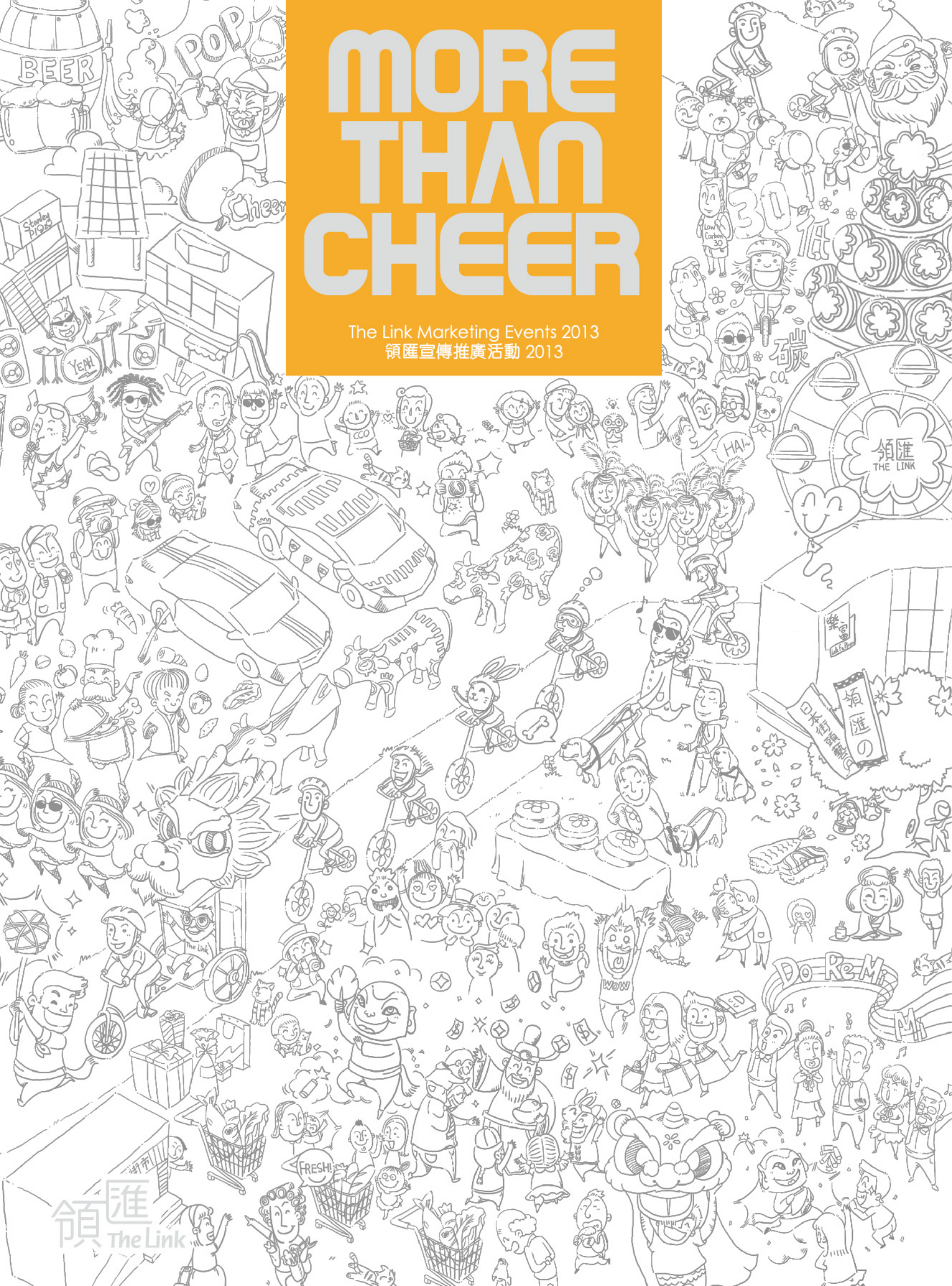


The Link Marketing Events 2013
領匯宣傳推廣活動 2013

The Link Marketing Events 2013
領匯宣傳推廣活動 2013



MORE THAN



The Link Real Estate Investment Trust ("The Link"), which owns and manages a portfolio of properties that includes over 11 million square feet of retail space and approximately 80,000 car park spaces, is currently the largest REIT in Asia in terms of market capitalization. Due to the huge size of our portfolio and diversity of our properties, The Link drives the company's sustained business growth through several targeted strategic marketing campaigns carried out throughout the year to fulfill the needs and aspirations of our various stakeholders - tenants, shoppers, community, which ultimately brings a return to our unitholders. Our promotional campaigns not only drive shopper traffic and enhance sales revenues to over 12,000 tenants, they also strengthen The Link's brand image and relationship with our stakeholders by creating a sustainable positive impact in the community.

每位持份者綻放的笑臉，正是推動我們不斷向前的原動力。領匯房地產投資信託基金（「領匯」）旗下擁有及管理的物業組合包括內部樓面面積逾 1,100 萬平方呎零售商舖及約 80,000 個泊車位，現以市值計為亞洲最大的房地產投資信託基金。鑑於物業組合龐大及多樣化，領匯一直與時並進，策略性推出不同的創新市場推廣計劃和活動，針對不同的目標客群，吸引人流，協助逾 12,000 商戶提升生意額，務求為公司業績帶來持續增長；而透過實踐可持續發展社區的承諾，領匯強化了品牌價值與持份者之互動關係，並肩邁步更美好的將來。

Bringing Cheer to Tenants

持續擴闊商戶商機

While holidays are key times in our marketing calendar to help our tenants capture increased festive spending, we organize a year-round program of marketing campaigns that generate media publicity and word-of-mouth buzz to increase footfall and sales. Outside of the festive seasons, our target segment-specific programs help to further maximize tenants' sales. The Link also continues to develop business with our Asset Enhancement Initiatives (AEI), which we complement with sales stimulation programs throughout all phases of enhancement. And we help our tenants increase their competitiveness with The Link Tenant Academy.

節日，不僅是一個日子，更標誌著獨特的營商機遇。領匯每年推出不同的節慶推廣活動，吸引媒體報道，引發廣泛回響，從而增加人流，提升商戶生意額。此外，針對不同目標客群而設的推廣項目，進一步帶動商戶盈利。領匯更不斷進行資產提升以優化物業，配合全年不同的促銷活動，為商戶開拓更理想的營商天地。定期舉辦的「領匯商戶學堂」，持續提升商戶營商技巧，強化競爭力，互惠創雙贏。



CHEER



Bringing Cheer to Shoppers

豐富顧客購物樂趣

Shoppers enjoy festive atmosphere and fun at our shopping centres throughout the year through our Festive Campaign. We also provide year-round value with spending redemptions and discounts, and continuously enhance shoppers' experience with AELs and related promotions. Our Target Segment Campaign appeals to youngsters, families, and tourists as well as different kinds of enthusiasts. These all bring our shoppers a blissful shopping experience and add happiness to their daily lives.

顧客購物消閒稱心愜意，最是我們所樂見。走進領匯商場，感受濃濃的節慶氛圍與色彩，享用全年無間的消費獎賞與折扣，優惠不絕，精彩不斷。資產提升項目為顧客帶來全新舒適的環境和更優質的服務；切合年青人、家庭、遊客的不同推廣活動，旨在讓不同客群盡享更貼心的購物體驗，樂在領匯中。

Bringing Cheer to Community

增添社區活力姿采

Aside from our tenants and shoppers, The Link is also engaged in helping our communities grow in a sustainable way through our Sustainability Campaign. Riding on our portfolio network and partnering with different NGOs, we nurture cultural appreciation and artistic development by bringing art and culture to the community, raise awareness about environmental issues, and make it easier for our shoppers to adopt a healthier, greener lifestyle.

領匯深信業務拓展與回饋社會兩者互為表裡，相輔而相成。因此，領匯致力推動社區持續發展，夥拍不同的非政府機構，利用旗下商場網絡，積極把藝術文化、公益環保融入社區，豐富社群的生活面貌，為香港社區的未來發展注入動力，實踐更健康、更綠色的生活。

An Even More Cheerful Future

共建美好和諧將來

Throughout 2013, The Link organized 59 marketing events and campaigns that brought a variety of shopping excitement to our shoppers, generated plenty of traffic and spending for our tenants, and brought a positive impact to the community, which helps create a brighter future for all our stakeholders. To learn more about our marketing events, visit The Link's customer website: www.thelink.com.hk.

精益求精，創造價值 — 在 2013 年，領匯推出了 59 項市場推廣活動和計劃，為顧客開展多元化的購物樂趣，為商戶提升人流與生意額，為社區作出持續正面的影響，也使我們為持份者構建更美好的將來。想了解更多有關領匯的市場推廣活動，請瀏覽 www.thelink.com.hk。

SPOTLIGHTS in 2013

2013 年活動亮點



The Link XMAS 2013 brought free Christmas fun to Hong Kong with a 10,000-square-foot "The Link x Chupa Chups Color Your Mind Playground" at Lok Fu Plaza.

領匯 XMAS 2013 於樂富廣場呈獻過萬尺「領匯 x 珍寶珠 Color Your Mind 遊樂場」，讓市民免費歡度聖誕。



339 dogs and their owners set a third Guinness World Record with the "Largest Dog Grooming Lesson" at Stanley Plaza.

339 隻狗狗及其主人一同於赤柱廣場參與「最大規模狗狗美容課」，成功第三度刷新健力士世界紀錄。



The Link partnered with well-known American electric carmaker Tesla for the first time to organize "The Link x Tesla Technology Drives" exhibition, raising awareness about sustainable development.

領匯首次與美國知名電動車製造商 Tesla 合作舉行「The Link x Tesla Technology Drives」展覽，推動社區可持續發展。



Lok Fu Plaza's Haunted Studio received a record-breaking 24,614 visitors and brought free entertainment to the community.

樂富廣場嗶鬼影城入場人次達 24,614 新紀錄，為社區提供了免費娛樂活動。





The Link CNY Bike Parade broke the previous year's participation record with 800 cyclists and promoted green living in the community.
農曆新年「單車行大運」吸引超過 800 名參加者，打破往年紀錄，並提倡社區綠色生活。



Link the Bike - Bike & Bike Tools Lending Service network was extended to 25 district shopping centres, encouraging residents to adopt a greener lifestyle.

領匯「單車及單車工具借用服務」網絡延伸至旗下 25 個區域商場，鼓勵市民低碳生活。



Our shopping centres opened their doors to guide dogs with our "Love Leads the Way" guide dog campaign, helping create more inclusive communities for the visually impaired.

領匯「以愛引路」導盲犬項目，全線商場歡迎導盲犬進入，助視障人士融入社會。



The Link partnered with Commercial Radio Hong Kong to organize Hong Kong's first 30-hour green marathon event and spread the message for low-carbon living.

領匯與商業電台攜手策動香港首個連續 30 個小時的馬拉松式環保盛事，向大眾宣揚低碳訊息。

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Festive Campaign





The Link Chinese New Year Bike Parade & Bike Dragon Dance 2013

領匯「單車行大運」及「單車舞火龍」2013

The Link's signature Chinese New Year events, the Bike Parade and Bike Dragon Dance, were bigger than ever in the Year of the Snake, attracting participants and spectators from all over Hong Kong. The iconic CNY bike events, which took place in Tin Shui Wai last year, extended to Tseung Kwan O in 2013, to highlight a different neighborhood. The 2,000-feet, nearly 300-biker long luminous bike dragon graced Tseung Kwan O. The Bike Parade that visited all of The Link's shopping centres in the district from Hau Tak Shopping Centre to Sheung Tak Plaza attracted 800 participants. It combined elements of traditional fire dragon dance with a modern bike performance to deliver Chinese New Year blessing to everyone. As Hong Kong's first bicycle-themed CNY celebration events, they also help spread the joys of a green and healthy lifestyle.

領匯於蛇年舉行的一年一度單車賀歲活動比以往更盛況空前，吸引大批參加者及途人駐足觀賞。繼往年於天水圍成功舉辦，今年移師至將軍澳，將新年的祝福傳遍區內。全長2,000呎，由近300架單車組成的單車火龍伸延至將軍澳區，而「單車行大運」活動則環繞區內所有領匯商場，以厚德商場為起點，尚德廣場為終點，共吸引超過800名參加者。是次活動揉合傳統舞火龍與現代單車運動，為全港市民吉祥獻瑞。作為全港首個單車節慶活動，領匯希望藉此向市民宣揚推廣綠色健康生活。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/2/12

Shopping Centre 商場：
7 shopping centres including
Sheung Tak Plaza, Hau Tak Shopping Centre
& Nan Fung Plaza
7個領匯旗下商場包括尚德廣場、厚德商場
及南豐廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards, MTR advertisement,
In-mall decoration
& Online media channels
報刊廣告、海報、戶外廣告板、港鐵廣告、
商場內佈置及網上媒體

Achievement 成效：

>800
Participants
參與活動人數





Ecstatic cyclists at the start of the CNY Bike Parade
健兒懷著興奮的心情等待出發



More than 800 bike enthusiasts cycled through urban neighborhoods, up and down hillsides, along a new waterfront bike track in Tseung Kwan O, and visited 7 checkpoints decorated with festive pinwheels, gongs and drums
超過 800 名參加者於將軍澳 7 個不同的「開運站」，以轉風車、打鑼鼓等開運賀歲，沿途穿梭城市樓群、翠綠半山及沿海新建成單車徑，飽覽美景



A line of bikes, over 2,000 feet long, created fire dragon patterns in Tseung Kwan O to celebrate the Chinese New Year
2,000 呎長的單車夜光火龍穿梭將軍澳夜空，砌出新春火龍圖案迎新年





The Link Chinese New Year 2013

領匯農曆新年 2013

Each year, The Link's vibrant, stylishly designed, and thoughtful CNY sales redemption gifts are always sought after, successfully driving up spending and bringing good fortune to tenants and shoppers alike. In 2013, shoppers could redeem The Link Dining Almanac, *Lao Qi* (a New Year's wish for a swell of prosperity) Red Packets, or a CNY Fortune Bag with different levels of spending. Adding to the redemptions, The Link brought Pang Show, the sensational Korean comedy show that combines dance, magic, and acrobatics, to perform to enthusiastic crowds at 4 of The Link's shopping centres and boost seasonal traffic.

領匯每年都會推出別出心裁、創意獨特的新春限定禮品，以作顧客消費換領。換領活動一向反應熱烈，能刺激大批顧客於商場消費購物，為商戶創造無限商機。領匯於2013年推出新春三寶，包括《領匯美食通勝》、「豐衣足食、撈起常滿」利是封及新春福袋，讓顧客購物滿指定金額即可換領。另外，為吸引區內外的市民於新春期間到領匯商場消費，集勁舞、魔術及雜技於一身的人氣韓劇「麵包王·金卓求」搞笑賀年麵包騷分別在領匯旗下4個商場上演，大受歡迎。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/1/19-2/9, 2/15 & 2/16

Shopping Centre 商場：
45 shopping centres including
Lung Cheung Plaza, Leung King Plaza
& Tin Yiu Plaza
45 個領匯旗下商場包括龍翔廣場、良景廣場
及天耀廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
MTR advertisement, Outdoor billboards,
In-mall decoration
& Online media channels
報刊廣告、海報、港鐵廣告、戶外廣告板、
商場內佈置及網上媒體

Achievement 成效：

>97,000
People redeemed
CNY gifts
已換領新春禮品



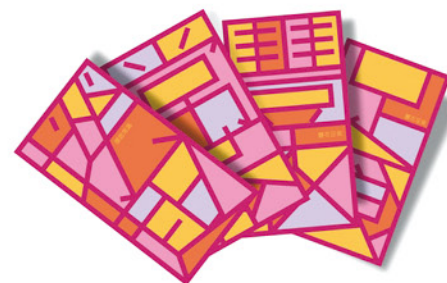
The Link published its first "The Link Dining Almanac" with gourmet features for redemption during the Chinese New Year

領匯推出的《領匯美食通勝》內附新春賀年菜式食譜，於新年期間供市民換領，祝願他們豐衣足食



The Link's Chinese New Year Fortune Bag contained two sets of bone china tableware and two packs of Sau Tao Abalone Noodles

新春福袋內附精美骨瓷餐具與壽桃牌鮑魚麵，食得有禮



Lao Qi red packets were made from recycled paper and came with an attractive decoupage design

利是封採用環保紙製造，並以後現代拼貼彩繪設計，風格時尚



The audience enjoyed the interactive musical performance

透過音樂騷更與觀眾互動演出，讓觀眾投入其中



The Link invited performers from the popular Korean TV series "Kim Tak Ku: The King of Baking" to perform as part of "Pang Show", attracting an enthusiastic audience of over a thousand

領匯邀得人氣韓劇「麵包王·金卓求」多位人氣藝人表演賀年麵包騷，吸引過千觀眾親臨現場，當中包括一家大小及年青男女欣賞參與，空前盛況，氣氛熾熱



Mother's Day and Father's Day Program

領匯母親節·父親節優惠推廣

With many families eager to celebrate Mother's Day and Father's day, The Link created a series of special offers for these two special days to capture the festive spending. A total of 10 shopping centres, 2 nearby shopping centres each of 5 districts, participated in a month-long sales redemption program. The Link published a pamphlet with tenant offers of shopping and dining privileges to showcase unique features of these shopping centres and to encourage families to celebrate with Moms and Dads at The Link's shopping centres in their community.

母親節及父親節是一眾家庭出外慶祝的節日，領匯特別於這些節日期間，推出一連串商場推廣優惠，藉以鼓勵客群到領匯商場消費。領匯旗下5區共10個指定商場舉辦為期一個月的消費優惠推廣，讓顧客多買多賞以刺激節日消費。領匯策略性於多個地點派發商場優惠小冊子，重點推介參與商戶折扣、餐飲優惠及商場吸引之處，鼓勵顧客與父母於其區內領匯商場共聚天倫，歡度節日。

Target Customer 目標顧客：
Families 家庭

Date 日期：
2013/5/11-6/30

Shopping Centre 商場：
10 shopping centres including
Wo Che Plaza,
Tsz Wan Shan Shopping Centre
& Cheung Fat Plaza
10個領匯商場包括禾輦廣場、
慈雲山中心及長發廣場

Promotion Channel 宣傳渠道：
Posters & Direct mailing
海報及直銷函件

Achievement 成效：

>27,000
People redeemed offers
已換領折扣優惠



Pamphlets promoting discounts and special offers by shops and restaurants boost spending at The Link's shopping centres

商場優惠小冊子包含商戶折扣及餐飲優惠，吸引市民到領匯商場消費

Stanley International Dragon Boat Championships 2013

赤柱國際龍舟錦標賽 2013

Each year, tens of thousands of local revelers and tourists alike converge in Stanley to cheer the exciting dragon boat races. Having successfully created economic benefits for Stanley Plaza tenants in 2012, Stanley Plaza once again sponsored the Stanley International Dragon Boat Championship in 2013. The event brought quality pre- and post-race footfall of both locals and tourists to Stanley Plaza, reinforcing the link with Stanley Beach. To add to the celebratory atmosphere, The Link organized the Dragon Boat Summer Jam featuring a whole host of high-profile music performances and activities at Stanley Plaza.

