



ACTIVATION GROUP

Launching in Luster

Premium, luxury brands take to the seasoned integrated marketing specialist with a time-honored track record of success.

What constitutes capacity to deliver? Timely arrival of quality product is the basic principle, but with many industries, this concept is elusive. For any organization promising total integrated marketing solutions, matching and surpassing the standards of your last work while offering something relatively unique and original is the big problem. Only the best enjoy the prestige and recognition required; not just for repeat business and referrals, but to also stay afloat. Longevity is a sign of excellence, and Activation Group wears the insignia proudly.

Planting the Flag

More than ten years has passed since a team of twenty, headed by Managing Director Steve Lau, Executive Creative Director Frankie So, and Activation Events General Managers Ben Chan and Christine Low, banded together to create Activation Group. Its purpose: to dominate the mega-event industry for the luxury and premium brand category. All members of the twenty-man collective hail from a background in luxury goods and professional events -- a quintessential strike team assembled for the task.

Compared with fast-moving consumer goods, the luxury and premium sector is frightfully demanding. Every detail of any marketing exercise is under heavy scrutiny, each aspect must reflect brand image and values. A brilliant concept executed flawlessly is the job order. There is no latitude in an event for testing or rectifying mistakes.

Such was the case with the Louis Vuitton Mongolia flagship store opening in 2009. A landmark project, Activation Group was delegated to trumpet the official entrance of Louis Vuitton in the country. This included ribbon cutting



Activation Events Directors June Cheng and Jem Shaw, with Activation Group Executive Director Jacqueline Wong. (L-R)

in its 5,300 square foot, multi-storey location at Central Tower in the nation's capital of Ulan Bator, as well as the after-party expecting over 1,000 guests. Despite temperatures at extreme lows of -40 °C, the launch was a booming success, setting the precedent for the company's work and securing its position as a preferred and highly coveted, marketing partner.

Cover All Bases

Activation Group has offices in Shanghai, Beijing and Hong Kong, and is en route to opening in Guangzhou and Singapore. Its activities cover much of Greater China and Asia Pacific. In the special administrative region, the company services high-profile clients such as Van Cleef & Arpels and Gucci. Notable projects include the Dior haute couture fashion show and the Pradasphere exhibition, both held in 2014.

To truly provide integrated solutions, Activation Group provides a range of services spanning public relations (Activation Liquid), digital engagement (Activation Nodeplus), and store design

and implementation (Activation Decor). Activation Auto serves the specific interests of clients from the high-end automotive industry. An emerging area of the company's focus is the rising trend of premium Chinese brands.

Top of Mind

Through its many accolades, Activation Group has built a sterling reputation, which, along with innovation and top-notch delivery, serves as a primary asset. Renowned for true expertise in the field, the company acquires and secures new business from sheer stature, and participates in far less pitches than its competitors do. Even with the decline of client budgets from developments such as the recent financial crisis and China's new anti-corruption measures, Activation Group has felt no negative impact.

Activation Group continues to grow its impressive portfolio of stellar projects. The vast but discerning luxury market of Asia deserves no less. ■

For additional information please visit www.activation-group.com