

# Marketing & Advertising

“ Hong Kong’s role as a media and creative centre relies upon openness to ideas and talent, and the interplay and connection with cities and countries across the region. ”

Chris Ngan  
General Manager, Hong Kong & Taiwan  
The Trade Desk



## Hong Kong Opportunities

- Hong Kong serves as a two-way platform for Mainland and global companies to do business in the overseas market.
- Internet advertising in Hong Kong continues to grow at 6.44% CAGR, at US\$2.12bn in 2027 from US\$1.55bn in 2022. Mobile video remains as the key driver of the growth. (Source: PwC Global Entertainment & Media Outlook 2023-2027)
- The tech-savvy population and growth of social commerce in the Asia-Pacific region create an ideal environment for brands’ adoption of AI-powered marketing tools.
- Hong Kong and Asia are at the forefront of driving innovation in Web3, artificial intelligence and blockchain, providing a good testing ground for marketers.

## Why Hong Kong

- A highly developed consumer market which provides an excellent testbed for marketing concepts and campaigns
- Central location in Asia – the main engine of digitalisation and Web3 hotbed
- Gateway to Mainland China – the second largest advertising market in the world
- Strategic location with expertise in serving a combined population of over 86 million and a growing middle class in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) region
- A simple and low tax regime
- Dynamic and vibrant city with supply of international and Chinese talents
- Business-friendly policies and unwavering Government support for developing the Web3 ecosystem in Hong Kong

## Case Studies

“ Hong Kong has always been a bustling hub of creativity, boasting a robust creative ecosystem. ”

Maggie Wong  
Chief Executive Officer  
VML Hong Kong



“ Hong Kong is home to many multinational brands, making it a centre of gravity for advertisers and marketers. Our Hong Kong office acts as the North Asia headquarters, covering business for Mainland China and other prime markets. ”

Gary Cheung  
General Manager  
NP Digital Hong Kong



“ Hong Kong is an ideal business location for AdTech companies in Asia thanks to its critical role as an international hub to global brands, its advanced and well-developed infrastructure, and strategic location. ”

Lim Jin Han  
General Manager,  
Taiwan/Hong Kong  
Dable



**InvestHK**

The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China

# Making Luxury Retail More Relevant Online

*Ykone, a renowned digital and influencer marketing agency, adopts a new approach to targeting the Asian luxury customers.*



“**Being based out of Hong Kong allows us to legitimately serve Mainland China whilst at the same time staying connected to the Western world. It is the perfect meeting of both worlds.**”

**Julien Gaubert-Molina**  
**Partner & CEO Asia**  
**Ykone**

Founded in 2008 in Paris, Ykone is a leading international digital and influencer marketing agency for travel, beauty, fashion and luxury brands. Ykone works with brands to create impactful stories and content for social media. They support their brand concepts and strategies with their proprietary real-time tracking solution and unique data-driven approach.

In parallel with the strong growth in luxury spending from the Millennials and Gen Z shoppers in Asia, luxury brands require greater visibility online, thus accelerating their investment in digital to capture these young affluent customers. And while Asian customers still like to shop in physical stores, especially during travel, it is still crucial for brands to build an online-to-offline (O2O) strategy.

Ykone's technology helps traditional luxury clients to transform the way they connect, interact and service new luxury customers in Asia. For instance, when supporting Cartier's Hong Kong retail approach, Ykone noted that despite the brand being quite well known locally, a more innovative approach was needed to engage the younger customers. Similarly, when discussing with Hermès, their existing approach was to take a very hands

on in-store approach to customer service, and it was realised that these elements were needed to be carried through to online channels as well. Taking advantage of their data and consulting knowledge, Ykone can help clients to choose the most relevant channels to target their audiences based on their real interests.

## **Hong Kong the Regional Headquarters to Deploy Innovative Ideas**

Ykone chose Hong Kong as the regional headquarters of their Asia network because their business serves all of APAC, with a strong focus on the Mainland China market. The company is able to work with major stakeholders of the business including the regional teams of international luxury brands based in Hong Kong. It is also in a good position to assist Chinese luxury brands that are expanding overseas, with a strong demand seen to be expected from the Chinese industries. Hong Kong has always been able to reach the latest brands and innovations. The ability to take learnings from Mainland China and Japan around new digital and online trends have helped Ykone to deploy interesting campaigns for their clients. As a regional hub, Hong Kong allows

Ykone to mildly localise, whilst rely on the support of international experts.

Julien Gaubert-Molina, Partner & CEO Asia of Ykone, said, “Being based out of Hong Kong allows us to legitimately serve Mainland China whilst at the same time staying connected to the Western world. It is the perfect meeting of both worlds. We can tap into the region, ensure the artistic vision of the West is relayed, and find multi-faceted talent who can adapt and cater to the specific needs of the region.”

## **Ykone**

- The company has rolled out international campaigns for iconic brands and tourism boards across the luxury, fashion, beauty, lifestyle and travel industries
- It has a multicultural team with 16 offices worldwide

 [ykone.com](https://www.ykone.com)

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# Commerce Enablement Company AnyMind Group Looks To Drive Potential Growth in Hong Kong and the GBA

*Aiming to empower businesses and professionals with a suite of technology solutions, AnyMind Group's purpose is to make it exciting for everyone to do business.*



“ Both Hong Kong and Shenzhen are ideal bases for a foreign technology firm that wants to develop business in the GBA as they have different competitive advantages. The proximity of the two places allows our teams to work and communicate closely, so that both Chinese and Western clients will receive comprehensive support. ”

**Ben Chien**  
Managing Director of Greater China  
AnyMind Group

In the past six years, the company has fast evolved from a startup founded out of Singapore by two Japanese co-founders, to an organisation with 17 offices across 13 markets in the Asia-Pacific region with over 1,000 employees around the world. In 2019, the company shifted its headquarters to Japan.

