

# Creating Excitement Through Integrated Marketing

## 綜合推廣 引發訪港興趣

The HKTB continued to distinguish Hong Kong's appeal by leveraging the "Hong Kong – Live it, Love it!" marketing campaign, which was implemented in an integrated approach with a mix of advertising, consumer promotions, Internet and PR activities around the world. This chapter features just some of the marketing programmes implemented during the year.

「香港 — 樂在此，愛在此！」綜合推廣計劃，採用多種手法進行宣傳，包括遍及全球的廣告、消費者推廣活動、互聯網宣傳和公關活動。旅發局繼續透過此項推廣計劃，在年內舉辦不同活動，突顯香港的旅遊特色。





**METRO PROMOTION**

**CELEBRATE CHINESE NEW YEAR WITH CATHAY PACIFIC**  
**Win A Holiday For Two To Hong Kong**

**A** At this week, Metro is giving readers the chance to win a trip for two to Hong Kong. There are three prizes up for grabs: Cathay Pacific and The Commodore Hotel to offer an amazing New Year holiday to the reading home of the world's most popular Chinese New Year celebration.

With its spectacular skyline and harbour, Hong Kong is a unique and dynamic blend of old and new. East meets West. Renowned for its shopping and dining, Hong Kong successfully combines western contemporary style with over 1,000 years of ancient Chinese tradition and heritage.

Visit to Hong Kong during Chinese New Year are fun as usual and receive treat that includes fragrant flower markets, exciting lantern displays, shimmering outdoor-style light shows and special sporting events. Chinese New Year is an amazing celebration that is full of ancient traditions, rituals and culture and you will find the holiday most welcoming and memorable.

The prize includes flights on Cathay Pacific Airways, the Hong Kong-based international airline. Cathay Pacific operates four daily flights from London to Hong Kong with onward connections to 118 destinations worldwide including 50 destinations in mainland China through its partner Dragonair and further 40 Asian cities. Cathay Pacific's new product is being rolled out progressively and you will find it exciting and enjoyable.

**Great Hong Kong and beyond flight offers from Cathay Pacific**

Destination	Airline	Departure	Price from
Hong Kong	Cathay Pacific	1st Jan 09 17th Jan 09	£280
Singapore via Hong Kong	Cathay Pacific	13th Jan 09 17th Jan 09	£460
Singapore via Hong Kong	Cathay Pacific	13th April 09 17th June 09	£460

**HOW TO ENTER**  
For your chance to win and for full terms and conditions, log on to [www.metro.co.uk](http://www.metro.co.uk) and click on 'GIVEAWAY'. Alternatively, send your name and address to your FIRST NAME and POSTCODE to [WIN@metro.co.uk](mailto:WIN@metro.co.uk) (with your Metro magazine).

**CATHAY PACIFIC** COMMUNISUN HOTEL

Call 0208 8348888 or visit [www.cathaypacific.co.uk](http://www.cathaypacific.co.uk) to book your Hong Kong holiday

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*A platform for Hong Kong's many faces*

*Promoting Chinese New Year in the UK*

To promote Hong Kong's Chinese New Year (CNY) celebrations, the HKTb launched an integrated CNY Big Bang Campaign in the UK in January 2009, comprising print advertising, online contests, and many other activities. In particular, advertising in conjunction with the free Metro newspaper reinforced Hong Kong's unique living culture and featured tactical travel offers. Branding activities were centred on two London mainline stations where 30,000 pieces of fortune cookies with Hong Kong messages were distributed, creating awareness of the campaign. The overall promotion reached an estimated 1.3 million people.

*Attracting Canadian TV viewers*

To reinforce Hong Kong's profile, the HKTb organised an integrated campaign in Ontario, Canada, targeting the 25- to 54-year-old group. This integrated campaign was centred on a TV broadcast, the popular morning show "Breakfast TV", supported by a customised mini-site on Citytv.com and a print advert on MacLean's. Five special Hong Kong episodes were broadcast in early October with 30-second promotional spots throughout the month. The dedicated mini-site provided information on travelling to Hong Kong and an online contest with the prize of a free trip to Hong Kong.

