WHY GAUGE KEY

Gauge Key Communications Limited is a Hong Kong-based company founded in 2018 by Ms. Karen Hui, who has over 20 years of experience in Marketing and Sales Management, Account Management, and Business Development in the media and publications industry with multi-national organizations.

Ms. Hui has gained extensive personal exposure to the Hong Kong media market and possesses excellent communication skills and an in-depth understanding of corporate and new clients' unique demands in both Hong Kong and Macau. Ms. Hui is known for her aggressive management style and logical problem-solving abilities, with a proven track record in sales and new business development. Her team at Gauge Key Communications Limited has extensive experience in liaising with strategic partners and alliances to identify business opportunities and solutions to achieve corporate goals.

At Gauge Key Communications Limited, we are committed to delivering high-quality marketing and sales management services to our clients. Our team's expertise and Ms. Hui's extensive industry knowledge enable us to provide customized and effective solutions to meet our clients' unique needs.

Local Media Marketing

Digital Marketing

PR & Communications

China Digital Marketing

Design and Production

Other Services

Our Clients & Our Partners

Banking & Finance





Education



FMCG









Food & Beverage











Public Service / NGO











港鐵城際直通車

Real Estate



Telecommunication









Travel & Attractions









Transportation



About Ms. Hui of Gauge Key Communications Limited



Ms. Karen Hui

Email: Karen@gaugekey.com

Founder, Gauge Key Communications Limited

Former COO Sales & PR, Metro Daily Limited and Metro Multi-Media Ltd

Former Sales Controller, Metro Publishing Hong Kong Ltd

Former Sales Director, Oriental Press Group

Former Executive Council Member, Hong Kong Institute of Marketing 2017-2019 Vice President, Federation of Hong Kong Zhuhai Community 2017-2020



About HKIM

Hong Kong Institute of Marketing (HKIM) was founded on 12th November 1982. It is the ONLY non-profit making and independent professional body for marketers of Hong Kong. In its several years of history, professional marketers across various business fields and disciplines join as members of HKIM.

HKIM has been active in promoting marketing practices and issues in Hong Kong. It is also a promoter of marketing expertise, standards, ethics and knowledge through its activities, training and education programmes.

HKIM is a Founding Member of Continuing Professional Development (CPD) Alliance and the Asia Marketing Federation.





GAUGE KEY COMMUNICATIONS LIMITED

璇 璣 創 意 傳 訊 有 限 公 司

MISSION STATEMENT UVP

PR & Communications

Value for Quality Digital Media House

Full blown agency with flexibility in chosen services

Event
Management
Sponsorship
Charity

Local Media Marketing **Unlock and Optimize Your Media Value**

China Media Marketing

Digital Marketing

The Team

- Digital marketing professionals
 - PR professional
- Digital design and production designers
 - Event Management Officer
- * Strategic partnership with website creative companies

 * Strategic partnership with Hong Kong medias





































2023 Project Showcase

Client: Lan Kwai Fong, Lan Kwai Fong Association

Project: LKF Thai Select Carnival 2023

Period: 22 April 2023

Public Relations Services: Media interview & Media invitation



Media: TVB (Date: 24/April/2023)

LINK: https://news.tvb.com/tc/local/64459c7432c874c6a1c078bd/%E6%88%AF%E6%BE%83

460 889 WAY 1860 WAY 1860 WAY 1860 WAY 1861 WAY 1860 WAY



Media: 鳳凰衛視 PhoenixTV (Date: 23/April/2023) Link: https://www.fengshows.com/article/49076221-7f3c-4efb-b50b-cfd11ad458e7













Q

港蘭桂坊變身"小泰國"市民品嚐泰式美

2023-04-22





香港蘭桂坊主席:旅客大幅增加激發香

Media: 鳳凰衛視 PhoenixTV (Date: 23/April/2023)

Link: https://www.fengshows.com/article/e433aea6-a897-4cbe-b006-

4d9d9e34119

港活力



2023 Project Showcases

Public Relations Services: Media interview & Media invitation

2023年4月28日 星期五 1:23AM

經濟

2023年4月24日星期-



Thai Select Carnival 2023



Immerse yourself in the sights, sounds, and flavours of Thailand as Lan Kwai Fong turns into a minialland for the inaugural Thai Select Carnival 2023. Taking place on April 22, this exciting event Thai demonstrations, and a water blessing ceremony. Visitors can also sample some of the best Tha street food in Hong Kong, from mango sticky rice to crited satay skewers; and browse through over 30 curated Thai brands showcasing health and wellness products, travel services, and more. Don't miss out on the Thai dress contest and lucky draw, with prizes ranging from organic lemongrass lotion to a luxury hotel stay in Phuket. Entry is free and open to the public, so bring your family and

