

# Hong Kong Mobile Advertising Insight Report

Q3 2016

## FASHION AND LUXURY

hotmob

Copyright © 2007 - 2016 Hotmob Limited.  
All Right Reserved

More and more luxury and fashion retailers attempt to utilise **mobile advertising** to boost revenue through driving shoppers from **online to offline**. This report unveils the trends of mobile ad campaigns that were launched via Hotmob Mobile Marketplace between Q4 2015 and Q2 2016.

Progressive growth  
in ad spend  
from 2015 to 2016

Record a  
**127% increase**  
since Q4 2015

Total Ad Spend by Quarter

Both  
**iPhone and Android**  
platforms play  
an equally important role  
in Fashion and Luxury

Q4 2015 & Q2 2016

WAP  
**14%**

iPhone  
**45%**

Android  
**41%**

**One-Third**  
of the campaign covers  
Fashion, while the  
rest derived from  
Luxury and Outdoor  
& Sports

Q4 2015 & Q2 2016

Cosmetic  
**26%**

Watch  
**2%**

Fashion Apparel  
**30%**

Shoes  
**12%**

Jewellery  
**30%**

**Pop-up  
& Banner**  
ranked high

among all ad formats.  
Perceived as more  
direct forms  
of communication

Number of campaign by ad format

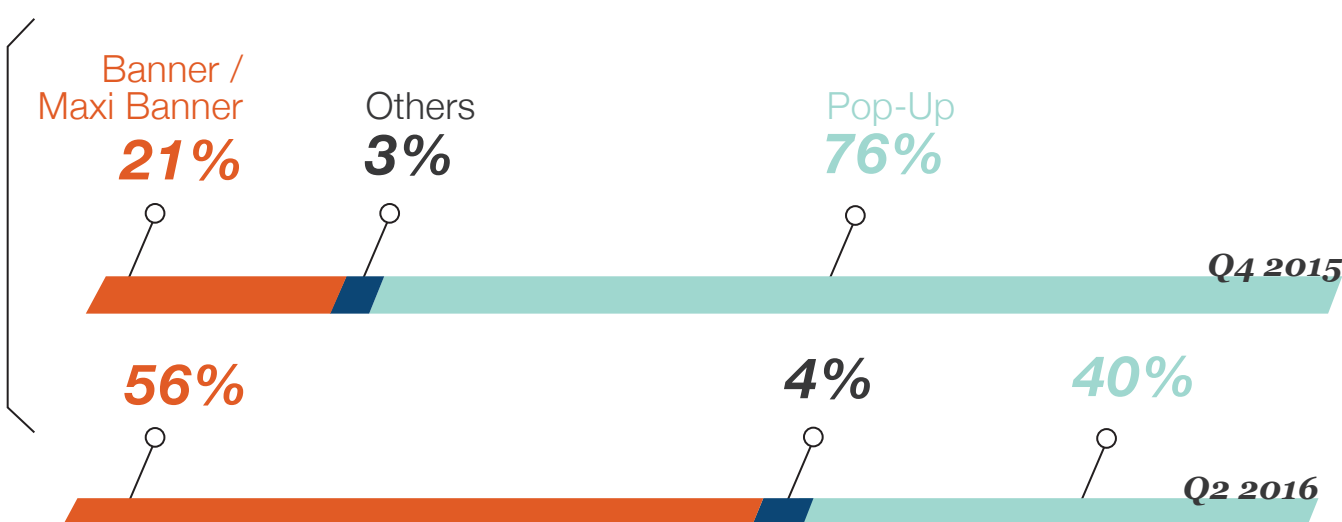
Banner / Maxi Banner  
**43%**

Pop-up  
**53%**

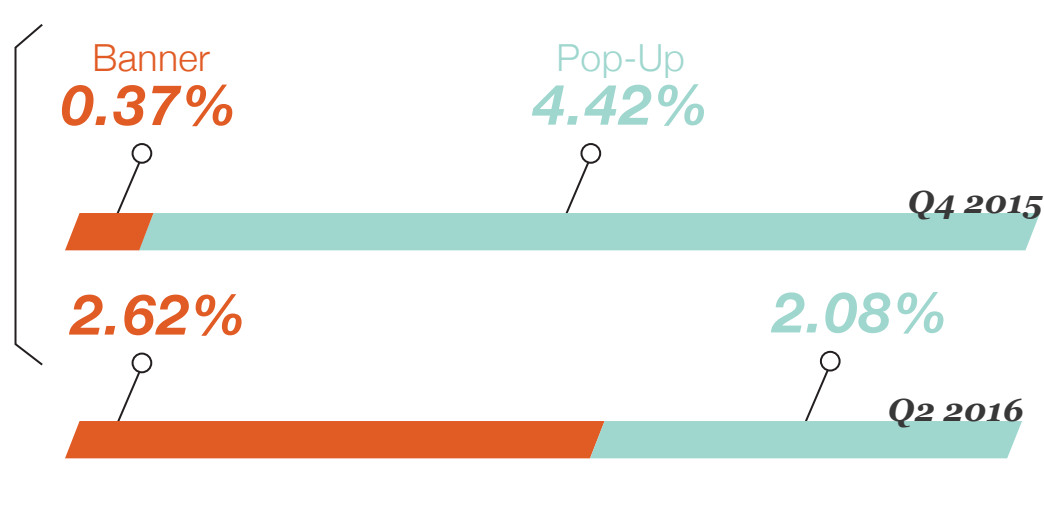
Others  
**2%**

Advertorial  
**2%**

Data suggests  
**Banner & Maxi Banners**  
attract greater attention from audience as observed  
from a double increase on demand



The CTR of Fashion and Luxury Banner ad  
revealed a YOY increase by  
**7.08X times**



hotmob

4/F, TungTex Building, 203 Wai Yip Street, Kwun Tong, H.K.

Copyright © 2007 - 2016 Hotmob Limited. All Right Reserved