每年均有數以萬計的港人及旅客蜂擁到訪赤柱正灘一睹緊湊的龍舟賽事。2012年領匯全力贊助赤柱國際龍舟錦標賽，為赤柱廣場商戶帶來非常理想的經濟效益，2013年再接再厲，繼續贊助是次活動。賽事為赤柱廣場及美利樓帶來大量本地及外地遊客，為商場商戶帶來商機。緊接龍舟比賽後於赤柱廣場舉辦的「端午節盛夏音樂狂熱」，以強勁音樂和舞蹈與遊客同歡，精彩萬分。

Target Customer 目標顧客：
Local & Overseas Tourists
本地及海外旅客

Date 日期：
2013/6/12

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters, Outdoor billboards
& Online media channels
海報、戶外廣告板及網上媒體

Promotion Partner 合作夥伴：
Stanley Dragon Boat Association
赤柱龍舟協會



The Link sponsored the Stanley International Dragon Boat Championships for the second successive year and sent its dragon boat team to participate in the competition. Mr George Hongchoy, CEO of The Link, cheered for the team

領匯連續第二年贊助赤柱國際龍舟錦標賽，更派出健兒參賽。領匯行政總裁王國龍親身為領匯精英打氣



Mr George Hongchoy (left), CEO of The Link, was an officiating guest of the opening ceremony at Stanley International Dragon Boat Championships

領匯行政總裁王國龍（左）擔任「赤柱國際龍舟錦標賽」開幕典禮嘉賓



Ms Hilda Wong, Head of Marketing of The Link, presented the Stanley Plaza Gold Cup to the winning team of the Stanley International Dragon Boat Championships

領匯市場策劃及推廣主管黃端華頒發赤柱國際龍舟錦標賽「赤柱廣場金盃賽」獎項予勝出隊伍

The Link Mid-Autumn Festival Gala

領匯常悅·賞月慶中秋

The Link Mid-Autumn Festival Gala was a celebration worthy of Chung Fu Plaza's new refurbishment. To create buzz and encourage shoppers to check out the new shopping experience, The Link organized a star-studded roster of TVB artist performances complete with a hip hop lion dance, magic show, folk handicraft workshops, snack and game booths for all to have fun. Shoppers only had to spend HK\$100 or more to redeem a free entry ticket to the festivities. With more than a thousand families attending, tenants enjoyed a boost in sales.

領匯於優化後的領富廣場舉辦「常悅·賞月慶中秋」與市民共慶中秋節。為營造節日氣氛，鼓勵顧客消費及體驗全新購物享受，活動不但邀請了 TVB 知名歌星藝員歌唱表演，更有 hip hop 獅子舞、魔術表演、民間工藝坊等，及多個地道小吃和好玩攤位供市民參與。顧客只須於領富廣場消費滿 100 港元，即可換領是次節慶活動入場券，為廣場商戶帶來不俗的經濟效益。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/9/19

Shopping Centre 商場：
Chung Fu Plaza
領富廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體



The festivities attracted more than thousand families to participate

慶祝活動吸引超過一千個家庭參與，現場氣氛熱烈

Achievement 成效：

>1,000
Family participants
參與活動家庭



Lok Fu Plaza Haunted Studio

樂富廣場嘩鬼影城

One of the largest haunted houses in Hong Kong with free admission was back for the third time, and scarier than ever with a chilling movie scene theme at Lok Fu Plaza. The Link annual signature Halloween event attracted youth and stimulated sales. Shoppers could redeem a package with express passes, carnival tickets and a Halloween premium by spending HK\$200 or more at designated shopping centres. The Halloween spirit spread further to 9 other shopping centres with a ghoulish Ghost Parade of zombies, demons and other scary creatures, making for a great photo-taking spectacle. Extensive promotion through social media and other online channels such as YAHOO!, facebook, YouTube, and WeChat contributed to the increased reach to our target of youngsters.

繼過往兩年樂富廣場萬聖節活動大獲好評，領匯再接再厲，2013 年於樂富廣場呈獻市區免費大型主題式鬼屋「樂富廣場嘩鬼影城」，結集最觸目驚心的猛鬼片場景佈局，驚嚇程度有增無減。活動吸引大批年輕人與親朋好友於領匯商場一同歡度萬聖節，為商戶創造商機。顧客凡於指定領匯商場消費滿 200 港元即可率先以「特快優先通道」進入嘩鬼影城，並換領萬聖節禮品。此外，為令節日氣氛倍添濃厚，領匯更號召一眾魅魍魎，組成嘩鬼巡遊隊伍在旗下 10 個商場神出鬼沒，讓市民與他們拍照留念。YAHOO!、facebook、YouTube 及 WeChat 等多個社交媒體及網上平台均廣泛推廣是次活動，大受歡迎。



Exciting carnival game booths with lots of fabulous prizes added to the fun

嘩鬼嘉年華遊戲攤位預備多款豐富禮品，等市民前來贏取



Visitors experienced a fun and fright-filled Halloween in the "Lok Fu Plaza Haunted Studio" with its variety of horrifying scenes

一幕幕靈異畫面於「樂富廣場嘩鬼影城」驚悚呈現，讓市民親身體驗驚心動魄的感官震撼

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/9/20-10/31

Shopping Centre 商場：
10 shopping centres including
Lok Fu Plaza, Hau Tak Shopping Centre
& Chung Fu Plaza
10 個商場包括樂富廣場、厚德商場
及頌富廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards, HKTb booklets,
Radio broadcast
& Online media channels
報刊廣告、海報、戶外廣告板、
香港旅遊發展局小冊子、電台廣播
及網上媒體

Achievement 成效：

>24,600
Haunted house visitors
嘩鬼影城入場人次

Achievement 成效：

>60
Total media coverage
傳媒報導篇幅



The nearly 4,000 sq. ft. Lok Fu Plaza Haunted Studio was filled with the most spine-tingling scenes from classic Western and Chinese horror films

佔地 4,000 平方呎的「樂富廣場嘩鬼影城」結集了中西恐怖片中最令人毛骨悚然的電影情節，驚嚇程度爆燈



The Link x Chupa Chups Color Your Mind Playground

領匯 x 珍寶珠 Color Your Mind 遊樂場

Joyful crowds celebrated Christmas and Chupa Chups' 55th anniversary at Lok Fu Plaza, where The Link created a colorful Chupa Chups paradise to elevate the festive atmosphere, and increase shopper footfall and spending. Lok Fu Plaza was transformed into the world's largest playground of its kind, featuring 10,000 square feet of dazzling Chupa Chups-themed attractions. Adding to the delight, Hong Kong's first Chupa Chups Music Stairs let visitors play cheerful tunes as they walked up and down the stairs.

To spread the Christmas cheer via The Link's portfolio, a spectacular Chupa Chups Parade and decorations graced 8 shopping centres, making for memorable photo-taking opportunities. The additional shopping centres were strategically chosen for their proximity to MTR stations and direct transportation access to Lok Fu, making it convenient for people from all over Hong Kong to join in on the fun.

領匯聖誕節於樂富廣場舉辦珍寶珠 55 週年慶典，打造繽紛色彩的遊樂場，與市民共度歡樂聖誕之餘，亦為商戶帶來商機。樂富廣場化身為全球最大型的聖誕珍寶珠樂園，佔地逾萬呎，設有多個大型珍寶珠景點。同場更有全港首條珍寶珠音樂樓梯，當市民踏上樓梯，便能譜寫出屬於自己的聖誕樂頌。

為讓聖誕歡樂氣氛傳遍更多社區，領匯旗下 8 個商場更有珍寶珠聖誕巡遊及佈置，讓市民可感受濃厚的冬日氣氛及拍照留念。8 個指定的商場毗鄰港鐵站，並有交通工具直達樂富，方便全港市民一同歡度聖誕。



Customers could bring the Christmas spirit home by spending at least HK\$2,000 at selected shopping centres of The Link, which entitles them to limited edition Chupa Chups premium, including: The Link x Chupa Chups "So Sweet Party Set" (left), The Link x Chupa Chups "Enjoy Travel Set" (middle), The Link x Chupa Chups "POP Headphone" (right)

為了讓市民將聖誕歡樂氣氛帶回家中，顧客凡於領匯指定商場消費滿 2,000 港元，即可換領限量珍寶珠禮品一份，包括：領匯 x 珍寶珠 "珍 Sweet 派對套裝" (左)、領匯 x 珍寶珠 "Enjoy 旅行 3 寶" (中) 或領匯 x 珍寶珠 "Pop 珠·型耳機" (右)

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/11/8-2014/2/16

Shopping Centre 商場：
50 shopping centres including
Wo Che Plaza, Chung Fu Plaza
& Cheung Fat Plaza
50 個領匯商場包括禾輦廣場、領富廣場
及長發廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards & Online media channels
報刊廣告、海報、戶外廣告板及網上媒體

Achievement 成效：

>100,000
Playground visitors
遊樂場入場人次

Achievement 成效：

65
Total media coverage
傳媒報導篇幅

Achievement 成效：

>560,000
Total audience for
YouTube short films
觀看 YouTube 宣傳短片人次

The Link shot several entertaining short films at the Playground, promoting the Playground in a fun, fresh way. The shots featured popular personalities such as DJ Donald & Jim, YouTuber Ming Jai, magician Miss Hunny, and online chef HayHay, who helped generate significant online buzz. The campaign also advertised extensively online, reaching a wider audience through YouTube, facebook, myTV, YAHOO!, and Baby Kingdom.

HK\$110,000 in spending credit was up for grabs in the Dreams Come True Winter Lucky Draw. Shoppers meeting a pre-determined level of spending could redeem attractive limited-edition Chupa Chups premiums, which stimulated sales for tenants.

領匯特意拍攝多段短片，推廣這個別開生面的珍寶珠遊樂場。短片夥拍了人氣 DJ Donald & Jim、YouTube 達人 Ming 仔、女魔術師 Miss Hunny 及網絡廚神 HayHay 等網絡紅人，牽起全城熱話。是次活動更在 YouTube、facebook、myTV、YAHOO! 及親子王國網站進行廣泛宣傳。

另外，亦特設願望成真冬日大抽獎及禮品換領，市民可參加抽獎贏取合共 110,000 港元免找數簽賬額，及於指定 50 個領匯商場內購物滿指定金額換取珍寶珠限定禮品，為商戶帶來商機。



The 8-metre-tall "Giant Chupa Chups Candy Machine Christmas Tree" was filled with a variety of Chupa Chups flavors, attracting school and kindergarten groups to visit

高達 8 米的「巨型珍寶珠糖果機聖誕樹」裝滿不同味道的珍寶珠，吸引學校團體及幼稚園組團參觀



Hong Kong's First Chupa Chups Music Stairs encouraged visitors to use their imagination to create wonderful Christmas tunes, promoting a healthier lifestyle by taking the stairs more often

全港首條珍寶珠音樂樓梯，讓市民與摯愛親朋譜出屬於自己的溫馨聖誕樂章之餘，同時鼓勵他們多走樓梯，推廣健康生活態度



Several entertaining short films were shot at the playground for promotion

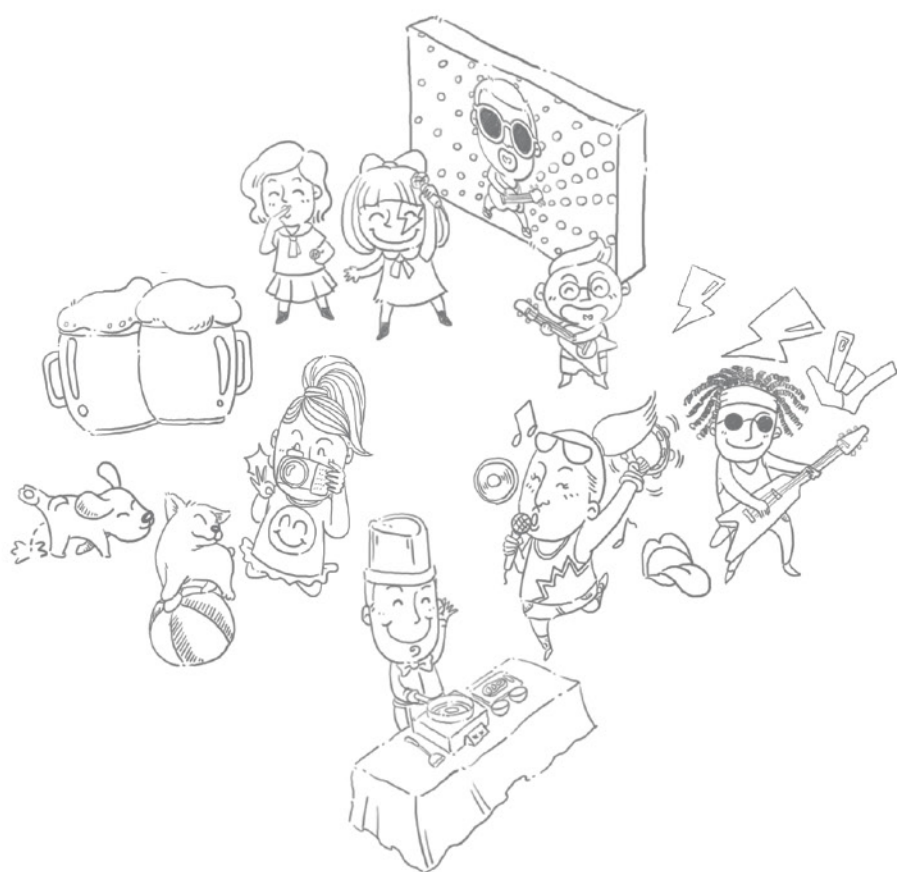
於 YouTube 拍攝多段以樂園為背景的網絡宣傳短片



Online advertisement on facebook
facebook 網絡廣告

目標客群 推廣活動

Target
Segment
Campaign



Parking Promotion

泊車優惠

The Link created several parking promotions over the course of the year to encourage affluent car owners to visit The Link's shopping centres in different districts, prolong their stay, and spend more. In addition to an hour of free parking for spending HK\$100, shoppers who spent HK\$400 or more at 10 designated shopping centres could redeem a handy umbrella or a car sun shield during summer. The Link also strategically partnered with Shell to offer high-spenders gas vouchers worth HK\$300 at 24 of The Link's shopping centres. To boost F&B spending at Lok Fu Plaza and Stanley Plaza, The Link offered parking promotions with up to 4 hours of free parking. Our loyal Dah Sing The Link Happy Visa Card cardholders were also rewarded with an additional hour's free parking with spending of the designated amount at The Link's shopping centres.

領匯在過往一年推出多個泊車優惠，藉以鼓勵跨區車主駕駛到訪領匯各區不同商場消閒購物。夏日期間，領匯於旗下 10 個商場推出泊車推廣活動，顧客除購滿 100 港元可獲免費泊車 1 小時外，消費滿 400 港元更可換領精美雨傘或太陽擋。此外，領匯更策略性與蜆殼石油公司合作，於領匯旗下 24 個商場消費指定金額，即可換領總值 300 港元入油禮券。為提高樂富廣場及赤柱廣場的食肆人流及消費，領匯亦推出高達 4 小時免費泊車的優惠推廣，而大新領匯 Happy Visa 卡持卡者只須於領匯商場消費滿指定金額，便可獲贈額外 1 小時泊車優惠。

Target Customer 目標顧客：
Families 家庭

Date 日期：
Umbrella & Car Sun Shield Redemption for Drivers
精美雨傘及汽車太陽擋免費換領
2013/5/18 onwards 起

The Link x Shell Free Parking Promotion
領匯 x 蜆殼免費泊車優惠
2013/10/19-12/31

4 Hours of Free Parking
免費泊車四小時
· Stanley Plaza 赤柱廣場
Year-round 全年

· Lok Fu Plaza 樂富廣場
2012/7/1-2013/9/30

Shopping Centre 商場：
28 shopping centres including
Stanley Plaza, Lok Fu Plaza,
& Sheung Tak Plaza
28 個領匯商場包括赤柱廣場、
樂富廣場及尚德廣場

Promotion Channel 宣傳渠道：
Posters, Direct mailing
& Online media channels
海報、直銷函件及網上媒體

Promotion Partner 合作夥伴：
Shell Hong Kong
香港蜆殼

油券大放送
泊車專享禮遇

由即日起至12月31日
於樂富廣場附設停車場泊車
及消費滿HK\$200
(憑每張不同商戶之發票)
即送
Shell入油優惠券
總值HK\$300
2小時*免費泊車
(只限星期一至五，
星期六及日則送入油優惠券
或1小時免費泊車)

Stanley Plaza
領匯 The Link

MON - SUN (AFTER 6PM)
免費泊車
4 小時
HOURS FREE

於晚上6時後消費滿HK\$400或以上
可享晚上6時後最多4小時免費泊車
Same-day spending of HK\$400 or
more and enjoy a maximum of 4-hour
free parking after 6pm

優惠時間: Monday after 6pm - 11pm
換領地點: From now until further notice
換領地點: 換領地點另行通知
*其他商場商場亦設有換領處
*Spendings of same excluded

駕車到領匯商場
任何天氣
都開心滿載!

免費換領
精美雨傘或汽車太陽擋

顧客於指定商場消費滿指定金額，即可換領精美雨傘或汽車太陽擋。
換領地點：換領地點另行通知
換領時間：換領時間另行通知
換領地點：換領地點另行通知
換領時間：換領時間另行通知

樂富廣場停車場
免費泊車P

任何消費 即送4小時!

由即日起至9月30日

任何1張消費單據，即享1小時免費泊車。
任何2張消費單據，1張為食肆，1張為零售，即享4小時免費泊車。
優惠受條款及細則約束，詳情請參閱場內宣傳單張。

Parking Promotion Poster

泊車優惠海報

Fresh Market Sales Promotion

鮮活街市多買多賞

Shoppers recognize that fresh markets offer the best produce at amazing value. The Link made shopping at 5 of its fresh markets an even better deal with its Fresh Market Sales Promotion, which offered attractive gifts for shopping with several different fresh market tenants. The promotion encouraged shoppers to buy from more than just their regular vendors. At designated fresh markets, the free parking promotion also made it more convenient for big spenders, with those spending a designated amount receiving 3 hours of free parking as well as a car sun shield or a gasoline voucher valued at HK\$180. The sales promotions successfully encouraged spending and repeated visits to the fresh markets, while increasing tenants' sales and drawing more footfall from nearby districts to the 5 fresh markets.

鮮活街市是選購新鮮超值食材的好地方。為鼓勵顧客到鮮活街市光顧，領匯於旗下5個街市推出「多買多賞」消費獎賞活動，令街市購物優惠再升級！顧客只須於指定街市消費即可參加現場遊戲，獲得精美禮品。是次活動更推出免費泊車優惠，最高可獲3小時免費泊車及獲贈太陽擋或總值高達180港元入油禮券。活動成功為旗下5個鮮活街市吸納更多區內區外顧客，提升人流並增加消費，為商戶創造更多商機。

Target Customer 目標顧客：
Families 家庭

Date 日期：
Lok Fu Market 樂富街市
2013/2/18-4/20

Oi Man Market 愛民街市
2013/2/19-4/18

Hau Tak Market 厚德街市
2013/3/1-31

Tai Yuen Market 大元街市
2013/3/8-4/7

Sheung Tak Market 尚德街市
2013/8/1-31

Shopping Centre 商場：
5 fresh markets including
Tai Yuen Market & Hau Tak Market
5個領匯街市包括大元街市及厚德街市

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體



Achievement 成效：
>50,000
Participants
參與活動人數



The promotion attracted a large number of customers to participate

活動吸引大批顧客參與，反應熱烈



The Link Kids' Voice 2013 Summer Singing Contest

新城·領匯「勁爆童星 2013」歌唱比賽

Singing brings out the happy, artistic and emotional sides of people. The Link organized the "Kids' Voice 2013" Summer Singing Contest with Metro Radio to seek out Hong Kong's most talented young singers, creating lots of excitement and boosting the traffic of participating shopping centres. The contest was publicized to Metro Radio's 2.2 million listenership. A live audition was held at Sheung Tak Plaza, and the contest took place in 8 of The Link's shopping centres, attracting lots of enthusiastic and aspiring children and their families. The 300 participants who made it through the live audition were given free training classes. After a series of live competitions at various The Link shopping centres, the 100 finalists competed in the finale at Lok Fu Plaza, which was judged by famous composer, arranger and producer Dennie Wong and renowned music producer Chan Siu Bo.