展示香港多元面貌的平台

在英國宣傳農曆新年

2009年1月，旅發局在英國展開 CNY Big Bang Campaign 綜合推廣計劃，介紹香港慶祝農曆新年的活動，宣傳方法包括印製平面廣告、舉辦網上比賽和各式各樣活動。其中，在免費報紙 Metro 的廣告宣傳集中展現香港獨特的文化，並介紹特設旅遊優惠。旅發局同時致力建立香港的品脾，在倫敦兩大主要地鐵站派發 3 萬件藏有香港訊息的幸運曲奇餅，加強宣傳效果。整個綜合推廣計劃接觸了約 130 萬人。

吸引加拿大電視觀眾

在加拿大安大略省，旅發局針對 25 歲至 54 歲的人士，推出以電視廣播為主的綜合推廣計劃，藉此加深當地人士對香港的認識。旅發局於 10 月初在深受歡迎的早晨節目「Breakfast TV」播放了五個香港專輯，而整個 10 月內更不時放映全長 30 秒的推廣短片。另一方面，旅發局於 Citytv.com 特設專題網站，提供香港旅遊資料之餘，並舉辦網上比賽，勝出者可免費來港旅遊；同時又在 MacLean's 雜誌刊登廣告，增加宣傳效益。



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- 1 Distributing fortune cookies in the London underground to build awareness of Hong Kong's Chinese New Year celebration. 在倫敦地鐵站派發幸運曲奇餅介紹香港賀年活動。
- 2 A print advertisement promotes travel to Hong Kong during the Spring Festival. 推廣香港新春旅遊的平面廣告。
- 3 The HKTb's marketing campaign themed "Live it, Love it" 以「樂在此，愛在此」為題的綜合推廣計劃。





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### Enticing visitors with Halloween treats

For the first time, the HKTB repackaged various Halloween activities in town as well as trade offers, launching a month-long promotion in selected short-haul markets such as the Mainland, Taiwan, South Korea and the Philippines to target the young adult segment. The campaign comprised a number of consumer promotions, tactical co-op programmes, press conferences and online marketing campaigns.

As a result, a number of special tour packages were successfully sold and wide publicity was achieved for Hong Kong in related markets. In Southern China alone, the Halloween promotional campaign reached some 118 million people, with a publicity value of RMB 13 million, and more than 2,500 packages were sold. As for Taiwan, 30 million impressions were achieved through various marketing channels, while HK\$6 million publicity value was generated and a total of 3,000 packages were sold.

### 包裝推廣萬聖節

旅發局首次把本港多項萬聖節活動和旅遊優惠重新包裝，並在內地、台灣、南韓、菲律賓等短途市場，推出為期一個月的宣傳活動，吸引當地青年來港旅遊。萬聖節推廣計劃包括消費者宣傳活動、策略性合作計劃、記者招待會和網上市場推廣等。

經過推廣，這些特色旅遊配套行程的銷售相當成功，在相關市場，香港獲得廣泛宣傳。單在華南地區，萬聖節推廣活動接觸了約1.18億人，宣傳效益達人民幣1,300萬元，所售出的旅遊行程逾2,500個。至於台灣方面，旅發局透過不同媒介進行推廣，瀏覽次數達3,000萬，宣傳效益為600萬港元，共售出逾3,000個旅遊行程。

*Introducing “hip” Hong Kong to young Japanese*

In Japan, the HKTB conducted an integrated marketing campaign including online promotions with MSN and a print advert campaign that targeted the young adult segment with a key focus on females. The campaign aimed at reinforcing Hong Kong’s destination image and stimulating travel desire by providing information on the latest trends, hip happenings and hidden treasures of Hong Kong.

Using online blog page “word-of-mouth” effects and advertorial exposure in fashionable magazines, the promotion provided consumers with “live” information instead of typical advertisements. In parallel with the online platform, full-scale advertising and in-depth advertorials were placed in newspapers and top ranking magazines angled towards young office men and ladies. The gross impressions achieved, principally among those aged over 18, were more than 46.8 million.

*向日本青年介紹香港最「潮」之處*

在日本，旅發局的綜合推廣計劃以青年為對象，尤其是女性。此項計劃透過MSN作網上推廣，再加上平面廣告，不但提升香港旅遊熱點的形象，更提供最新旅遊資訊、介紹最「潮」和較少為人知的旅遊樂趣，引發日本旅客的訪港意欲。

這項推廣計劃利用個人網誌口述相傳的效應，加上刊登於時尚雜誌的廣告專稿，當地消費者獲得「第一手」資料，宣傳效益有別於傳統廣告。除了網上推廣平台之外，旅發局也在報紙和最受歡迎的雜誌推出全方位廣告和內容深入的廣告專稿，吸引年青的白領上班一族。整個宣傳計劃的瀏覽次數超過4,680萬，所接觸的對象主要是18歲以上人士。

- 1-4 Promoting Hong Kong's Halloween activities in short-haul markets via various marketing channels. 透過多個渠道在短途市場推廣香港萬聖節活動。
- 5 With an eye on Japan's young female market, promotions highlight the “hip” side of Hong Kong. 以日本年輕女性為對象，宣傳香港最「潮」之處。



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## Harnessing the power of the Internet

Given the immense popularity of the Internet for travel-related research and bookings, the HKTb expanded the use of various digital channels and means to market Hong Kong worldwide.

