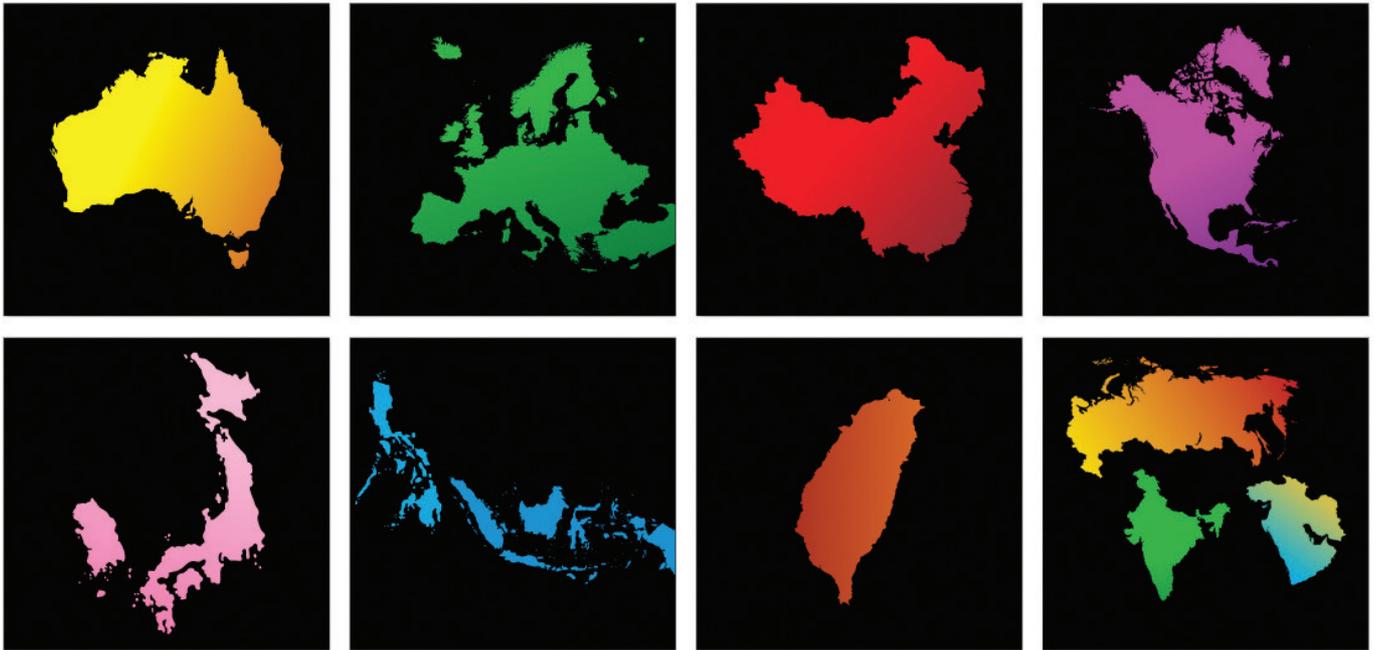


Winning Overseas Campaigns



To directly reach potential visitors, we spent a sizable amount of our budget on market promotions, mixing PR, digital marketing and trade initiatives to cater to the interests of different visitor segments in different markets. Here is a look at some examples of our market-specific promotions in 2012-13.

Australia / New Zealand

In Australia, we concentrated our energy on our summer promotions, partnering with Flight Centre to showcase Hong Kong's diverse shopping offers and living culture, including the Dragon Boat Carnival. To convert consumer interest into actual travel, we rolled out aggressively priced package deals through Flight Centre's over 700 retail outlets and website, and intensified the effectiveness of this tactical co-op with advertising and a Facebook campaign, which also promoted the Asia's World City brand broadly.



Europe

Riding on the legendary Bordeaux Wine Festival, we put forward a pan-European PR campaign:

In France, we actively participated in the festival as the City of Honour, setting up a prominent Hong Kong Pavilion in which we served exquisite dishes prepared by Hong Kong-based Michelin-starred chefs, championed wine pairing with Chinese cuisines, and exhibited some of Hong Kong's best-kept Chinese traditions. Our high-profile presence in Bordeaux generated tremendous publicity and awareness of Hong Kong's image as Asia's Culinary Capital.

Spinning off from the Bordeaux promotion, we created a Hong Kong menu in the UK in collaboration with prestigious Chinese restaurants and worked closely with popular online food magazine *Square Meal*, as well as food bloggers, to promote wine and dine offerings in Hong Kong. In Germany, we sustained our culinary promotion by engaging influential German media outlets, which generated nearly 100 articles on Hong Kong as a result.



Mainland China

In the Mainland market, we identified social media and mobile platforms which have huge fan bases, such as *Weibo* and *WeChat*, as vital tools for our national campaigns.

