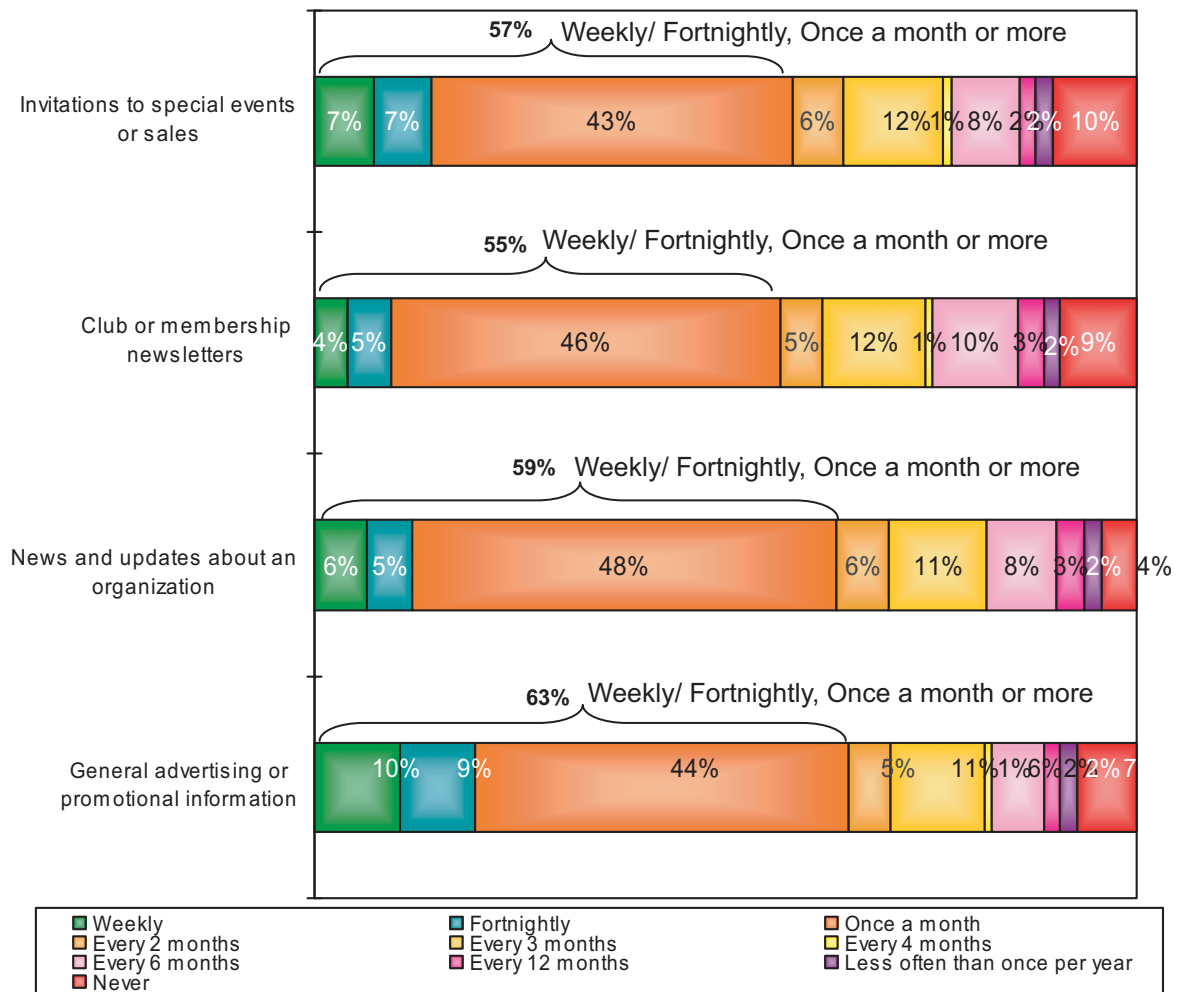




# Research by Hongkong Post (Hong Kong Market):

## Preferred frequency for receiving marketing and promotional information

The majority of consumers are receptive to receiving Marketing and Promotional Communications **Weekly, Fortnightly, Every Month or More** from senders with which they have a customer or member relationship.



(Source: HongKong Post Comparative Media Study Oct 05)

To know more about Multi-Channel Direct Marketing Solutions, contact your marketing partner

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