### Revamping DiscoverHongKong.com

The revamped website not only refreshed with a new outlook, improved user-friendliness and its visibility in search engines, but also enhanced consumer engagement by introducing a number of web 2.0 and content sharing features, such as digital map, photo sharing, social bookmark and RSS feeds. Besides, with the employment of Content Delivery Network technology, the website's stability has been greatly improved and download time was reduced substantially. The revamped website won the "Standard of Excellence" award in the Travel category of WebAward 2009 which recognised the excellence of DiscoverHongKong.com in different aspects from design, content to ease of use. The DiscoverHongKong.com website now is available in 13 languages and 19 versions.

### Launching dedicated sites for promotional campaigns

A number of award-winning mini-sites like Hong Kong Halloween Treats were created. In addition, the HKTb launched related search engine campaigns on popular search engines like Google, Yahoo! and Baidu.

## 發揮互聯網力量

在互聯網搜尋旅遊資料和預訂旅遊服務日趨普遍，有見及此，旅發局在全球推廣香港時，加強使用電子渠道和方式。

### 革新DiscoverHongKong.com

DiscoverHongKong.com網站經革新後，展示了全新面貌之餘，亦更容易使用，且在各種搜尋器中的搜尋度亦大為提高。除此以外，網站更採用了一些web2.0和內容分享功能，例如電子地圖、照片分享、網絡書籤、簡易資訊整合服務等。網站又採用了「內容分發網絡」技術，大大提升網站的穩定程度並縮短下載時間。重整後的DiscoverHongKong.com網站在WebAward 2009中獲得旅遊界別的「Standard of Excellence」獎項，嘉許網站在設計、內容和方便使用程度方面的卓越表現。DiscoverHongKong.com網站現有19個版本，共有13種語言可供選擇。

### 為宣傳活動特設網站

旅發局推出的多個專題網站屢獲獎項，而「香港萬聖狂歡月」就是其中之一。此外，旅發局又於一些受歡迎的搜尋器如谷歌、雅虎和百度等推出相關的搜尋推廣。



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### Leveraging sharing platforms and travel portals

The Board continued to ride on social network channels like Facebook and YouTube to promote Hong Kong. For example, a “Hong Kong Fun Challenge” Facebook game was launched to promote local attractions. A pan-regional co-op campaign with Tripadvisor was also launched in early 2009.

### Repackaging Hong Kong's strengths

The Board made use of the Hong Kong Tram, a century-old mode of transportation, to organise an integrated marketing campaign based on the insights of popular local food critic and writer Craig Au Yeung. Targeting worldwide travellers looking for in-depth cultural experiences, the Hong Kong Tram Guide programme promoted Hong Kong's local dining culture, cultural offerings, interesting sights, as well as providing tips on where to shop and dine along the tramway.

Some 800,000 copies of the guidebook were produced in three language versions as well as websites for various markets, including Taiwan, Singapore, Malaysia, Japan, the UK and the US. The project successfully spun off extensive publicity both overseas and in Hong Kong.

In addition, the HKTb continued to promote Hong Kong's magnificent scenery and cultural and heritage attractions via its Nature Kaleidoscope and Cultural Kaleidoscope programmes, further enriching in-town visitors' experience.

