

Asia Legend



亞洲傳奇

創意

[chuàng yì]

是一個成功廣告的最重要元素

隨波逐流只因你的步伐停頓

比別人早踏出一步，自然距離成功接近一步！

九七金融風暴之後，香港消費力大幅下降，市面一片蕭條。飲食業及零售業經營困難，部份經營者為求生存，掀起割喉式減價戰。一時間，各式優惠印花如雨後春筍，但無論優惠如何吸引，亦須透過媒體宣傳，方能有效傳遞優惠訊息予消費者。面對生意不景氣，尚要投放資源於宣傳推廣，無異百上加斤。有見及此，亞洲傳奇（廣告）有限公司創出一套對廣告商戶、消費者、廣告媒體及亞洲傳奇俱有得益的現金券廣告模式：廣告商戶可以現金券支付廣告費，減省廣告開支；消費者可透過現金券消費，變相獲得大幅度折扣優惠，從而增加消費意慾。

After 1997 Economic Crisis, the purchasing power of Hong Kong dropped drastically. Business was slack. Industries like Food & Beverage and Retail had experienced harsh time. In order to survive, some of them surged sale to fight against each other but ended in common ruin. Suddenly, all kinds of discount stamps sprang up like mushrooms. No matter how attractive they were, still the discount concept had to be transmitted to the consumers through the Mass Media. The business was bad. If more resources had to be put in for promotion or advertising, the situation would be even worse. That is why Asia Legend (advertising) Ltd has established a set of Coupon-Advertising Scheme, which is beneficial to the merchants, the consumers, the media for advertising and Asia Legend. The merchants can pay the cost of advertising by cash coupons so as to lower the cost. On the other hand, the consumers can buy the cash coupons with a great discount so as to enhance a desire to purchase.

公司簡介

亞洲傳奇(廣告)有限公司由1999年初籌備開業，各主要成員均具備多年廣告策劃、營銷、設計及製作經驗。1999年底開始為第一批客戶投放廣告。截至2001年中，短短十多個月，已成功贏得逾百客戶信任支持，參加現金券廣告計劃，並廣泛獲得良好口碑，業務得以穩定發展。

此外，本公司加入香港人廣告協會(HiA)成為會員，藉此團結香港人的廣告公司，爭取更多機會發揮港人力量，與國際性的廣告公司分庭抗禮，製作更多高質素廣告。

而亞洲傳奇一向對飲食業各類宣傳具有豐富的經驗，所以，香港餐飲聯業協會邀請本公司創辦人成為會董，為該會提供更多廣告上的新概念。

COMPANY PROFILE

Asia Legend (advertising) Ltd was established in early 1999. The members of the leading group have much experience in working on advertising strategy, sales, design and production. From the end of 1999, Asia Legend (advertising) Ltd helped a lot of clients to put the advertisement in the market. Up to the half year of 2001 (only ten and odd months), Asia Legend (advertising) Ltd has gained the trust and support from more than 100 clients. They have joint our Coupon-Advertising Scheme and got public praise, which stabilizes their company business.

Moreover, we have joined The Hong Kong Independent Advertising Agencies Association (HiA) in early 2001, so as to unite local-based advertising firms, strive for more chance to extend local-power, compete with internationalized advertising agencies, and most important, produce more high quality advertisements.

Asia Legend (advertising) Limited is experienced at advertising and promotions for food and beverage industry. Thus, our founder, is invited to join the Hong Kong Federation of Restaurants & Related Trades as one of its director.

亞洲傳奇

Asia Legend

小巴廣告

Mini Bus Ad

亞洲會

CashCoupon.net

其他業務

Others

創造現金券廣告新模式

亞洲傳奇(廣告)有限公司首創嶄新廣告模式：廣告客戶無須動用流動資金，祇須簽發現金券代替廣告費，便可於電視、印刷媒體及戶外交通工具等多種廣告媒體投放廣告。

亞洲傳奇(廣告)有限公司透過全資附屬之亞洲會，將現金券以折扣形式銷售予消費者，消費者到有關商戶，以現金券消費結賬。



Asia Legend (advertising) Limited has a creative advertising campaign. Under this exclusive advertising campaign, advertisers pay cash coupons instead of cash for publicizing their advertisements in various media.

