

Cathay Cargo launches new brand campaign “We Know How”

- A Monitor Desk Report

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Dhaka: Cathay Cargo marked the launch of its first marketing campaign, “We Know How”, with a special ceremony held at Hong Kong Aircraft Engineering Company Limited’s (HAECO) hangar facility at Hong Kong International Airport (HKIA) on June 21.

The event also formally introduced the newly rebranded Cathay Cargo with the first Cathay Cargo Boeing 747-8F to receive the new livery making a giant and dramatic backdrop for the occasion.

Cathay Group Chief Executive Officer Ronald Lam hosted the event and its guests of honour, including Secretary for Transport and Logistics Lam Sai-hung, Director-General of Civil Aviation Victor Liu Chi-yung from the Civil Aviation Department (CAD), and Airport Authority Hong Kong Chief Executive Officer Fred Lam Tin-fuk.

The campaign comes at a time when Cathay Cargo is developing links in its

extended home market of the Greater Bay Area (GBA), just ahead of the forthcoming Three-Runway System at Hong Kong International Airport, which will become fully operational in late 2024.

In his speech, Secretary for Transport and Logistics Lam Sai-hung referenced the collaborative work between Cathay Cargo and the Airport Authority Hong Kong's new HKIA Logistics Park in Dongguan. This new facility despatches built-up and screened cargo from the heart of the GBA direct to Hong Kong International Airport by ship.

Cathay Group Chief Executive Officer Ronald Lam highlighted the key role cargo plays in the growth and development of both the Group and the Hong Kong international aviation hub.

As the first marketing campaign following the rebrand of Cathay Cargo earlier this year, "We Know How" focuses on the innovation, people, solutions and service - as well as the "magic" - that are central to Cathay Cargo.

The campaign includes Cathay Cargo's first video advertisement and a series of posters that will appear in Hong Kong Station on the MTR. The ad and posters, shown for the first time at the event, reflect the range of shipments carried as air cargo and that need specialist handling.

Cathay Cargo continues to invest in building its air-cargo expertise to deliver what customers want and to set it and the Hong Kong international aviation hub apart from competitors. Recent investments include Ultra Track, a next-generation track-and-trace tool; putting purchase and confirmation into customers' hands with Click and Ship; revamping the range of specialist handling solutions; infrastructural upgrades including the Pharma Handling Centre at the Cathay Cargo Terminal; and digitalising processes and using data to benchmark and measure performance.

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