



'Halloween' One-to-One Viral Video Signifies Rise of Digital Marketing

HONG KONG, Sept. 8 /PRNewswire-Asia/ -- To promote "Ocean Park Halloween Bash 2009", this Halloween's Personalized Video Campaign goes online starting from today. Focus Imaging was tapped by Ocean Park to inject refreshing ideas into this year's marketing campaign by using a new one-to-one advertising medium to get the maximal viral effect.

(Logo: <http://www.prnasia.com/sa/2009/07/17/200907171729.jpg>)

"Ocean Park Halloween Bash" is the biggest Halloween celebration across Asia. Since 2001, the event has been anticipated by both the local and foreign visitors in Hong Kong. The past promotions for the "Halloween Bash" always left a deep impression on people's minds. Entering its 9th year, the Personalized Video (pVideo) incorporates new elements and fresh ideas into "Halloween Bash" through a one-to-one viral marketing campaign on the Internet. This Halloween's pVideo was powered by Focus Imaging, supporting the whole campaign from design to production as well as online promotion.

The pVideo campaign involves the use of interactive multimedia technology including eDM, pVideo and pURL. The campaign fully utilizes the basic information and pictures from Ocean Park's database. Starting from September, the campaign's personalized eDMs are first sent to its existing customers. Each eDM contains a link of the Halloween Bash's pVideo unique to that customer. What makes a pVideo special is that it merges personalized elements such as name and photo into video image. The pVideo is about a haunted experience on a campus at midnight, in line with this year's Halloween Bash theme of Hong Kong classic horror stories and ghost legends. Every eDM receiver is the protagonist viewing the pVideo from a first-person angle. The receiver would then see his/her own image in the pVideo and become part of the thrilling story. The personalization of the video conveys a sense of reality, making the receiver more into the spine-chilling and breath-taking experience. After the pVideo finished playing, it would automatically direct the receiver to a pURL page, where the receiver can produce another unique pVideo for friends. The system would generate a new video based on the name and the message entered as well as the photo uploaded; and then send it to the designated email account. Moreover, pVideo can be shared on Facebook and MSN platforms, allowing the campaign to get the most from the power of social media and viral marketing.

Willy Lai, Business Manager of Focus Imaging, said, "This is the first pVideo

which supports both traditional and simplified Chinese variables in the world market. This new choice of marketing medium not only helps strengthen brand image, but also effectively provokes direct sales. When the pVideo arouses a receiver's interest and desire, the receiver can immediately click at related websites to look for more event information or even purchase tickets online. We expect that the campaign will enrich Ocean Park's existing customer database and capture new data. The traceable results from all these web-based activities will be useful for their sales follow-up and future online marketing campaigns."

"To generate a large number of personalized eDM, micro-site or flash-based video on the fly, it relies heavily on both the hardware and technical support. The whole production process requires a Variable Data Publishing (VDP) system. Through continuous development of the VDP system, it is now not only able to generate variable English text and numerical data, but also traditional and simplified Chinese as well as variable graphics," said Kenny Lam, Technical Manager of Focus Imaging, "VDP products like VDP eDM are highly personalized and customized. That's why its Click-thru rate can always reach over 30% or even 50%, which is 10 to 20 times higher than traditional html eDMs with variable text only. Therefore, some large enterprises in the Mainland China and Taiwan are considering VDP in their marketing plans."

This Halloween's pVideo is now available at <http://halloween.oceanpark.com.hk>.

ABOUT pVideo

Personalized Video (pVideo) is a kind of Variable Data Publishing (VDP) products. VDP (<http://www.focus-vdp.com>) automates mass production of customized video with personalized elements (text, and image). It generates customized video with variable data such as name, photo, and personal message for every user. VDP pVideo can be used as a data-driven and one-to-one marketing tool. It enables effective Cross-Media campaigns together with the use of other VDP products including Direct Mailing (DM), Electronic Direct Mail (eDM), Personalized URL (pURL), and Personalized Game (pGame).

About Focus Imaging Limited

Focus Imaging Limited is a pioneer in the VDP industry and a leading Digital Marketing expert in the Greater China. Since 1995, the company has grown and evolved through incessant technical investments and advancements. With more than 13 years of substantial know-how experience, Focus Imaging has been the mainstay in the industry providing services in Digital Marketing, Printing, Multimedia & Design, and IT Solutions. We specialize in Variable Data Publishing (VDP). Welcome to visit <http://www.focus-global.com> for more details.

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