Asia Legend sells cash coupons through its subsidiary, Cashcoupon.net, to consumers at a discounted price. Coupon-users can go to related shops for consumption and pay in cash coupons.

This cash-coupon advertising campaign is based on the aim of mutually beneficial. It hopes to reach an ideal "4-Win" achievement.

Advertiser:

Has advertising effects enlarges its customer base through attract coupon-users, so as to increase sales volume and thus sales revenue.

Consumer:

Gains discounts from various shops through cash-coupon consumption

Advertising Media:

Increase advertising orders

Asia Legend:

Increases market share

現金券廣告模式

可達致四贏局面

廣告客戶

除可收到預期的廣告效益外；更可透過收受現金券，招徠新消費者，從而擴大顧客網，提高營業額，達到最終目的——增加盈利

消費者

變相得到數以百計飲食及消費場所給予折扣優惠

廣告媒體

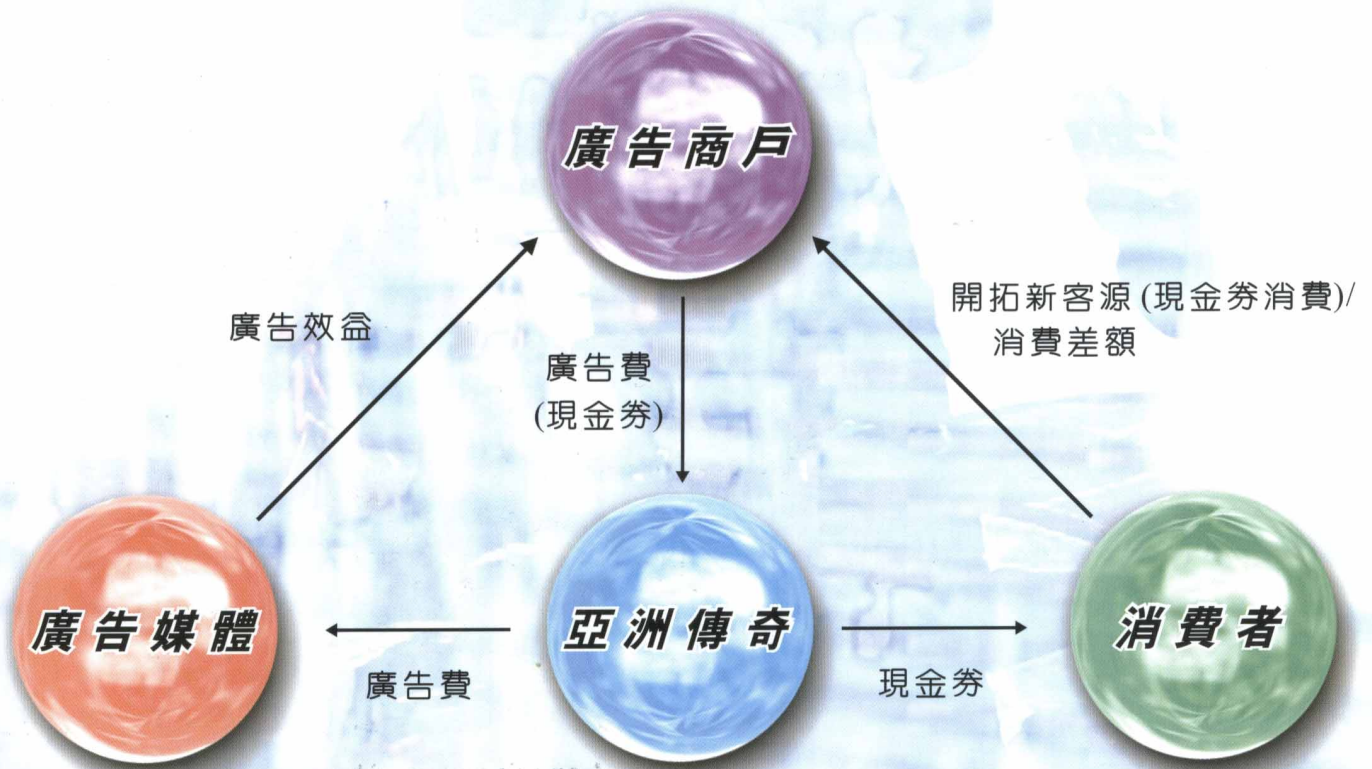
廣告收益增加

亞洲傳奇

擴大市場佔有率

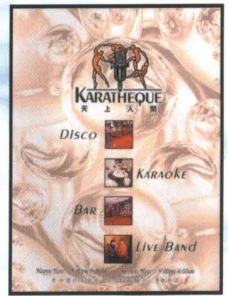


地址：香港灣仔港灣道26號華貿大廈(高層)內樓
電話：(852) 2884 9088



我們已與下列商號達成合作方案 (截止二零零一年八月)

- | | | | |
|---------------------------------------|------------------------------|--------------|-----------------|
| 1. 德興火鍋海鮮酒家 | 33. 北狩海鮮酒家 | 65. 金象苑泰國菜館 | 97. 船長葡國燒烤餐廳 |
| 2. 聚德軒高級粵菜 | 34. 澳門麗都茶餐廳 | 66. VIP國際美食 | 98. 龍皇海鮮火鍋酒家 |
| 3. 南華會聚德軒海鮮酒家 | 35. 紐約會 | 67. 福海火鍋海鮮酒家 | 99. 福多彩大酒樓 |
| 4. 福興火鍋海鮮酒家 | 36. 天上人間(Karatheque) | 68. 聘珍樓 | 100. 北歐傢俬/健康水床 |
| 5. 叙福樓海鮮酒家 | 37. 魔幻堡餐廳 | 69. 名都酒樓 | 101. 金龍酒家 |
| 6. 叙福樓大酒樓 | 38. 味道好 | 70. 八仙樓 | 102. 全聚德烤鴨店 |
