

Press Release

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Innovative 3D advertising to liven up MTR tracks

It's a train. It's an ad. It's an advertising train.

Leading the way in creating innovative new advertising formats, the MTR Corporation is introducing the Spectacular Mobile Showcase as the latest way to advertise in the extensive MTR's system.

This innovative advertising medium comprises a locomotive-driven, 3-dimensional display, which will pass through stations in between normal scheduled passenger train services. The Corporation is inviting interested advertisers to use this new advertising format to deliver fun and eye-catching messages to passengers waiting at platforms. The equipment used will be specialised engineering trains, which would normally be idle during the network's operating hours.

"With 2.5 million passengers a day, the MTR system has always been a popular and effective platform for advertisers to put across their messages. We believe advertisers will be able to attract substantial interest in their products or services through this brand new medium. It will also add enjoyment to our passengers' journeys," said Mr Adi Lau, General Manager – Marketing and Station Business.

"There are infinite possibilities with the Spectacular Mobile Showcase. The 3-dimensional display case is big enough even if advertisers wish to put a new car on show," added Mr Lau.

The Corporation will continue to explore new advertising formats to spice up MTR journeys. Other creative advertising channels within the MTR network now include trackside billboards, trackside plasma advertising and enlarged train cards.

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Photo caption:

The MTR Corporation is the first to bring to passengers a brand new and innovative form of advertising – the Spectacular Mobile Showcase. The locomotive driven, 3-dimensional display is slotted between normal scheduled passenger train services to enhance passengers' enjoyment during their MTR journeys.

