

# JD CENTRAL teams up with HP launch Super Brand Day offer 80% discount for Chinese New Year Celebration



Creating seamless shopping experiences to respond to new generation shopping style

Bangkok, January 20, 2020 - JD CENTRAL, the leading e-commerce technology and retail business in Thailand partner with HP Inc. Thailand, the leading technology portfolio together creating seamless shopping experience launch exclusively super brand day campaign for Chinese New Year celebration, offer up to 80% discount for customers, all items are ready to deliver to customers door within 24 hours. This campaign is able for ordering both via platform on 14-25 January 2020 and at the event on 25 January 2020 at Siam Square One, plus exclusively special premiums redemption.

Consumers behavior in 4.0 era, a survey from Mahidol University has shown that home appliances, electronics products and furniture are the categories that consumers often purchase through Omni-Channels shopping at 31.9%, average spending around 4,742 baht per basket. Consumers tend to spend time online for promotions comparison, time saving, while going to offline store for products trial and easier to return products when purchasing offline.

“With understanding of consumers’ behavior and by the Omni-Channels strategy and directions of JD CENTRAL, we partner with HP Inc. Thailand as they are ready to create online campaign and organize on-ground activity. In this time customers have 2 options for order placement, either purchase through online, or come to experience products for making decision at the event, products will be shipped to customers’ door within 24 hours. This event is truly phenomena of seamlessly shopping which professional link between online and offline shopping altogether to cater to new generation customers need and lifestyle” said Miss Rvisra Chirathivat, Chief Marketing Officer of JD CENTRAL.

“At HP, we focused on creating technology that makes life better for everyone, everywhere. Through

HP PC and print technology innovation, we engineer experiences that amaze by reinventing the way the millennials work and play,” said Alvin Gregory Charles, Country Head of Omnichannel Sales, HP Inc. Thailand. “Consumers are now demanding a personalized experience and move seamlessly between the physical and digital in all aspects of their lives, and nowhere more so than retail. Driving joint marketing activities with our channel partners, we deliver the best omnichannel experience to our consumers.” Alvin Gregory Charles, Country Head of Omnichannel sales, HP Inc. Thailand said.

Prepare your “Hong Bao” to shop HP products through JD CENTRAL from 14-25 January 2020, highlight activities for example;

- HP products discount up to 80% everyday from 14-25 January 2020
- Special deal for gamers, purchase “HP Gaming Notebook” with RAM 8 GB get free another RAM 8 GB, in total 16 GB (selected items)
- Enjoy lucky draw and receive free premium in offline event at Siam Square One, on Saturday 25 January 2020