| 7. 叙福樓金閣酒家 | 39. 印度菜館 | 71. 老鼠斑飯庄 | 103. 景福宮韓國餐廳 |
| 8. 廣田酒樓 | 40. 仙景閣餐廳 | 72. 芥辣王 | 104. 君好海鮮火鍋酒家 |
| 9. 多福樓海鮮酒家 | 41. Surya Restaurant | 73. 城市海景餐廳 | 105. 法國餐廳 |
| 10. 金福海鮮酒家 | 42. Greenlands India Club | 74. 福陞飲食集團 | 106. 煌庭閣海鮮酒家 |
| 11. 第一火鍋海鮮酒家 | 43. 妹仔記燕窩甜品專門店 | 75. 新康城海鮮火鍋 | 107. Club React |
| 12. 春風得意樓 | 44. 三潤麵皇 | 76. IS Pub | 108. 寶蓮新苑 |
| 13. 東鑾閣潮州酒家 | 45. 金皇蜂 | 77. 電腦洗車城 | 109. 寶蓮苑泰食 |
| 14. 中環寶湖海鮮酒家 | 46. Sampan West/ Sampan East | 78. 金島軒海鮮酒家 | 110. 寶蓮尚苑 |
| 15. 海洋皇宮大酒樓夜總會 | 47. 澳門白蘭度葡國餐廳 | 79. 太湖海鮮城 | 111. 華美金閣海鮮酒家 |
| 16. 麗誠海鮮酒家 | 48. 咖喱大皇第二分店 | 80. 漢福海鮮酒家 | 112. 星群地中海餐廳 |
| 17. 旺灶庄韓國料理 | 49. 美味村 | 81. 沙嗲王 | 113. 金京菜館 |
| 18. 日之旺日本料理 | 50. K. K. Disco | 82. 麗都火鍋海鮮酒家 | |
| 19. 友和日料理 | 51. 348 D & K | 83. 金彩海鮮火鍋酒家 | |
| 20. 星源一品料理 | 52. 菲律賓會 | 84. 麗榕泰國餐廳 | |
| 21. 嘉禾餐廳 | 53. 新凱旋聯誼會 | 85. 香港商科語言書院 | |
| 22. 嘉禾餐廳卡拉OK | 54. 新美聯會所 | 86. 易通學校 | |
| 23. 至叻狸卡拉OK | 55. 大時代桑拿 | 87. 悅滿齋廚 | |
| 24. K. K. Pub & Caf | 56. 帝湖桑拿 | 88. 康健素食 | |
| 25. Golden 2000 Caf | 57. 太興燒味連鎖店 | 89. 福彩海鮮酒家 | |
| 26. 第五街 | 58. 津津娛樂會 | 90. 帝豪海鮮酒家 | |
| 27. Big Echo卡拉OK | 59. 御仁堂 | 91. 冠暉大酒樓 | |
| 28. 泰龍泰國菜館 | 60. 夢想成真眼鏡城 | 92. 第一餐廳 | |
| 29. 麗都餐廳 | 61. 思維電腦教育中心 | 93. 鴻雀會粵菜軒 | |
| 30. Banyan Tree Thai Restaurant & Pub | 62. EBEAUTY | 94. 淘大海鮮坊 | |
| 31. 麗都保齡餐廳 | 63. 行來發肥杜火窩 | 95. 金發潮粵海鮮酒家 | |
| 32. 女真火鍋海鮮酒家 | 64. 世界花園火鍋城 | 96. 深圳龍船海鮮坊 | |



