O2O Activation

Powered by Digital Everywhere

PacificLink Digital Everywhere Solutions

Mobile Everything and Interactive Customer Experience
We are Hong Kong Leading Digital Agency with over 15 years of passion

Providing a fully creative digital solution across 7 Asian regions
Our Team Structure

Over 220 talents across the group in Hong Kong.

- Account Service & Project Management: 25%
- Strategy & Business Development: 10%
- Creative & Design: 40%
- Development & Programming: 25%

Passion Leads
Services

We are a full service digital agency.

Creative Strategy  Responsive Web Development  O2O & Digital Marketing  Social Media & Content  Mobile Technology

Omni-Commerce  Viral Video & Photo Shooting  Web Security  Infrastructure

Passion Leads
Open positions

1. Mobile Application Developer (iOS)
2. Data Analyst
3. Creative Programmer
4. UI Developer
MOBILE PROJECT SHOWCASE
ESTEE LAUDER ANRII CAMPAIGN

ESTEE LAUDER

昨晚，你睡了多少小时？

8小时以上 8小时以下
MOBILE PROJECT SHOWCASE
TOWNGAS – 150TH ANNIVERSARY CAMPAIGN
MOBILE PROJECT SHOWCASE

PARKNSHOP WINE

The Leading Digital Agency with more than 15 years of Passion

Passion Leads
MOBILE PROJECT SHOWCASE
創新科技署 - 麥唛說綠色科技
Festival Walk Website Revamp
Best Shopping Website
2013 IAC Awards

The Leading Digital Agency with more than 18 years of Passion

Passion Leads
Build Up Hong Kong Integrated Campaign
Best Government Integrated Ad Campaign
2013 IAC Awards
Lodgewood Services Apartment - Hotel Website
Silver Award Winner - General Website
2013 W3 Awards
Exclusives By Miele - Membership Website
Silver Award Winner - General Website
2013 W3 Awards
Estee Lauder Hong Kong – Facebook Campaign
Social Network Standard of Excellence
2012 WebAward
Audi Hong Kong – The Audi Q3 Mini Site
Automobile Standard of Excellence
2012 WebAward
Vocational Training Council (Education Institution by Government)

Silver Award Winner - Education Category

2011 W3 Awards
Open positions

1. Mobile Application Developer (iOS)
2. Data Analyst
3. Creative Programmer
4. UI Developer
1. Mobile Application Developer (iOS)

RESPONSIBILITIES
- Develop and implement iOS applications from materials handled by designers
- Work closely with project team and other IT team members to develop web applications
- Keep up-to-date on the latest iOS SDK developments and technology
- Perform application testing, maintenance, upgrade and documentation
1. Mobile Application Developer (iOS)

YOU NEED TO HAVE
- Experience in mobile application development or related fields
- Solid knowledge and experience in Objective-C, Swift, SQLite
- Knowledge in HTML, CSS, Javascript, JSON, XML, Action-Script 3.0 or Unity3D is an advantage
- Knowledge in Augmented Reality or NFC is an additional bonus
- Strong sense of responsibility, able to work independently to meet project deadlines
- A good team player with positive thinking, willing to learn and is exible
2. Data Analyst

RESPONSIBILITIES
-- Formulate and develop web analytic and social intelligence model, including web traffic tracking, retargeting, social media monitoring and research methodologies
-- Transform data into insights to identify key issue and underlying business needs, generate suggestion for improvement
-- Prepare customized and regular reports and dash boards for analysis
-- Conduct research & analysis on digital trend
-- Ad hoc campaign/promotional reporting
2. Data Analyst

YOU NEED TO HAVE
-- Computer Science & Information Technology or relevant discipline
-- Experience in data analysis, programming, data extraction or MIS
-- Experience in designing and developing new reports using SQL Statement under MSSQL or MySQL platform
-- Experience in text mining, Google Analytic, Adobe Marketing Cloud, or any social analytics tools is highly preferred
-- Good communication, analytical and report writing skills
3. Creative Programmer

