



[For immediate release]

Birdie's first tagline highlights benefits to mobile users

Diversify promotions to unwind new mobile experience

(Hong Kong, April 26 2019) Birdie Mobile, the pioneering all-digital mobile service provider that has transformed the mobile experience in Hong Kong for over a year, unveiled its first tagline “Birdie is unwinding in every way” to reaffirm its commitment to set mobile users “contract-free” with an engaging approach.

New tagline to deliver brand core value

Birdie Mobile is an innovative mobile service provider for millennials, offering hassle free mobile services free from contracts, administration fees. The company has revealed its first tagline “Birdie is unwinding in every way” supported by a large-scale integrated advertising campaign to step up its brand message in the pursuit of unwinding freedom and community engagement. The affable Birdie character flies high with fellow mobile users who can enjoy flexible and unprecedented services from Birdie. The campaign launched last month, extensive outdoor advertisements were being placed at the city’s major transport network including MTR, Bus Body, Bus Shelter, as well as digital advertising on Social Media, Search Engines and Display Ad Networks. Up next, Taxi advertisements will be rolled out in early May to sustain the program.

Unique offerings to bring exceptional customer experience

As the first mobile service provider which customises its services for millennials, Birdie Mobile is determined to provide flexible and unprecedented services to customers, ranging from “Data P2P”, “Birdie-Get-Birdie” referral scheme to giveaway program “Birdie Friday”. In addition, Birdie “Travel Data Day Pass” has been particularly popular. Available both on a standalone Birdie Travel SIM or to Birdie Mobile subscribers, travelers can get pay-per-day roaming data at over 50 global destinations on the travel day passes, saving the hassle of swapping out SIM cards, complicated handset setups or using a portable WiFi hotspot.

Going forward, Birdie Mobile will continue to reach out to and engage with mobile users like no other mobile service providers have done before. Learn more about Birdie’s simple pricing and unique offerings at www.birdie.com.hk or on the Birdie Mobile App.



About Birdie:

Birdie is unwinding in every way.

Unwind to relax and be yourself. Overcome rigid rules, be flexible and open up a new exciting world!

Birdie has done away with contracts and admin fees. Instead we've rolled out new ideas, so you can unwind anywhere, anytime.

Get extra data from your friends with the pioneering Data P2P feature. Instantly connect to the destination's mobile network with the same Birdie SIM while you are travelling. Choose and manage your services on our mobile app in a breeze, saving the hassle of queuing up at a store.

The pursuit of unwinding freedom and fun is Birdie's new attitude!

For more information about Birdie Mobile, please visit <http://www.birdie.com.hk>

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