

SmarTone launches a new TVC campaign for Family Plan Empowering “More of Life” and “Bond More with Family”

(Hong Kong, 15 Jun 2018) SmarTone launches a new TVC campaign for its “Family Plan”, empowering customers and their families to enjoy SmarTone powerful network beyond speed, stability and seamlessness and embrace a plethora of caring privileges to meet the needs of each family member and share bonding moments.

Five defining features of SmarTone “Family Plan”:



Flexible Data Allocation

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Registered customers can allocate and set monthly data usage limit through SmarTone CARE app for family members (including main SIM cardholder and secondary SIM cardholders).



Choice to Upgrade to Unlimited Data

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Double data for the whole family to share for binge watching movies, playing video games and browsing Internet at full speed over a fast, stable and seamless 4.5G powerful network.



Premium Membership

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Once subscribe to “Family Plan”, registered customers and their family members will automatically become SmarTone Plus members eligible for year-round exclusive offers and services.



Smart Workshop

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A wide range of workshops on robotics, coding, electronic instrument apps introduction, beginner’s guide to smartphones, etc are available for customers and their family members to make the most out of their smartphones to have more fun.



Tech Guru

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To ensure that the needs of each customer are attended to, customers and their family members enjoy the privileges to visit SmarTone stores anytime for smartphone and latest mobile app enquiries.

SmarTone Plus specially brings members and their family members an array of privileges and experiences including courses for families and exclusive privileges.

SmarTone also launches the limited-time “Family Plan” offer. New customers subscribing to designated family plan can enjoy free Hong Kong Disneyland Park tickets (up to 3 pcs), movie vouchers (2 pcs) or monthly double data. Designated credit cardholders can enjoy two extra movie vouchers and a monthly additional 2GB local data, together with the choice to upgrade to unlimited data[^] for the whole family over SmarTone 5S powerful network.

To celebrate Father’s Day together with customers, SmarTone has arranged for caring privileges across 10 selected stores#. SmarTone Plus members can get a free sports towel on 17 Jun from 2-6pm at designated stores. What’s more, customers can join the in-store photo-taking event for family photo and upload it to Instagram with the tag @smartonehk. SmarTone will choose the top 3 pictures with the most ‘Likes’ from 17- 21 Jun and the selected members will each win a night of free Hong Kong Disneyland accommodation. Three quotas in total. There are also football themed stall games outside SmarTone Mongkok store for members to celebrate a Father’s Day filled with football fever and win amazing prizes!

Please stay tuned for our “Family Plan” TVC Campaign which will make its debut tonight at 8:15 pm on TVB Jade.

SmarTone

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* Flexible Data Allocation will be released in due course.

^ FUP (Fair Usage Policy) applies.

Selected stores: Central (IFC Mall), Mongkok (Sai Yeung Choi Street Pakpoo Commercial Centre), Kwun Tong (Millennium City5 / APM), Kowloon Bay (Telford Plaza 1), Diamond Hill (Plaza Hollywood), Tseung Kwan O (MCP Central), Shatin (New Town Plaza), Ma On Shan (Sunshine City Plaza), Tuen Mun (Town Plaza Phase 1) and Yuen Long (YOHO Mall II).

- Terms and conditions apply.

- For details about "Family Plan", please visit: www.smartone.com/Familyupgrade

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News Release