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Jessica Haigh
Managing Director
Cedar



Cedar Demonstrates the Power of Content

From content strategy, design, production to delivery, Cedar continues to provide full-service content marketing consultation service to Hong Kong's growing market.

In April 2015, London-based content marketing agency Cedar launched its Hong Kong office. The catalyst was the winning of a competitive pitch to produce Cathay Pacific and Cathay Dragon's inflight print and digital content portfolio, which includes the award-winning Discovery magazine.

Since then, Cedar - an agency that creates content exclusively for brands - has been adding a diverse range of clients across the luxury, finance, retail and property sectors. Two of the most notable have been the Hong Kong Jockey Club, for which Cedar produces digital content and their monthly membership magazine badges, and Swire Properties.

According to Jessica Haigh, Managing Director, the understanding of content marketing has developed significantly in recent years. "Everyone is talking about the power of content at the moment and brands are increasingly aware of the importance of their owned channels, whether they be on social media, digital or print," she added, "We've seen a clear rise in interest in Hong Kong of what we do. It's exciting for such a young agency to enjoy significant growth in such a short period of time."

Part of Cedar's success has been in its multichannel approach to content marketing, with work spanning print,

digital, social media, videos, apps and other innovation-driven solutions.

Mark Tjhung, Content Director, said the key to modern content marketing is about reaching the client's audience with the right content at the right time. "What we do is develop a strategy across multiple platforms, and then craft content in a way that balances the business objectives of our clients with the needs of their audience throughout their customer journey. At the heart of it, though, is always a commitment to journalistic excellence and award-winning creativity.

The full-service content marketing agency is able to produce a magazine or a digital content project for clients from content strategy, design, production to delivery. The Cedar Consult service can also provide clients an evaluation and audit on existing content, process, brand positioning and more. This innovative approach to content has been a key part in driving Cedar Hong Kong's growth and differentiating it from other companies.

"Research, insights and strategy are at the foundation of great content. That's why we put so much time and effort into this thinking. "We have undertaken some large research and insight projects for our clients and, ultimately, all of these learnings enable us to create the right content for that brand

and their customers," said Joe Costello, Business and Strategy Director.

While Cedar has established itself as a leader in the industry, it's not resting on its laurels. As the appetite for content marketing grows, Haigh said the agency is challenging itself to keep innovating and bringing new solutions to clients - both new and old. "The content landscape is constantly evolving and this excites us. We're always looking at new technology and innovations to see how we can use them in our work. But our commitment to excellence - I think that will always remain the same."

Cedar

- Headquartered in London, Cedar is part of the Omnicom Group's network of more than 1,500 marketing and communications agencies worldwide
- Today, Cedar has grown into a global team of around 200, with offices in London, Hong Kong, Cape Town and Madrid

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