RESPONSIBILITIES
-- Develop, Maintain and implement Web-based projects from materials handled by designers
-- Work closely with project team and other IT team members to develop web applications
-- Able to work under minimal supervision, be highly pro-active
-- Responsible for the effort estimation on development deliverables
-- Project co-ordination
3. Creative Programmer

YOU NEED TO HAVE

-- Knowledge and experience in JavaScript (jQuery), PHP, MySQL Or Solid Experienced in .Net framework, C#.Net or VB.Net + MSSQL
-- Knowledge in Facebook apps Programming development is an advantage
-- Strong sense of responsibility, able to work independently to meet project deadlines
-- A good team player with positive thinking, willing to learn and is flexible
4. UI Developer

RESPONSIBILITIES
-- Design and develop innovative ash-based applications for leading clients
-- Use Flash, ActionScript, JavaScript, HTML5, CSS 3.0, Arduino in a variety of interactive application executions
-- Work closely with creative team, project team and other IT team members from concept design to application development;
-- Able to work under minimal supervision, be highly pro-active
-- Responsible for the effort estimation on development deliverables
4. UI Developer

YOU NEED TO HAVE
-- Extensive game design and software development experience
  Interest in mobile and game development
-- Strong knowledge in Flash Development: Action script, CPU / Memory optimization
-- Knowledge of games and software Application UI/UX is preferred
-- Good understanding of Programming Design Pattern (e.g. OOP)
-- Strong sense of responsibility, able to work independently to meet project deadlines
-- A good team player with positive thinking, willing to learn and is flexible
Passion Leads

The Leading Digital Agency with Over 15 Years of Passion

HONG KONG  SHANGHAI  TAIWAN  SINGAPORE  MALAYSIA  SOUTH KOREA  JAPAN
Successful O2O Showcases in Hong Kong

By Don Chan

PacificLink iMedia
About Us

We are digital heroes
We are Hong Kong Leading Digital Agency with over 15 years of passion

Providing a fully creative digital solution across 7 Asian regions
Our Vision

Digital Everywhere

To create inspiring digital communication between brands and their customers. We are passionate about digital. We believe digital is everywhere.

Passion Leads
Services

We are a full service digital agency.

- Creative Strategy
- Responsive Web Development
- O2O & Digital Marketing
- Social Media & Content
- Mobile Technology
- Omni-Commerce
- Viral Video & Photo Shooting
- Web Security
- Infrastructure

Passion Leads
PacimLab

Good idea lives on.

We bring imagination into real experience.

Selfie Booth
O2O Photo Booth

Vendox
O2O Vending Machine

Crystal Box
Transparent Touch Screen

and more...

Powered by

PacimLab

Passion Leads
O2O SHOWCASES
Enhancing the offline to online experience
adidas running
boost your run campaign

Case Study 1
To pave the way to 2015 Hong Kong Marathon, we have set up an integrated O2O platform to connect different scoring activities with the aid of NFC technology.

adidas boost your run campaign
adidas
#teamadidas
boost your run
To pave the way to 2015 Hong Kong Marathon, we have set up an integrated O2O platform to connect different scoring activities with the aid of NFC technology.
Integrated O2O platform is set up to pave the way for runners to 2015 Hong Kong Marathon.
#teamadidas running event and warm-up sessions lead by professional running.
Interactive Vending Machine x Photo Booth
Campaign Performance
• Over 2,500 registered participations
• Over 3,850 photos were uploaded online
• Over 7,650 photos were taken by interactive vending machines
• Over 780 participations to the 13 running events
• Over 4000 NFC bracelet is distributed, and over 50% are connected to the #teamadidas account.
• Over 400 HK Marathon runners joined the adidas After Run Party
adidas original
#thisisme selfie party
Case Study 2
This year, adidas Originals rode on the theme “this is me” for their yearly OBC party 2014, and further interpreted the concept by expressing one's own personality and originality in terms of selfie. To spread out the message, we have setup a selfie campaign on one of the most popular photo sharing platform – Instagram with the hashtag “#thisisme” to play with the mass.
adidas World Cup
all in or nothing