藉著悅耳的歌聲能帶出快樂情感和藝術氣息。為提升小朋友的自信和表達能力，領匯聯同新城電台於盛夏合辦「勁爆童星 2013」歌唱比賽，發掘香港極具才華的兒童新星之餘，亦直接為舉辦比賽的商場帶旺人流。新城電台透過大氣電波，成功向二百二十萬聽眾宣傳是次比賽。比賽於領匯旗下 8 個商場分別進行，而其中現場試音假尚德廣場舉行，吸引大批熱愛歌唱的兒童及家庭到場。成功入圍的 300 位參加者更獲邀出席免費訓練班。經過多場於領匯商場舉行的賽事，最後晉身一百強的參賽者於樂富廣場舉行之總決賽競逐冠軍。是次比賽由知名作曲、編曲及監製黃丹儀及星級監製陳少寶擔任評判，極具代表性。

Target Customer 目標顧客：
Families 家庭

Date 日期：
2013/6/20-8/25

Shopping Centre 商場：
8 shopping centres including
Lok Fu Plaza, Wo Che Plaza
& Sheung Tak Plaza
8 個領匯商場包括樂富廣場、禾輦廣場
及尚德廣場

Promotion Channel 宣傳渠道：
Radio advertisement, Posters
& Online media channels
電台廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Metro Radio
新城電台

Achievement 成效：

>6,500
Participants
參與活動人數



100 finalists gathered at Lok Fu Plaza on 25 August to compete for the championship

100 位成功晉級總決賽之參賽者於 8 月 25 日雲集樂富廣場，以最佳狀態競逐冠軍寶座，現場氣氛熱烈



Lok Fu Plaza 2nd Anniversary - The Link Japanese Street Art

樂富廣場兩週年 - 領匯の日本街頭藝

Japan came to Lok Fu Plaza to celebrate its 2nd anniversary. Amazing, iconic 3D street scenes from Tokyo, Osaka, and Hokkaido were recreated, complete with pop-up stores, food streets and Sakura parks serving up delicious Japanese specialties. Around a thousand families flocked to Lok Fu Plaza to experience the spectacular atmosphere, lively competitions, and exciting new Japanese-themed shopping experiences, which helped bring significant spending. The Link also brought spectacular magic and street performances by local and Japanese artists to the community, immersing shoppers in Japan's distinctive street culture.

為慶祝樂富廣場 2 歲生日，一系列的慶祝活動將東京、大阪、北海道的著名街頭景點帶到樂富廣場。場內設有多個 Pop-up 商店及食肆，讓市民仿如置身日本街頭，嚐盡和風美食。近千個家庭到來參與多個慶典大賽，親身體驗日本文化及享受日本主題的購物樂趣，場面極之熱鬧，為商戶帶來人流和生意。此外，領匯盛邀一眾來自香港本地及日本的藝術表演者，獻上連串精彩絕倫的魔術及街頭表演，為社區融入獨特街頭文化。

Target Customer 目標顧客：
Families 家庭

Date 日期：
2013/4/28-5/31

Shopping Centre 商場：
Lok Fu Plaza
樂富廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards, Leaflets,
MTR advertisement & Online media channels
報刊廣告、海報、戶外廣告板、宣傳單張、
港鐵廣告及網上媒體



Achievement 成效：

>1,000
Family participants
參與活動家庭

The Link brought Japan's top street performers "Noge Street Performance" to Hong Kong for the first time. These performances brought Japanese street atmosphere to Lok Fu Plaza

領匯首次將全日本頂級街頭文化「野毛大道藝」帶到香港；邀請了各路街頭賣藝的英雄作巡迴表演



The "Japanese-Style Baby Crawling Contest" saw up to 150 babies dressed up in kimono, cosplay or other costumes competing for various awards
「東瀛 BB 爬行大賽」活動當日，多達 150 名 BB 以和服、Cosplay 等造型粉墨登場，角逐多個獎項，場面溫馨熱鬧



Up to 150 kid models gathered in the "Kid Model Fashion Show" to showcase their most confident and stylish appearance on the stage and compete for awards
「小 Kid 模 Fashion Show」雲集多達 150 名小 Kid 模，展現最自信及型格一面，角逐多個獎項

Maggi X The Link Maggi Go Around Tasting

美極 x 領匯「品嚐鮮味易到極」

To draw attention to The Link's continued enhancements at its fresh markets, which create a better shopping experience for customers and increase footfall for tenants, The Link partnered with famous brand Maggi to host a series of cooking demonstrations, tastings and soy sauce bottle recycling events at 9 fresh markets. Shoppers could get Maggi Seasoning freebies and cash coupons on spending of HK\$20 or more in The Link's designated fresh markets. Moreover, shoppers who brought in their empty soy sauce bottle to designated markets could get soy sauce in exchange. These promotional events successfully increased customer spending at fresh markets and also collected nearly 4,000 soy sauce bottles, while encouraging healthy home cooking and green living.

領匯一直致力為旗下鮮活街市增值，締造更優質購物新體驗。領匯特別夥拍著名品牌「美極鮮醬油」，於9個鮮活街市舉辦連串推廣活動，包括煮食示範、試食及舊鼓油樽回收，藉以提倡健康家庭煮意及綠色生活。顧客於領匯指定街市消費滿20港元，即可換領醬油禮品及現金券。此外，市民帶同任何舊鼓油樽到領匯指定街市，亦可免費換領醬油試用裝。活動除刺激顧客增加消費外，亦回收了逾四千個鼓油樽，反應熱烈。

Target Customer 目標顧客：
Families 家庭

Date 日期：
2013/6/28-9/14

Shopping Centre 商場：
9 fresh markets including
Hau Tak Market, Oi Man Market
& Tsz Wan Shan Market
9個領匯街市包括厚德街市、
愛民街市及慈雲山街市

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Achievement 成效：

>24,000
Participants
參與活動人數



Maggi x 領匯 The Link

3·2·1
煎蝦碌配方

3湯匙 2湯匙 1茶匙

凡於領匯商場購物滿\$20
送精美削皮器*

精製及經調製：
1. 醬油及調味料數量有限，送完即止。
2. 每人每天只限領取禮品及禮券一份。
* 憑領匯商場收據證明之購物收據即可免費換領(\$20或以上)，數量有限，送完即止。

小麥天然釀製，食用更健康

不加防腐劑

The Link and Maggi's soy sauce recycling events made it convenient for shoppers to recycle their empty soy sauce bottles

領匯與美極攜手舉辦鼓油樽回收活動，鼓勵回收舊鼓油樽

Shoppers redeemed soy sauce and cash vouchers at 9 of The Link's fresh markets
市民可於領匯旗下9個鮮活街市換領醬油禮品及現金券

Cooking for Health Fresh Market Promotion

有營煮意推廣

With more than 90 fresh markets under our management, The Link plays a major role in promoting local fresh market culture and encouraging healthy home cooking. Cooking for Health Fresh Market Promotion inspired the general public to cook more delicious, "less salt, less oil" meals by introducing them to the fresh ingredients and delicacies sold by our tenants, as well as distributing healthy cooking booklets and recipe cards for free. Coupled with an attractive sales redemption program, fresh market tenants saw their sales increase.

領匯旗下的鮮活街市超過 90 個，於推動本土街市文化及提倡健康有營家庭煮食擔當重要的角色。為鼓勵市民到街市選購新鮮食材自煮佳餚，領匯特別推出「有營煮意」飲食小冊子，供市民免費索取，推介少鹽少油的烹調方法，煮出自家製的健康美味菜式，享受健康入廚樂。活動更推出消費滿額印花換領禮品計劃，藉以提升街市商戶營業額。



Target Customer 目標顧客：
Families 家庭

Date 日期：
2013/9/14-12/8

Shopping Centre 商場：
5 fresh markets including
Sheung Tak Market, Oi Man Market,
Tai Yuen Market, Cheung Fat Market
& Chuk Yuen Market
5 個領匯街市包括尚德街市、愛民街市、
大元街市、長發街市及竹園街市

Promotion Channel 宣傳渠道：
Posters, Direct mailing
& Online media channels
海報、直銷函件及網上媒體

Achievement 成效：
>165,000
People obtained booklets
已索取小冊子人數

New Cooking Experience - Cooking Class with Celebrity Chefs

品味世界 - 與你體驗新煮意

Shopping at Tai Yuen Market is always an enjoyable experience, and with its biweekly Tai Yuen Market Cooking Classes with Celebrity Chefs, it's even educational. Every other Sunday, The Link invited one of Hong Kong's many talented chefs to host a free food tasting and live cooking demonstration at the market to encourage home cooking with fresh ingredients from the market. Shoppers could learn new cooking tips and techniques, exchange cooking ideas and be inspired by the chefs' wealth of culinary experience. The program received overwhelming response since its launch.

大元街市每月於指定週日舉辦「品味世界 - 與你體驗新煮意」活動，邀請星級名廚即場示範特色菜餚，傳授街坊煮食秘訣，讓顧客於街市享受購物樂之餘，又可與名人大廚交流烹飪心得及品嚐美食。活動更鼓勵大眾於街市選購新鮮食材自煮佳餚，深受一眾家庭及高消費客群歡迎，活動推出以來反應熱烈。

Target Customer 目標顧客：
Families 家庭

Date 日期：
Twice a month
每月兩次

Shopping Centre 商場：
Tai Yuen Market
大元街市

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Achievement 成效：
>2,700
Participants
參與活動人數



Match & Snap @ Lok Fu Plaza

Match & Snap @ 樂富廣場

To encourage spending at fashion and accessories shops, trendy youth shoppers got a chance to strut their stuff and showcase their summer style in Match & Snap @ Lok Fu Plaza, a shopping and leisure hotspot for youngsters. Partnering with Commercial Radio (MY903.com) and *East Touch* magazine, both popular with Hong Kong's youth, this fun, social media-driven fashion competition drew more than 650 participants, who uploaded their instant snapshots for online voting and weekly judging by DJs. The competition reached Commercial Radio's 5.25 million listenership, and Whatsapp & facebook were used to further promote the competition.

潮流年輕一族能夠一展自己的夏日衣櫥置裝品味！領匯於旗下一站式購物消閒熱點的樂富廣場推出「Match & Snap@ 樂富廣場」潮流推廣活動，邀請各界潮人展示最型的夏日 Look。比賽由領匯與深受年輕人歡迎的商業電台（MY903.com）及東 Touch 周刊聯合策動，成功吸引超過 650 位參賽者拍攝自己認為最型格的造型照，並由網上公眾投票選出最喜愛的照片。顧客於樂富廣場內任何時裝及配飾店購滿指定金額即可參加。是次比賽活動在 Whatsapp 及 facebook 廣泛宣傳，且成功傳達至五百二十五萬電台聽眾人次。

Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/6/6-8/31

Shopping Centre 商場：
Lok Fu Plaza
樂富廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards, Radio broadcast,
University campus & halls,
& Online media channels
報刊廣告、海報、戶外廣告板、
電台廣播、大學校園及宿舍及網上媒體

Promotion Partner 合作夥伴：
Commerical Radio Hong Kong
East Touch Magazine
香港商業電台
東 Touch 周刊



Achievement 成效：

>650
Participants
參加人數

Achievement 成效：

5,250,000
Radio listenership
電台聽眾人次



Programs encouraged youngsters to unleash their creativity and mix & match clothes to create the trendiest summer look

活動鼓勵年青人發揮創意，憑潮流觸角將衣飾搭配上身，打造最型最潮夏日 Look



Lok Fu Plaza provides youngsters with a great one-stop shopping destination

樂富廣場為年青人添置時尚潮流衣飾的一站式購物熱點

Birthday Surprise 2013

生日驚喜層層賞 2013

Lok Fu Plaza made celebrating birthdays an even happier occasion with its Birthday Surprise 2013 promotion. To encourage loyal shoppers and new customers to spend and celebrate their birthday with friends & families at Lok Fu Plaza, an instant photo-taking pass to capture the happy moment, attractive tenants coupons, and 3 hours of free parking on the birthday (or the day before/after) were awarded to shoppers presenting a valid identification document showing their birthday in that month.

樂富廣場為一眾生日顧客帶來「生日驚喜層層賞」，與他們一同慶祝生辰。為鞏固固有客群並吸引更多顧客與家人朋友到訪，於生日月份出示有效身份證明文件，即可享有免費即影即有相片以捕捉歡樂時刻，及精彩商戶特賞券盡情消費。顧客於生日當天、或前後一天到訪更可獲得3小時免費泊車優惠。

Target Customer 目標顧客：
Loyal Shoppers, Youngsters & Families
忠實顧客、青少年及家庭

Date 日期：
Year-round
全年

Shopping Centre 商場：
Lok Fu Plaza
樂富廣場

Promotion Channel 宣傳渠道：
Posters, Leaflets,
Online media channels,
& In-mall decoration
海報、宣傳單張、網上媒體、
及商場內佈置



Achievement 成效：
12,700
People redeemed
birthday offer
已換領生日優惠券人數



Shoppers who visited Lok Fu Plaza during their birthday month could redeem a free photo portrait to capture their special moment

顧客可於生日月份到訪樂富廣場，免費享有即影即有相片

The Link Student Program 2013-2014

領匯學生我最大 2013-2014

Building on its successful student spending rewards program at Lok Fu Plaza last year, The Link Student Program expanded to 5 shopping centres in high student catchment areas with an innovative use of the mobile platform. As an effective way to reach students and build shopper loyalty, The Link formed its first program partnership with WeChat, the popular online messaging service provider. In the first month alone, The Link Student Program amassed 6,000 WeChat fans. The program also has the added benefit of being environmentally friendly; as the entire campaign, from direct promotion to redemptions, was carried out on mobiles and therefore paperless.

去年，樂富廣場的學生消費獎賞計劃反應熱烈，領匯故此於 2013 年，將「領匯學生我最大」活動伸延至擁有大量學生駐足的 5 間商場。為針對學生市場，領匯與熱門手機社交通訊平台 WeChat 合作，從推廣到禮品換領均透過手機進行，實現無紙化通訊，對環境作出貢獻。推廣活動於首月已吸納超過六千個 WeChat 粉絲。



The Link utilized a mobile phone application in one of its promotions, transforming a regular shopping experience into a high-end, innovative entertainment experience

領匯首次運用手機應用程式，將潮流原素注入高端創新的消費體驗

Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/9/1-2014/8/31

Shopping Centre 商場：
6 shopping centres including
Lok Fu Plaza, Wong Tai Sin Plaza,
& Hau Tak Shopping Centre
6 個領匯旗下商場包括樂富廣場、
黃大仙中心及厚德商場

Promotion Channel 宣傳渠道：
Print advertisement,
MTR advertisement,
Outdoor billboards, Posters,
University campus & halls
& Online media channels
報刊廣告、港鐵廣告、戶外廣告板、
海報、大學校園及宿舍及網上媒體

Promotion Partner 合作夥伴：
WeChat
More than 45 tenants of Lok fu Plaza
微信
超過 45 間樂富廣場商戶

Achievement 成效：
>61,000
Participants in 2012-2013
2012-2013 參與活動人數



Students could instantly win from among more than HK\$500,000 in prizes during this year-round promotion

全年最強學生優惠，獎品總值超過 50 萬港元

Asia A Cappella Music Festival 2013

亞洲無伴奏音樂節 2013

There's nothing like music and dance to bring out people's smiles and excitement. Partnering with Contemporary A Cappella Society of Hong Kong and Macau for the third time, the annual a cappella event attracted numerous youngsters and students. The Link also organized Hong Kong's first A Cappella Flash Mob, pairing a cappella singing with a flash mob dance performance. The festival saw groups from Korea, Singapore, China, Macau as well as Hong Kong performing. The Inter-College A Cappella Competition 2013 at Lok Fu Plaza also drew students from Hong Kong's 10 colleges and universities. The Link partnered with coffee chains popular among students, including Pacific Coffee, Starbucks, and Caffe HABITU to promote the event, while also promoting heavily on campuses through posters, flyers, and door signs.

沒什麼比音樂和舞蹈更能夠為大眾帶來歡樂。因此，領匯與港澳當代無伴奏合唱協會三度攜手，合辦一年一度的無伴奏音樂盛事，以自然優美的歌聲取悅年輕一族及學生。此外，更舉辦全港首個「無伴奏音樂快閃」活動，以無伴奏歌唱及獨特的快閃舞蹈配合，吸引青少年。大會更特別找來多隊來自亞洲地區包括南韓、新加坡、中國內地、澳門及本港的優秀無伴奏合唱組合，為大眾即席獻曲。於樂富廣場舉行的港澳大專無伴奏合唱比賽 2013，十隊分別來自香港各大專院校的同學們同場較量，以歌會友。是次活動與 Pacific Coffee、Starbucks 及 Caffe HABITU 等多個極受學生歡迎的咖啡連鎖店品牌合作，更在各大校園張貼海報、告示及宣傳單張，針對性宣傳以接觸更多年輕樂迷。



12 a cappella groups from around Asia performed to enthusiastic crowds

12 隊來自亞洲各地的合唱團於活動演出

Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/11/15-17

Shopping Centre 商場：
Lok Fu Plaza & Stanley Plaza
樂富廣場及赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Online media channels,
Coffee cup sleeves,
University campus & halls
報刊廣告、海報、網上媒體、咖啡杯套、
大學校園及宿舍

Promotion Partner 合作夥伴：
Contemporary A Cappella Society
of Hong Kong and Macau
港澳當代無伴奏合唱協會

Achievement 成效：

>2,000
Audience
觀眾人數



The Link partnered with coffee chains to promote the event on their coffee cup sleeves

領匯與大型咖啡連鎖店合作，在咖啡杯套上宣傳活動

The Link Tourists' Promotion 2013

領匯旅客優惠推廣 2013

Building on the popularity of last year's promotion with tourists, The Link launched another SIM Card redemption in 2013 to attract new tourists and build loyalty with previous visitors by offering a valued promotion. Shopping centres along the East Rail line and near popular tourist destinations were strategically chosen for the convenience of mainland tourists. With any spending of HK\$1,500 or more at designated The Link shopping centres, tourists with a valid travel document could redeem a mobile 3G IDD Rechargeable SIM Card for free.

繼往年針對旅客的推廣活動反應熱烈，領匯於 2013 年再接再厲，推出流動電話儲值卡換領計劃，以吸引新旅客及再度來港的旅客，活動策略性選擇東鐵沿線及旅遊熱點的領匯商場，以吸引及方便內地旅客。顧客凡於指定商場消費滿 1,500 港元，並出示有效旅遊證件，即可免費換領 3G 儲值通話卡。

Target Customer 目標顧客：
Mainland Tourists 內地旅客

Date 日期：
2013/2/8-11/30

Shopping Centre 商場：
Choi Yuen Plaza, Tai Wo Plaza,
Lung Cheung Plaza &
Wong Tai Sin Plaza
彩園廣場、太和廣場、龍翔廣場
及黃大仙中心

Promotion Channel 宣傳渠道：
Leaflets, Posters
& Online media channels
宣傳單張、海報及網上媒體

Achievement 成效：

 **>1,900** 
People redeemed
SIM card
已換領通話卡人數

領匯請你漫遊香港

送你免費3G儲值咭

Free 3G Rechargeable SIM Card

2013



來領匯商場消費 讓你在香港隨處上網隨處傾
Come and visit The Link Shopping Centres Get connected everywhere

換領日期
Redemption Period
即日起
Now
換完即止
Till stock lasts

換領時間
Redemption Time
11am ~ 8pm

指定換領商場
Designated
Shopping Centres



顧客服務台
Customer Service
Counter

換領方法
Redemption Method

旅客只需於領匯指定商場消費滿港幣1500元或以上*，並出示有效旅遊證件，即可換領PCCW mobile 3G IDD儲值通話咭(價值港幣\$68)一張。
With any purchase of HK\$1500 or above* at The Link designated shopping centres and present valid travel document, tourists could redeem a PCCW mobile 3G IDD Rechargeable SIM Card valued at HK\$68 for free.

