

LINK - H.A.N.D.S. X WTWC (07-08/2016)

To celebrate the anniversary of H.A.N.D.S, Plastrons organized this East vs West battle royale marks the first time that a licensed World Thumb Wrestling Championship event. As the contest's ambassador, Hong Kong boxing champion Rex "The Wonder Kid" Tso joined the recruitment day to call on youngsters to join the contest. It also features the "Shake & Win" programme. Shoppers are eligible to play the game for the chance to win a HK\$10,000 cash prize. In addition, free gigantic board games are perfect for family with kids. This campaign drew big media coverage and impressive footfall to H.A.N.D.S.

The event has won a "Best Use of Influencer/Advocates, The Marketing Events Awards 2017", "Best Influencer Strategy, Marketing PR Awards 2017", "Best PR Idea, Marketing PR Awards 2017" organised by Marketing Magazine.



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