除現金券廣告計劃外，亞洲傳奇（廣告）有限公司亦一如傳統之廣告公司，歡迎廣告客戶以現金繳付廣告費方式委託廣告。

Besides of cash-coupon advertising campaign, advertisers are welcome to advertiser through traditional advertising mode, pay in cash.



"去玩去食 記得攜券出席"

亞洲會

主要業務為以折扣形式，銷售參與現金券廣告計劃的商號現金券，而亞洲會銷售之現金券和坊間之優惠券、優惠印花或折扣咭有所不同。一般之優惠券或折扣咭，祇不過是提供有限制條件之優惠，諸如限制優惠時間、消費達某一金額才可享有優惠或折扣等；但亞洲會所代理之現金券是用作支付廣告費用，折扣是由亞洲會給予的，並非商戶無條件給予消費者的優惠，所以使用時不設任何限制，任何時間亦適用，也不設上下限。



www.cashcoupon.net

The main business of Cashcoupon.net is selling cash coupons of the merchants, who joins the Coupon-Advertising Scheme in a discount rate. Cash coupons sold by Cashcoupon.net are differed from other discount coupons, revenue stamps or discount cards. Some discount coupons or discount cards can only offer discount limited to some conditions, e.g., limit usage time, enjoy preferential prices or discount when certain amount is purchased, etc. However, the cash coupons selling by Cashcoupon.net is used for paying off the advertising fee. The discount is actually provided by Cashcoupon.net but not the merchants, so that there is no limitation or condition given. So, you can use it any time. In the planning, buying coupons through the website www.cashcoupon.net, you can accumulate points to get gifts or souvenirs.





亞洲會主要透過以下渠道銷售現金券：

公司客戶：亞洲會已經與好幾家機構（包括網頁公司、股票金融證券投資公司及傳播機構）取得協議，向其客戶、職員及會員以一定的折扣額銷售現金券。

個人客戶：祇要登記成為亞洲會會員，便可以特定之折扣率購買現金券。

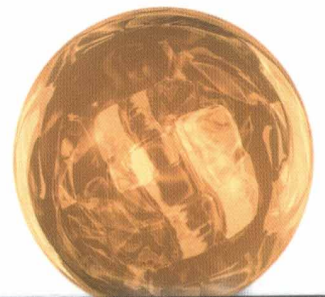
亞洲會為與會員保持接觸，定期寄出最新優惠資訊予各會員；更不時贊助各類活動：透過商業活動贊助護苗基金、beenz.com.hk及亞洲電視百萬富翁遊戲節目等等；並於2001年加入香港網路媒體業協會（ACM）。此外，計劃中在www.cashcoupon.net網頁購買現金券可累積積分換領禮品。

Cashcoupon.net sell the cash coupons through the following channels:

Company customer - Cashcoupon.net has come to an agreement with certain organizations (including internet company, share and stock investment company and the Media) that their clients, staff and members can buy the cash coupons at a preferential discount rate.

Personal customer - Once you have registered as the member of Cashcoupon.net, you can buy the cash coupons at a specific discount rate.

