

# Brand and Circulation Marketing 品牌與發行推廣



The key challenges of 2012 for brand and circulation marketing were to protect print circulation and readership through enhanced content marketing and subscription promotions; to maintain and grow the *scmp.com* subscriber and user base in the weeks leading up to and following its launch; and to build the new brands of *LuxeHomes*, *Education Post* and *smartjob.com*.

The launch of the new *scmp.com* dominated the second half of the year, with a focus on maintaining existing subscribers during the transition to a new site that looked and functioned entirely differently to the previous version, boosting pageviews and traffic, and ensuring the introduction of a metered paywall, which allowed free access to a previously subscribers-only site, did not result in a loss of paid subscriptions. All these objectives were met, and we continue to look for ways to boost pageviews and subscriptions.

Within just two months of the launch, we reached our entire year's target for online subscriptions; a 9% increase in paid subscriptions; a 74% increase in average subscriptions generated for the timeframe compared to pre-launch.

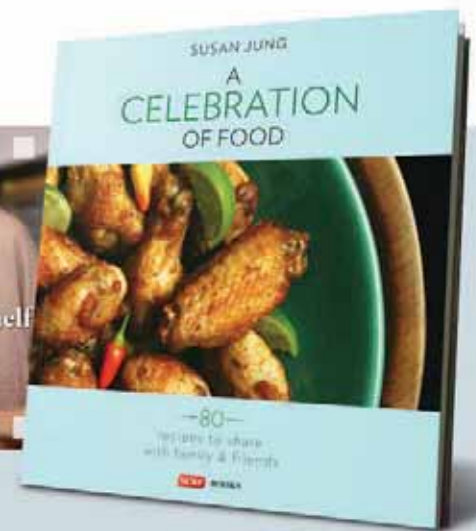
For *LuxeHomes*, the focus was on enhancing brand equity with content built upon proprietary research, in addition to the regular reporting. This helped to reinforce *LuxeHomes'* position as a leading source of information on the property market.

The brand team also focused on optimising media buying efficiencies through negotiations with media operators for full Group buying opportunities to benefit the various units ranging from Strategic Marketing and Recruitment Services to Advertising and Marketing Services and Magazines.

Content marketing has become an important area of work for our team. Focusing on the need for read-and-return content in print, and the desire to promote clicks to a more accessible website, the marketing team partners closely with Editorial to ensure readers are kept fully aware of the great content across the board in our various news platforms.



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During the year, this included a range of house advertising, online marketing, a variety of e-mail newsletter notifications, social media and SEM efforts to promote strong content that is either upcoming or that our readers may have missed, from exclusive pieces in our *Focus* section, and *SCMP Debates* about key socio-political issues, to a strong focus on columnists, bloggers, OpEd, award-winning infographics, photos and videos.

Throughout the year, SCMP continued to work closely with partners on a number of events. The highlights of these included a partnership with the HKRFU Rugby Sevens event held in March, the Women of Influence Awards in November co-presented by SCMP and American Chamber of Commerce, and the SCMP/DHL Hong Kong Business Awards, now in its 23rd year of operation.

New events launched during the year included *Rendezvous with Fine Wines*, a 700-person paid wine tasting event held in collaboration with the Island Shangri-La Hotel and Kerry Wines. The event took place in May, timed to benefit from the availability of winemakers during the bi-annual VinExpo exhibition in Hong Kong. The event was a huge success and provided readers with a highly desirable opportunity to taste over 100 bottles of 2009 Bordeaux, declared to be one of the best ever vintages for the wine.

SCMP Group marked a return to book publishing in the fourth quarter. Launching a new publishing brand,

SCMP Books, we published a cookbook featuring the recipes of 15 year veteran SCMP Food & Wine Editor, Susan Jung, entitled "A Celebration of Food". The book was launched in November in time for Christmas sales, and was accompanied by an extensive marketing campaign, a champagne launch event, book signings, print ads and in-store promotional materials. By the first week, it had reached number three on the bestseller list and total books sold within two months of launch equalled 50% of all cookbooks sold by Dymocks in Hong Kong. The book continues to sell in multiple local bookshops and is the first of many more book projects in store for SCMP Books. ●

- 1 Our wine-tasting event "Rendezvous with Fine Wine" was held in May at Island Shangri-La Hotel. 試酒活動「Rendezvous with Fine Wine」於五月在港島香格里拉大酒店舉行。
- 2 Compilation of favourite food recipes by SCMP's Food & Wine Editor Susan Jung. 由南華早報「Food & Wine」編輯朱美娟編寫的最喜愛食譜。





