Gourmet and Wine Walk” for Starstreet Precinct of Swire Properties Limited
太古地產有限公司星街小區「Starstreet Gourmet and Wine Walk」活動
- 12 “Go Asia” Supplement
「Go Asia」專題版
- 13 “Russia & Greater China” Supplement
「Russia & Greater China」專題版
- 14 SCMP “At Your Service” Expo
南華早報「At Your Service」展銷會
- 15 Goodeating.com.hk website
Goodeating.com.hk 網站

支轉移至網上廣告，已積極創作獨一無二之高收益特色廣告及提供創意選擇，以滿足廣告客戶之需求，並有助集團之廣告方案在其他媒體中脫穎而出。

由於取得較少大型自訂出版項目，市場推廣服務團隊（現已改名為市場策劃部）於二零一二年之收益較二零一一年稍為下降。自訂出版收益下跌26%，惟部分由創意服務及推廣活動增長33%所抵銷。當中包括世邦魏理仕、海港城、置地廣場及嘉里位於上海靜安中心之創意項目。在推廣活動方面，我們已成功第三年籌辦「Starstreet Gourmet & Wine Walk」及第八年舉辦「國際財務策劃師香港大獎」。市場推廣服務團隊於二零一二年為多項品牌及項目籌辦活動，包括Gorenje、Brim 28、領域佳士得、Georg Jensen、溫玥·天賦海灣及新世界春暉8號，在優質推廣活動製作市場中廣受讚譽。

自訂出版項目包括為香格里拉酒店出版「香」雜誌及為嘉里建設出版「臻善譜」雜誌。亦完成了香港旅遊發展局、香港置地上林、新世界春暉8號及永泰懿峯等自訂出版項目。

總括而言，創意思維及智謀偉略讓集團能於二零一二年進一步構建其在印刷、數碼及市場推廣服務之媒體品牌。



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