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## Bank Of China Sets Olympic Countdown

By: Adaline Lau, Hong Kong

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Hong Kong - Bank of China (BOC) has selected Focus Media to launch its countdown to the Beijing Olympic Games 2008 through an electronic calendar screen wrap creative within elevator lobbies of premium office buildings in Hong Kong.

The electronic calendar screen wrap creative started on 10 July and will run till 7 August in 30 elevator lobbies in the CBD areas.

The BOC, one of the main Olympic sponsors, is also running its 30 second TVCs across more than 650 Focus Media TV Screens in addition to the electronic countdown. The exposure will allow BOC to reach 45% of all PMEBS and white collar workers in Hong Kong.

Apart from the premium office TV network, Focus Media also has a retail TV network that reaches out to the general public at Manning's health and beauty store as well as Midland's realty branches.

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- Bank of China
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