



**Introduction to  
The Sun-Tech Media  
ATM Advertising**

# Introduction

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- What is the most effective and efficient advertising media to promote your products or services?
  - TV, Newspaper, Magazine, Out Door Advertising?
- Sun-Tech Media is pleased to introduce a new media in HK. The

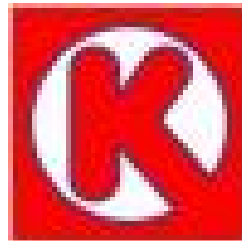
**ATM Advertising**

## The Aeon channel



- Most people believe that ATM is limited to bank's internal usage only. This is not
- Sun-Tech Media offers our advertiser to display multi-media on all ATMs in the Aeon Credit Services Network covering

- 118+ Circle-K Stores
- 14+ Shopping Malls
- 8+ Aeon Jusco Supermarkets
- 27+ Aeon Credit Services Branches



# Unique Benefits to Advertisers

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- Efficiency
  - All ATMs located in sites with high people traffic
  - Covering most age groups
  - 118+ sites at 7x24
  - Minimize wastages
- Out-Of-Home (OOH) Advertising
  - Supplement to your existing mass media (if you have) like TV, Newspaper, Magazine
  - Customers can hear/see your messages with voice/video everywhere in order to reinforce familiarity to your products or services



# Unique Benefits to Advertisers



- Create immediate desire to buy at the location
  - Customer can hear/see your message and then purchase your product at the convenience store
  - This applies to most FMCG advertisers
- Attract quality customers
  - There are over 2M Aeon Cards in HK
  - They shall go to the Aeon ATM for transactions regularly



- Low cost and at an attractive Packaged Price



# Our Offering and Standard Rate Card



- HK\$16,800 per week coverage
  - All Aeon ATMs
  - At least 8 x 15 seconds per hour



Member of The Banktech Group

## CASHCONNECT™ Network

### Why ATM Cash on site ?

*A successful new revenue model from Australia\*  
to gain additional Sales*

- 1 Offer Convenience ATM Cash
  - ▶ increase desire to spend more cash
- 2 Increase People Traffic
  - ▶ lead to more spending
- 3 Offer On-site Advertising and Promotion Channel
  - ▶ motivate impulse sales

*No investment to site owners*

\*For reference only

\* proven record of over 20% growth

Accepted Cards:

Logos for VISA, MasterCard, Cirrus, Maestro, PLUS, UnionPay, and SIF.

Join as **CASHCONNECT™** GOLD member

Site Owner Enquiry:  
**(852) 5315 7733**  
sales@sparklive.com



## Program for VIP Customers

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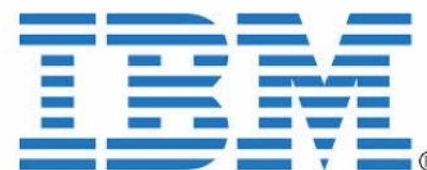
- VIP Advertisers shall enjoy
  - ***Buy 1 week get 1 week free***
  - 8 x 15 seconds per hour for 2 weeks at 160+ Aeon ATMs
  - And limited to 10 Advertisers only on a first-come-first-serve basis
  - Program ends in around mid Sep 2014

A stylized, 3D-effect logo for "VIP" in a bold, orange-to-yellow gradient font with a dark brown outline. A small white starburst is positioned above the letter "I".

# Some of Our Customers



曼秀雷敦



珍珠文化  
Pearl Culture

