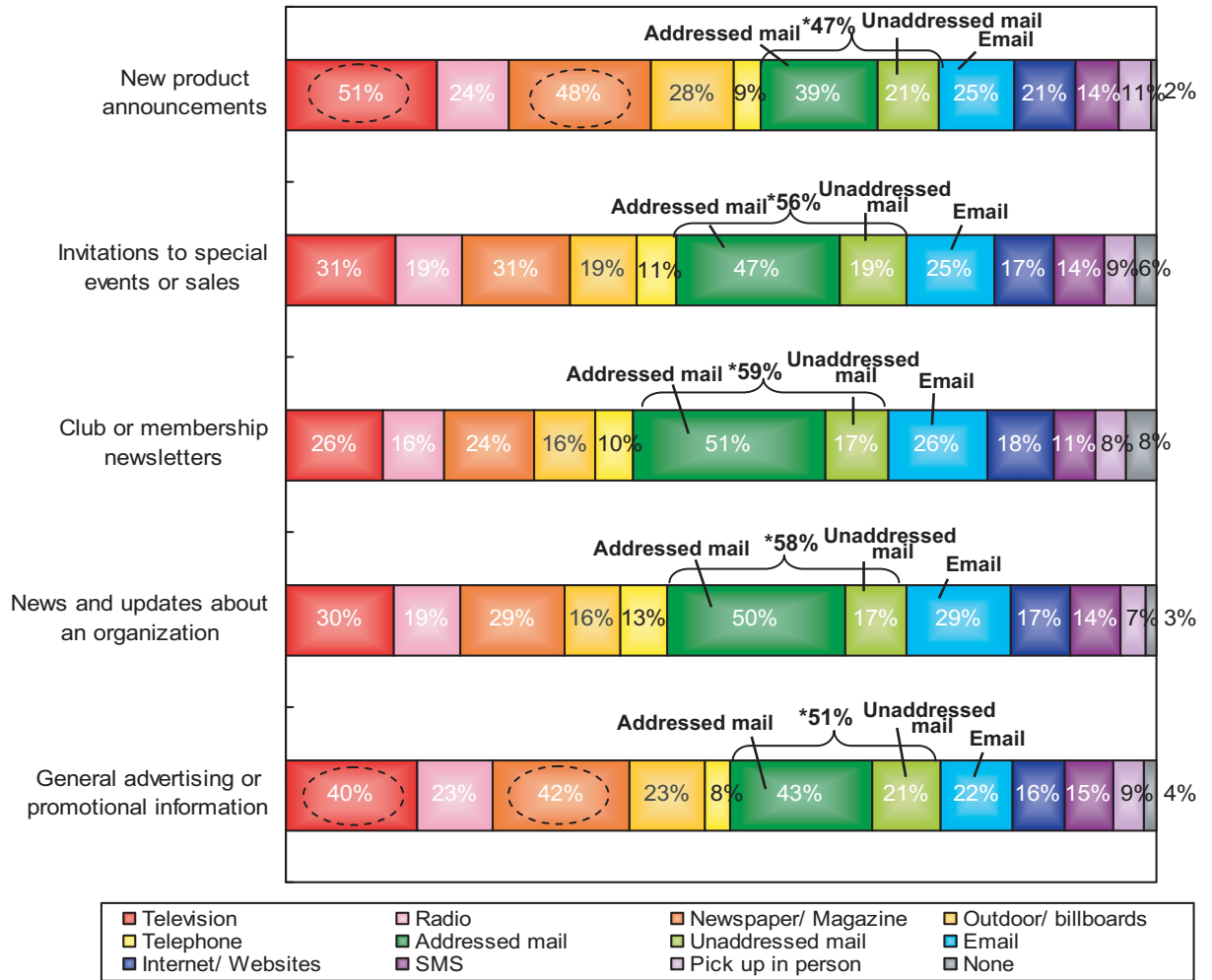




Research by Hongkong Post (Hong Kong Market):

Preferred media for receiving marketing & promotional information

Where the recipient has a customer or member relationship with the sending organisation, **Direct Marketing** is preferred over other channels especially for event invitations and to receive member newsletters and news updates.



(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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