Link: https://www.timeout.com/hong-kong/things-to-do/thai-select-carnival-2023



Hong Kong's first Thai SELECT Carnival lands in Lan Kwai Fong









Photo: Jonathan World

US vs China: who has the stronger military

Tell your brand story to

world. Wark With Us

https://www.scmp.com/news/hongkong/hong-kongeconomy/article/3217988/hongkong-should-solve-labour-shortageairport-so-carriers-can-boost-flightnumbers-thai-envoy-says

Link:

https://thebeat.asia/hongkong/the-list/whats-on/lankwai-fong-launches-thaiselect-carnival-to-celebratethai-food-culture

Link: https://www.marketinginteractive.com/lan-kwai-fong-andthailand-authorities-partner-up-tobring-songkran-festival-to-life

https://www.traveldailynews.asia/mee tings-events/hong-kongs-first-thaiselect-carnival-lands-in-lan-kwai-



Celebrate Thai Food, Culture





中國的問題 WWW.CHINANEWS.COM

明報新聞網

盛智文:內地客消費強勁前所未見

盛智文:內地客消費強勁前所未見

圖1之1 - 蘭桂坊集團主席盛智文認為本港旅遊業復蘇形勢大好,又以「see.

【明報專訊】香港步入復常之路,近月多項大型活動吸引不少旅客來港,有「蘭桂坊之父」之

內地旅客的購買力更是前所未有的強勁,對香港前景充滿信心,強調現時只看到香港前方充滿

Link:https://news.mingpao.com/pns/%E7%B6%93%E6%BF%9F/article/20230424/ s00004/1682268008440/%E7%9B%9B%E6%99%BA%E6%96%87-

%E5%85%A7%E5%9C%B0%E5%AE%A2%E6%B6%88%E8%B2%BB%E5%BC %B7%E5%8B%81%E5%89%8D%E6%89%80%E6%9C%AA%E8%A6%8B

稱的蘭桂坊集團主席盛智文受訪時指出,自從2月起訪港旅客不斷增長,每日來看亦見改善,

首届"兰桂坊泰精选嘉年华2023"将于4月22日 举行

2023-04-01 09:08:12 中国新闻网 ② 52.2万



中新社记者 陈永诺 摄

3月31日,首届"兰桂坊泰精选嘉年华2023"新 闻发布会在香港举行,宣布首届"兰桂坊泰精选嘉 年华2023"将于4月22日举行,届时兰桂坊大街小巷 将变身小泰国,重现新年喜气洋洋的热闹场景,将 泰式风情带到香港。图为香港泰国商会主席陈智思 (右三)、兰桂坊协会主席盛智文(左二)等嘉宾 祝酒。

Link: http://m.chinanews.com/wap/detail/pic/159851.shtml













2023 Project Showcase

- Client: Lan Kwai Fong, Lan Kwai Fong Association
- Project: LKF Thai Select Carnival 2023
- Period: 22 April 2023

Event Management Services













2023 Project Showcase

- Client: Lan Kwai Fong, Lan Kwai Fong Association
- Project: LKF Thai Select Carnival 2023
- Period: 22 April 2023

Event Management Services



Digital Marketing : YouTube

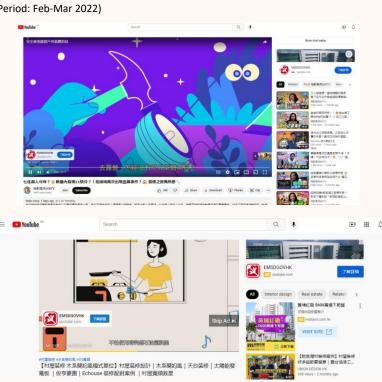
Client showcase:

Project: EMSD機電工程署 - 村屋中央式石油氣

(Period: Mar 2023)

https://www.youtube.com/watch?v=o7Yvh3mpNsY (Period: Feb-Mar 2022)