*憑最少2張但不多於5張由不同客戶發出的即日機印發票
每日名額有限，先到先得，送完即止。
*By presenting minimum 2 and maximum 5 valid machine-printed receipts on same day. Daily quota applied and available while stock lasts.



The SIM card redemption was an extremely popular promotion with tourists because it addressed their specific needs, allowing them to immediately share the joys of their travels

貼心的儲值卡換領，針對旅客需要，讓他們第一時間分享旅程樂事。活動亦深受旅客歡迎，反應熱烈

*需受有關條款約束，詳情請參閱場內海報。
*Terms & Conditions apply, please refer to in-mall poster for details.

查詢電話Customer Hotline: 3168 0080

www.thelinkreit.com

領匯
The Link

Sunday Summer Jam 2013

盛夏狂熱音樂 2013

Summer holiday fun kicked off at Stanley Plaza, Hong Kong's resort-style, shopping & leisure destination, with Sunday Summer Jam 2013. For 5 consecutive Sundays in June, free music and dance performances ranging from local emerging music groups to frenetic African and Samba dance boosted the energetic vibe at Stanley Plaza as high as the temperature. For the first time, we organized the "Stanley Plaza Show Up" to give music lovers a chance to showcase their music and dance talent. Stanley residents, local associations and the Southern District Council supported the event, which promoted local music and culture through Stanley Plaza, one of The Link's art and culture platforms.

集度假、購物及消閒於一身的赤柱廣場在夏天繼續熾熱升溫，一連五個星期日舉行「盛夏狂熱音樂節 2013」。活動帶來連串免費音樂及跳舞節目，不但有新晉樂隊賣力演出，更有非洲及森巴舞蹈熱情助慶。此外，更首次為所有音樂愛好者安排「赤柱廣場新人騷」，讓他們在台上一展音樂及舞蹈天賦。是次活動獲得赤柱居民、當地機構及南區區議會全力支持，為當地注入藝術氣息，把赤柱廣場化為本土音樂及文化平台。



Visitors took photos of the festive atmosphere, and those who checked-in and uploaded their snaps to facebook on-the-spot were rewarded with a foldable water bottle. Moreover, popcorn redemption was available for visitors

遊客只須於活動當日在赤柱廣場拍下現場盛況，並即時於 Facebook 打咕及上載照片，即可免費獲贈精美的便攜摺疊水樽乙個。現場更有美味爆谷換領，務求令每位來賓都滿載而歸



The "Dragon Boat Summer Jam" took place at Stanley Plaza to coincide with the Dragon Boat Festival. Tens of thousands of local residents and overseas visitors experienced the grand, festive atmosphere and enjoyed a whole host of high-profile and distinctive musical entertainment

赤柱廣場於端午節當天舉辦「端午節盛夏音樂狂熱」，一連串重量級和具特色的音樂活動，吸引本港市民及海外遊客觀賞，場面盛大，洋溢濃厚節日氣氛

Target Customer 目標顧客：
Local & Overseas Tourists
本地及海外旅客

Date 日期：
2013/6/2, 9, 16, 23 & 30

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Achievement 成效：

>10,000
Participants
參與活動人數



A total of 20 groups and individuals performed in the Stanley Plaza Show-up to showcase their music talent at Stanley Plaza

赤柱廣場 Sunday Summer Jam 壓軸一回「赤柱廣場新人騷」共有二十隊對音樂充滿熱誠的表演者和組合參與，他們以不同的表演方式，於赤柱廣場的舞台盡情發揮潛能



Stanley International Beer Carnival

赤柱國際啤酒嘉年華

Stanley Plaza organized its first International Beer Carnival to cheers and great fanfare as visitors got a chance to taste beers from all over the world. Held on National Day and the first three Sundays in October, the event attracted many Golden Week tourists. It was also one of the highlights in the Southern District Tourism and Culture Festival 2013, which helped promote Stanley as well as Stanley Plaza to both local and overseas tourists. Stanley Plaza's F&B tenants, in particular, benefited from Southern District Tourism's promotion. To add to the festive atmosphere, local artists transformed Stanley Waterfront with artworks in a Glass Upcycling Art Exhibition.

赤柱廣場首次舉辦國際啤酒嘉年華，讓本地及海外旅客體驗不同國家的啤酒文化，狂歡暢飲。是次活動在國慶日當天及10月首3個星期天進行，成功吸引眾多本地、黃金周及海外旅客前來舉杯歡騰。啤酒嘉年華同樣是「2013南區旅遊文化節」的重頭戲之一，有助帶旺赤柱及赤柱廣場人流，增添熱鬧氣氛，並為餐飲商戶創造商機。而多位本地藝術家更在赤柱海濱一帶化身為藝術長廊，展出多件利用回收玻璃樽創作而成的作品。

Target Customer 目標顧客：
Local & Overseas Tourists
本地及海外旅客

Date 日期：
2013/10/1, 6, 13 & 20

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Southern District Council
南區區議會



Achievement 成效：
>30
Total media coverage
傳媒報導篇幅



The first Stanley International Beer Carnival was packed with exciting events including a Tsingtao Beer Triathlon Challenge with competitions in beer carrying and beer drinking, as well as feature performances

嘉年華舉辦多個緊張刺激的狂歡活動，包括「青島啤酒三項鐵人大賽 - 啤酒競飲、啤酒砌罐及捧餐」以及多個精彩表演節目



Mrs Hilda Wong, Head of Marketing of The Link (1st from the right), Mr Chu Ching-Hong, JP, Chairman of Southern District Council (3rd from the right) & Mrs Chan Lee Pui Ying, Convener of the Stanley International Beer Carnival (1st from the left) officiated the kick-off ceremony of Stanley International Beer Carnival

領匯市場策劃及推廣主管黃端華（右一）、南區區議會主席朱慶虹太平紳士（右三）及南區旅遊文化節籌備委員會「赤柱國際啤酒嘉年華」召集人陳李佩英（左一）為赤柱廣場舉行的「赤柱國際啤酒嘉年華」主持開幕典禮

Stanley Art Fun Day x Gourmet Family Banquet

藝趣赤柱 x 美味「家」宴

For the grand finale of the Southern District Tourism and Culture Festival 2013, which was organized by the Southern District Council to highlight the best of the district's leisure and sightseeing offering, The Link's Stanley Plaza hosted the "Stanley Art Fun Day x Gourmet Family Banquet". Stanley Plaza was filled with buzz as thousands of both locals and tourists enjoyed a day packed with exciting street performances by calligrapher Tse Kin-leung, Andrew So, mimes, street dancers and many others. Stanley Plaza was also transformed into a carnival of Eastern and Western arts, culture and culinary traditions culminating in a delicious "Pun Choy for Families," a traditional feast cooked up in a big pot, for all to enjoy an intergenerational banquet underneath the stars with views of Hong Kong's southern shore.

南區年度盛事「2013 年南區旅遊文化節」致力推廣區內休閒旅遊景點及文化，閉幕禮假赤柱廣場舉辦藝趣赤柱 x 美味「家」宴，化身成集中西文化於一身的藝術廣場和傳統盛宴場地。是次活動包括一連串精彩的街頭表演節目，有書法家謝景良即席揮毫；街頭表演藝人蘇春就現場獻技；同場更設有特色街舞、雜耍和其它特色表演，吸引數千名居民及遊客前來觀賞，場面熱鬧非常。閉幕典禮當晚更舉辦了「長幼同堂盆菜宴」，讓一家大小邊欣賞漫天繁星，邊品嚐傳統盆菜。

Target Customer 目標顧客：
Local & Overseas Tourists
本地及海外旅客

Date 日期：
2013/12/19

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Southern District Council
南區區議會



Stanley Plaza was transformed into a Chinese and Western arts venue

閉幕禮當天，赤柱廣場化身中西文化藝術廣場



At the closing ceremony of the Southern District Tourism and Culture Festival 2013, a "Pun Choy for Families" was hosted at Stanley Plaza to encourage family members of all ages to enjoy the banquet together

「2013 年南區旅遊文化節」的閉幕典禮當晚舉辦了「長幼同堂盆菜宴」，鼓勵家庭成員與長者一同於赤柱廣場享用傳統盆菜



Mr K.T. Poon, Director of Government & Community Engagement at The Link (10th from left, front row) attended the closing ceremony together with Mr John Tsang Chun-wah, Financial Secretary (Center, front row), Mr Chu Ching-hong, JP, Chairman of the Southern District Council (11th from right, front row) and other officiating guests

領匯管理有限公司政府及社區合作總監潘啟迪（前排左 10）聯同財政司司長曾俊華（前排中）及南區區議會主席朱慶紅太平紳士（前排右 11）等主禮嘉賓一起出席閉幕典禮



World of Food and Music 2013

赤柱廣場國際美食音樂節 2013

Fun, food, drink, and music make for much merriment. The 3rd Stanley Plaza World of Food and Music (WOFAM) was filled with all that and more to promote Stanley as a hotspot for tourists and residents. Part of Hong Kong Tourism Board's (HKTb) Hong Kong Wine & Dine Festival, this year's WOFAM was better than ever, bringing popular Korean comedy show "JUMP - Kung Fu Music Kitchen", a party game challenge with a "battle component" and other entertaining performers from around the world to complement the cornucopia of world cuisines on offer at the many restaurants in Stanley Plaza and Murray House, who crafted WOFAM-themed menus and offered attractive discounts during the month-long festival. Shoppers could redeem drinks at the open-air Pop-Up Bar, serving up specialty drinks from 8 different countries, and the party games challenge area added to the revelry. The event was not just widely promoted by HKTb, but also on Openrice, Hong Kong's most popular online restaurant guide, and in *Weekend Weekly* magazine.

美酒、佳餚及音樂匯聚於赤柱廣場。第三屆「赤柱廣場美食音樂節」再次洋溢著熱鬧歡騰的氣氛，成功宣傳赤柱廣場為訪港旅客必到的景點及消閒好去處。作為香港旅遊發展局年度盛事「香港美酒佳餚月」的其中重點推介活動，內容豐富更勝去年，包括由韓國遠渡而來的爆笑劇「功夫音樂廚房」及「派對遊戲大激鬥」，更有不同國籍的表演者為大眾送上連場演出。活動舉行期間，赤柱廣場及美利樓的精選食肆均以美食音樂節為主題的佳餚吸引食客，並提供折扣優惠，亦有特色 Pop-Up Bar，可換領 8 款不同國家的特飲，加上現場參與「派對遊戲大激鬥」，令人樂而忘返。如此矚目盛事，除了獲得香港旅遊發展局廣泛宣傳，更在 Openrice（香港著名餐廳指南網站）及《新假期》大力推廣。

Target Customer 目標顧客：
Local & Overseas Tourists 本地及海外旅客

Date 日期：
2013/11/10, 17, 24, 30 & 12/1

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards & Online media channels
報刊廣告、海報、戶外廣告板及網上媒體

Promotion Partner 合作夥伴：
Hong Kong Tourism Board
香港旅遊發展局

Achievement 成效：

>28,800
Participants
參與活動人數



The Korean show JUMP performed comedy with a food element, echoing the music, wine and food theme

特別邀請來自韓國的功夫音樂廚房免費公演，更首次注入 K-POP 及嶄新食物元素，帶出音樂及美食的主旨





There was a Pop-Up Bar in the open area of Stanley Plaza, providing 8 specialty drinks inspired by different country
露天廣場特設的 Pop-Up Bar，提供 8 款以不同國家為主題的手工特飲，為到場人士帶來一流的味覺享受



With a new "battle" element featuring popular international party games, participants were invited to compete head-to-head with one another in the raucous challenge area
首次注入流行的「Battle」元素，與到場人士大玩「派對遊戲大激鬥」，不同國籍及年齡的挑戰者互相比拼，場面熱鬧



Famous bands performed different styles of music. Professional dancers invited everyone to dance and sing along
多隊著名樂隊即席獻曲，同場還有專業舞蹈員與遊客載歌載舞

Gourmet in Style - Wine Pairing Dinners

紀識嘆世界 - 美酒盛宴夜

Building on the popularity of the "Gourmet in Style" program launched last year with gourmet traveler Walter Kei, The Link brought the program to two new districts this year - Shatin and Tin Shui Wai - to further promote the extensive variety of restaurants at The Link. In 2013, renowned chef Ricky Cheung was also invited to host a series of wine-pairing dinners. Customers could earn tickets to the dinners by spending the requisite amount at any one of The Link's designated shopping centres, driving sales for tenants. Walter Kei and Ricky Cheung each partnered with a chef from a local restaurant to serve up delicious Western & Cantonese fusion style dishes and wine-pairing tips. "Gourmet in Style - Wine Pairing Dinners" helped shine the spotlight on F&B tenants in Shatin and Tin Shui Wai to a wider audience of food lovers, high-spending groups and nearby residents.

繼往年「紀識嘆世界」活動推出後好評如潮，領匯於2013年再次與旅遊飲食家紀曉華合作，將活動伸延至領匯旗下沙田及天水圍區的商場，更邀請名廚張錦祥攜手主持連場「美酒盛宴夜」，識飲識食人士不容錯過。顧客只須於領匯旗下指定商場消費滿一定金額，即可換領盛宴夜門票。紀曉華與張錦祥分別與參與活動的酒樓大廚，共同設計中西混合的佳餚及分享配對美酒的心得。是次活動為沙田及天水圍的領匯餐飲商戶帶旺人流和生意，吸引了大批愛吃人士，高消費上班族及商場附近住戶消費。

Target Customer 目標顧客：
Gourmet Enthusiasts 美食愛好者

Date 日期：
Sha Tin District
沙田區
2013/9/2-11/30

Tin Shui Wai District
天水圍區
2013/11/1-2014/1/31

Shopping Centre 商場：
18 shopping centres including
Wo Che Plaza, Chung Fu Plaza
& Tin Chak Shopping Centre
18 個領匯商場包括禾輦廣場、
領富廣場及天澤商場

Promotion Channel 宣傳渠道：
Posters, Direct mailing,
In-mall decoration
& Online media channels
海報、直銷函件、商場內佈置
及網上媒體



Before the banquet, diners enjoyed free red wine at the wine tasting corner

開席前，一眾嘉賓市民於品酒區內免費品嚐各種精選葡萄酒



Cooking demonstration of Western & Cantonese fusion style dishes by celebrity chefs

名廚張錦祥即席示範烹調中西混合菜式



Recipe Cards

食譜卡

Following-up on one of last year's most well-received marketing campaigns, The Link created a series of two sets of recipe cards for food shoppers to draw inspiration. As part of the widely popular "Gourmet in Style" program, gourmet traveler Walter Kei and renowned chef Ricky Cheung were invited to create two new recipes each week in three languages, namely English, Chinese and Indonesian, which were distributed for free in shopping centres in Shatin and Tin Shui Wai during their respective promotion periods. Together with the "Cooking for Health" recipe cards, which were available at designated fresh markets, the recipe cards provided creative, delicious, healthy, yet easy-to-follow ideas to make cooking at home more fun and achievable for shoppers, while boosting sales for tenants.

鑑於去年推出「紀好煮意食譜卡」大獲好評，領匯於2013年再度推出兩套全新食譜卡為識飲識食的顧客啟發煮食靈感。作為「紀識嘆世界」的其中亮點環節，旅遊美食家紀曉華及名廚張錦祥特別為活動設計兩款以中、英及印尼文編寫的創意食譜卡，於沙田及天水圍區的領匯商場免費派發。此外，領匯透過「有營煮意」活動，於旗下指定街市推出一系列健康食譜，鼓勵市民到鮮活街市選購新鮮食材於家中烹調，享受健康入廚樂，同時提升商戶營業額。



Recipe Card by Walter Kei
創意食譜卡 - 「紀識嘆世界」

Target Customer 目標顧客：
Gourmet Enthusiasts & Families
美食愛好者及家庭

Date 日期：
Gourmet in Style - Shatin
紀識嘆世界 - 沙田
2013/9/2-11/30

Cooking for Health
有營煮意
2013/9/14-12/8

Gourmet in Style - Tin Shui Wai
紀識嘆世界 - 天水圍
2013/11/1-2014/1/31

Shopping Centre 商場：
10 shopping centres including
Wo Che Plaza, Chung Fu Plaza,
Tin Chak Shopping Centre
& 4 Fresh Markets
10 個領匯商場包括禾輦廣場、
領富廣場、天澤商場及 4 個領匯街市

Promotion Channel 宣傳渠道：
Posters, Direct mailing,
In-mall decoration
& Online media channels
海報、直銷函件、商場內佈置
及網上媒體

Achievement 成效：

304,200
People redeemed
recipe cards
已換領食譜卡人數



"Cooking For Health" recipe cards
「有營煮意」食譜卡

Gourmet Booklets

美食書冊

Hong Kong people love to eat. And these days, we don't just want to eat well, we want to eat healthy too. So The Link published two popular gourmet booklets in 29 of The Link's shopping centres, but also to encourage greener, more sustainable ways of eating. "The Link Dining Almanac", published during Chinese New Year, also contained lucky New Year tips as well as recipes for traditional *Lao Qi* dishes. "Green is FUN", published in the summer, introduced readers to the "Food Rainbow Concept" and provided recipes for delicious vegetarian dishes. It also featured organic food shops and fresh markets located in The Link's properties and healthy dishes from The Link's F&B tenants. Both booklets were available for free through sales redemption programs, which increased shoppers' spending.

現代飲食文化講究的不只為果腹，還要食得有「營」。領匯因此與旗下 29 間商場共 68 間食肆商戶，推出兩本飲食天書，藉以推廣商戶美食及提倡綠色飲食生活。在農曆新年推出的《領匯美食通勝》，內附新春撈起賀年菜式食譜、傳統通勝宜忌；而在盛夏推出的《FUN 餐綠》，以「彩虹飲食概念」教大家如何自煮素菜菜式，食得健康有營，並介紹多個領匯旗下供應健康食材的鮮活街市，及售賣有機蔬果和健康食品的商店，為顧客提供更多購買健康食材的選擇。顧客凡購物滿指定金額，即可免費換購天書，幫助商戶帶動商機。

Target Customer 目標顧客：
Gourmet Enthusiasts
美食愛好者

Date 日期：
The Link Dining Almanac:
領匯美食通勝
2013/1/19 onwards 起

Green is FUN
FUN 餐綠
2013/7/26 onwards 起

Shopping Centre 商場：
29 shopping centres including
Hau Tak Shopping Centre,
Lok Fu Plaza & Oi Man Plaza
29 個領匯旗下商場包括厚德商場、
樂富廣場及愛民廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
MTR advertisement,
In-mall decoration
& Online media channels
報刊廣告、海報、港鐵廣告、
商場內佈置及網上媒體



Achievement 成效：

205,000
People obtained
"The Link Dining Almanac"
已索取飲食通勝人數

Achievement 成效：

215,000
People obtained
"Green is FUN"
已索取 FUN 餐綠人數

Copies were distributed with *Sudden Weekly* magazine as well as through in-mall spending redemption

顧客可於商場購物滿指定金額換取書冊，書冊亦於《忽然一周》隨書附送





Paws by the Sea 2013

海濱寵物嘉年華 2013

The Link once again held the world's largest pet event ever in Stanley Plaza, setting its third, straight Guinness World Record. Stanley Plaza is Hong Kong's most popular dog-friendly, resort-style shopping and leisure destination, and it organized Hong Kong's first and largest, annual dog-focused extravaganza. In its third year, PAWS by the Sea 2013 not only boosted property and tenant profiles, footfall and sales, but also educated the public on dog health & hygiene, while raising funds for its NGO partners Hong Kong Dog Rescue (HKDR) and Society for Abandoned Animals (SAA).

