

# 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 3.7% CAGR, at US\$1.9bn in 2028 from US\$1.6bn in 2023. Retail paid search Internet advertising will be the key driver of the growth. (Source: PwC Global Entertainment & Media Outlook 2024-2028)
- 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
- The central location in Asia – the main engine of digitalisation and Web3 hotbed
- A gateway to Mainland China – the second largest advertising market in the world
- The 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
- A 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

# Global Media Agency Bolsters Its Regional Foothold with Hong Kong Powerhouse

*Leveraging Hong Kong's dynamic business ecosystem and international connectivity, global omnichannel media agency Assembly is well-positioned to solidify its standing as a leading player in the Asia-Pacific media landscape.*

Hong Kong's media business landscape is renowned for its vibrant and diverse nature, making it an irresistible choice for global media agencies. Boasting a flourishing industry that encompasses digital, social media, broadcast and print, Hong Kong provides an ideal environment for groundbreaking media campaigns. Recognising Asian markets' immense potential, Assembly made the strategic decision to establish its APAC regional headquarters in Hong Kong and continued to double down its investments in the city over the past seven years. Since then, Assembly has accumulated an impressive track record in the market, having great success with local and global brands and receiving numerous accolades such as Media Agency of the Year in 2023.

With a workforce of approximately 2,300 employees spread across 35 global locations, Assembly is a digital and data first omnichannel media agency, specialising in delivering innovative media strategy, media activation, data and technology solutions, and business consultancy to a wide range of brands. Through harnessing its global network, state-of-the-art technologies, and data-driven insights, the agency's Hong Kong office has experienced rapid growth. It has established a strong presence in the retail, travel, luxury, FinTech and finance sectors, and has strategic plans to expand its regional client base further via Hong Kong.

## Hong Kong: The Ideal Launchpad to Asia

Richard Brosgill, APAC CEO of Assembly, noted that Hong Kong's strategic location and unrivalled connectivity were key factors for choosing the city as Assembly APAC's regional headquarters. "Hong Kong is a fantastic gateway to Asia-Pacific and has provided us with a diverse array of opportunities across the region," he explained. "Its proximity to both our core clients and teams is invaluable and has provided routes for growth not just domestically, but across the entire region."

"We have eight offices across the Asia-Pacific region," Brosgill continued. "Our Hong Kong office serves as a strategic hub, connecting our operations and enabling seamless collaboration between our teams in different markets.

It also covers our Southern China business, complementing the work of our Shanghai office. The two offices work hand-in-hand to deliver the best possible solutions for our clients."

## Dynamic Media Landscape Empowers Creativity

Brosgill highlighted the dynamism of Hong Kong's media landscape. "Hong Kong is always a vibrant market when it comes to media. It has a huge mixture of identities and as consumer behaviour evolves, the platforms and media landscape are in constant change," he said. "This environment forces us to think creatively, to find the right moments and the right ways for our clients to bring their brand stories to life."

In Hong Kong's ever-evolving media landscape, Assembly has demonstrated its ability to stay agile and innovative in serving its diverse clientele. Brosgill highlighted a few recent examples, noting the agency's large-scale omnichannel marketing campaigns for a luxury beauty brand and a renowned insurance company. These high-profile



projects showcase Assembly's expertise in crafting impactful, tailored solutions that resonate with the Hong Kong market and its discerning consumers.

With seven years of experience based in Hong Kong, Brosgill has come to view the city as a great place to call home. "There's a wonderful balance here," he remarked. "Hong Kong provides great accessibility, fantastic cuisines, and abundant outdoor activities. You can truly enjoy the focus of business being in the city. But then you can very much step away and have that release, getting back to nature and greenery."

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**Richard Brosgill**  
APAC CEO  
Assembly

## Assembly

- Part of Stagwell, a digital and data-first omnichannel media agency with a workforce of approximately 2,300 employees spread across 35 global locations
- Its APAC regional headquarters in Hong Kong has over 50 staff, overseeing the business and collaboration of its eight offices in the region

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

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# 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://ykone.com)

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## 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)

### Digital Marketing Asia

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

### Hong Kong Web3 Festival

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

### IABHK C24

🌐 [iabhongkong.com/C24](http://iabhongkong.com/C24)

### MarketingPulse

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

### Retail Asia Conference & Expo

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

### StartmeupHK Festival

🌐 [startmeup.hk/startmeuphk-festival-2024/](http://startmeup.hk/startmeuphk-festival-2024/)

### The MarTech Summit Hong Kong

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

## Industry Organisations

### Asia MarTech Society

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

### Hong Kong Association of Interactive Marketing

🌐 [hkaim.org](http://hkaim.org)

### Interactive Advertising Bureau (IAB) Hong Kong

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

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

🌐 [aaaa.com.hk](http://aaaa.com.hk)

### The Hong Kong Advertisers Association

🌐 [hk2a.com](http://hk2a.com)

### Web3 Harbour

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

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