In order to maintain close relationship with the members, Cashcoupon.net will send newsletter to each and every member regularly by mail. Sometimes, Cashcoupon.net sponsors some events. Recently, it has sponsored End Child Sexual Abuse Foundation, beenz.com.hk and ATV famous programme Who wants to be a Millionaire. Furthermore, it has joint Hong Kong Association of Cyber Media.



香港政府於1969年正式通過公共小型巴士為香港合法交通工具，行車路線遍及香港島、九龍半島及新界等所有人口稠密地區。據運輸署統計，其中專線小巴超過2000輛，小巴專線約300多條，其載客量於公共交通工具中僅次於九巴及地鐵，每天乘客量超過一百萬人次。



想個廣告週圍走 亞洲傳奇幫到手



Hong Kong government had announced the minibus as a legalized public vehicle in 1969.

The driving routes include the most densely populated areas in Hong Kong Island, the Kowloon Peninsula and the New Territories. According to the survey conducted by Transport Department, there are more than 2,000 Green Minibuses and over 300 driving routes. The capacity of minibuses is only smaller than those of Kowloon Motor Bus (KMB) and Mass Transit Railway (MTR), meaning more than 1,000,000 passengers everyday.

廣告

1. 專線小巴路線遍及港九新界，包括其他大型交通工具所不能到達的地區，小巴車身廣告可有效傳達廣告訊息到全港每一角落。
2. 除小巴乘客可接觸到小巴車身廣告外，所有道路使用者，如其他車輛駕駛者、其他車輛乘客及行人都可接收到小巴車身上廣告訊息，受眾層面極廣。
3. 小巴每天行駛時間長達十多小時，即使停駛時亦停放於路面，車身上之廣告仍能發揮效果。
4. 於同一條小巴路線投放幾部車身廣告，可藉小巴於站頭排隊上落客時，排成一隊廣告車隊，增強廣告效果。
5. 專線小巴路線固定，大部份路線行車時間祇須十分鐘至三十分鐘，每日重複來回行走。可保證小巴車身所發放之廣告訊息經常被區內目標顧客接收到，為最具成本效益地區性廣告媒體。
6. 小巴可將接收到廣告訊息的目標顧客直接送到商戶門前或附近。



優勢 專線小巴廣告之勢

The Advantages of minibuses advertising

1. Green minibuses are distributed at Hong Kong Island, Kowloon Peninsula and the New Territories, which are included some places, public transportation such as buses and MTR may not be there. Therefore minibus body advertisement can pass those message to everywhere.
2. It is not only passengers can attend the advertisement of minibus body, but pedestrian and car drivers also attend that advertisement.
3. The service hour of minibus is over 10 hours everyday. No matter it is parked on the road, the body advertisement still can be exposed to the public.
4. Advertisers can paste up their image and messages at minibuses in the same route that like a series of moveable billboard on the road.
5. The route of Green Minibus is fixed and the whole journey is around 10 to 30 minutes interval, the advertisement can be shown frequently. Therefore it is a cost efficiency of regional media.
6. Minibus body advertisement can pass the message to the target client directly.

小巴廣告 MINIBUS ADVERTISEMENT



澳門傳奇(廣告)有限公司
Macau Legend (advertising) Ltd.

澳門傳奇一將亞洲傳奇於香港實踐
成功的現金券廣告模式
帶到澳門。



的士傳奇(廣告)有限公司
Taxi Legend (advertising) Ltd.

的士傳奇一憑藉亞洲傳奇於小巴廣
告市場的領導地位，進
軍的士廣告。



網絡傳奇
GALAXY WIN LTD.

網絡傳奇一提供一個寧靜舒適的環
境，最新型號的電腦設
備，休閒學習的理想場
所。



入貨眼
www.FBI Supply.com

FBI Supply.com一餐飲業所需各式乾濕用
品盈千上萬，透過 FBI
Supply.com 格價，可
確保採購的物品貨靚價
平。



泰爺泰國菜館
Coco Thai Restaurant

泰爺泰國菜館一正宗暹羅風味，每晚加
插泰式娛樂表演。

其他業務
Others



區區
精