

MARKETING INITIATIVES

There are many ways to tell a story. As a storyteller, we tell the tales of Hong Kong to travellers through many creative marketing campaigns, from short and sweet micro-films to immersive technologies; we even enlisted the help of our fellow Hongkongers, including critically acclaimed film directors, in the process. Whatever way we adopted, the objective was consistent: to consolidate Hong Kong's destination brand image and enrich the experience of visitors by encouraging them to discover Hong Kong like a local.

Sham Shui Po – Every Bit Local

- Social media impression of “Sham Shui Po” promotion: 22.4 million
- Reach of “Treasures of the Heart” micro-films: 4.63 million views
- Page views of “Sham Shui Po” dedicated website: 460,000
- Awards and recognition of “Sham Shui Po”: Over 20 international awards from marketing sector and travel industry, including Platinum Award of the “Best of The Best – Use of Media” in MTR advertising The Best of the Best Awards 2018 and Grand Award in the Ad Campaigns category in Questar Awards 2019.

A one-of-a-kind button that keeps memories alive; a white sugar sponge cake that reminds a son of his mother's love; a camera that makes two hearts grow fonder; and a broken chair that bonds two generations. These are stories from our “Treasures of the Heart” micro-film series, inspired by the people of Sham Shui Po.

In promoting the second district under our Hong Kong Neighbourhoods campaign, we had the pleasure to work with local creative talents director Chan Chi Fat and playwright Candice Chong to produce the micro-film series. Their poignant observation of the human condition gave birth to four heart-warming stories that laid bare the spirit of Sham Shui Po while cleverly highlighting some of the district's key attractions.

A dedicated page of our website, social media stories and on-the-spot displays were used at the same time to present the unpretentiously local neighbourhood to travellers worldwide.

As a nice touch, we decorated the MTR station, lampposts and power company's pillar boxes in Sham Shui Po with unique elements that recalled its history – the iconic red, white and blue canvas bag, buttons, zippers, and nostalgic toys, among others. On top of that, we placed over 100 QR codes across the district, which visitors could scan to find interactive maps with recommended itineraries and lesser-known stories behind various attractions.



