



The Annual Best Couple Photo Contest of the Year 2006

The Mission of this PR event is

- (1) To Raise Club Med Brand Awareness around major cities in China Market.
- (2) To promote Club Med Honeymoon Concept and its Honeymoon special offer

Responsibility:

- Pre-event Warm-up Media Coverage Planning & release, with the purpose of attracting as many as possible couples to attend this contest
- Post-event Promotion: invite real couples of winners show up in press conference, brief media to publish the outcome of this contest, with the purpose of promoting Club Med Honeymoon concept to the public; arrange long-profile feature articles of Club Med Resorts in Maldives, Bali and Bora Bora.