Founded in 2016, AnyMind Group started as a marketing technology company, and over the years, the company expanded its offerings to cover a wider aspect of the business supply chain. In 2020, the company started its evolution into a commerce enablement company, and now provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, eCommerce, marketing, and logistics, whilst Partner Growth provides web and mobile application publishers, influencers, and content creators with platforms for monetisation and optimisation.

In order to expand the company's geographical span and revenue opportunities in Greater China, AnyMind Group completed the full acquisition of Acqua Media in 2018. Today, AnyMind Group's Hong Kong office has developed strong partnerships with international advertising agencies and is able to expand its clientele through advertising agencies beyond consumer goods and retail to include education, telecom, finance, eCommerce industries and others.

Ben Chien, Managing Director of Greater China, AnyMind Group, shared: “Our Hong Kong office well complements

AnyMind Group's presence in Taipei, Shenzhen and Tokyo. Many of our clients have regional headquarters in Hong Kong, therefore having a team on the ground helps us better support them. Since our Hong Kong office opened in May 2017, we have performed very well and are constantly growing our footprint here.”

## Dive into the Cross-border eCommerce Field

Today China has become the world's largest cross-border eCommerce centre with unlimited business potential. In order to tap the market's business opportunities, the company recently launched a new eCommerce management platform called AnyX to help Chinese eCommerce merchants (and merchants around the world) reach more cross-border consumers with less manual or redundant work and have a holistic view of sales performance and consumer data all in one place.

“Hong Kong has been a unique gateway for international businesses to access the Greater China region. Our experiences and multi-cultural talents in Hong Kong have significantly facilitated our development of cross-border eCommerce services, allowing us to have sufficient resources to assist Chinese and overseas brands with business expansion,” said Chien.

## Expansion from Hong Kong to the GBA, Reaching More Opportunities

Going forward, AnyMind Group will further expand its business in Mainland China and set up presence in Shenzhen, one of the core cities of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The company believes the long-term

potential among Chinese game and utility app developers, especially those targeting overseas users, has healthy growth headroom, and Shenzhen is the best place to target these companies. Chien shared, “Both Hong Kong and Shenzhen are ideal bases for a foreign technology firm that wants to develop business in the GBA as they have different competitive advantages. The proximity of the two places allows our teams to work and communicate closely, so that both Chinese and Western clients will receive comprehensive support.” Once AnyMind Group has established traction, the company will look for other potential regions for further development. Meanwhile, the Hong Kong office will keep recruiting talents to join its Greater China team to maximise long-term growth for the Group.

## AnyMind Group

- Founded in Singapore, headquartered in Japan with 17 offices across Southeast Asia, East Asia, India and the Middle East
- Developed nine platforms built for commerce enablement, to enable businesses and individuals to reach higher growth and drive next-generation commerce

 [anymindgroup.com](https://anymindgroup.com)

## Funding Schemes & Incubation Programmes

### SME Export Marketing Fund

– financial assistance to SMEs for participation in export promotion activities

[smefund.tid.gov.hk/english/emf/emf\\_update.html](http://smefund.tid.gov.hk/english/emf/emf_update.html)

### BUD Fund

– financial assistance to Hong Kong enterprises for exploring and developing the Mainland and overseas markets

[bud.hkpc.org/en](http://bud.hkpc.org/en)

### Cyberport Incubation Programme

– incubation programme for innovative digital entrepreneurs and startups

[cyberport.hk/en/about\\_cyberport/cyberport\\_entrepreneurs/cyberport\\_incubation\\_programme](http://cyberport.hk/en/about_cyberport/cyberport_entrepreneurs/cyberport_incubation_programme)

### Hong Kong Science & Technology Parks Incubation Programmes

– incubation programmes that aim to nurture tech-focused entrepreneurs and startups

[hkstp.org/innovate-with-us/incubation](http://hkstp.org/innovate-with-us/incubation)

## Industry Events

### Content360 Hong Kong

[conferences.marketing-interactive.com/content360-hk](http://conferences.marketing-interactive.com/content360-hk)

### MarketingPulse

[marketingpulse.hktdc.com](http://marketingpulse.hktdc.com)

### Digital Marketing Asia

[conferences.marketing-interactive.com/digital-marketing-hk](http://conferences.marketing-interactive.com/digital-marketing-hk)

### Retail Asia Conference & Expo

[retailasiaexpo.com](http://retailasiaexpo.com)

### Hong Kong Web3 Festival

[en.web3festival.org](http://en.web3festival.org)

### StartmeupHK Festival

[startmeup.hk](http://startmeup.hk)

### IABHK Conference & Exhibition

[iabhongkong.com](http://iabhongkong.com)

### The MarTech Summit Hong Kong

[themartechsummit.com/hongkong](http://themartechsummit.com/hongkong)

## Industry Organisations

### Asia MarTech Society

[asiamartech.org](http://asiamartech.org)

### The Association of Accredited Advertising Agencies of Hong Kong

[aaaa.com.hk](http://aaaa.com.hk)

### Hong Kong Association of Interactive Marketing

[hkaim.org](http://hkaim.org)

### The Hong Kong Advertisers Association

[hk2a.com](http://hk2a.com)

### Interactive Advertising Bureau (IAB) Hong Kong

[iabhongkong.com](http://iabhongkong.com)

### Web3 Harbour

[web3harbour.org](http://web3harbour.org)

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