

Macao Gaming Show gets on the buses

Organisers of the Macao Gaming Show have announced the latest public transport promotional campaign with the news that, in association with MOME, its Outdoor Media Partner, they will have Show branding adorning buses on the 33 and AP1 routes. The advertising promotion, which will last for one month starting October 20th and running through until the show's opening in November, will also feature a TV ad playing in the bus.

Winnie Pun, Public Relations Officer for MGS, said: "With MGS just under a month away, our advertising campaign is well and truly in the final stretch. So, following the success of the recent taxi cab campaign, we wanted to take the message back out onto the streets and deliver our 'By Asia For The World' campaign to the people once again.

"This is a great opportunity to show that we're fully invested in November's event, which will be the perfect opportunity for exhibitors and delegates to connect, network, discuss innovations, explore business opportunities and get a true taste of the Asian gaming market," she added.

The latest promotion forms part of MGS' targeted, multi-media advertising campaign which has so far encompassed over 200 pages of international gaming print media advertising and a dynamic promotion that sees MGS branding, information and messaging displayed across the Special Administrative Region's yellow cabs.