

## CASE STUDY: HONG KONG TOYS & GAMES FAIR / HONG KONG INTERNATIONAL STATIONERY FAIR

CLIENT: HONG KONG TRADE DEVELOPMENT COUNCIL

Type of work: **Online Marketing & Media Buying**

Business objective: **Lead Generation / Brand Awareness**

Client location: **Hong Kong**

Audience: **International**

Language: **English / Traditional Chinese / Simplified Chinese**



### The Challenge

The Hong Kong Trade Development Council (HKTDC) wanted to use digital marketing techniques to spread awareness of two of their biggest trade fairs, The Hong Kong Toys & Games Fair and The Hong Kong International Stationery Fair, and to promote attendance at these fairs.

It was important to HKTDC that the success of any activity should be quantifiable, as the results of this campaign would be used to determine the viability of digital marketing for promoting future events. They had specific targets for the number of clicks the campaign should generate and the overall cost per click.

### The Solution

HKTDC commissioned Web Guru Asia to propose and implement two pay-per-click contextual advertising media buys across multiple search engines in three languages: English, Traditional Chinese and Simplified Chinese.

Web Guru Asia was responsible for recommending keywords, media selection, media placement, copywriting and campaign tracking and analysis. All copy was in strict accordance with the rules laid down by the various search engines we chose to use, and highlighted the key benefits of the two trade fairs using only a very limited number of words. We also produced copy to appear on the trade show websites to encourage early registration.

Web Guru Asia monitored ad performance throughout the campaign and produced bi-weekly reports for HKTDC. We made alterations to copy and placements throughout the campaign to optimise results.

### The Results

The campaign ended on budget, with the total number of click-throughs 57% above target, far exceeding expectations. The average cost per click was 42% lower than HKTDC had budgeted for.

The campaign reached a wider audience than had been hoped, and there was substantially more viewer interaction than HKTDC anticipated. HKTDC were delighted with this level of interaction, which led to the early registration of more than 300 participants.

#### The Web Guru Factor

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