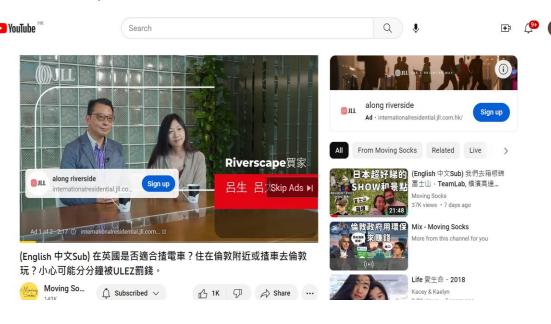


Digital Marketing: YouTube



Client showcase: JLL 仲量聯行

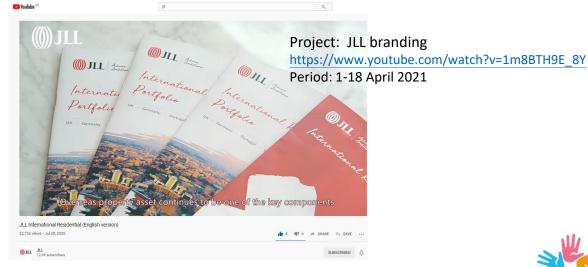
Project: JLL branding Period: January 2023



Project: JLL branding Period: 1-15 January 2022

https://www.youtube.com/watch?v=VoSgFgvWtOs





Project: JLL branding

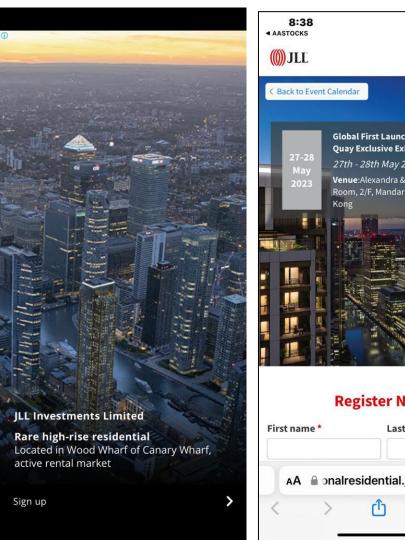
https://www.youtube.com/watch?v=1m8BTH9E_8Y

Period: 1-15 Aug 2020



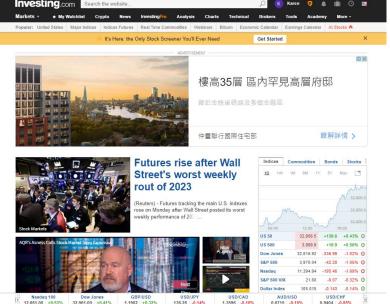
Digital Marketing: Google – GDN & GDN responsive

Google Display Network











大阪將建日本首個賭場度假村 | 四大黃金地段項



London Zone 2 property ready to move in. Tallest residential building in Europe. Prime location enjoys Riv...



34 floors high-rise building

re to inbox

om.hk

Osaka to boos

4 prime de benefit fro train exten

Visit Sit



New phase of Riverside development. Benefit from Elizabeth line effect. Travel by road, rail or riv...

贊助商廣告

JLL Investments Limited



多線匯聚

Travel by



Global First Launch

Over 200 shops, bars, restaurants and cafes

Sign up

Digital Marketing

Google Discovery Ad &

Gmail advertising



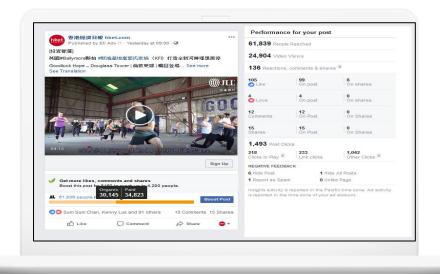


Digital Marketing : Facebook



















8 Shorts

Marketing : SEM

B London's top universities - JLL International Residential Home to world class entertainment, Wembley Stadium, Boxpark and London Designer Dutlet X Q .

⊛ :::









CityBus

&

NWFB - Seat Back Stickers (20 buses)







Uber 能為香港 帶來更多就業機會

ts Park 屬大學城的延伸,

包括行 5 分鐘"即達被

從 Cambridge 車站乘坐火車

49 分鐘* London King's Cross

教育樞紐・著名科網 機構林立包括微軟



LONDON E14

oer 能為香港 存來更多就業機會

使 Uber 能夠將亞太地區總部遷至香港 為香港人創造更多就業機會。



The best value new tower in Canary Wharf Prices (PSF) from £866*

- 1, 2 and 3 bedroom apartments, each with large private balconies and sweeping panoramic water views
- · 48 storey tower overlooking Canary Wharf, Wood Wharf, South Dock and
- 46th floor residents' lounge, gym and 2 landscaped terraces
- · Private bowling alley, cinema, gardens, 24-hour security and concierge



