

Business Promotion Services

Content

- A. Electronic Direct Mailing (EDM) to GCC Members**
- B. Banner Advertisement (What's up @ AHK)**



For bookings or enquiry for redemption of service, please contact:

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B. Banner Advertisement (What's up @ AHK)

Top Banner Advertisement

- Placed in “What’s up @ AHK” under the “Featured Event” section.
- Includes a hyperlink.
- A banner of 600 x 200 pixels (.jpeg) provided by the client at least 5 days prior to broadcast. Broadcast dates are every Monday at 9:30 a.m. (except public holidays).

Application

- Voucher + additional cost of HK\$600 (Regular service rate for banner adverts is HK\$3,000 for a one-time placement).

What is ‘What’s up @ AHK’?

- GIC/GCC’s weekly event and member newsletter, sent to over 10,000 subscribers.

The screenshot displays the 'What's up @ AHK' newsletter interface. At the top, there are logos for AHK and Events. The main header features the text 'What's up @ AHK' in a stylized font. Below this, a greeting reads 'Good morning, Hendrik Hiltbrecht,' followed by the date 'Week 31/2024'. The main body of the newsletter contains several sections: 'GCC Premium Partners' with logos for DZ BANK, Hawksford, BASF, Mercedes-Benz, BMW, and HSBC; a 'Featured Event' titled 'Train the Trainer - Ausbildung der Ausbilder (AdA)' with a date range from August 1 to October 4, 2024, and a description of the program; a 'Special Offer' highlighted in a yellow sticky note; 'Social Events' including 'GCNetwork @ Wilkhahn' on August 29; and 'Members Invite Members' featuring 'Goethe Disco Night - Disco Party with LIVE DJ Sets' on August 10. Each event section includes a 'Learn more' link and a small image related to the event.