- 1 The NESTA-SCMP Debating Competition.  
NESTA-SCMP辯論比賽。
- 2 The 2nd SCMP/RTHK Hong Kong's Top Story 2012.  
第二屆2012南華早報/香港電台Hong Kong's Top Story。
- 3 SCMP/DHL Hong Kong Business Awards 2012.  
2012年南華早報/DHL香港商業獎。
- 4 A promotion where Chief Executive candidates responded to 6 questions in The SCMP Debate.  
在宣傳活動上行政長官候選人回應在SCMP Debate提出的六個問題。
- 5 2012 AmCham/SCMP Women of Influence Conference & Awards.  
2012南華早報/美國商會最具影響力女性大獎論壇暨頒獎禮。
- 6 SCMP's Readers' Engagement Promotion with UEFA Euro 2012.  
《南華早報》讀者參與歐洲國家盃2012的宣傳活動。
- 7 SCMP Coastal Clean-up Day 2012.  
南華早報2012海灘清潔日。
- 8 Readers' Chance to win Hong Kong Rugby Sevens tickets.  
讀者有機會贏得香港國際七人欖球賽門票。
- 9 Our glossy magazines marketing campaign.  
休閒雜誌的市場推廣活動。

於二零一二年，品牌與發行推廣面對之主要挑戰是如何透過加強宣傳內容及訂閱優惠以保持印刷刊物發行量及讀者人數；在推出scmp.com新網站的前後階段內保持及擴大訂閱人數及用戶基礎；加強建立《尚府》、Education Post及smartjob.com等新品牌。

推出全新scmp.com網站為本年度下半年之主要任務，包括在過渡期間著力保留現有訂閱客戶，以及新網站在設計及功能的提升；推動網頁瀏覽人次及瀏覽量；並在推出按量收費系統後，容許讀者瀏覽從前為訂戶專用的網站時不會流失付費訂閱客戶。這些所有目標均已成功達成，我們將繼續努力提升網頁瀏覽人次及訂閱量。

新網站在僅推出兩個月內便已達到網上訂閱量的全年預定目標；付費訂閱量增加9%；於該段期間所產生之平均訂閱量較推出之前增加74%。

《尚府》除定期報導物業資訊外，亦加入獨家探討物業市場之內容，致力提升品牌價值。此有助於鞏固《尚府》作為提供物業市場資訊的領導地位。

品牌推廣團隊亦致力優化集團各品牌在媒體之廣告效益，就集團之整體宣傳推廣與媒體營運商進行磋商，使市場策劃部、招聘策劃部、以至廣告和市場策劃部及雜誌部等均有所受惠。

刊物內容推廣是我們團隊工作之重要一環。致力滿足讀者對印刷刊物內容之需求，亦希望能提升網站的點擊率，市場推廣團隊與編輯團隊緊密合作，確保讀者可全面知悉各項新平台的豐富內容。

年內，透過一系列自製廣告、網上宣傳，各類電郵通訊、社交媒體及搜索引擎宣傳活



動，以推薦即將推出或讀者可能錯過之精彩內容，包括「Focus」的獨家專題及討論主要社會政治議題之「SCMP Debates」，還有專欄作家、博客、社論對頁、獲獎資訊圖像、相片及短片之文章和作品。

於本年度，《南華早報》繼續與合作夥伴緊密合作，進行多項推廣活動。其中較矚目之活動包括三月就七人欖球賽與香港欖球總會合作、十一月《南華早報》與美國商會聯合頒發「最具影響力女性大獎」，以及《南華早報》/DHL攜手合作舉辦的第23屆「香港傑出商業大獎」。

年內推出之新推廣活動包括與港島香格里拉大酒店及嘉里-酒香合辦之700人尊貴品酒活動Rendezvous with Fine Wine。該活動於五月舉行，適逢每半年一度之VinExpo在香港舉行，各釀酒商雲集香港，使該品酒活動取得極大成功，為讀者提供千載難逢機會，品嚐超過一百瓶被譽為極品佳釀之二零零九年波爾多葡萄酒。

南華早報集團於第四季回歸書刊出版市場。藉著推出新品牌SCMP Books，出版了「A Celebration of Food」，輯錄任職《南華早報》15年之「Food & Wine」資深編輯朱美娟的烹飪食譜。該書於十一月之聖誕推廣優惠期間推出，期間進行了廣泛的市場推廣活動、香檳酒會、簽名會、印刷廣告及店內宣傳推介加以配合。首星期已晉身最暢銷書榜第三位，推出後兩個月內總銷量相當於香港 Dymocks 書店售出之所有烹飪書總數的50%。該書繼續於多間本地書店出售，並成為 SCMP Books 計劃推出眾多書籍項目之頭炮。