

One-Stop Shop for Custom Brand Creative Solutions

First launched in Hong Kong, Hubert Burda Media now offers a pan-Asia marketing solutions agency.



Established in 2011, Hubert Burda Media Hong Kong is the home of Prestige Hong Kong, a celebrity, high society and luxury lifestyle monthly magazine first launched in 2005. The group also runs Asia's online guide to luxury living, lifestyleasia.com.

During the past year, Burda has expanded its services with the launch of a new business division – Augment, Burda Creative Services. Augment delivers B2C and B2B integrated marketing solutions that include digital content creation, performance marketing, social media and Influencer campaigns, video production, brand experience, events and print custom publishing.

First launched in Hong Kong, Augment adopts a client-centric approach that necessarily involves an expansion of both services and capabilities. "Hong Kong is a

priority market for Burda, as it's one of the largest and most important cities in the world," Talia Jackson, Director of Augment, Burda Creative Services APAC, said.

Shortly after its establishment in Hong Kong, dedicated teams were set up in Thailand, Singapore, Malaysia and India. Augment now boasts a pan-Asian creative agency offering, with a client portfolio that spans sectors across luxury retail, fashion and beauty, hospitality, travel, property, automotive and finance. Augment Asia currently comprises a team of 30 experienced storytellers, creatives, digital strategists, PR and event specialists, and with further expansion into additional markets expected by the end of 2020.

"It was the natural next step for Burda to offer a one-stop shop for custom brand solutions. We provide access to

marketing experts who craft engaging, multi-touchpoint campaigns that reach the right person, at the right time, and in the right way. Demand for marketing solutions and custom content will continue to grow as brands increasingly feel the need to create customer experiences, and become publishers in their own right. Who better to help them lead the way than the content and consumer experts themselves?" Jackson said.

InvestHK has helped alongside the company's expansion in the city by providing an ideal platform to access potential partners within the creative industry for collaboration. "Its support services and networking events have led to new relationships and wider opportunities for our growth," Jackson concluded.



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Talia Jackson
Director of Augment
Burda Creative Services APAC

Burda Creative Services APAC

- Set up in Hong Kong in 2018
- Launched Augment Asia to offer one-stop shop creative services with offices in Hong Kong, Thailand, Singapore, Malaysia and India

 www.burda.asia