

Winning Creativity



The ever-increasing power of the digital world and media to influence consumers cannot be ignored. To win over consumers, we intensified our digital and PR promotions with creative initiatives. On the digital front, we redesigned our website, increased our leverage of social media platforms, and created new mobile apps. On the PR front, we engaged high-impact TV channels and media worldwide, and staged an ever more exciting “Hong Kong Super Shopper” campaign.

New DHK Website

To align our brand promotion, we re-launched our DiscoverHongKong website with a new design that put the colourful stripes – the key visual element of the brand – on every page. We also took the opportunity to add new content and functions, such as “My Hong Kong Guide”, which facilitates itinerary-planning by visitors. Eighteen of the website’s 22 market versions were available in 2012-13, with the remaining to be launched in 2013-14.



Social Media

Capitalising on the unstoppable viral effect of social media, in June 2012 we launched two new Facebook pages: the English-language “Discover Hong Kong” and Chinese-language “Let’s Go Hong Kong” (“香港逗陣行”). The launch of these new Facebook channels was part of a wider revamp of our social media platform, which also includes Twitter and Sina Weibo accounts, and a combined fan base of more than one million.



Mobile Applications

With smart phones becoming highly popular, we added to our mobile app portfolio two new apps, “Discover Hong Kong · Island Walks” and “Discover Hong Kong · Travel Pack”, which help visitors get around Hong Kong and learn about the city’s living culture. Overall, our mobile apps were downloaded over 1.5 million times up to March 2013.

Public Relations

Staged for the third time with support from Visa, the “Visa go Hong Kong Super Shopper” contest was an exciting campaign that captured the interest of consumers and media in the region. Teams from India, Indonesia, Mainland China, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand went out and about in Hong Kong to complete four real-life scenarios, all the while closely followed by media crews from their home markets.

To create buzz and a viral effect, the “Hong Kong Summer Showreel” site was launched to engage travellers and recruit contestants in some of the nine markets. The contest was also supported by our local PR effort, as we organised a snapshot competition with *Milk Magazine* to invite photos of hidden gems in Hong Kong to inspire the contestants.

The regional PR campaign generated over two million unique visitors on Facebook and other social media platforms, as well as coverage by 34 international media organisations.

In addition, we continued to leverage the reach of the media, especially TV, with its high household penetration. In 2012-13, we were successful in getting the crews of 64 TV programmes, both international and regional, to use Hong Kong as their setting.



- South Korea: KBS “Let’s Go! Dream Team Season 2”
- India: Channel Sab TV “Chintu Ban Gaya Gentleman”
- Russia: NTV “Ih Nrvay”
- The UK: Travel Channel “The Asian Times”
- Mainland China: CCTV “Di Yi Shi Jian”