售價由£625,000*起



倫敦物業展銷會

□ 2022年6月25及26日 (星期六及日) 0上午11時至下午6時 研討會將設於中午12時及下午3時



售價由 £499,950* 起

提供1、2

Local media: Print



Media website Theme page







Local media: online marketing with TV, Print and Radio

MyTV Super video ad / image ad on mobile, website & TV Box





Video on My TV super TV box:

https://drive.google.com/file/d/1-JwrA_1Asov1II9is05tSwQdRAabsS n1/view?usp=drivesdk

Local Media (mobile advertising):

HKET 經濟日報





Other Service – Social media post (Facebook/IG) by KOL / Artist

Artists/KOLs Marketing on Facebook, YouTube, IG



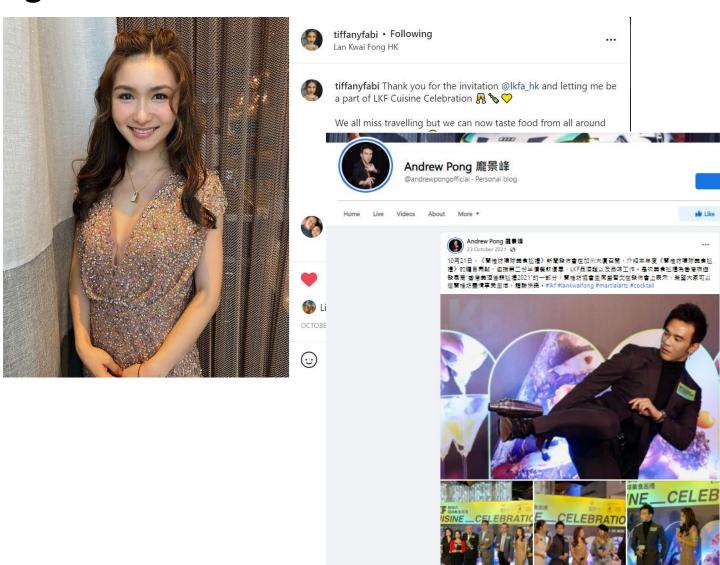




Artists / KOLs Marketing on Facebook, YouTube, IG



Andrew Clifford Pong





Other Service - Artists' arrangement & PR coverages for event

Client showcase:

YOUUS x TASTE

Korean Food Bazaar Opening Ceremony (6 July 2021)

Artists – Andrew Pong 龐景峰 and Larine Tang 鄧月平







https://hd.stheadline.com/life/ent/realtime/2123199/%E5%8D%B3%E6%99%82-%E5%A8%9B%E6%A8%82-%E5%86%87%E9%9D%A0%E4%BA%BA%E4%BA%8B%E5%AF%844%E8%AA%9E%E5%AE%88%E7%B4%80%E5%BE%8B-%E9%97%9C%E7%A6%AE%E5%82%91%E7%9D%87%E5%A5%BD%E5%A5%B3%E5%85%92%E7%95%B6%E9%81%B8%E6%B8%/%E5%A7%90

https://www.youtube.com/watch?v=cKhYyWwNlks







Other Service – Event management service

Client showcase: **Bank of Singapore**Job description: **Annual Dinner 2018**

- Whole Event Management of annual dinner

- MC & HK Artist - Ms. Marie Chen



Client Showcase: **Airport Authority Hong Kong**Job description: **Spring Reception Event 2019**

Venue: **Grand Hyatt**

- MC Management (5 languages MC & HK Artist by Ms. Marie Chen)

- Social media coverage @Maria Chen's followers over 100,000+



Other Service – Social media post (Facebook/IG) by KOL / Artist

Client showcase: UT

KOL/Artist: Andrew Pong 廳景峰

First Day in Shanghai Quarantine VLog day 1-2 - https://www.instagram.com/tv/CATB4dXHcND/





andrew.pong Quarantine VLog day 1-

Hong Kong to Shanghai Quarantine experience. Day 0-2 #quarantine #hongkong #shanghai #china #coronavirus #covid19

#andosquarantineadventure #day2 #movie #baiyutong #白玉堂 #錦鼠禦貓

2w



ikerlai I like your shirt

2w 1 like Reply

View replies (1)



MAY 18







andrew.pong Quarantine VLog day 1-

Hong Kong to Shanghai Quarantine experience. Day 0-2 #quarantine #hongkong #shanghai #china #coronavirus #covid19

#andosquarantineadventure #day2 #movie #baiyutong #白玉堂 #錦鼠禦貓



ikerlai I like your shirt



2w 1 like Reply

View replies (1)









429 views

MAY 18

Add a comment...



