



MEDIA POWER MARKETING & PR

Simply Strategic

The marketing and PR industry continues to evolve, as does MAY LAM's acclaimed agency.

Among the biggest questions for any business or brand is how to get through to the consumer. Several options exist, with more emerging with the rise of a highly connected, tech-savvy market. Penetrating it amidst the noise of ceaseless advertising bombardments requires both a powerful message and strategic delivery. For more than a decade, this has been Media Power's forte.

"In view of the huge demand in the beauty and healthcare segments 10 years ago, there was a need for professional PR services to provide brand and educational activities to the consumer. Few boutique PR agencies could deliver these services then. In order to grasp these opportunities, I set up Media Power in 2004," says Director May Lam.

The company's offerings encompass advertising, branding, creative design, digital media, marketing, and PR. Its catalog of integrated communications is availed by several noted healthcare and lifestyle brands.

Inside Track

"Our executives have come from the in-house marketing departments of multinational companies. Because of this, we are able to understand clients' needs and the standard of services that they require. We provide creative ideas with workable execution plans not only for PR functions, but also in total brand marketing, in order to optimize all endeavours and reach the right target segments," says Lam.

Media Power has witnessed and participated in the evolution of Hong Kong's marketing and PR landscape. "The market has changed a lot in the last ten years. From the traditional PR activities and events, a shift towards digital and consumer endorsement took place.



Media Power Marketing & PR Director May Lam.

"The digital marketing side of our industry has grown very competitive since 2013. Keeping up with current trends and the surge of information is necessary in order to provide clients with the better ideas and executions. We have allocated a substantial portion of our resources to develop social platforms in response to these changes."

In it for the Long Haul

"We are lucky to have had numerous, valuable clients who have supported us since the beginning. Our company's very first client was Unilever Hong Kong. We have kept good relationships with our clients, as well as broadened our range of services to other segments such as retail and property in these past years," says Lam.

Media Power's border expansion not only covers its current specialities, but

its client network as well. "In 2014, we established partnerships for retail and financial services in Shenzhen. It is an ongoing process. On the other hand, we have begun to participate more in charity work. WWF Hong Kong is one such partner. We are privileged to be able to contribute to our environment through this collaboration."

A boutique agency with a longstanding record of success in a demanding, highly competitive and ever-changing market, Media Power leaves no room for doubt in its capacity to deliver. "Our Company's motto is 'to take it personally'. I believe that if you treat the clients' projects as yours, you will do the best. ■

For additional information please visit www.mediapower.hk