

htc
quietly brilliant

Brand Awareness

Total unaided awareness level of
HTC Smartphone rose

up to **6%**
(from 33% to 39%)

Total Unaided Awareness



Campaign
HTC 7 Trophy/ HTC HD7/ HTC 7 Mozart

Category
Mobile Phone

Target Audience
People aged 15 and above

Media
NEL Dhoby Ghaut Station
(Concept Buy)

Duration
8th Nov '10 – 19th Dec '10

Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media

Here's an idea;
Play time is anytime