領匯於赤柱廣場舉辦了全球最大寵物界壯舉，連續三年刷新健力士世界紀錄。赤柱廣場是首個歡迎狗隻的商場，亦是香港最熱門的狗狗勝地，是度假及休閒購物的好去處。第三屆的赤柱廣場「海濱寵物嘉年華 2013」不但為廣場創造無限商機、帶旺人流和加深大眾對狗隻健康及衛生的認知，更為狗隻救援機構和保護遺棄動物協會籌募善款。



The Link partnered with 99busHK again to provide transportation for dog owners and their pets between Central Pier, Mong Kok, Yuen Long, Tai Po and Stanley Plaza

領匯再度與 99busHK 香港寵物巴士企劃合作，連續兩個週末接載狗主及愛犬往返中環碼頭、旺角、元朗、大埔及赤柱廣場

Target Customer 目標顧客：
Dog Enthusiasts, Local & Overseas Tourists
犬隻愛好者、本地及海外旅客

Date 日期：
2013/9/20-22, 29

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Outdoor billboards & Online media channels
報刊廣告、海報、戶外廣告板及網上媒體

Promotion Partner 合作夥伴：
Society for Abandoned Animals (SAA)
保護遺棄動物協會
99 bus HK
香港寵物巴士企劃

Award 獎項：
339 doggies and their owners set a 3rd
Guinness World Record: "Largest Dog
Grooming Lesson"
第三度刷新健力士世界紀錄，339 隻狗狗
及其主人參與 — 最大規模狗狗美容課





Many well-dressed doggies and their owners participated in the "Top Doggie Runway" to compete for the Top Doggie Awards and win fantastic prizes
多隻悉心打扮的狗狗及其主人出席「狗狗星級名模大賽」，更贏取豐富禮品



Dog owners learned how to take care of their dog's coat and help them put their best face and paws forward in the "Largest Dog Grooming Lesson"
一眾狗主帶同他們的可愛狗狗挑戰「最大規模的狗美容課」世界紀錄



Ms Hilda Wong, Head of Marketing of The Link (3rd from left) presented a donation cheque to the representative of Society for Abandoned Animals (SAA) (3rd from right)
領匯管理有限公司市場策劃及推廣主管黃端華（左三）向保護遺棄動物協會代表（右三）頒發捐款支票

Stanley Howl-O-Ween Live Music Fundraising Festival

萬聖節音樂籌款嘉年華

Stanley Howl-O-Ween Live Music Fundraising Festival not only brought together dog lovers in Stanley Plaza but also raised money for the Society for Abandoned Animals and raised public awareness about the need to protect animals. In addition to live music, people and their pets had a chance to enjoy Halloween make-up booths, DIY workshops, a doggie snack bar, photo-taking booth and other fun and spooky activities.

領匯致力共建共融社區，赤柱萬聖節音樂籌款嘉年華不但讓愛狗人士帶同狗隻於赤柱廣場歡聚，更可為保護遺棄動物協會籌款，同時加強大眾對保護動物的意識。除現場音樂會外，市民更可與狗狗一同參加萬聖節畫鬼臉化妝攤位、手作工作坊、狗狗零食區及拍照攤位。

Target Customer 目標顧客：
Dog Enthusiasts, Local & Overseas Tourists
犬隻愛好者、本地及海外旅客

Date 日期：
2013/10/27

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Society for Abandoned Animals (SAA)
保護遺棄動物協會





Link the Bike - Bike & Bike Tools Lending Service

Link the Bike - 單車及單車工具借用服務

Link the Bike - Bike & Bike Tools Lending Service has made exploring Hong Kong by bike a fun, stress-free, and no cost pastime. It is Hong Kong's first bicycle pit-stop network. Building on our successful partnership with renowned UK bicycle brand STRiDA to launch Link the Bike - Bike & Bike Tools Lending Service at 3 The Link shopping centres in the first year, the network was expanded to 25 additional shopping centres in districts throughout Hong Kong. The program not only established and promoted these shopping centres as convenient pit stops for cyclists, but was also part of The Link's efforts to promote a healthy, green lifestyle in the city. We also sponsored the first edition of the popular "Let's Bike 2013 Bible." A total of 155,000 copies were distributed through shopping centre redemptions and *New Monday* magazine.

鑑於往年領匯與英國知名單車品牌 STRiDA 首次合作，於 3 個商場推出單車及單車借用服務反應熱烈，領匯再接再厲，將服務網絡延伸至旗下 25 個區域商場，不但為單車發燒友提供方便的旅程支援，成為本港首個單車補給站網絡，服務覆蓋更廣泛，更藉以推廣綠色健康生活文化。首本《Let's Bike 2013 單車雜誌》共發行十五萬五千冊，可於旗下指定商場購物換領外，也隨《新 Monday》免費附送。

Target Customer 目標顧客：
Bike Enthusiasts 單車愛好者

Date 日期：
2013/4/30-12/31

Shopping Centre 商場：
25 shopping centres including
Wo Che Plaza, Fu Tung Plaza
& Leung King Plaza
25 個領匯商場包括禾輦廣場、富東廣場
及良景廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
In-mall decoration
& Online media channels
報刊廣告、海報、商場內佈置及網上媒體

Promotion Partner 合作夥伴：
STRiDA
New Monday
新 Monday



Achievement 成效：

155,000
"Let's Bike 2013 Bible"
distributed
Let's Bike 單車書冊發行量





Ms Sarah Lee Wai-Sze, 2012 Olympics Bronze Medallist and 2010 Asian Games Gold Medallist, showed her full support of the Bike & Bike Tools Lending Service by experiencing the service in The Link's shopping centre

2012年奧運銅牌及2010年亞運金牌得主李慧詩小姐對「單車及單車工具借用服務」深表支持，並身體力行，即場於領匯商場試用服務

As the officiating guests of the extended "Bike & Bike Tools Lending Service" kick-off ceremony, Ms Hilda Wong, Head of Marketing of The Link (middle); Ms Sarah Lee Wai-Sze, 2012 Olympics Bronze Medallist and 2010 Asian Games Gold Medallist (left); and Mr Philip Heung, Asia-Pacific Development Director of STRIDA (right) unveiled the service by placing plants on the map, which showed Hong Kong's first bike pit-stop network

領匯市場策劃及推廣主管黃端華（中）、2012年奧運銅牌及2010年亞運金牌得主李慧詩（左）及STRIDA亞太區項目董事香富立（右）把手持的盆栽植物放上增至25個商場的單車補給站網絡分佈圖上，齊齊為領匯延伸之「單車及單車工具借用服務」主持啟用儀式

Link The Bike 單車店 連繫社區新力量

近年來，將軍澳、屯門及天水圍3個社區中，都發現大量的單車店。除了大批熱愛運動人士投入單車行列之中，更有不少在區內上班的打工族，以單車作為代步工具，健康之舉，更為環保出一分力！而一窩全力的後勤單車維修師傅，在樓下的社區商場內不少單車店，今次我們就來訪問將軍澳利華商場、屯門富康商場及天水圍天龍商場3間單車店，讓大家都了解區內的單車服務，假如你來到這些地區單車店時，也不妨走到這3間單車店和店主暢談單車的話題。

富康單車公司 BEVERLY CYCLE CO. 6142

2015年利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。

GreenCycling 小單車

利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。利華商場單車店主陳志強先生，對店內單車及配件件件有求，亦由於區內單車店不多，因此多以前往利華商場，大賺一筆。



By sponsoring "Let's Bike 2013 Bible", The Link reached and promoted the service to this specific customer group with over 155,000 copies distributed. This not only promoted the concept of green living in Hong Kong, but also provided The Link with an additional channel to reach its target customers

針對熱愛潮流玩意的單車發燒友這門獨特客群，領匯亦贊助發行量超過十五萬的《Let's Bike 2013 單車雜誌》，從而宣傳 Link the Bike 一系列推廣活動及旗下單車店戶，可積極推動綠色生活概念外，亦為一新途徑以擴闊顧客層

Link the Bike Guidebook 2013

樂活踩車 Guide 2013

The Link's Bike and Bike Tools Lending Service Network has made it easy for residents to just pick-up a bike for a couple hours of healthy exercise throughout The Link's pit stop network. To encourage first-time visitors or cyclists to explore different areas by bike, The Link published "Link the Bike Guidebook 2013", which features detailed routes in Tung Chung, Tuen Mun and Yuen Long that are known for picturesque scenery, historic landmarks or romantic ambience along with other tips that make cycling in the city even more enjoyable. Before or after biking through these neighborhoods, cyclists will find many ideas for places to rest, fuel up, or pick up supplies at a nearby The Link shopping centre, bringing our tenants a new niche of adventure-seeking and health-conscious customers.

領匯藉其商場網絡推出單車及單車借用服務，讓市民輕易於領匯單車補給站網絡借用單車。為鼓勵單車發燒友及顧客享受更多踩單車樂趣，領匯特意推出《樂活踩車 Guide 2013》單車路線指南，內容載有東涌、屯門、元朗等地的多條單車路線，介紹多個風景如畫、浪漫醉人或具歷史意義的熱門地方。無論是出發前後，市民都可參考單車天書，到設有單車及單車借用服務網絡的商場稍作休息、調校裝備或購買補給物品，藉以為旗下商戶創造商機。

Target Customer 目標顧客：
Bike Enthusiasts 單車愛好者

Date 日期：
2013/6/3 onwards 起

Shopping Centre 商場：
29 shopping centres including
Oi Tung Shopping Centre,
Tin Tsz Shopping Centre
& Lek Yuen Plaza
29 個領匯商場包括愛東商場、
天慈商場及滙源廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Achievement 成效：

107,000

People obtained
"Link the Bike Guidebook 2013"
已索取換領樂活踩車 Guide 人數



五星級牛柳燉湯河
(\$30, 牛柳燉湯, 河粉入口出滑)

出發前要先替肚
飽又唔要食得太
飽, 到一粥麵食
價粥麵早餐都唔
錯。

精選港式滋味美食

唔係住東涌附近, 又無私家車
車嘅朋友, 最啱就係嚟領匯富東廣場
借單車。出發前先試吓商場內嘅港式
美食, 再去顧客服務台借單車, 然後
直接由東涌新市鎮向各古蹟出發, 方
便到極。

一啲密友請快
來試吓!

領匯
富東廣場
9:00am

領匯富東廣場設有
「單車補給站」, 提供
單車及單車工具借用
服務, 非常方便。

再到海天堂買一啲清熱小食, 解渴飲品帶去單車遊。



Shoppers could redeem a copy of "Link the Bike Guidebook 2013" for free upon spending HK\$50 or more in The Link's 29 designated shopping centres

於領匯 29 個指定商場消費滿 50 港元可免費換領領匯《樂活踩車 Guide 2013》





可持續 發展活動

Sustainability Campaign



Lamborghini HK x The Link x CowParade at Stanley Plaza

林寶堅尼香港 x 領匯 x 奔牛節 @ 赤柱廣場

Celebrities, designers, luxury sports cars, and art came together to create a spectacular public relations and charity event that generated significant buzz with a substantial philanthropic and visual impact. The Link, in partnership with world-renowned Italian supercar maker Lamborghini, organized Hong Kong's first CowParade art and charity event, reinforcing Stanley Plaza's positioning as Hong Kong's world-class, resort-style shopping and leisure destination, in both local and international media, reaching 13 million readers. In the tradition of CowParade, 5 life-sized cow sculpture were auctioned live and debuted at Stanley Plaza during the opening ceremony, raising nearly HK\$1 million for Heifer International Hong Kong and Giving Love.

名人、設計師、豪華跑車及藝術共冶一爐，締造了一個星光熠熠的慈善盛事。領匯夥拍享譽世界的意大利超級跑車製造商林寶堅尼，全力策動香港首個奔牛節藝術文化及慈善活動，旨在鞏固香港赤柱廣場作為度假式購物消閒商場的地位。多個本地及國際媒體爭相報導，成功將推動藝術持續發展的理念向一千三百萬位讀者傳達。為貫徹奔牛節的理念 - 透過慈善活動回饋社會，活動加入慈善拍賣環節，拍賣 5 隻原型彩繪牛，並為「國際小母牛分會」及「Giving Love」籌得港幣 100 萬港元善款。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/4/27-5/25

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Outdoor billboards, MTR advertisement,
Mobile cow truck, Bus advertisement,
Print advertisement, Posters
& Online media channels
戶外廣告牌、港鐵廣告、流動卡車、
巴士車身、報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Lamborghini HK
CowParade
林寶堅尼香港
奔牛節



Achievement 成效：

\$1,000,000
Raised for charities
籌集善款

Achievement 成效：

137
Media coverage
傳媒報導篇幅



In the very first life-sized cow sculpture charity auction in Hong Kong, 5 specially designed, life-sized cow sculptures drew enthusiastic bidding, contributing a considerable sum to the total funds raised in the campaign

首度於香港舉行「原型彩繪牛」慈善拍賣，於拍賣環節上，多位善長爭相出價競投該 5 隻「原型彩繪牛」，現場氣氛非常熱烈，並為大會籌得可觀善款



The greatest Lamborghini parade in Hong Kong showcased a line-up of over 30 Lamborghini super sports cars together with the life-sized cow sculptures. The parade started from Central and traveled along major roads on Hong Kong Island

由超過 30 輛林寶堅尼超級跑車組成的億元車隊、連同彩繪牛於中環天星碼頭出發，駛經港島區多條主要幹道，進行本港歷來最大型的林寶堅尼億元跑車巡遊



50 socialites, fashion icons, emerging designers as well as design students from Hong Kong were invited to design 6-inch limited edition cow sculptures for the online charity auction and free exhibition to bring art to the community

大會邀請了 50 位香港知名及新晉設計師、時尚名人及設計系的學生，創作出「6 吋珍藏彩繪牛」作網上慈善拍賣及免費展覽，為社區注入藝術氣息，實踐文化共融



Visitors had a chance to take a photo of themselves seated in one of the Lamborghini sports cars displayed and receive an instant photo and a photo frame as a souvenir after making a donation. Hong Kong people's charitable spirit was evident in the always-crowded photo-taking zone

市民透過捐出善款，即可親身坐在現場林寶堅尼超級跑車上拍照，而每位均獲得即影即有相片及相架作紀念。整個下午慈善拍照區均出現等候人龍，可見市民滿載善心

Community Arts Biennale 2013

香港賽馬會社區藝術雙年展 2013

As part of our commitment to bringing art to the community, The Link was proud to support Hong Kong's first Community Arts Biennale, which was organized by The Hong Kong Youth Arts Foundation (YAF). Artworks were created by the community and a portion were displayed at Lok Fu Plaza to reach a wide audience. Artists and thousands of young people and teachers participated in workshops and master classes, which helped them create artworks that reflected meaningful engagement with and understanding of the local neighborhood. Local artists Jaffa Lam and Lock Lo, along with artist groups also participated in a public talk at Lok Fu Plaza.

為將藝術帶進社區，領匯全力支持首屆「香港賽馬會社區藝術雙年展 2013」。是次活動由香港青年藝術協會主辦，於樂富廣場展出由社區公眾創作的作品，吸引大量市民觀賞。多名藝術工作者及數千名青少年及教師共同參與工作坊及教學講座，多角度探索社區環境特色，並反映在作品中。藝術工作者林嵐及羅至傑與其它藝術團體更於樂富廣場舉辦座談會，與觀眾展開藝術對話。

Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/4/24-5/15

Shopping Centre 商場：
Lok Fu Plaza
樂富廣場

Promotion Channel 宣傳渠道：
Online media channels,
School tours, Leaflets
網上媒體、學校團體參觀及宣傳單張

Promotion Partner 合作夥伴：
The Hong Kong Youth Arts Foundation
(YAF)
香港青年藝術協會



Achievement 成效：

40,000
People obtained
program booklet
已索取活動小冊子人數

Community arts displayed in Lok Fu Plaza were designed to reach a wide audience. The artworks reflected the importance of being innovative while remaining sensitive to social issues and accommodating the needs of the community

於領匯樂富廣場展出的藝術作品，以「空間」為題，藝術工作者及青少年以多角度探索社區中狹隘生活空間的意義，並反思社區空間各種功能



Ms Hilda Wong, Head of Marketing of The Link (left 6th of last row); Mr Winfried Engelbrecht-Bresges, JP, Chief Executive Officer of The Hong Kong Jockey Club (left 7th of last row), Ms Lindsey McAlister, Founder/ Artistic Director of Hong Kong Youth Arts Foundation (left 8th of last row) and Dr Liu Hong-Fai, Representative of Southern District Council & Chairman of the 2013 Southern District Tourism and Culture Festival (left 5th of last row) attended the first The Hong Kong Jockey Club Community Arts Biennale 2013 as officiating guests

領匯市場策劃及推廣主管黃端華（後排左六）、香港賽馬會行政總裁應家柏（後排左七）、香港青年藝術協會創辦人／藝術總監麥蓮茜（後排左八）及南區區議會代表暨2013年南區旅遊文化節籌備委員會主席廖漢輝博士（後排左五）為首屆「香港賽馬會社區藝術雙年展 2013」主持開幕禮

International Children Painting Competition 2013

香港國際青少年繪畫比賽 2013

The Link takes an active role in bringing art and culture to the communities through its portfolio. In 2013, we sponsored the first Asian on-site painting competition and a premiere international art event for children. As one of Hong Kong's landmarks chosen as a site of inspiration for the full-day live painting competition, Stanley Plaza and its nearby Murray House, Blake Pier and Stanley Waterfront were beautifully depicted in many of the participants' paintings. Leung King Plaza also served as the exhibition venue for the 50 winning art pieces created by children from around the world from the first phase of the International Children Painting Competition.

為鼓勵青少年參與藝術創作及推動社區藝術發展，領匯旗下商場作為推廣平台，全力支持亞洲首個國際性現場繪畫比賽。香港其中一個知名地標 - 赤柱廣場，被選為其中的現場寫生比賽景點，參賽者於玻璃天幕下寫生，將赤柱廣場及鄰近特別建築的美利樓、卜公碼頭及海濱長廊繪成畫作。此外，良景廣場也成為是次比賽的展覽場地，展出合共50幅於比賽首階段勝出的傑出畫作，讓市民有機會欣賞高質素的青少年藝術畫作，以藝術融入社區。



Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/8/1-21 & 27

Shopping Centre 商場：
Stanley Plaza & Leung King Plaza
赤柱廣場及良景廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Promotion of Young Artists Foundation
青少年兒童畫家培育基金



Jin Fei Fan from China was awarded "The Best Painting Prize" and was presented with an award by Mr K.T. Poon, Director of Government & Community Engagement of The Link

來自中國的金非凡的參賽作品獲得「最佳畫作獎」，並獲領匯政府及社區合作總監潘啟迪頒予獎項，以示表揚



Award-winning paintings
得獎作品



40 youngsters from around the world gathered at Stanley Plaza to participate in a live painting competition with a view to exchanging culture and promoting creativity

40 位來自不同國家的青少年雲集領匯赤柱廣場作現場寫生比賽，以藝術作文化交流

Southside Glass Recycling Initiative

玻璃再生在南區

From wine and beverage bottles to condiment bottles, restaurants and households generate a significant amount of glass bottle waste that can be effectively reused or recycled. To ease our F&B tenants' and Southside area residents efforts in becoming more sustainable, The Link partnered with Green Glass Green for two consecutive years to facilitate glass bottle recycling by setting up recycling bins throughout Stanley Plaza. With more than 200,000 bottles (nearly 69 tonnes of glass) collected up to January 2014, the program successfully established a new model of engaging local residents, businesses and civic organizations in creating a positive environmental impact.

