

Global Media Agency Bolsters Its Regional Foothold with Hong Kong Powerhouse

Leveraging Hong Kong's dynamic business ecosystem and international connectivity, global omnichannel media agency Assembly is well-positioned to solidify its standing as a leading player in the Asia-Pacific media landscape.

Hong Kong's media business landscape is renowned for its vibrant and diverse nature, making it an irresistible choice for global media agencies. Boasting a flourishing industry that encompasses digital, social media, broadcast and print, Hong Kong provides an ideal environment for groundbreaking media campaigns. Recognising Asian markets' immense potential, Assembly made the strategic decision to establish its APAC regional headquarters in Hong Kong and continued to double down its investments in the city over the past seven years. Since then, Assembly has accumulated an impressive track record in the market, having great success with local and global brands and receiving numerous accolades such as Media Agency of the Year in 2023.

With a workforce of approximately 2,300 employees spread across 35 global locations, Assembly is a digital and data first omnichannel media agency, specialising in delivering innovative media strategy, media activation, data and technology solutions, and business consultancy to a wide range of brands. Through harnessing its global network, state-of-the-art technologies, and data-driven insights, the agency's Hong Kong office has experienced rapid growth. It has established a strong presence in the retail, travel, luxury, FinTech and finance sectors, and has strategic plans to expand its regional client base further via Hong Kong.

Hong Kong: The Ideal Launchpad to Asia

Richard Brosgill, APAC CEO of Assembly, noted that Hong Kong's strategic location and unrivalled connectivity were key factors for choosing the city as Assembly APAC's regional headquarters. "Hong Kong is a fantastic gateway to Asia-Pacific and has provided us with a diverse array of opportunities across the region," he explained. "Its proximity to both our core clients and teams is invaluable and has provided routes for growth not just domestically, but across the entire region."

"We have eight offices across the Asia-Pacific region," Brosgill continued. "Our Hong Kong office serves as a strategic hub, connecting our operations and

enabling seamless collaboration between our teams in different markets. It also covers our Southern China business, complementing the work of our Shanghai office. The two offices work hand-in-hand to deliver the best possible solutions for our clients."

Dynamic Media Landscape Empowers Creativity

Brosgill highlighted the dynamism of Hong Kong's media landscape. "Hong Kong is always a vibrant market when it comes to media. It has a huge mixture of identities and as consumer behaviour evolves, the platforms and media landscape are in constant change," he said. "This environment forces us to think creatively, to find the right moments and the right ways for our clients to bring their brand stories to life."

In Hong Kong's ever-evolving media landscape, Assembly has demonstrated its ability to stay agile and innovative in serving its diverse clientele. Brosgill highlighted a few recent examples, noting the agency's large-scale omnichannel marketing campaigns for a luxury beauty brand and a renowned insurance company.

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APAC CEO
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These high-profile projects showcase Assembly's expertise in crafting impactful, tailored solutions that resonate with the Hong Kong market and its discerning consumers.

With seven years of experience based in Hong Kong, Brosgill has come to view the city as a great place to call home. "There's a wonderful balance here," he remarked. "Hong Kong provides great accessibility, fantastic cuisines, and abundant outdoor activities. You can truly enjoy the focus of business being in the city. But then you can very much step away and have that release, getting back to nature and greenery."

Assembly

- Part of Stagwell, a digital and data-first omnichannel media agency with a workforce of approximately 2,300 employees spread across 35 global locations
- Its APAC regional headquarters in Hong Kong has over 50 staff, overseeing the business and collaboration of its eight offices in the region

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