



PLASTRONS LIMITED

Big Thinking

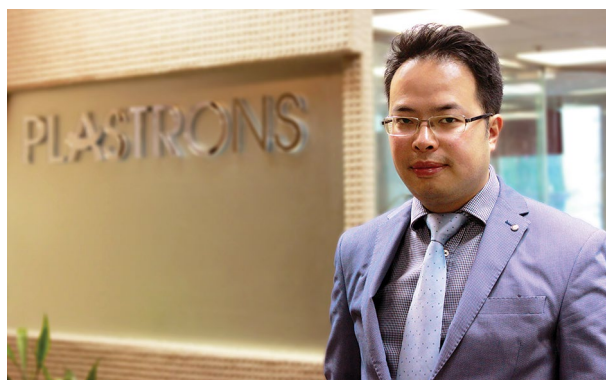
As shopping malls get larger, sleeker and more numerous, CHRIS LUK is charged with making a choice few truly stand out.

In late 2001, the high penetration of 1G mobile handsets created a huge demand for digital content from telecom service providers and end users. Plastrons Limited was established as a mobile content provider serving local and overseas telecom markets. Its success continued well into the rapid growth of 2G and 2.5G mobile technologies and handsets in 2003 - 2005. The popularity of its original theme character Bon Bonn in mobile content and related promotions enabled Plastrons to launch licensing and multimedia businesses for the brand, spanning large varieties of licensed products, services and events.

With high saturation of the market in 2006, Plastrons began to explore shopping mall promotions, drawing from previous experience with managing Bon Bonn licensed events. Achieving great success, the company was able to secure long-term business relationships with noted clients. In 9 years, it has grown to be a key event management and marketing agency with a pool of blue chip and multinational clients with projects covering Hong Kong, China and Asia-Pacific regions.

A Keen and Discerning Market

"With the rapid emergence of shopping malls in Hong Kong these last 10 years, the competition among them has become very fierce," says Director Chris Luk. "As such, malls have to stage many different kinds of special events and promotions in order to attract footfall, trigger sales for tenants and build an image to justify rental rates, which make up a market worth several hundred mil-



Chris Luk, Plastrons Limited Director.

lion dollars annually.

"The trend has spread to Mainland China in recent years, where many large-scale shopping malls built by local or Hong Kong developers have been launched in major cities. It has gradually become another big opportunity for prominent event agencies in Hong Kong. With our good reputation, rich experience and extensive business networks, we continue to provide hugely successful mall events with unique gimmicks for significant developers and brands in Hong Kong and China," he says.

Many event agencies tend to offer routine, easy to handle event concepts to clients in order to increase productivity and income. However, as the competition among shopping malls grows, Plastrons insists on providing unique ideas and creative event content for clients in order to help them stand out from competitors and draw big media noise, footfall and sales.

"The event and promotion requirements and standards of big shopping malls and their target shoppers have become much higher. Only agencies with a good understanding of their clients, who can provide wonderful ideas, complete projects cost-effectively, and draw impressive end results can keep growing

and become market leaders."

Proceed with Care

Plastrons' business sees continued growth with the opening of more large-scale commercial complexes within and around the territory. While at the onset of further expansion, it continues to fulfill its obligations as a long-term marketing partner for a number of noteworthy brands all over the Asia-Pacific regions.

With rapid business growth comes more intricate demands and higher expectations. Talent crunch is a constant, pressing challenge for the company. Balancing the risk of its expansion efforts to match the additional overhead and potential profit can be tricky.

Nonetheless, Plastrons perseveres, adhering to strict policies to ensure utmost quality. "We insist on understanding clients to provide them best services and generate ideas at reasonable prices," says Luk. "Client recommendations and their strong business networks empower the company. We focus on select clients rather than spend valuable resources on a wider range of customers. Controlling the company's scale and project's budget well ensures flexibility and profit. Lastly, we must always be creative, innovative, and have a deep understanding of the market, as well as be constantly on top of its development." ■

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