

Global Concierge Advertorial

The client wanted their concierge service to appear accessible to Sassy Hong Kong's readers – emphasising that this wasn't just a luxury service available only to the rich or famous. We also capitalised on the December timing of the advertorial to tie in with Christmas, and the idea of buying a Global Concierge membership as a present.

We emphasised the idea Global Concierge's wide-ranging array of services, but also that by using them, you were also buying yourself money could not buy – free time. The client loved the copy and commented that amongst all the advertorials (both print and online) they had placed in December, the Sassy Hong Kong piece had brought them the strongest response.



With Christmas fast approaching, our thoughts are rapidly turning to presents... namely, what on earth to get everyone? After all, there must be a limit to the number of pairs of socks we can gift! What makes it worse is that there is always at least one person on your list who is impossible to buy for because they already have everything they need. Well, we have a fantastic present idea, perfect for the person who has everything they need in life, except one key ingredient – time. A membership package with **Global Concierge**.

Global Concierge offers a tailor-made personal service that caters to your every waking need, from the most mundane daily chores to organising once-in-a-lifetime experiences. It often feels as if there aren't enough hours in the day or that we just don't have enough pairs of hands to cope with everything that the hectic HK lifestyle throws at us – but **Global Concierge makes life fantastically easy!**

If you thought that only celebrities deserved personal assistants, think again! Global Concierge can help you sort out your taxes, interview for domestic helpers, schedule dentist appointments, plan parties, renew passports, organise a junk trip... and just about everything and anything else you could think of! They can also act as your very own personal travel agent for family holidays or business trips, doing everything from booking your flights, applying for visas and finding a great hotel, to planning your entire itinerary whilst you're there – and remaining in contact throughout the entire trip to deal with any last-minute changes of plan.



Global Concierge specialise in delivering unique, creative and luxurious experiences at the drop of a hat. With their insider knowledge and exclusive connections, you could experience a day you've previously only dreamt of – from hob-nobbing with the rich and famous on international red carpets to sitting front row at the Wimbledon Men's final. Want one of only a dozen VVIP tickets to the Red Bull box at the Abu Dhabi Formula One... Global Concierge has got it covered!



With a number of membership packages available, including an initial six-month contract or yearly membership, a subscription to **Global Concierge** really could be the ultimate Christmas present!

Sassy Discount: What's more, we have an **exclusive Sassy special offer** just in time for the festive season; you can receive a **25% discount on annual membership rates until 31 December** simply by **emailing enquiry@globalconcierge.com** with the subject heading 'Sassy' or calling **9098 9015** and mentioning us.

So if you thought the idea of someone coming in and Mary Poppins-ing up your life was something only out of your wildest fantasies, we're here to tell you – **Global Concierge** really is a dream come true! So spoil the one you love, or even treat yourself. After all, time is the most precious gift of all.