

Hongkong Post Premium Circular Service Application Form for Service Proposal

To: Hongkong Post
Tel: 2921 6526/2277
Fax: 2854 9623

Thank you for your enquiry on our Premium Circular Service.

We shall use precise segmentation tool of neighbourhood types (classified by an advanced cluster analysis named Mosaic* using government statistical data) to help you identify target residential households for posting your circulars. Please complete the following two sections and fax it to 2854 9623. We shall present the service proposal to you in 2 working days.

SECTION I: POSTING PLAN

Company Name: _____ Business nature: _____ Contact person: _____

Tel. no.: _____ Fax no.: _____ Email address : _____

Tentative posting date: _____ Tentative posting post office/ area: _____ Tentative posting quantity : _____ Weight of item: _____

SECTION II: SELECTION OF TARGET HOUSEHOLDS

Step 1: Please select your target area(s)

Step 2: Please select your target households in either one of the following methods.

Method (1): Select your preferred customer types(s) by Mosaic groups

(2): Select your preferred demographic characteristics so that we can identify which Mosaic neighborhood groups match your chosen criteria best for direct mailing.

Step 1: Area Selection (Compulsory)

(Please select at least ONE area)

- | | | | |
|--|---------------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Central & Western | <input type="checkbox"/> Wan Cha | <input type="checkbox"/> Eastern | <input type="checkbox"/> Southern |
| <input type="checkbox"/> Sham Shui Po | <input type="checkbox"/> Kowloon City | <input type="checkbox"/> Wong Tai Sin | <input type="checkbox"/> Kwun Tong |
| <input type="checkbox"/> Yau Tsim Mong | <input type="checkbox"/> Kwai Tsing | <input type="checkbox"/> Tsuen Wa | <input type="checkbox"/> Tuen Mun |
| <input type="checkbox"/> Yuen Long | <input type="checkbox"/> North | <input type="checkbox"/> Tai Po | <input type="checkbox"/> Sha Tin |
| <input type="checkbox"/> Sai Kung | <input type="checkbox"/> Islands | | |

Step 2: Target Selection (Please select one of the following methods)

Method (1): Target Household Types by Mosaic Neighborhood Groups

To identify, locate and target residential customers, please select your preferred customer type(s) directly from 28 unique Mosaic types.

A. UPPER ECHELONS

- A01 Expats and the Privileged A02 Matured Wealthy A03 Elite Professionals A04 Rising Sophisticates

B. WELL-TO-DO

- B05 Well-off Families B06 Young Executives

C. EMERGING MIDDLE CLASS

- C07 New Mortgagees C08 Government Quarters C09 Middle-class Pleasure C10 Mature Home Owners

D. SUBURBAN LOCALS

- D12 Old Town Empty-nesters D13 Settled Workers D14 Comfy Countryside D15 Rural Heritage

E. COMPACT CITY LIFE

- E16 Urban Practicals E17 Bargain Seekers

F. COMFY SUBSIDISED HOMES

- F18 New Couples and Kids F19 Growing Families F20 Mature Stability F21 Extended Family Life

G. GRASS ROOTS LIVING

- G22 Blue Collar Parents G23 Basic Life Pursuits

H. COMMUNITY CHALLENGE

- H24 Nuclear Renters H25 Striving Multi-earners H26 Aging Generations

I. GREY PERSPECTIVE

- I27 Elders Community I28 Retiree Families I29 Sunset Simplicity

Method (2): Target Household Characteristics by Census Criteria

If you can't identify your targeted Mosaic type(s), please select your preferred household characteristics. We can identify which Mosaic types match your chosen criteria best for direct mailing.

(Please limit your choice to 3-5 criteria for initial review.)

A. Age distribution

- < 15 15 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+

B. Social Status

- Full-time Student Working Others, including housewives and retired people

C. Gender

- female male

D. Monthly domestic household income

- < HK\$10,000 HK\$10,000 - 19,999 HK\$20,000 - 29,999 HK\$30,000 - 39,999 HK\$40,000+

E. Monthly income from main employment

- <HK\$7,500 HK\$7,500-9,999 HK\$10,000-14,999 HK\$15,000-19,999 HK\$20,000-29,999 HK\$30,000+

F. Economic activity status

- Employees Employers Self-employed and unpaid family workers

G. Household size

- 1 - 3 4 5 +

H. Marital status

- Never married Ever married

I. Occupation

- Managers & admin Professionals and Associate Professionals
 Clerks, Serv.Workers & Shop Sales Workers
 Craft & related workers, Plant & Machine Operators & Assemblers Others & unclassified

J. Educational attainment (highest level attended)

- Primary or below Secondary and Matriculation Tertiary

K. Tenure of accommodation

- Owner occupier - with mortgage or loan Owner occupier - without mortgage or loan
 Sole tenant Others

L. Housing Type

- Public rental flats Subsidized sale flats Private residential flats Others

Thank you for your enquiry. We will revert in 2 working days. If you have any queries, please feel free to contact our customer service officer on 2921 6526.

Remarks

- The personal data you provided in this form may be used for the promotion of postal products or services. If you do not wish it to be used for this purpose, please "✓" the box.
- The door drop of circulars will be based on individual building/estate. No detailed building lists of distribution will be provided. Hongkong Post will endeavour to provide regular updates on the number of households/occupants in each area/building/estate, but will not be liable for any discrepancy in such number or other inaccuracies which may arise under whatever circumstances between the updates.

* Mosaic Hong Kong is a consumer segmentation tool that classifies all Hong Kong households and individuals into unique Types and Groups that share similar demographic and lifestyle characteristics. Data used to build Mosaic Hong Kong is sourced from government statistical and research data, followed by an advanced cluster analysis. For more information about Mosaic Hong Kong, please visit www.business-strategies.com.hk.