

SUN ASIA FUNNY UNDERSEA SPORTING CHAMPIONSHIP CHINA

CATEGORY **ELECTRONICS & ENTERTAINMENT 2** | AGENCY **180 COMMUNICATIONS CHINA**
 CLIENT **SUN ASIA TOURISM HOLDING**



PRESENTER
STONE LEI
 Managing Director

Commissioner of New York International Awards and final commissioner of China EFFIE AWARDS, Stone has also been named in the 'China Top 10 Advertising Creative Person of the Year' list, 2005. His extensive practical experience, allows him to consistently help clients increase sales and raise their brand value.



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CAMPAIGN SUMMARY

Sun Asia, an established Oceanarium Brand in the Tourist destination market in Northeast China, suffered a decline in the attraction of ticket sales due to China's rapid tourism development. Oceanariums were being constructed in many sites in China, creating an urgent need to find a point of difference to re-position the Sun Asia Brand.

An entertainment event was created to raise the brand's profile and increase attendance. The event theme was "The Sun Asia Funny Undersea Sporting Championship", its objective — to allow Oceanarium's visitors to compete in a humorous way during their visit.

Targeting strong national media attention at minimum cost, through an unusual and novel event, gave the brand a sales increase of 48% compared to the same period in the previous year, with repeat attendances increasing by 26%. Sun Asia is now one of the top 26 brands in China and has become a National brand.

CLIENT CREDITS

HONG LU
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 YU JIN
 TONG SUN

AGENCY CREDITS

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 NIKI LV
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