不論是酒樽、汽水樽或醬油瓶，這些由餐廳及住戶每天大量製造的玻璃廢物，均可被回收並循環再用。為支持旗下餐飲商戶及南區居民構建可持續發展社區，領匯連續兩年支持玻璃再生璀璨，於赤柱廣場設置回收點回收玻璃瓶。直至2014年1月，回收超過二十萬個玻璃瓶（接近六十九噸的玻璃），成功凝聚當地居民、商業及政府機構為環保出一分力。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
Year-round
全年

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Green Glass Green
Southern District Council
玻璃再生璀璨
南區區議會



Achievement 成效：
>200,000
Bottles collected
已收集玻璃樽



Ms Hilda Wong, Head of Marketing of The Link (10th from right), Ms Christine Loh, Under Secretary for the Environment (8th from right) and Mrs Chan, Southern District Council Representative, (9th from right) attended the program's reception at Stanley Plaza

領匯市場策劃及推廣主管黃端華（右十）、環境局副局長陸恭蕙（右八）及南區區議會議員陳李佩英（右九）出席在赤柱廣場的「玻璃再生在南區」回收計劃感謝狀頒贈儀式

Lai-See Packet Recycle & Reuse Program 2013

利是封回收重用大行動 2013

Everyone loves distributing lai see packets over Chinese New Year. However, the packets are often thrown away after the festival. The Link, in partnership with Greeners Action, has successfully organized the Lai-See Packet Recycle & Reuse Program in its shopping centres for the past few years. This was the fourth year of the program and collection points have expanded to 80 shopping centres across The Link's portfolio from last year's 50 to allow more people to participate.

農曆新年是人人派利是的喜慶節日，但節慶過後，利是封多被丟棄。為鼓勵公眾回收和重用利是封，領匯過往一直與綠領行動攜手舉辦「利是封回收重用大行動」，反應熱烈。踏入第四年，參與回收的領匯商場更由 50 個增至 80 個，遍佈全港，方便市民參與，減少製造廢物。



The Link leveraged its extensive shopping centre network to support this meaningful program. Lai-see packet collection boxes were placed in 80 shopping centres all across Hong Kong, making it convenient for more people to participate

領匯利用其龐大的商場網絡支持活動，於旗下 80 個商場設置利是封回收箱，地點遍佈全港各區，希望讓更多市民可以參與

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/2/17-3/2

Shopping Centre 商場：
80 shopping centres including
Lok Fu Plaza, Chung Fu Plaza
& Sheung Tak Plaza
80 個領匯商場包括樂富廣場、
頌富廣場及尚德廣場

Promotion Channel 宣傳渠道：
Posters
海報

Promotion Partner 合作夥伴：
Greeners Action
綠領行動

Achievement 成效：
>200,000
Lai-see packets collected
利是回收

Hong Kong - San Francisco Ocean Film Festival

香港三藩市海洋電影節

To support the 2nd Hong Kong - San Francisco Ocean Film Festival, which raised the public's appreciation of the fragile marine eco-system and our sense of urgency in tackling environmental issues and marine conservation, Stanley Plaza was transformed into an open-air theatre where 25 stunning marine documentaries were screened and talented musicians performed. The Hong Kong Shark Foundation also hosted a series of craft workshops at Murray House that highlighted the need for marine conservation.

香港三藩市海洋電影節致力讓大眾了解海洋生態系統的脆弱性，以明白保育海洋的重要性。領匯支持是次活動，把赤柱廣場化身成戶外劇院，放映共 25 套海洋紀錄片，還有技巧高超的音樂家即席伴奏。香港護鯊會亦於美利樓舉辦一系列手工工作坊，宣揚海洋保育的重要信息。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/4/9-14

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
The Southern District Council
南區區議會



The Airmazing Race 2013

索氣大作戰 2013

Air pollution may be a serious issue that plagues the health of many Hong Kong people, but raising awareness and educating the public about the issue need not be. The Link sponsored the Clean Air Network's "The Airmazing Race 2013", unique Hong Kong-wide scavenger hunt that tested the nearly 1,000 participants' knowledge of air pollution issues and their impact. Participants from 80 secondary schools traveled to different checkpoints, including 3 The Link shopping centres, using transportation with low carbon emissions.

香港空氣污染日趨嚴重，是個備受關注的議題，故此有必要教育並加強大眾對空氣污染的認知。有見及此，領匯鼎力支持健康空氣行動「索氣大作戰 2013」，以有趣的尋寶遊戲方式，考驗來自 80 間中學合近 1,000 名參加者對污染問題及其影響的認識。參加者須乘搭低碳排放的交通工具，爭取以最短時間走遍港九新界的指定地點，其中包括領匯 3 個商場，完成與空氣污染相關的任務，教育及娛樂性兼具。



The Link set up a promotion booth at the race's finish point, Chater Garden, to cheer for the participants and provide them with an instant photo-taking service

領匯於活動終點遮打花園設置攤位，為參賽者加油打氣，並免費為參加者拍攝即影即有相片，讓他們留住最珍貴一刻



Lok Fu Plaza, Lei Yue Mun Plaza and Oi Tung Shopping Centre served as checkpoints for "The Airmazing Race 2013". The race attracted a large number of participants and spectators, raising awareness of air pollution issues in Hong Kong

為加強港人對空氣污染的意識，「索氣大作戰 2013」以樂富廣場、鯉魚門廣場及愛東商場為三個據點，吸引大批參加者及駐足觀賞的途人

Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/7/6

Shopping Centre 商場：
Lok Fu Plaza, Lei Yue Mun Plaza
& Oi Tung Shopping Centre
樂富廣場、鯉魚門廣場及愛東商場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
& Online media channels
報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Clean Air Network
健康空氣行動

Achievement 成效：



Hong Kong Green Day

香港綠色日

Green was the color of conscience for the first-ever Hong Kong Green Day on World Environment Day. The Link's staff and tenants came out in full support of Green Council's Hong Kong Green Day by wearing green, with "green shops" offering discounts to green-clad customers and refraining from giving out plastic bags. Beautiful winning entries from the Green Life Photo Competition also graced Lok Fu Plaza as part of the "Rethink" Photo Competition Exhibition.

綠色是響應國際環境日舉行的第一屆「香港綠色日」的顏色。領匯鼓勵員工及樂富廣場商戶一同穿上綠衣、提供優惠予穿綠衣的顧客、及不主動派發購物膠袋等，以行動表示支持是次活動。樂富廣場亦提供場地舉行「Rethink 環保生活攝影比賽」展覽，展出優勝作品，向公眾宣揚綠色生活。



Ms Hilda Wong (middle), Head of Marketing of The Link, was presented with a certificate of appreciation from the organizer, Green Council

領匯市場策劃及推廣主管黃端華(中)代表公司領取主辦機構環保促進會頒發的感謝狀

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/6/5

Shopping Centre 商場：
All shopping centres
全線商場

Promotion Channel 宣傳渠道：
MTR advertisement, Print advertisement,
Posters & Online media channels
港鐵廣告、報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Green Council
環保促進會



As part of the opening ceremony, children performed skits with an environmental protection message

啟動禮邀得小朋友以話劇形式表演，帶出環保的訊息

International Coastal Cleanup 2013 Hong Kong

香港國際海岸清潔運動 2013

Following a cleanup of Stanley Main Beach, Stanley Plaza proudly hosted the kick-off ceremony for the "International Coastal Cleanup 2013 Hong Kong", which shone a spotlight on the severity of pollution in our beaches and coastal water and encouraged residents to take an active part in keeping rubbish out of Hong Kong's beautiful coastline. This is just one of many events where The Link is able to leverage its shopping centres as a platform to spread the word on environmental protection and sustainable living. Organized by Green Council and Ocean Conservancy, the annual event mobilized individuals, schools, charity organizations and businesses to collect and remove trash and debris over a period of seven weeks.

領匯再度全力支持「香港國際海岸清潔運動 2013」，完成赤柱正灘清潔活動，揭幕禮假赤柱廣場舉行，務求提高大眾對海岸清潔的意識，號召市民攜手共創美麗海灣。領匯透過旗下商場平台，不遺餘力推行保護環境及構建可持續生活。如此富意義的年度活動由環保促進會及美國海洋保育協會主辦，鼓勵市民、學生、慈善機構及商業團體於 7 個星期內到海岸清理垃圾及廢料。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/9/21

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Green Council
環保促進會



Officiating guests explained the severity of the global marine pollution problem
主禮嘉賓於台上剖析現時全球海洋污染的嚴重程度



30-Hour Low Carbon Campaign

低碳三十

Hong Kong's first ever 30-hour environmental marathon event showed that a green lifestyle is fun and exciting! The campaign also cast a spotlight on The Link's on-going contributions to environmental sustainability. Over the course of 30 hours, 32 teams (128 participants in all) traveled to seven of The Link's shopping centres to take part in low carbon missions, creating a green buzz all over Hong Kong. The exciting event, along with its important message, was broadcast live by Commercial Radio, reaching an additional 28 million listenership. 3 winning teams respectively embarked on Low Carbon Journeys to South Korea, Taiwan, and Singapore & Malaysia to inspire everyone to adopt a green lifestyle. The campaign was designed to appeal to university students and the youth segment in particular, while establishing The Link as an environmentally conscious brand among the general public.

為讓大眾體驗刺激有趣的綠色生活，領匯策動香港首個名為「低碳三十」的馬拉松式環保盛事，藉以突顯領匯一直在環境持續發展的貢獻。32隊「低碳隊伍」（共128位參加者）連續30小時於領匯旗下7個商場進行連串低碳任務。活動由商業電台全程直播，成功將活動背後之低碳理念向二千八百萬人次傳達，勝出的3隊低碳隊伍更分別啟程到南韓、台灣、新加坡及馬來西亞，向大眾宣揚綠色生活訊息。是次活動吸引大學生及年輕一族之餘，亦於大眾建立領匯的綠色企業形象。

Target Customer 目標顧客：
General Public & Youngsters
公眾及青少年

Date 日期：
2013/8/17-18

Shopping Centre 商場：
7 shopping centres including
Lok Fu Plaza, Stanley Plaza
& Tai Yuen Market
7個領匯旗下商場包括
樂富廣場、赤柱廣場及大元街市

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Radio broadcast, Outdoor billboards
& Online media channels
報刊廣告、海報、電台廣播、
戶外廣告板及網上媒體

Promotion Partner 合作夥伴：
Commercial Radio Hong Kong
香港商業電台



Achievement 成效：

>90
Media coverage
傳媒報導篇幅

Achievement 成效：

90,000
People obtained
the Low Carbon
Campaign Booklet
已索取低碳之旅書冊人數

All low carbon teams decorated the event logo on the Green Wall in Lok Fu Plaza with plants
所有參與隊伍於出發前率先為樂富廣場綠牆上的「低碳三十」標誌蓋上植物



The 30 low carbon teams, together with The Link and the Commercial Radio DJ teams, completed a series of low carbon missions in various shopping centres

30 隊「低碳隊伍」連同領匯隊及商台 DJ 隊在多個領匯旗下商場完成一連串別具意義的低碳任務



Low Carbon Champions DJ Donald Tong, Maria Tang, Kevin Hui, Cher Hung and over a hundred participants gathered at the Gilwell Campsite for the Sharing Night on 17 August

低碳老友 DJ Donald、麻利亞、許程及熊蕭頤與過百名參賽者於 8 月 17 日晚上齊集飛鵝山基維爾營地，一同參與「低碳三十」分享晚會



The 30-Hour Low Carbon Music Concert featured various musical acts at Lok Fu Plaza in support of the low carbon teams

壓軸活動「低碳三十閉幕音樂會」邀得王菀之、C AllStar、Dear Jane 及連詩雅等一眾歌手前來樂富廣場為各「低碳隊伍」打氣



Teams took electric taxis to the Gilwell Campsite to experience the benefits of riding low carbon transport

「低碳隊伍」乘坐電動的士前往飛鵝山基維爾營地，體驗搭乘低碳交通工具的好處



The 3 winning teams went on a 10-day "Low Carbon Journey" to visit low carbon attractions, discover the latest environmental innovations, and experience local green culture and living

勝出的三隊隊伍參加為期十日的「海外低碳之旅」，參觀低碳景點及體驗當地綠色文化



A "30-Hour Low Carbon Campaign Booklet" shared the eye-opening, low-carbon travel experiences of the 3 winning teams. A total of 90,000 copies were distributed free with the 22 November 2013 issue of "U Magazine" as well as at Hong Kong's tertiary educational institutions

《「低碳 30」跳出香港海外低碳之旅》一書，輯錄早前在「低碳 30」活動中勝出的 3 隊低碳先鋒暢遊海外的低碳旅程。共九萬本冊於 2013 年 11 月 22 日出版的《U Magazine》隨書附送，並可以在香港各大專院校免費索取



The Link x Tesla Technology Drives Exhibition

The Link embeds a culture of sustainability across all business units and in its daily operations. We also make good use of our portfolio network to promote environmental protection. In line with this, The Link partnered for the first time with Tesla Motors, the well know American electric carmaker, to launch The Link x Tesla Technology Drives in Stanley Plaza. The exhibition introduced the public to new developments in sustainable technologies and expanded people's awareness and understanding of the role technology play in the world's sustainable growth and development. A specially produced video highlighting The Link's sustainability efforts and Hong Kong first ever zero carbon project "Zero Carbon Building" were also part of the exhibition, which engaged large numbers of curious and fascinated visitors. At the spectacular kick-off ceremony, guests even had a chance to marvel at the first 3D mapping performance with a Tesla Model S.

領匯一直支持社區可持續發展，善用旗下商場網絡將環保概念融入生活。因此，領匯首次與美國著名電動車製造商 Tesla Motors 合作，在赤柱廣場舉辦「領匯 x Tesla Technology Drives」創新科技展覽。展覽透過科技展品，讓市民認識到科技發展，及提高市民對先進科技如何保護地球資源至推動可持續發展的認識。展覽亦包括領匯一直以來對可持續發展所作出的貢獻的錄影片，及香港首個零碳項目「零碳天地」，活動吸引了大批訪客前來參觀。開幕禮上更首次以 3D 掃描技術展示 Tesla Model S，讓在場嘉賓嘆為觀止。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/12/7-28

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
In-mall decoration, Outdoor billboards
& Online media channels
報刊廣告、海報、商場內佈置、戶外廣告板
及網上媒體

Promotion Partner 合作夥伴：
Tesla Motors

Achievement 成效：

>10,000
Participants
參與活動人數



The ceremony was lit up by the renowned Taiwanese light dance crew "Light Fantasy™", who blend LED optics with a unique dance, and was one of the highlights of this fascinating technology exhibition

來自台灣的著名燈光舞團「Light Fantasy™」更即席獻上以特色 LED 光學結合獨特舞蹈風格的表演，為高科技主題展覽牽起高潮



The Link x Tesla Technology Drives Exhibition showcased 3 technologies commonly seen in our daily lives: solar energy, nanotechnology and 3D printing technology. In addition, Zero Carbon Building, the first zero carbon project in Hong Kong, showcased state-of-the-art eco-building design and technologies used by the construction industry to enhance the public's understanding of how technology contributes to sustainable living

展覽展出了太陽能發電、納米技術、3D 科研印刷及「零碳天地」模型，以嶄新手法演繹現今科技如何推動未來可持續發展



Although the famous five-seat premium Tesla Model S electric sedan was not scheduled to make its Hong Kong debut until 2014, a display model was on show at Stanley Plaza during the exhibition. Test drives were available during the exhibition period so visitors could experience the fun of eco-driving in Stanley

2014 年才正式抵港的美國著名電動 5 人房車 Tesla Model S 將率先「駕臨」領匯赤柱廣場，是創新科技促進未來可持續發展的典範。展覽期間，Model S 提供試駕，到場人士有機會在赤柱親身體驗未來環保駕駛的樂趣



Mr Nicholas Sallnow-Smith, Chairman of The Link (3rd from right), Mr George Hongchoy, Executive Director and CEO of The Link (2nd from left) as well as representatives of Tesla Motors, Ms Sei Liu, Mr Kenneth Lui and Mr Mark Webb-Johnson officiated the opening ceremony, indicating the commitment to promote sustainable development

領匯主席蘇兆明（右三）、領匯執行董事兼行政總裁王國龍（左三）、領匯執行董事兼首席財務總監張利民（左二）及 Tesla Motors 代表 Sei Liu、呂建紹及 Mark Webb-Johnson 主持開幕儀式，攜手推動可持續發展

Jockey Club Charles Kao Brain Health Services

賽馬會高錕腦伴同行

To support senior citizens who have been diagnosed with Alzheimer's, a brain degenerative disease affecting memory, The Link supported the Jockey Club Charles Kao Brain Health Services, Hong Kong's first mobile Alzheimer's education and service unit, with an awareness-raising ceremony at Stanley Plaza. Over the next three years, the mobile service vehicle will travel throughout Hong Kong, with stops at The Link's shopping centres, to provide free, one-stop services to people with Alzheimer's and their families.

領匯一直照顧社區內長者的需要，為支援患有腦退化症的長者，全力支持「賽馬會高錕腦伴同行」流動車服務。全港首架服務車假赤柱廣場啟動，並於未來3年走訪全港，其中包括多個領匯商場，為腦退化症患者及其家人提供免費一站式的支援服務。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/5/27

Shopping Centre 商場：
All shopping centres
全線商場

Promotion Channel 宣傳渠道：
Print advertisement, Posters
& Online media channels
報刊廣告、海報及網上媒體

Promotion Partner 合作夥伴：
St James' Settlement
HK Jockey Club Charities
Charles Kao Foundation
聖雅各福群會
香港賽馬會慈善信託基金
高錕慈善基金



Outward Bound Adventure Race 2013

外展越野挑戰賽 2013

The Link supported Outward Bound Adventure Race 2013 to promote a healthy and sustainable lifestyle. Stanley Plaza, with its open-air Piazza overlooking the waterfront, was the perfect finish for this outdoor adventure race. The race not only helped develop Hong Kong's future leaders, but also raised funds for underprivileged youths to join Outward Bound's courses.

領匯支持「外展越野挑戰賽 2013」，以宣揚可持續的健康生活。比賽以赤柱廣場的臨海露天廣場為活動的終點，希望為培育未來社會領袖出分力之餘，並藉此幫助基層青少年。



Target Customer 目標顧客：
Youngsters 青少年

Date 日期：
2013/3/10

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Outward Bound Hong Kong
香港外展訓練學校



"Love Leads the Way" Guide Dog Campaign

「以愛引路」導盲犬項目

The Link aims to foster an inclusive community by ensuring that its shopping centres provide barrier-free access & facilities and accommodate people's different needs. The "Love Leads the Way" Guide Dog Campaign made The Link's shopping centres guide dog-friendly shopping centre and welcoming to visually-impaired people. We are Hong Kong's first network to welcome guide dogs, with 200 of our frontline staff trained to provide appropriate assistance to guide dogs and their users. The Link has also partnered with Hong Kong Guide Dogs Association to use the shopping centres to train up new guide dogs, and launched a public education exhibition in over 10 of The Link's shopping centres, increasing public understanding and acceptance of guide dogs.

