

HYPERTREE

Media Buying Agency

Hong Kong

For Reference Only

Private and Confidential · 2026

About Hypertree

Founded in 2021, Hypertree is a full-service media buying agency in Hong Kong. We combine creative combine creative production with data-driven media planning across every major channel — MTR, bus, — MTR, bus, tram, billboard, TV, digital and KOL.

500+

Campaigns
delivered

150M+

Impressions
generated

40+

Brands
trusted us

20+

Media
Channels

Direct buying relationships with MTR Corporation, KMB, Citybus, HK Tramways, TVB, ViuTV, HOY TV, HKIA and more. and more.

Our Capabilities

01

Strategy & Insights

Market analysis, competitive benchmarking,
audience profiling, channel-mix modelling,
ROI reporting

02

Media Planning & Buying

MTR, bus, tram, taxi, billboard, TV,
programmatic, SEM, social — end-to-end
planning and buying

03

Creative Production

Brand identity, graphic design, motion
graphics, video production, TVC — for
every format at every scale

04

KOL, PR & Events

Influencer partnerships, press outreach,
event marketing, brand activation,
community management

Media Channels

We hold direct buying relationships with Hong Kong's top media owners. One agency, every channel. channel.

MTR

11 lines, 100+ stations
4.9M daily passengers

Bus

KMB, Citybus, Long Win
6,000+ buses, 400+ routes

Tram

120 stops, HK Island
Signature Tramcar wraps

Billboard

Sogo LED, Harbour Luminous
DOOH programmatic

TV

TVB, ViuTV, HOY TV
myTV SUPER, OTT

KOL

IG, YouTube, TikTok
Xiaohongshu, Threads

Why Hypertree

Direct Media Relationships

We buy directly from media owners — no layered margins, faster confirmations, better rates.

Speed

Tailored media plan within 24 hours. Campaign launch within 2-3 weeks. We move fast.

Data-Led Decisions

Station selection, KOL vetting and channel mix are driven by audience data, not gut feel.

One Agency, Full Pipeline

Strategy, creative, media buying, KOL and reporting under one roof. No hand-off gaps.

Transparent Pricing

You see what the media costs and what our fee is. No hidden No hidden markups, no rate card games.

Multilingual Execution

Native English, Cantonese, Mandarin and written Chinese. We localise, not just translate.

Indicative Pricing

Typical 2026 rate ranges in HKD. Final pricing depends on format, location, duration and season.

Channel	Entry cost	Average campaign
MTR Advertising	From HK\$15,000	HK\$160,000
Bus Advertising	From HK\$3,500	HK\$83,000
Tram Advertising	From HK\$8,000	HK\$271,000
Billboard / DOOH	From HK\$30,000	HK\$447,000
TV (TVB / ViuTV / HOY)	From HK\$20,000	HK\$200,000 – 800,000
KOL / Influencer	From HK\$3,000/post	HK\$30,000 – 150,000
Airport (HKIA)	From HK\$100,000	HK\$500,000

Hypertree negotiates against rate card — most campaigns book well inside published ranges.

Trusted By

40+ brands across FMCG, entertainment, property, education, healthcare, finance and government.



How We Work

01

Brief

You share your objectives, audience, timing and budget.

We listen.

02

Plan

Within 24 hours, we deliver a tailored tailored media plan with channel mix, formats and costs.

03

Approve

We refine together until the plan fits. No pressure, no upsell.

04

Execute

Artwork production, production, media booking, campaign launch. One team, one timeline.

05

Report

Post-campaign reporting: reach, frequency, engagement and actionable learnings.

References



HYPERTREE

Let's build your campaign.

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