

Huawei partners JCDecaux for dazzling Christmas pop-up in Hong Kong Airport



The management of Huawei, Airport Authority Hong Kong and JCDecaux Transport jointly officiated the opening ceremony for Huawei's Christmas pop-up at the Hong Kong International Airport



Passengers at the Hong Kong International Airport can create personalized Christmas e-cards at Huawei's pop-up

Smartphone provider Huawei has partnered JCDecaux for its first ever Christmas campaign at the Hong Kong International Airport (HKIA).

Huawei Sparkling Christmas Interactive Zone

The campaign, involves a Christmas pop-up titled "Huawei Sparkling Christmas Interactive Zone". As part of this zone, Huawei has set up a prism-shaped sparkling Christmas tree and festive decorations where visitors and passengers can create personalized Christmas eCards, take photos and upload them with HUAWEI's flagship HUAWEI Mate 20 Pro smartphone. The eCards and uploaded photos will be displayed on the digital screens at the bottom of the tree.

All passengers who upload photos will stand a chance to win the "Best Festive Photo Award". Huawei will be giving two lucky winners a Huawei Mate Pro smartphone valued at US\$ 878, while one lucky winner will be selected daily during the campaign period for the "Most Fabulous Photo" Daily Award and receive a HUAWEI wireless speaker worth US\$ 63.

Commenting on the campaign, Andy Ho, Vice President of HUAWEI CBG, Greater China, said: " The interactive elements of Christmas eCards and photo-uploads allow them to experience the unparalleled photo shooting capabilities of HUAWEI Mate 20 Pro, while sharing season's greetings, joy and happiness in a digital yet simple and fun way."