

Compelling Advertising Solutions on the Move

Bravo Media is a leading out-of-home (OOH) media company in Hong Kong, delivering bold and impactful advertising options across the territory-wide Citybus network and several of the MTR Corporation's key railway routes.



“With its unique urban environment, strong Government development support and increasing integration with the GBA, Hong Kong offers exceptional opportunities for Bravo Media and for advertisers looking to grow their business.”

Richard Petignaud
Managing Director
Bravo Media

Where most people see a bus or a train, Richard Petignaud, Managing Director of Bravo Media, sees opportunity. “Each one is a moving billboard, a chance to catch the eyes of millions,” he said. As a media company specialising in transit advertising, Bravo Media knows all about the remarkable advantages that Hong Kong has to offer. With its dense population, compact geography, and perhaps the best public transport system in the world, Hong Kong is a city where it is rare not to see a bus and where, every day, millions travel by train.

Abundant Opportunities for Growth

Set up in 2021 during COVID, Bravo Media took over Citybus bus body advertising when the previous advertising agent exited the market. It was an inauspicious time to launch a new company, and the Bravo Media team had a lot to prove. “We wanted to bring an innovation mindset and raise the standards of the out-of-home advertising industry,” said Petignaud. Among its initiatives, Bravo Media launched striking new bus formats, an immersive “Premium Superbus”, and even introducing

electro luminescent effect that makes buses glow in the dark.

In 2023, Bravo Media successfully bid to be the exclusive advertising agent for train and station advertising for the MTR Corporation's East Rail & Tuen Ma Line, Light Rail and MTR Bus. This and the Citybus network now give the company access to a daily patronage of 3.4 million passengers.

Other factors driving the young company's success include Hong Kong's increasing integration with the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). “The Bravo Media network gives advertisers direct access to over 90 percent of travellers arriving by land in Hong Kong,” stated Petignaud. “That makes us an important resource for advertisers wanting to reach Mainland visitors.” Also growing is advertising placement from Mainland companies, targeting the increasing numbers of Hong Kong people travelling to the GBA for affordable professional services.

New doors are also opening through various Hong Kong Government initiatives. Mega-projects like the new Kai Tak Sports Park, for example, are bringing large numbers of people to major events by bus and MTR – all of them prime targets for advertisers. Support from Government departments such as InvestHK is also helping to broaden the company's business network and increase exposure in the local community. With this positive outlook, Bravo Media is embracing the new year with high hopes for tapping into the huge business potential of the GBA.



Bravo Media

- Bravo Media was founded in 2021 as a subsidiary of Bravo Transport Holdings, which also owns Hong Kong's Citybus, to manage Citybus's bus advertising needs
- In July 2023, it won a major tender to manage train and station advertising for the MTR Corporation's East Rail Line, Tuen Ma Line, Light Rail and MTR Buses
- Bravo Media is renowned for its innovative advertising formats, creative ideas, and close collaboration with advertising clients

 bravomedia.com.hk