### 善用分享平台和旅遊入門網站

旅發局繼續透過Facebook、YouTube等社交網站宣傳香港。例如在Facebook推出「香港潮玩大挑戰」遊戲，透過內容分享和遊戲介紹香港景點。2009年初，旅發局又與Tripadvisor網站合作，聯手在亞洲區進行宣傳活動。

### 重新包裝香港特色

香港的電車擁有百年歷史，是體驗香港地道文化的最佳交通工具。旅發局利用電車的車身，並邀請本地著名的美食品評家和作家歐陽應霽撰文，推出「叮叮香港電車地圖」，向尋求深度文化體驗的旅客推廣香港的飲食文化、文化特色和有趣景點，並提供電車沿線的購物和美食好去處。

連同「叮叮香港電車地圖」，旅發局共印製了約80萬本相關指南，分為三個語言版本，在台灣、新加坡、馬來西亞、日本、英國和美國等市場推出，同時上載於互聯網供旅客瀏覽，在海外和本地取得廣泛宣傳效益。

另一方面，旅發局繼續透過「自然生態萬花筒」及「香港文化萬花筒」等推廣計劃，宣傳香港優美的自然景致及文化傳統特色，加深旅客的訪港體驗。

- 1-2 Every channel of electronic media is used to exploit the increasingly popular Internet.  
因應互聯網普及，透過各種電子渠道推廣香港。
- 3 The Hong Kong tramway—with a century of history—is the ideal transportation for experiencing genuine Hong Kong culture.  
有百年歷史的電車，是體驗香港地道文化的最佳交通工具。
- 4 The “Ding Ding Hong Kong Tram Guide” targets visitors who seek a deeper cultural experience.  
「叮叮香港電車地圖」以尋求深度文化體驗的旅客為對象。
- 5 The HKTb strives to attract a wider spectrum of visitors by strengthening its promotion of culture and heritage.  
致力推廣文化特色旅遊，吸引不同類別的旅客訪港。





### *Driving global PR publicity*

Nothing could be more important to the HKTB's promotional efforts than hosting members of the global media to experience the sights and sounds of Hong Kong, using a broad spectrum of strategic PR initiatives to gain extra publicity mileage.

In 2008, the HKTB continued to develop its media familiarisation programme, inviting journalists from all over the world to acquaint themselves, their viewers and their readers with Hong Kong's unique living culture. Altogether, these activities generated coverage worth close to HK\$9 billion in publicity.

### *爭取全球宣傳效益*

要增強旅發局的宣傳效果，最佳方法莫過於善用各種公關策略，吸引世界各地傳媒前來香港，透過傳媒的第一手報道，讓香港獲得更大宣傳效益。

2008年內，旅發局繼續組織傳媒考察團，邀請全球各地記者和名人前來認識香港獨特的生活文化，把所見所聞與觀眾或讀者分享。年內，旅發局的公關活動合共獲得約90億港元的龐大宣傳效益。



PR activities  
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各項公關活動合共獲得約90億港元的龐大宣傳效益。



Worldwide journalists and celebrities in Hong Kong:  
世界各地的傳媒和名人雲集香江：



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- 1 The UK: Gary Rhodes, Michelin starred chef  
英國：米芝蓮星級名廚 Gary Rhodes
- 2 India: Parvathy Omanakuttan, Miss India World 2008 and First Runner Up of Miss World 2008  
印度：2008 年度印度小姐及環球小姐亞軍 Parvathy Omanakuttan  
(courtesy 鳴謝：The Times Group)
- 3 The US: Angela Sun, host of First Look - Hong Kong  
美國：《First Look - Hong Kong》節目主持 Angela Sun
- 4 Canada: Scott Russell and Diana Swain, hosts of CBC's Olympic coverage  
加拿大：CBC 電視台奧運節目主持 Scott Russell 及 Diana Swain
- 5 The US: Cheryl Gillespie, host of Let's Shop Hong Kong  
美國：《Let's Shop Hong Kong》節目主持 Cheryl Gillespie
- 6 Canada: Susur Lee, celebrity chef  
加拿大：著名廚師李國緯
- 7 Japan: Hiroki Narimiya, ambassador of the Hong Kong - Japan Tourism Exchange Year  
日本：「香港日本觀光交流年」親善大使成宮寬貴
- 8 Germany: Johann Lafer, Michelin starred chef  
德國：米芝蓮星級名廚 Johann Lafer
- 9 Malaysia: Farah Diana binti Anuar, host of Rasa Halal Orient Hong Kong  
馬來西亞：《Rasa Halal Orient Hong Kong》節目主持 Farah Diana binti Anuar  
(courtesy 鳴謝：Estyle Sdn. Bhd.)
- 10 Taiwan: Nado & Ken, host of University  
台灣：《大學生了沒》節目主持人納豆及阿Ken
- 11 Australia: Johanna Griggs, World Championship and Commonwealth Games swimming medallist  
澳洲：世界游泳錦標賽及英聯邦運動會游泳項目獎牌得主 Johanna Griggs