領匯一直致力宣揚社區共融，在旗下商場設立無障礙通道及設施照顧不同人士的需要。為貫徹無障礙的宗旨，領匯在旗下全線商場推出「以愛引路」導盲犬項目，歡迎視障人士帶同導盲犬進出商場。領匯更善用其商場網絡與香港導盲犬協會合作，為近 200 名領匯商場的前線員工提供培訓，讓他們學習正確對待導盲犬及其主人的態度和方法，亦提供商場場地作訓練導盲犬之用。超過 10 個商場已舉辦了導盲犬項目宣傳展覽，藉以加深大眾對導盲犬的認知及接納，實踐關愛理念。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/6/8 onwards 起

Shopping Centre 商場：
All shopping centres
全線商場

Promotion Channel 宣傳渠道：
Leaflets, MTR advertisement, Posters
& Online media channels
宣傳單張、港鐵廣告、海報及網上媒體

Promotion Partner 合作夥伴：
Hong Kong Guide Dogs Association
(HKGDA)
香港導盲犬協會



Mr Tsang Kin-ping, Vice-chairman of the Hong Kong Guide Dogs Association, demonstrated how a guide dog gave him directions

香港導盲犬協會副會長曾建平在啟動禮暨新聞發布會上親身示範導盲犬如何為他指示方向

Kids' Speech Therapy Community Outreach Program

恩語之聲 - 言語治療社區推廣計劃

Supporting the positive development of children, especially those with special needs, is close to The Link's heart. Through our network of shopping centres, we are able to reach children and their parents all over Hong Kong with the Kids' Speech Therapy Community Outreach Program organized by Benji's Centre. Over the course of the year, the program organized in-mall exhibition & workshop that raised awareness of speech disorders and the availability of professional speech therapy for children.

領匯支持為有特別需要的兒童構建正面的發展環境。透過領匯商場網絡，我們能夠藉庭恩兒童中心舉辦的「恩語之聲」計劃，為全港有需要的兒童及其家長提供支援。活動全年於不同領匯商場舉辦展覽及講座，以加深大眾對語言障礙的認知及了解，並為有需要接受治療的兒童提供渠道，及早獲得專業治療。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/7/14-12/21

Shopping Centre 商場：
8 shopping centres including
Lok Fu Plaza, Tai Wo Plaza
& Leung King Plaza
8 個領匯商場包括樂富廣場、
太和廣場及良景廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Benji's Centre
庭恩兒童中心



Race with Pink Heels 2013

粉紅高跟鞋慈善競跑比賽 2013

For the 2nd consecutive years, Stanley Plaza was transformed into a sea of pink as passionate people from all around Hong Kong came together to raise awareness of the hereditary risks of breast, ovarian and prostate cancers and funds for underserved, high-risk families to undergo BRCA testing and genetic counseling. The Link actively supports many such impactful events to contribute on community.

領匯一直致力推動社區可持續發展，為提升大家對遺傳性乳癌、卵巢癌及前列腺癌的認識與關注，「粉紅高跟鞋慈善競跑比賽」連續兩年於赤柱廣場舉辦。活動旨在籌款，用以幫助經濟困難的高危家庭提供免費 BRCA 基因突變測試和輔導服務。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/11/23

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Hong Kong Hereditary Breast
Cancer Family Registry
香港遺傳性乳癌家族資料庫



Yan Oi Tong Zombie Charity Walk

喪"施"愛心仁愛夜

Stanley Plaza was overrun by Zombies to benefit a great cause. Adding meaning to Halloween fun, the Yan Oi Tong Zombie Walk for Charity was a fund-raising evening in support of Yan Oi Tong's Love and Care Project, which provides immediate financial assistance to families who have encountered natural disasters or accidents.

喪屍群驚嚇集結於赤柱廣場為做善事。為支持仁愛堂「仁間有愛」支援計劃，幫助受天災或意外影響的家庭和有需要的社群，赤柱廣場舉辦喪"施"愛心仁愛夜籌款活動，與大家一起歡度有意義的萬聖節。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/10/26

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Yan Oi Tong
仁愛堂



The Link x Food Angel Surplus Food Recycling Collection & Donation Program

領匯 x 「惜食堂」剩食回收及轉贈計劃

Reducing food waste is a cornerstone in any comprehensive sustainability strategy. To support our fresh market tenants' efforts to donate their leftover food to underprivileged communities, The Link partnered with Food Angel, a food rescue and redistribution organization established by Bo Charity Foundation to launch surplus food and donation program. The initiative has been extended to 6 fresh markets since it launched in November 2013.

減少浪費食物是每一個可持續發展計劃必不可少的環節。為鼓勵鮮活街市商戶將售賣剩餘的食物轉贈給有需要人士，領匯特別與「惜食堂」(小寶慈善基金)攜手推行剩食回收及轉贈計劃。計劃先在領匯旗下 6 個鮮活街市推行，並於來年延伸至其它街市。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/11/24

Shopping Centre 商場：
6 fresh markets including
Sheung Tak Market, Chuk Yuen Market
& Oi Man Market
6 個領匯街市包括尚德街市、竹園街市
及愛民街市

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Food Angel
惜食堂

Achievement 成效：

>4,000
Meal boxes distributed
已轉贈食物盒

Diamond Sedan Competition 2013

鑽橋比賽 2013

The Link's commitment to cultivating a more inclusive community extends beyond ensuring its shopping malls are equipped with barrier-free access. The Link supported The Diamond Sedan Competition 2013, which brought together physically-challenged and able-bodied people for an afternoon of friendly competition to enable the public to better understand the needs of wheelchair users.

領匯銳意構建共融社區，全力於旗下商場提升通道無障礙設施。領匯連續兩年支持「鑽橋」比賽，讓傷健及健全人士無分彼此，齊來參加此項有意義的活動，藉以加深大眾對無障礙的關注。



Mr Nicholas Sallow-Smith, Chairman of The Link Management Limited (2nd from left), Mrs Patricia Yuen, Executive Director, EGL Tours Company Limited (2nd from right), Mr Joseph Ngai, Chairman of Diamond Cab (1st from right) and other guests kicked off the event

領匯管理有限公司主席蘇兆明先生(左二)、東瀛遊執行董事李寶芬女士(右二)及鑽的主席倪以理先生(右一)與參賽隊伍一同出席開幕典禮，為活動揭開序幕

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/12/15

Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Posters & Online media channels
海報及網上媒體

Promotion Partner 合作夥伴：
Diamond Cab
鑽的



Athletes with and without disabilities participated in the Diamond Sedan Competition to foster social harmony

傷健人士齊心參加比賽加強社會共融的訊息

凝聚商戶 活動

Tenant Engagement Campaign



Job Fair

培訓就業展

One of the ways The Link serves our tenant is by connecting job seekers with employment opportunities at tenant companies. Over 2,500 jobs were up for grabs at two Job Fairs held at The Link's shopping centres, an effective employee recruitment platform for tenants that also helped boost employment in that district. There were also career talks and the Employees Retraining Board offered information on training courses and services.

領匯一直為旗下商戶的可持續發展著想，同時亦為社區求職者開拓求職渠道，因此於旗下兩個商場分別舉行大型招聘會，共提供 2,500 個職位，構建有效的平台讓其商戶招聘員工，藉以刺激該區的就業情況。招聘會亦為居民提供相關培訓課程資訊。



The Link is dedicated to enhancing the business environment at its shopping malls and creating job opportunities with its tenants

領匯一直致力提升旗下商場的營商環境，更與商戶攜手創造就業機會

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/5/20 & 9/2

Shopping Centre 商場：
Chung Fu Plaza
& Lung Cheung Plaza
領富廣場及龍翔廣場

Promotion Channel 宣傳渠道：
Print advertisement, Posters,
Online media channels
& Recruitment booths
報刊廣告、海報、網上媒體及招聘攤位

Promotion Partner 合作夥伴：
Hong Kong
Employment Development Service
香港職業發展服務處

Achievement 成效：

>2,500
Job opportunities
provided
提供職位數目

Achievement 成效：

>20
Companies participated
參展僱主



香港職業發展服務處

合作伙伴：領匯
The Link

龍翔培訓就業日

2013年5月20日(星期一)
上午11時至下午6時
黃大仙龍翔廣場一樓



摩登大妗SHOW 3:00PM

培訓1分鐘 (3:30PM-4:30PM)
Minutes To Train

1分鐘完成指定培訓技能項目，
包括：捲髮、夾鏈及摺衫等，
即獲精美禮品。

即場試玩！

即場報讀ERB「人才發展計劃」課程
超過100項再培訓課程
助你提升技能

11間公司

In collaboration with the Hong Kong Employment Development Service, a non-profit organization, The Link hosted the Job Fair at Lung Cheung Plaza in Wong Tai Sin

領匯聯同香港職業發展服務處於黃大仙龍翔廣場舉行「龍翔培訓就業日」



There were a wide variety of job opportunities in different industries

參展商戶來自不同行業，提供的職位種類繁多

The Link Tenant Academy - Shopping Centres

領匯商戶學堂 - 商場篇

The Link works with our tenants to ensure they have the best environment in which their businesses can flourish. As part of that commitment, we established The Link Tenant Academy to provide free monthly seminars and workshops on useful topics in four key areas: business operations, business management, market trend analysis and customer services & sales techniques. Experts and celebrity speakers shared the practices to help tenants improve their business skills and enhance their competitiveness. Courses were well attended and were especially popular among our small to medium-sized tenants who may not have resources to provide training for their own staff.

領匯致力打造優越營商環境，滿足商戶的不同需求。為令商戶盡量發揮長處及把握商機，特意創立「領匯商戶學堂」，每月為旗下商戶免費提供講座及工作坊，教導他們如何拓展商機，與時並進。學堂內容豐富，主要針對營運、管理、市場走勢、客戶服務及銷售技巧等四大方面，全由資深專業人士及專家作演講嘉賓，藉以協助商戶自我增值並加強競爭力。學堂尤其針對欠缺充足資源為員工培訓的中小型商戶，深受商戶歡迎。

Target Customer 目標顧客：
Tenants 商戶

Date 日期：
Monthly
每月

Shopping Centre 商場：
All shopping centres
全線商場

Promotion Channel 宣傳渠道：
Circulars, Posters, eDM
& Online media channels
通訊、海報、電子直銷函件及網上媒體

Achievement 成效：

>11,100
Participants
參與活動人數



A speaker taught tenants how to enhance customers' shopping experience

講者分享如何提升顧客購物體驗



Tenants received certificates of attendance upon completion of a seminar of The Link Tenant Academy

商戶參加商戶學堂之講座並獲取出席證書



The Link Tenant Academy - Fresh Markets

領匯商戶學堂 - 街市篇

Building on the success and popularity of The Link Tenant Academy for our retail tenants, The Link expanded our free business seminar and workshop series to our fresh market tenants with topics catered to their particular business needs and market environment. Seminars have been held on shop front design, fresh market trends, modern eating habits and the 5S management concept. These seminars have been very well received with an average of 80% of tenants attending at each market.

繼為零售商戶度身訂造的講座反應熱烈，領匯將增值服務計劃延伸至鮮活市場商戶，為他們免費舉辦座談會及工作坊，按照其獨特營運模式及市場環境，教授營商關鍵之道，內容涉及多個實用範疇，如舖面設計、鮮活街市前景、現代飲食趨勢及 5S 管理概念，無不傾囊相授。每個街市的講座參加商戶平均達 80%，好評如潮。

Target Customer 目標顧客：
Tenants 商戶

Date 日期：
2013/1/24, 2/24, 7/4, 8/20, 8/23

Shopping Centre 商場：
All fresh markets
全線街市

Promotion Channel 宣傳渠道：
Circulars, Posters, eDM
& Online media channels
通訊、海報、電子直銷函件及網上媒體

Achievement 成效：



500
Participants
參與活動人數



Course offering expanded to fresh market tenants in 2011 with practical seminars tailored to their specific needs

2011 年「領匯商戶學堂」擴展至鮮活街市商戶，特別為街市商戶度身訂造實用性講座



Dah Sing The Link Happy Visa Card Summer Fever - I Like It!

大新領匯 Happy Visa 卡夏日狂熱我至 Like

The hot summer months are the ideal time to boost customer spending in The Link's shopping centres. Partnering with Dah Sing Bank, The Link launched the Happy Visa Card Summer Utilization Program to stimulate sales. For a total spending of HK\$300 or higher at designated The Link shopping centres, Happy Visa Card shoppers could redeem a wide range of attractive gifts. The redemption program was widely promoted by Dah Sing Bank and The Link to great success, with a 5 fold increase in redemption over the previous year.

領匯旗下商場擁有多元化的商戶，絕對是市民於暑假期間購物消閒的好去處。領匯與大新銀行攜手推出 Happy Visa 卡夏日簽賬推廣活動，為商戶創造無限商機。顧客只須於領匯指定購物商場憑 Happy Visa 卡單一簽賬滿 300 港元，即可免費換領一系列精美禮品。是次活動由大新銀行及領匯大力宣傳，反應熱烈，換領禮品的顧客數目比往年大幅提高超過五倍，成績斐然。



Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/8/1-9/30

Shopping Centre 商場：
27 shopping centres including
Lok Fu Plaza,
Oi Tung Shopping Centre
& Wong Tai Sin Plaza
27 個領匯商場包括樂富廣場、
愛東商場及黃大仙中心

Promotion Channel 宣傳渠道：
SMS promotion,
Online media channels,
Bank statement promotion banner
& In-mall decoration
手機短訊推廣、網上媒體、銀行月結單
廣告及商場內佈置

Promotion Partner 合作夥伴：
Dah Sing Bank
大新銀行

Achievement 成效：

800
Cardholders entitled to
gift redemption
換領禮品人數

Achievement 成效：

>1,150
Happy Merchants
開心商戶數目



Dah Sing Bank brought the shoppers "Summer Fever - I LIKE Rewards" - Shoppers who spent with Dah Sing The Link Happy Visa Card and could enjoy the "I LIKE" Rewards

大新銀行送上「夏日狂熱至 Like 賞」，憑大新領匯 Happy Visa 卡簽賬消費，即賞「至 Like」獎賞

CNY Tenant Celebration

領匯新春開市春茗

The Link celebrated the year of the Snake with tenants at the renovated Oi Man Plaza. The celebration brought together over 120 tenants and tenant associations for the CNY celebration ceremony followed by a scrumptious and bountiful lunch in the bowling centre at Oi Man Plaza.

領匯率領一眾商戶全人，於蛇年在全新愛民廣場慶祝新春開市，並祝各商戶生意興隆、丁財兩旺。當日更於愛民廣場內的保齡球體育館設新春自助午餐，招待超過 120 位商戶及多個商戶協會團體，與大家冀願新一年撈起常滿、豐衣足食。

Target Customer 目標顧客：
Tenants 商戶

Date 日期：
2013/2/19

Shopping Centre 商場：
Oi Man Plaza
愛民廣場

Promotion Channel 宣傳渠道：
Bus advertisement, Posters,
Direct mailing & Online media channels
巴士廣告、海報、直銷函件、
及網上媒體



Mr George Hongchoy, Executive Director and CEO of The Link (4th from right), Mr Andy Cheung, Executive Director and CFO of The Link (3rd from right) and representatives of tenants' associations officiated "The Link Chinese New Year Celebration cum Oi Man Plaza Grand Opening" at Oi Man Plaza

領匯執行董事兼行政總裁王國龍（右四）、執行董事兼首席財務總監張利民（右三）聯同旗下多個商場的商會主席，為「領匯新春開市春茗」主持開市儀式



Mr Alion Yeo, a renowned fortune teller, shared lucky tips for the year of the Snake with hundreds of guests

知名堪輿學家楊天命師傅與過百位出席開市午宴的商會代表及商戶，分享開市開運招數，令一眾領匯商戶能更風生水起，越撈越有



Stanley Plaza Magazine

赤柱廣場雜誌

For many Southside residents and those who enjoy its distinctive lifestyle, *Stanley Plaza* magazine is their quarterly go-to guide for all the best that Stanley Plaza and its surrounding neighborhood has to offer each season. From featuring special events and promotional activities to highlighting tenants' offerings, the stylishly laid-out lifestyle magazine has a wide readership that attracts footfall to Stanley Plaza from all over Hong Kong. The magazine is distributed free in target areas such as Mid-Levels, Happy Valley, Kowloon Tong and Homantin as well as in private clubs and by insertion to *Time Out* magazine.

《赤柱廣場雜誌》是推介赤柱廣場及其區內特色的季刊，對於許多追求獨特生活享受的南區居民來說，是必讀恩物。由時尚的版面設計，到內容環繞最新的節目、推廣活動及商戶精選優惠，都深受大批讀者喜愛，並成功帶動赤柱廣場區內外的人流。市民可於半山區、跑馬地、九龍塘及何文田等指定地區或指定私人會所免費索取。雜誌同時於《Time Out》雜誌隨書附送。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
Quarterly Magazine
季刊

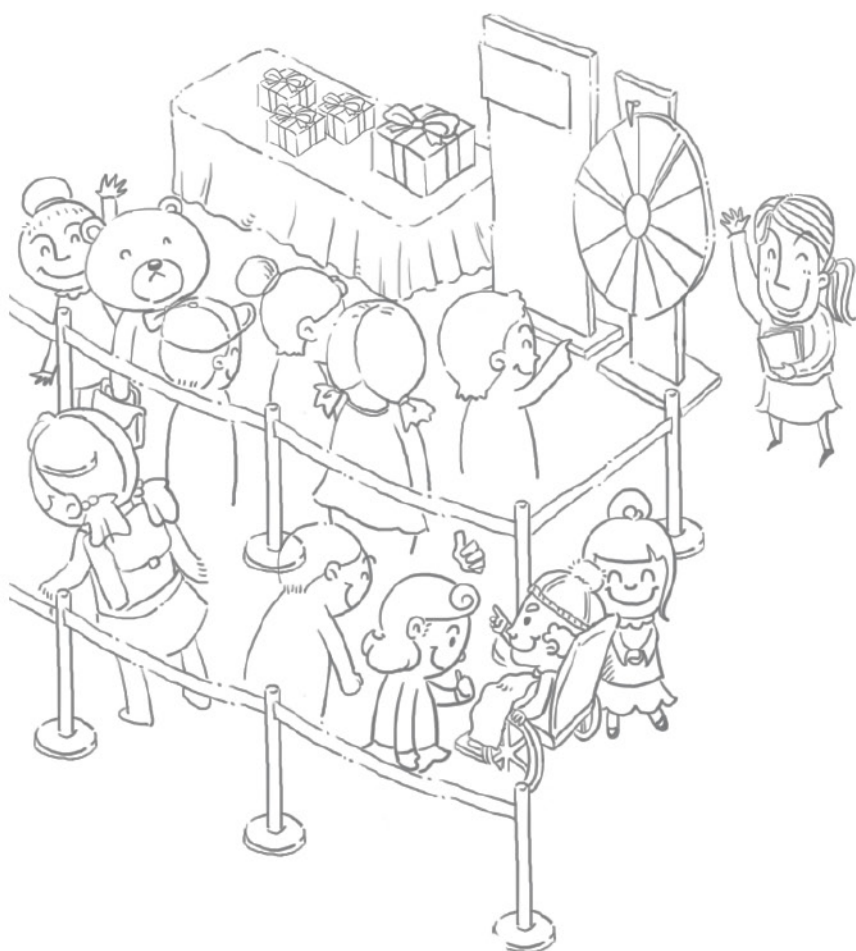
Shopping Centre 商場：
Stanley Plaza
赤柱廣場

Promotion Channel 宣傳渠道：
Print advertisement, Direct mailing
& Online media channels
報刊廣告、直銷函件及網上媒體



資產提升 項目推廣活動

Asset Enhancement Initiative (AEI) Project Promotion





Oi Man Plaza Launch Campaign

愛民廣場開幕活動

To celebrate Oi Man Plaza's 40th anniversary and its makeover, The Link invited tenants, merchant associations, and journalists to attend the Oi Man Plaza Grand Opening Ceremony, where guests could visit the "Forty Years of Oi Man" Wall of Fame and learn about Oi Man's history. To entice shoppers to try out the brand-new shopping experience at Oi Man Plaza and Oi Man Market, The Link also launched an attractive spending rewards program that shoppers could win instant prizes in the "Guessing Game", receive taxi fare rebates on weekends and public holidays or enjoy free parking, gas voucher and discounts at the newly built Ho Man Tin Bowling Sports Centre. The program was widely promoted with leaflets distributed via direct mailing to households in Kowloon Tong and Homantin district.

