



## ACTIVATION GROUP

# Luxury Marketing Quality of Service Above All

Integrated marketing services for luxury and premium brands are rising in demand given the rapid growth of social media but as JACQUELINE WONG, Executive Director of Activation Group, says, quality alone will win the day.

**A**s the preferential partner for luxury and premium brands, Activation Group provides integrated marketing solutions tailor made for high-end, luxury brands, sharing over 15 years of experience and market knowhow in the industry.

“The head office, established in Shanghai at 2008, printed the first great milestone in the journey we’ve been through. Followed by rapid growth of the company in China, Activation Group further expanded its influence and opened offices in Beijing, Hong Kong, and Singapore respectively. Our strong regional professional team gives our clients the best business support and delivers distinctive brand communications across the regions,” says Jacqueline Wong, Executive Director of Activation Group.

### Diversity and Distinctive Minds

“Serving as the home base for some of the most brilliant minds across Greater China and Asia Pacific, we host an international team of competent and committed specialized professionals providing unique expertise across multiple disciplines,” Wong says.

“With the diverse background of our core team leaders, we are able to deliver thoroughly designed marketing solutions to cater needs of our clients. We not only strive to maintain a high standard of excellence in each proposal we deliver but also keep pushing the industry boundary by elevating our service to help our clients optimize marketing influence.”

### Competitive Edge

“The extensive industry connection



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and the excellent professional skills are our crucial assets that push us forward, together with our inexhaustible inspirations and inquisitive minds contributed by the ultimate team members. We are always ready for the next big challenge. As the industry gets more competitive, it will be up to us to innovate, improvise, adapt and compete,” says Wong.

She adds: “The Internet has totally changed the way business is done. It is also making markets smarter and more aware of quality and costs options so we have entered a totally new realm of

service, which in a way is good for the industry. It brings out the best in us as service providers are always reaching for excellence. The Award from Media-zone Publishing is a sitting tribute to the effort we have made as a team in terms of quality of service, client management and exceeding expectations. We are humbled by this recognition and pledge to continue to serve with all our passion,” concludes Wong. ■

For additional information please visit [www.activation-group.com](http://www.activation-group.com)