



MOME LTD

Macau's 1-Stop-Shop Media Solution Platform

Spotting a growing discerning China market streaming into Macau MOME LTD combined the power of online media with traditional solutions to become the 'go-to' brand for all media related solutions in Macau.

“**T**he develop-
ment of Macau
is flourishing
throughout
recent years,
however,

the local advertising market was rather monotonous in terms of media space and marketing effort,” says Joe Liu, of Mome Ltd – a one-stop-shop advertising, promotions and publicity solutions company based in Macau.

“My partner and I realized there is tremendous potential in developing the industry so we decided to pursue in marketing career to assist the growth of Macau,” says Liu.

Booming China Market

“Most inbound tourists in Macau are originated from Mainland China, so we have been exploring ways to further reach out to both locals and visiting



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Chinese tourists. Hence our main target is this group of inbound Chinese tourists into Macau rather than growing specifically into China itself,” says partner Joseph Chan.

“We have been providing effective reach out to arriving Chinese tourists via establishing our exclusive media network in popular locations. Meanwhile we are playing around with creativity and some social platforms that are familiar to people from mainland China.”

“We are the only company in Macau with self-owned media network while offering total marketing and sales solutions. Bridging from offline to online touch points, we create campaigns that will go viral on the digital front and hence sales and purchase are able to be conducted and driven. For instance, we had created an online campaign for the Macau Shopping Festival 2016 and the

result was reassuring: winners redeemed their gift certificates and shopped at designated retailers, boosting the sales growth for the retail sector.”

Growing Market Share

Liu says: “We are able to inform and attract people coming to Macau about latest events and benefits in real time and allow them to take action via their own mobile devices. In return, we can attract them to visit these locations physically within the destination.”

Speaking of the challenges facing his business’ growth, Liu says “most marketers in Hong Kong use Facebook, Instagram, Snapchat, etc to conduct marketing activities. However, these digital social platforms are not assessable to our targets and the social media usage of the two regions is very different. Therefore, our challenge will be how to close both ends and ensure our share will grow steadily



in Hong Kong market.”

He adds: “Our plan is to expand internationally in all locations where receive a growth of inbound tourists. We work hard and focus on building an energetic team who share the same vision to grow in the service of our valued customers.” ■

For additional information, please visit www.mome.mo