為慶祝愛民廣場四十週年及其優化工程竣工，領匯邀請眾多商戶、商戶聯會及各方媒體出席愛民廣場開幕典禮，並邀請嘉賓參觀「愛民畫出彩虹四十載故事閣」，重溫愛民廣場的歲月點滴。為鼓勵顧客親身體驗全新愛民廣場及愛民街市的購物樂趣，領匯同時推出消費獎賞計劃。顧客消費可贏走豐富獎品，更可享受週末及公眾假期的士費回贈、免費泊車優惠、入油禮券及保齡球體育館的折扣待遇，滿足不同顧客的需要。是次推廣活動透過直銷函件，大規模向九龍塘及何文田區內住戶宣傳。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/2/19-4/18

Shopping Centre 商場：
Oi Man Plaza
愛民廣場

Promotion Channel 宣傳渠道：
Bus advertisement, Posters,
Direct mailing & Online media channels
巴士廣告、海報、直銷函件及網上媒體

Achievement 成效：

>26,000
Participants
參與活動人數





The renovated Oi Man Market boasts on enhanced layout and a European feel

優化後的愛民街市注入外國鮮活街市元素，通道寬敞空氣流通，間隔佈局簡潔整齊





Chung Fu Plaza Presents New Shopping Experience

活力頌富 生活添笑面

In celebration of Chung Fu Plaza's refurbishment, The Link launched a series of events including Parent-child Magic Training Workshop and Sunday Lucky Draw to stimulate sales and generate awareness, excitement and traffic for the shopping centre and tenants. In particular, The Link targeted families and tourists by distributing booklets near the plaza, to neighboring residential households and at cross-border bus stops. In addition, the launch was heavily advertised on the Light Rail, bus and MTR West Rail, The Link also invited 29 weibo bloggers to visit Chung Fu Plaza, generating plenty of online buzz in the Mainland.

頌富廣場優化工程竣工後，領匯隨即推出連串推廣活動，包括「親子魔法訓練班」及「週日大獎賞」，鼓勵市民到頌富廣場體驗全新購物樂趣，為商戶創造商機。領匯更印刷宣傳刊物，於商場附近、鄰近住宅及毗鄰跨境巴士站派發，吸引外地旅客及鄰近區域市民到訪。領匯於輕鐵、港鐵西鐵及巴士大肆宣傳，更誠邀 29 位知名微博博客前來參觀體驗廣場新面貌，以激發網上論壇熱話。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/10/27-12/29

Shopping Centre 商場：
Chung Fu Plaza
頌富廣場

Promotion Channel 宣傳渠道：
Bus advertisement, LRT advertisement,
MTR advertisement, Direct mailing,
& Online media channels
巴士廣告、輕鐵廣告、地鐵廣告、直銷函件
及網上媒體

Achievement 成效：

>50,000
Participants
參與活動人數



The advertising campaign was launched in Tin Shui Wai, Yuen Long and the Mainland
推廣活動觸及天水圍區、元朗區及內地居民





Free magic workshop for parents and kids
適合一家大小參與的免費魔術訓練班



活力頌富 生活添笑臉

頌富旗下嶄新的頌富廣場在首期優化工程完成後，引入不同類型的商戶，並推出一連串的精彩活動，為市民帶來更多元化消費購物新體驗。

週日大獎賞

送出總值超過HK\$200,000豐富禮品

顧客只須於頌富廣場及同屬5個商場內任何商戶消費滿HK\$50或以上，憑即日機印發票1張，即可換取抽獎券（最多可換2張）。參加連週日舉行的抽獎活動，有機會贏取潮流電子產品、家庭電器及健康產品等豐富禮品，消費越多中獎機會更大！所有於推廣期內收集的抽獎券，更可參加12月29日舉行的屋輪大抽獎！

活動詳情

消費日期：2013年10月28日至12月29日（星期日）
參與商場：頌富廣場、頌富廣場、天耀商場、天頌商場、天澤商場、天裕商場、天盛商場
抽獎券換領地點：上述商場之顧客服務台
抽獎券換領時間：中午12時至晚上8時

抽獎詳情

週日大抽獎：2013年10月28日至12月22日（逢星期日）
屋輪大抽獎：2013年12月29日（星期日）
抽獎券收集截止時間：逢星期日下午3時
抽獎時間：逢星期日下午5時
抽獎地點：頌富廣場顧客服務台

查詢電話：3523-3392
 推廣生意的發賣牌照號碼：XXXXX

免費親子魔法訓練班

顧客於頌富廣場任何商戶消費滿HK\$50或以上，憑即日機印發票1張，即可換取參加証一張，免費與一位6至12歲小朋友一同參加「親子魔法訓練班」。

日期：2013年10月27日至12月29日（逢星期日）
時間：下午2時、2時45分、3時30分、4時30分（每30分鐘）
地點：頌富廣場

免費泊車優惠

顧客於頌富廣場消費滿HK\$100或以上，憑即日機印發票1張，即可享1小時免費泊車優惠；消費滿HK\$500或以上，憑即日機印發票最多2張（每張發票必須滿HK\$100或以上，其中一張必須由食肆發出），即可享最多3小時免費泊車優惠及獲贈精美汽車太陽檔一個。（數量有限，送完即止）

日期：2013年10月27日至12月29日
時間：上午10時至晚上10時（以入車時間計算）

*活動內容如有更改，請參閱場內宣傳品。

印刷日期：2013年10月





Asset Enhancement Initiative Project Promotion - Sales Stimulation Program

資產提升項目 - 顧客消費推廣活動

The Link invests heavily in continuously refurbishing our shopping centres and upgrading their facilities. During each Asset Enhancement Initiative (AEI), The Link creates programs to continue to attract traffic and stimulate sales while work is being carried out. Following each AEI, The Link proudly showcases the rejuvenated shopping centres and introduces our shoppers to the new environment and tenants with attractive sales reward programs, entertainment and joyful celebration events.

領匯一直透過優化商場及其設施以提升商場的潛力。於每個資產提升項目期間，領匯均會推出推廣活動以保持人流暢旺及刺激顧客消費。優化工程竣工後，領匯更安排連串開幕宣傳和消費獎賞活動，藉以推廣全新的商場購物體驗。



The Link launched a sales promotion program in March at Lei Yue Mun Plaza to draw greater customer spending and traffic. Lei Yue Mun Plaza sales promotion program featured F&B tenants, which effectively drew greater customer spending and traffic and built the loyalty among neighbouring residents living in Yau Tong district

針對餐飲商戶的鯉魚門廣場消費推廣活動成功吸引人流增加消費，於油塘區建立忠心客戶群，帶動區內經濟

Target Customer 目標顧客：
General Public 公眾

Date 日期：
Lei Yue Mun Plaza
鯉魚門廣場
2013/3/2-31

Choi Wan Shopping Centre
彩雲商場
2013/7/27-9/29

Yau Oi Commercial Centre
& On Ting Commercial Centre
友愛商場及安定商場
2013/10/1-11/30

Leung King Plaza
良景廣場
2013/11/28-2014/1/30

Shopping Centre 商場：
Lei Yue Mun Plaza,
Choi Wan Shopping Centre,
Yau Oi Commercial Centre,
On Ting Commercial Centre
& Leung King Plaza
鯉魚門廣場、彩雲商場、友愛商場、安定商場
及良景廣場

Promotion Channel 宣傳渠道：
Posters, Direct mailing, Leaflets,
Online media channels
& In-mall decoration
海報、直銷函件、宣傳單張、網上媒體
及商場內佈置

Achievement 成效：

>21,500
Participants
參與活動人數



Over 30,000 leaflets were distributed to neighboring residents, families, housewives & students via promoters and direct mailing

利用宣傳大使及直銷函件方式，向鄰近居民、家庭、主婦及學生，派發超過三萬份宣傳單張



Strategically promoted fashion brands within Leung King Plaza by offering HK\$20 coupon and tenants' festive & exclusive offers to stimulate spending and customer traffic at fashion shops

領匯於旗下良景廣場積極宣傳時裝品牌，藉以吸引人流增加消費，包括派發 20 港元現金券及商戶節日獨家優惠



Participating tenants provided special privileges, offers and gifts, which attracted more shoppers to patronize the shopping centre, stimulating sales.

參與飲食推廣的商戶供顧客尊享消費禮遇，如折扣優惠、禮品等，進一步吸引人流及刺激場內消費。



The market block of Oi Ting Commercial Centre has been fully upgraded after two years of asset enhancement work, providing 22 shops of different variety

經約 2 年的優化工程，安定商場已全面升級，提供多達 22 間不同種類的商舖和食肆。



Customers who spent at both Choi Wan Shopping Centre and fresh market during the promotion period could participate in our game booth and win fabulous prizes

顧客於推廣期內，在彩雲商場及街市內各消費一次，即可參加攤位遊戲，有機會獲得豐富禮品



樂富街市 Lok Fu Market



Lok Fu Market Launch Campaign

樂富街市鮮活啟動

After a year of renovations, Lok Fu Market kicked off its Grand Opening celebration on 3 December 2013 with officiating guests and celebrity chefs hitting a giant sake bottle to unveil a series of dining events and promotions to spread the joy of cooking from December 2013 to March 2014. The Link partnered with Metro Radio program "Happy Family" and "La Gourmet" to share Lok Fu Market's brand-new shopping experience, which attracted curious shoppers from neighboring districts to visit and spend at Lok Fu Market. Shoppers who spent a certain amount could redeem tickets to join a "Grand Tasting Journey," and accompany celebrity chefs on a journey through Lok Fu Market to select fresh ingredients before watching them create delicious dishes. The first ever "Junior Shoppers" program and grand rewards program were also rolled out at Lok Fu Market.

經過近一年的優化工程，全新樂富街市於 2013 年 12 月 3 日舉行開幕慶典，並邀請主禮嘉賓及星級名廚齊聲敲打日本巨型清酒，為街市打響頭炮。為推廣家居入廚樂，領匯與新城電台節目「開心家天下」及「飲食得喜」合作，於 2013 年 12 月至 2014 年 3 月期間，推出連串飲食推廣活動，吸引大批區內區外顧客前來購物消費。顧客凡消費滿指定金額，即可免費參加「名廚品味之旅」，與名廚一同到樂富街市，即場選購新鮮時令食材兼欣賞名廚炮製特色美食。領匯更首創「細路也 Shopping」及重量級消費獎賞活動，吸引顧客消費，為商戶帶來商機。

Target Customer 目標顧客：
General Public 公眾

Date 日期：
2013/12/3-2014/3/16

Shopping Centre 商場：
Lok Fu Market
樂富廣場

Promotion Channel 宣傳渠道：
MTR advertisement, Bus advertisement,
Outdoor billboards, Radio broadcast,
Posters, Direct mailing
& Online media channels
港鐵廣告、巴士廣告、戶外廣告板、電台廣播、
海報、直銷函件及網上媒體

Promotion Partner 合作夥伴：
Metro Radio
新城電台

Achievement 成效：

>20,000
Participants
參與活動人數



The "Junior Shoppers" program, which aims to boost kids' confidence in the market and help them develop a greater sense of independence, was held between December 2013 and March 2014

12 月至 3 月期間特別舉辦「細路也 Shopping」，參加的小朋友於整潔又環境舒適的樂富街市獨立完成購物任務



Metro Radio program "Happy Family" was live broadcast in Lok Fu Market to share the joy of cooking

新城電台節目「開心家天下」移師全新領匯樂富街市作現場直播，帶來多重饕餮樂煮



To celebrate the Grand Opening of Lok Fu Market, The Link partnered with Metro Radio's program, "Happy Family" and "La Gourmet" to launch a series of dining events from December 2013 to March 2014. After the asset enhancement works, Lok Fu Market has become cleaner and more spacious with a more diverse tenant mix to increase customers' shopping sentiment

為慶祝全新樂富街市正式開幕，領匯特別夥拍新城電台節目「開心家天下」及「飲食得喜」，推出了一系列精心設計的飲食活動，帶顧客逛街市選食材兼炮製美食，感受非一般買菜新體驗。而完成優化工程的樂富街市，環境通爽潔淨又格外寬敞，店舖組合變得更多元化，提升顧客購物意慾



Mr George Hongchoy, CEO of The Link Management Limited (Middle), Ms Ma, representative of Lok Fu Shopping Centre Merchant's Association (2nd from left) and Mr Au, representative of Lok Fu Market Tenants (1st from left), Mr Bob Lam, host of Metro Radio "Happy Family" (2nd from right), Mr Ricky Cheung, celebrity chef and host of Metro Radio "La Gourmet" (1st from right), officiated the opening ceremony of the brand new Lok Fu Market

領匯管理有限公司行政總裁王國龍(中)、樂富中心商會主席及汕頭市政協委員馬麗媚(左二)、樂富街市商戶代表歐志偉(左一)、新城節目「開心家天下」主持人 Bob Lam(右二)、新城節目「飲食得喜」主持人 Ricky Cheung(右一)主持全新領匯樂富街市開幕典禮



About The Link

關於領匯



The Link Real Estate Investment Trust (Hong Kong stock code: 823) ("The Link") is the first real estate investment trust listed in Hong Kong, and Asia's largest REIT and one of the world's largest retail focused REITs in terms of market capitalisation.

Wholly owned by private and institutional investors, with 100% free float, The Link has been listed in Hong Kong since November 2005. Hong Kong Government does not hold any interest of The Link, or participate in our operations.

Our portfolio consists of properties with an internal floor area of approximately 11 million square feet of retail space primarily serving shoppers' daily needs, and approximately 80,000 car park spaces.

Our asset enhancement works, encompassing physical structure, trade-mix, customer service and promotional activities, have rejuvenated the shopping environment. Thirty-two asset enhancement projects have been completed, with a total investment close to HK\$3 billion.

Asset enhancement at The Link's flagship Lok Fu Plaza has brought in nearly 200 quality tenants, offering a one-stop dining, shopping and leisure experience. Stanley Plaza was transformed into a family-oriented lifestyle and leisure destination. By introducing new design elements, asset enhancement of Tai Yuen Market has turned a new chapter in fresh market development.

Our sustainability framework, covering areas like community, tenant and environment, guides our progress towards sustainability. The newly launched "The Link Together Initiatives" has furthered our community engagement through donations and sponsorships.

領匯房地產投資信託基金（香港上市編號：823）是首家香港上市及以市值計亞洲地區最大型房地產投資信託基金，亦是全球以零售為主最大的房地產投資信託基金之一。

領匯自 2005 年 11 月在香港上市，並全數由私人及機構投資者持有，公眾持股量達 100%。香港政府並無持有領匯任何權益，亦無參與其營運。

物業組合有內部樓面面積約 1,100 萬平方呎零售物業，為顧客提供日常所需，另有約 80,000 個泊車位。

透過優化商場、加強零售及飲食選擇、改善顧客服務、舉辦多元化推廣活動，為購物環境注入新活力。已完成的資產提升優化項目共 32 個，投資額近 30 億港元。

優化工程為旗艦樂富廣場引入近 200 間優質商戶，創造一站式餐飲購物消閒體驗。臨海物業赤柱廣場則蛻變成適合一家大小的地標性休閒好去處。而大元街市於優化後，注入多項新元素，讓鮮活街市行業邁向新紀元。

業務營運以可持續發展為重點，涵蓋社區、商戶、環境等多個範疇。新開展的「愛·匯聚計劃」，透過捐款及贊助等途徑，進一步加強社區參與。



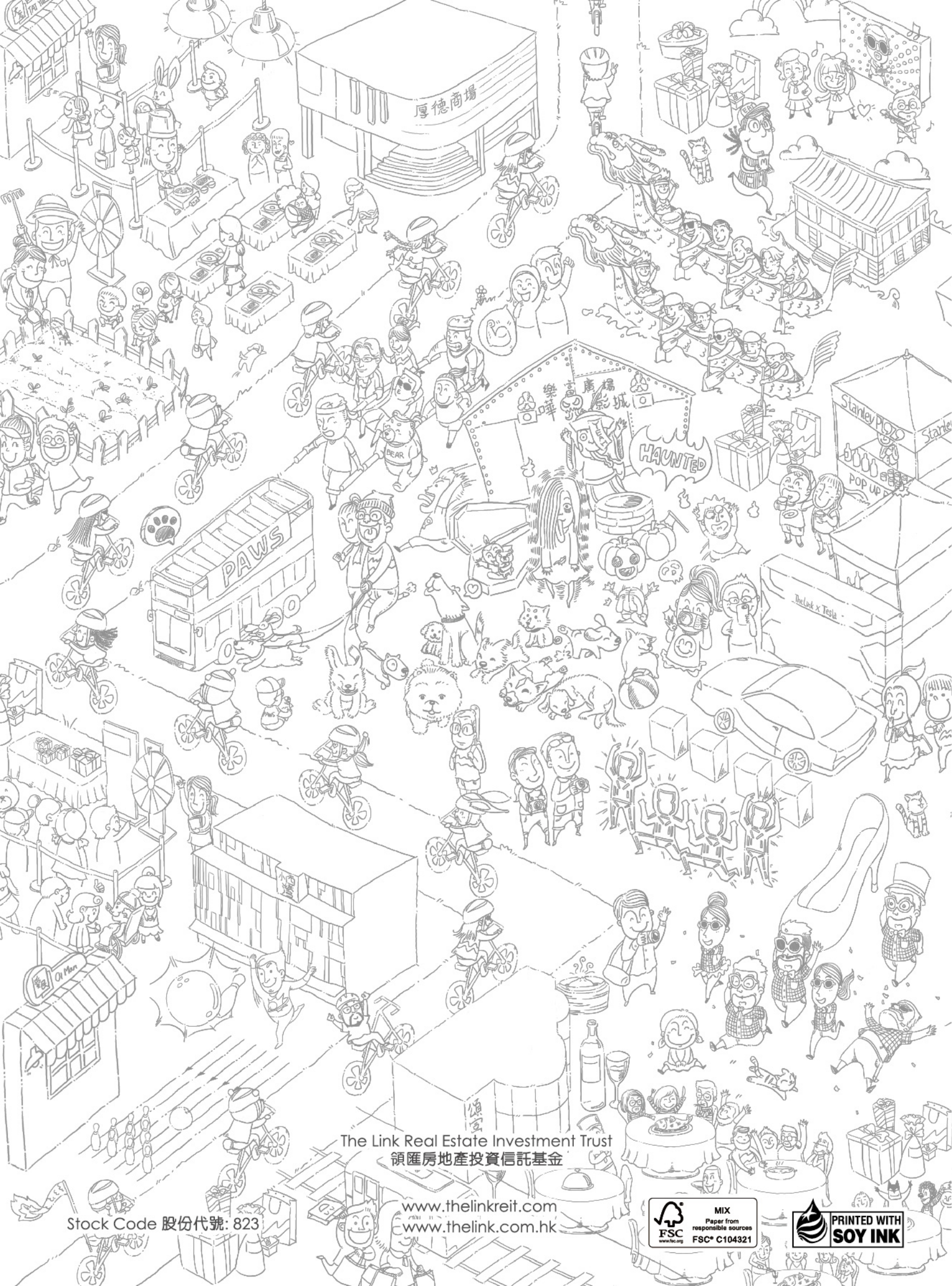
The Link would like to thank the following partners for their support in 2013
 領匯謹向以下2013年活動的合作夥伴致以衷心感謝



▪ Alphabetical Order
 按英文字母順序排列

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