Other Service – PR & Media



Q放大圖片



Other Service – Listing service

Listing service & marketing collaboration for Mask Factory with EugeneBaby Group (retail shops & online platforms)











China Digital Marketing

小紅書投放展示

1 1 0 0 6

✓ Myoy的伦敦生活

日本金米 □ (+11:38

(美達)[乙



建议收藏 投资海外房产如何避坑?

近期国内的房地产 俞政策又有点放松了,因此这 篇笔记更大家聊聊购房置业的话题。

最近关注到很多的投房专家都跟随万科郁亮先生 预测今年会是我国房地产的黑铁时代, 在调控长













▲大数据 请把我推给爱生活想上车的姐妹

▽今年升始有了"兴房"上车的想法,和有多年 投资经验的小姐妹讨论之后有了总结。房产投资 成功全靠看准地段。尽量早兴

ℓ 说点什么...









如何实践顶级思维,拉开与同龄人的差距?

在英国待得越久越有这个感触。与同龄人拉开金 钱与地位上的差距, 其实真的没有那么难。在人 生的跑道上、想要不做陪跪的人。拥有清晰的认

☑ 说点什么...





副数约》(1204-1105)

首付12万镑的预算,如何入手大热的伦敦 房产

国内房地产已进入平净阶段、投资属性下降。万 达、万科等房地产人鳄纷纷退场。早年李嘉诚就 大量批售内地房地产、抄底英国资产。国内机会

☑ 说点什么...







□ □ *0 ≥ □ +11:07











英漂买房真没你想象那么难。几招轻松上车 英漂党买房经验帖,全是干货! 在伦敦的这些 年不是在买房,就是在看身边的人买房上车的 路上。有身边的校友因为伦敦买房赚回留学学 费。有国内的亲戚因为伦敦买房实现财富线性增

ℓ 说点什么...









360廣告投放展示

Moselle Gardens

为您推荐 | 💬 反馈: 仲量联行总部 | 仲量联行 戴德梁行 | cbre 世邦魏理什 | 戴德梁行 万科

别再问英国房价是多少啦! 直击"房产圈"盛会现场了解



ir.joneslanglasalle.com.cn - 2022-03-07 广告

3月19至20日与你相约上海展销会,请即登记了解不可不逛的英国楼盘3月中国北京 英国伦...

仲量联行 伦敦楼盘亮相北京展会

伦敦房产 足不出国看伦敦楼盘

房产投资 哈林盖区全新楼盘

设施齐全 满足居民一切生活需求





微信KOL投放

微信投放展示

再创历史新高! 伦敦房价涨疯了! 这个顶流选手又出手了!

居者 2022-03-08 18:06



为你买房操碎了心

2022年北京冬残奥会正在火热进行中,本届冬奥会掀起的全民冰雪运动热潮可谓十分高涨,大家都希望可以打卡冬奥会比赛场馆,近距离感受冰雪魅力。说到这里,就不得不提到一个世界性难题——奥运会场馆赛后利用。据悉,冬奥会结束后,各比赛场馆将根据各自特点兼顾赛事运行和面向大众。



交通便利

东伦敦2/3区 地理位置优越 与金融城为邻 实现极速通勤

Poplar Riverside地处东伦敦2/3区,地理位置优越,交通极为便利。毗邻两大金融城,是商务人士居住通勤的首选之地。



Poplar Riverside坐拥多条地铁线路,项目周边有三个重要交通站点: CANNING TOWN STATION 、 EAST INDIA STATION、POPLAR STATION,从项目出发短时间内可到达各大交通站点,实



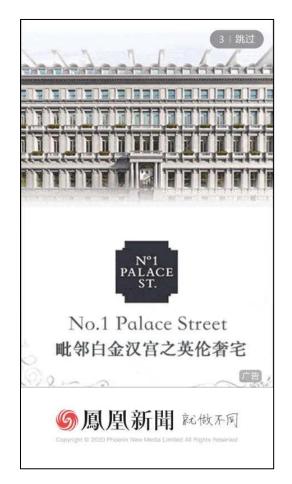


注: 該數據為發佈七天後的數據



DSP廣告推廣











一直播 (Yi) - China Social Media Network by China KOL

Showcase: 大師姐 Dashijie

Live time broadcasting and introduce brands to her audience
China KOL travel to Hong Kong and visit 大師姐 Hong Kong Brand Store at City Super
(12 July 2019) Click live video: https://www.yizhibo.com/l/-7bPQhqjxKI5julW.html

逗逗 (China KOL)

一直播 (Yi): Followers: 1,195,000

Likes: 355,000

Weibo: followers 328,000











Thank You



enquiry@Gaugekey.com

Mobile: 6489-4000 / 6139-6149