Case Study 3
adidas World Cup
all in or nothing

adidas is the official sponsor of World Cup 2014 Brazil. It launched a global World Cup campaign featuring football stars, hero products and fans aiming to keep Nike at bay during World Cup.
Idea

Going all in is not an option:
It’s not a choice you can make.
It’s black or white.
O2O Marketing Campaign

In order to communicate the message “all in or nothing” during world cup, adidas set up an event to spread out the words. By digital activation and O2O strategy, we bring users to experience the ultimate joy and passion of adidas world cup not only on online platforms, but also engage users to participate in the event.
Local Celebrities Participation
廣告狂人 Madman's Monologue

每四年一度的世界盃足球賽以及運動品牌的市場，大的Global campaign可以帶來強大的曝光效果，何嘗不是？以及何嘗不是！（球迷在看什麼？那個參與廣告的球星及國家隊出場或冠軍，是為是話。）

但想不到佔香港的整個賽事一樣精彩。

你我都恐怕韓國之年加入香港代表隊打入世界盃決賽，但香港人對世界盃的熱情在近年已經有改變呢？國家隊球衣每兩年（即這個歐洲盃）都會有大變，迄今有關涉到穿上各式國家隊球衣的人。

“Adidas is all in” campaign已經run了幾年，有理由相信將會有的全球campaign取代，所以slogan都由「[poc] is all in」改為「All in or nothing」，找來多位藝人（張家輝、梁詠琪、Rubberband等）以及著名的年輕女藝人，包括：盧凱彤、Lulu Tung、杜小狄和有份演出電影《足球俱樂部》的Anjayla Chan、Venus Wong、Cheronna、Heidi等，穿上球衣拍照，放於雜誌和社交媒體廣而告之。

乍看起來雖然效果不錯，但也非常正面，也無值得特別提出的地方。冷不妨多了一個例外之選：穿上日本隊球衣的小妹妹Celine Yeung。這名她原本的人氣和鄉愁的寫作，她在圖片很快就被廣傳，好新聞網民（註：估計對方不會把王敏奕的姓氏寫錯，如此此國度非官方）更把她和另外十幾位藝術家的球衣拍在一起。（再用一系列的男藝人已成完全不提。）

比起其他「重塑」，Celine小姐的倫敦藝術的破壞是發生意外。此聖大男孩（campaign’s target）心中的細節。
1 tip for a tiny belly:
Cut down 3 KG of your belly every week by simply using this little secret.

adidas battle pack 堅韌，是來自古代各民族的戰士，他們披甲出征前會在身上塗上黑油脂來提升戰意！

2014年巴西世界盃即將來臨，邀請adidas衆將在6月舉行互動世界盃展覽，adidas特別邀請了出選影帝張家輝曾志偉和黎明等一眾藝人，參與adidas ‘all in or nothing’ 世界盃宣傳及節目。
adidas x Captain Tsubasa
Social Media Campaign
adidas battlefield Booth
battle pack yourself Print Station
battle pack Photo Booth
Amway Digital Experience Store
Case Study 4
we have made use of NFC technology to present a brand new “shop-and-play” experience in the centre, where customers can enjoy a series of digital installations with one Smart Experience Card.
How does it work?

Activation

Experience

Share
Resveratrol and Anthocyanins in blue plants are beneficial to brain and vessel health, and provide antioxidant protection. Try remembering the positions of BLUE PLANT CARD.

- Acerola Cherry
- Onion
- Calendula
- Onion
- Tomato
- Apple
McMug
KINECT Installation at InnoCarnival
2014
Case Study 5
McMug KINECT Installation at InnoCarnival 2014

to use KINECT technology with famous McMug and his friend May to be our main player characters.
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