



MAN PRO ADVERTISING LIMITED

Creativity on Tap

Catering to a sophisticated market hungry for creative content is no mean feat but MAN CHAN believes he and his company can truly fill a niche.

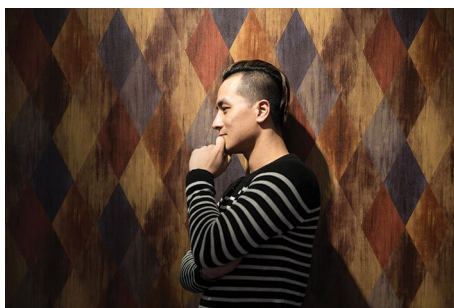
Advertising whiz Man Chan set up his company to offer value-added service to Hong Kong's very sophisticated and demanding market.

His company has 'till date offered very competitive work to a vast number of foreign and local brands which can be admired on numerous MTR panels, magazines and web sites, among other prominent surfaces. While no stranger to the creative process, he faces the biggest challenges of every advertiser, including managing client expectations and squeezing out margins from big jobs that carry small budgets. But that's not all.

Concept to Reality

"The Internet has changed the landscape of creative advertising and customers now know of the amazing world of possibilities and options," says Man Chan. "One thing that has not changed, however, is that the customer wants the Rolls-Royce for the price of the taxi, and that's where we have to be smart enough to deliver."

"Today's concepts are also harder to understand, and of course the audience demographics are in constant flux thanks to the range of social channels that are competing for waking time of the customer. We are in an era of the survival of the fittest, and while it is daunting, it is also a welcome challenge."



Man Chan, Managing Director of Man Pro Advertising.

As Man shares, clear communication between across the table is the key. "Client education is vital and relationships are important because they can foster understanding which all contribute to better output."

Spirit of Partnership

"To turn an idea into a successful event requires a lot of preparation. Hence, communication with our customers is very important. We see each project as our own, and pay attention to every detail. If any problems occur, we respond promptly. It is very important for us not just to see ourselves as a service provider, but also as a partner. We provide outstanding after-sales service to our clients, including technical quality guarantees and flexible terms. We are dedicated to satisfying most of our clients' needs, as we believe that a long-term business relationship is more important than a one-time deal."

"We are a quality production house. To maintain this quality, we always explore new technologies and try to use them in our projects."

Build on Success

The Man Pro team offers a wealth of extensive experience. "Most of us have been working in events productions for over 15 years. This combined experience is what makes our comprehensive brand of service well known among peers and clients. We can handle different kinds of demands, and play our part in maintaining the creativity and quality in this industry."

"The only way forward for a company like ours is to build on referrals and attract new business, not by over promising but by educating the client and exploring the best results within the budget and time constraints."

A true artist can optimize the space within the borders of a canvas with a few colours on a palette. The limits imposed on Man Chan and team with each project have made perfect conditions for genius to manifest.

"We are very pleased to have been awarded the prestigious HKMVC Award. It is an encouraging sign that our quality is being recognized fairly. We trust that this will inspire our team and our clients to have more faith in our work and push our mission to constantly improve and grow with our customers forward." ■



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