

Unlimited Igniting Creativity

in Promotional Initiatives
創新推廣 層出不窮



FESTIVE HONG KONG 2010

Hong Kong. A World of Celebrations.

Come and discover Hong Kong's unique world of dazzling celebrations. Experience an enchanting mix of Chinese and Western festivities in a mesmerising year-round whirl of festivals, music, sports, arts and cultural events you'll find nowhere else. Visit FestiveHongKong2010.com

HONG KONG TOURISM BOARD





Rolling Out Impactful Thematic Promotions

Using the “Festive Hong Kong 2010” marketing platform, the HKTb launched a series of publicity campaigns based on various festivities. With the thematic advertisement “Hong Kong, A World of Celebrations”, the HKTb highlighted the exciting year-long sequence of festivals and events, and the unique fusion of Chinese and Western cultures in Hong Kong. Visitors were encouraged to immerse themselves in the festive ambience during their stay in Hong Kong.

全方位宣傳香港節慶

為配合「2010香港節慶年」的推廣平台，旅發局推出一系列環繞節慶年主題的宣傳項目。旅發局在全球推出以「中西融和·無盡精采」為主題的廣告，向旅客介紹香港全年不絕的中西節慶和盛事，突顯出香港中西文化薈萃的特質，讓旅客知道在任何時間來港，都能感受香港濃厚的節慶氣氛。

Marketing Platform



Cultural Celebrations

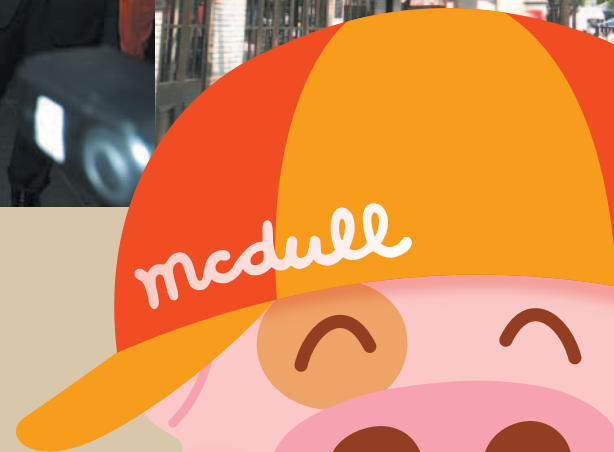
May 2010

- Birthday of Tin Hau 6 May
- Cheung Chau Bun Festival 18-22 May
- Piu Sik Parade 21 May
- Parade of Colours
- Bun Tower Scrambling Competition
- Birthday of Tam Kung 21 May
- Birthday of Lord Buddha 21 May

Diversified Promotional Channels

The HKTB promoted Hong Kong's festivities through a number of channels, such as producing different types of visitor's guides, consumer videos and posters, to highlight happenings taken place during the six promotional windows under "Festive Hong Kong". The HKTB also rolled out campaigns in a number of overseas markets leveraging on events such as World Expo 2010 Shanghai.

In addition, the HKTB continued to adopt creative communication approaches, such as publishing the *Hong Kong Living Culture Guide* based on the Chinese *tung shing*, and introducing family-friendly attractions using the Hong Kong cartoon character McDull as the ambassador for the first time.



綜合推廣手法

旅發局透過不同的渠道，向旅客推廣香港節慶文化的特色，例如印製各式旅遊指南，詳盡羅列「香港節慶年」內六大推廣時段的重點項目及其他節目；又製作簡介香港節慶的短片、海報等。同時，旅發局亦借助上海世博等活動，在其他市場展開專題推廣。

另一方面，旅發局亦繼續推出各項創意宣傳，包括出版以《通勝》設計為藍本的香港文化旅遊指南；而旅發局亦首次以本地卡通人物「麥兜」，向家庭旅客推介「香港節慶年」內適合一家大小的活動及香港其他旅遊景點。





A marketing campaign invited “cool dancers” to take part in the Hong Kong Summer Spectacular Music Video and share the videos on the Internet, a fun and effective way to promote the mega event through the Internet.

在「香港夏日盛會」期間，推出可供用戶代入舞者角色的視像，並在互聯網上分享，以此製造話題並收宣傳之效。

多元化數碼推廣

隨著數碼媒體愈來愈普及，旅發局亦加強這方面的推廣，例如在網上推出「香港365」全年行事曆；又在「香港萬聖狂歡月」期間，推出互聯網遊戲，發揮「一傳十、十傳百」的宣傳效果。

另外，不少旅客在計劃行程前，都會透過社交媒體搜尋資料，因此，旅發局的網站亦增設名為「旅客眼中的香港」的平台，讓旅客閱覽有關香港的照片、短片或網誌，冀能刺激旅客的訪港意欲。



Dedicated “mini-sites” were created to highlight different offerings in the six promotional windows under “Festive Hong Kong 2010”.

旅發局年內亦推出多個專題網頁，更有系統地宣傳「香港節慶年」內六個推廣時段的不同特色。

Integrated Digital Marketing

With growing popularity of digital media, the HKTGB expanded its digital marketing efforts, including the ‘Hong Kong 365’ section on website to showcase all events and festivals in a single timeline, and online games for Hong Kong Halloween Treats that leveraged on the impact of the Internet.

Many visitors now like to get travel recommendations on social media platforms. In view of this trend, the HKTGB developed the “Through Visitors’ Eyes” platform to showcase photos, videos and blogs related to Hong Kong, helping to stimulate visitors’ interest to travel to Hong Kong.



Echoing “Festive Hong Kong”, a number of mobile games themed on traditional festivals were developed to raise visitors’ interest.

因應「香港節慶年」的主題，旅發局推出多款與傳統節慶有關的手機遊戲，提升旅客對香港節慶的興趣。

