



# Research by Hongkong Post (Hong Kong Market):

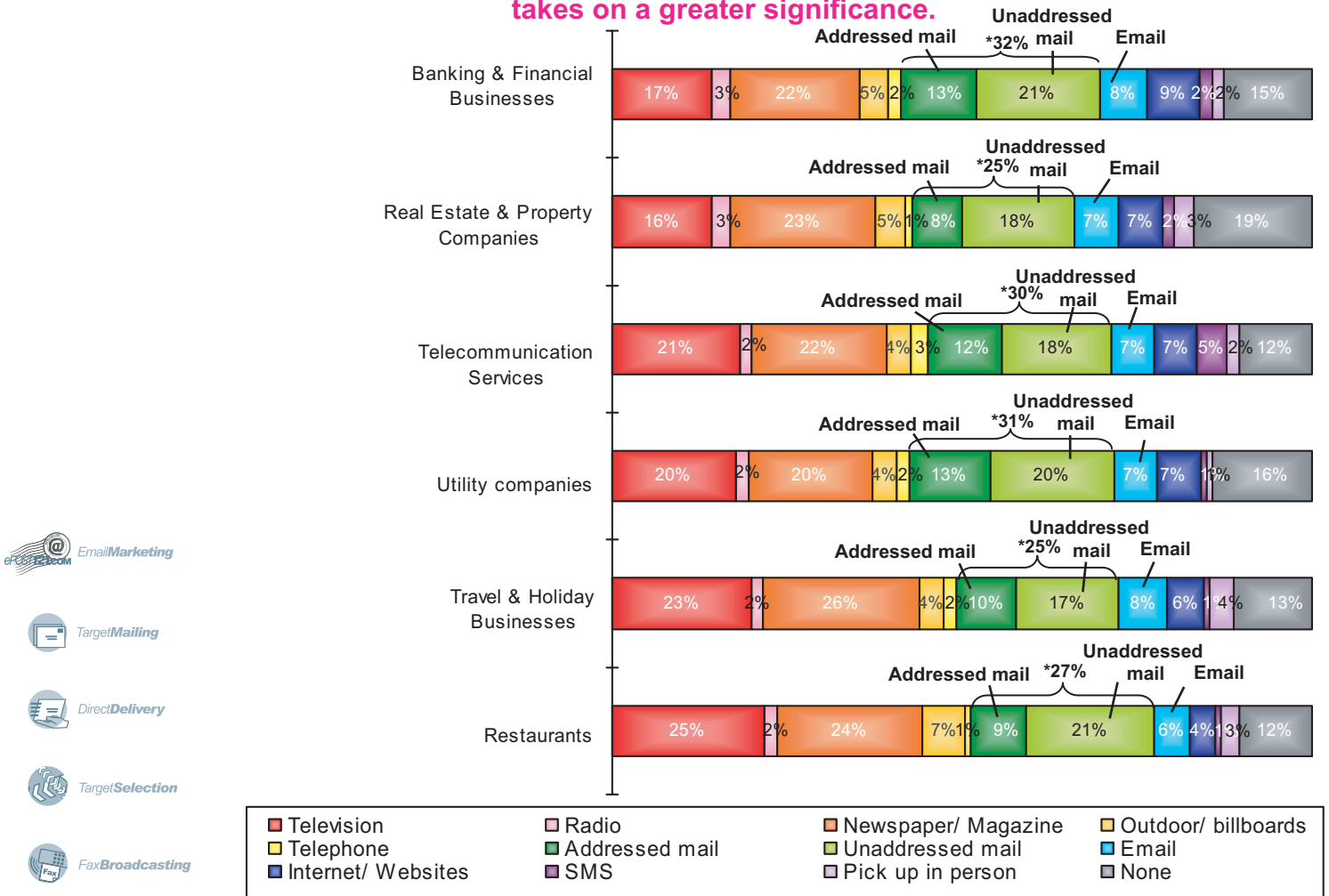
## Preferred media for receiving marketing & promotional information

When there is not an existing customer relationship,

Non-customers

### Direct Marketing (Addressed and Unaddressed Mail, Email)

takes on a greater significance.



(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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