

SmarTone Launches New Communication Campaign

(Hong Kong, 4 September 2013) – SmarTone has launched a new communication campaign starting with the question “What is best?”, followed by its brand manifesto.

“At SmarTone, we believe best as a concept is not an end in itself. It is just a beginning as best can always be made better,” said Douglas Li, CEO of SmarTone.

“This new campaign is an extension of the company’s 2010 brand campaign ‘Why and Why Not?’ which was about never being satisfied, always challenging the status quo and constant innovation to achieve better customer experiences. This new campaign takes it further to espouse our restless spirit for change and continual quest for improvement.”

SmarTone will showcase some of its services, both existing and new, under this campaign to demonstrate its brand belief in action.

“With this campaign, we hope to show customers why and how we do what we do. Through this, we hope more people will identify with our values and appreciate our difference,” added Douglas Li.

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