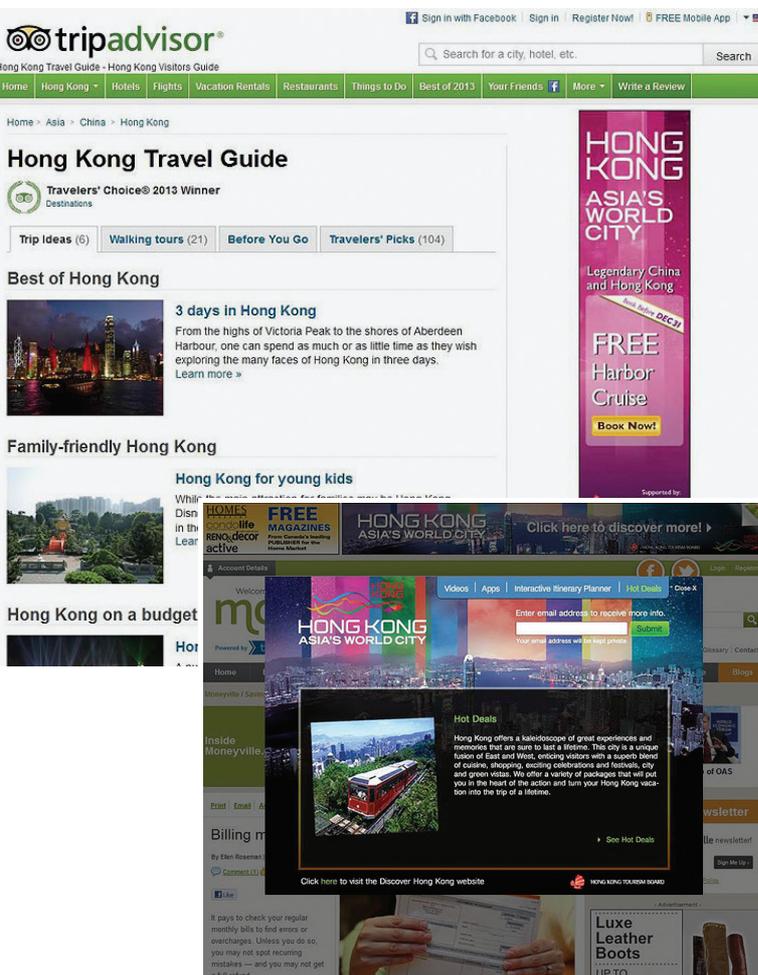
While we continued to focus our promotions on the two peak travel seasons in 2012, we also rolled out our Halloween National Online Campaign, targeting the primary users of social media and mobile platforms, young people. We launched a dedicated, interactive website as the campaign's backbone, and reinforced it through advertising on video, travel, fashion and social networking sites, a PR event, as well as a large-scale consumer promotion. The creativity of the campaign was recognised by *Adworld Awards 2012* and the *2013 Golden Mouse Digital Marketing Competition*.

North America

We heavily utilised the digital channel to bolster the Asia's World City brand:

In the US, branding was an integral part of all our digital marketing effort. We established national brand awareness by running our "Asia's World City" video on the leading-edge TubeMogul digital network, which reaches the affluent US market. All digital banner co-op advertising also featured the "Asia's World City" brand prominently, and we enhanced our US search engine marketing efforts by incorporating the brand video at the bottom of the purchase process page of a custom microsite that featured a variety of vacation packages.

In Canada, we increased our brand's presence by showing the brand video through interactive ad units on major networks, including SAY, Olive and Tribal Fusion. We also distributed video footage on Hong Kong's living culture and HKTb news materials, including video news releases, in NewsCanada format to extend our reach.



North Asia

In Japan, where Chinese cuisines are highly favoured, we staged a one-month food fair, inviting some of the best *dim sum* chefs from Hong Kong to serve their specialties, leveraging a Government promotion and a visit to Japan by the Secretary for Commerce and Economic Development. During the food fair, we organised a lucky draw and promoted the event through print advertising, DiscoverHongKong website and other channels.

In South Korea, we maximised the cost-effectiveness of our promotion by exploiting the opportunity of featuring Hong Kong in Korean TV shows, which were so popular that they were broadcast not only in South Korea but also in other Asian markets. During the year, we invited a number of highly rated shows, including KBS's *Sponge Zero* and *Dream Team*, to Hong Kong for filming, bringing such well-known bands as *ShiNee*, *2PM* and *FTIsland* to Asia's World City.



Southeast Asia

In Singapore, we invited young celebrity chef Willin Low, who has a close following of foodies, to take a group of Singaporean and Malaysian media representatives on a culinary trip to Hong Kong. We followed up by collaborating with him to create a special Hong Kong menu to be served at his restaurant Wild Rocket in Singapore, and supplemented this PR campaign with outdoor brand advertising and online promotion in the Singapore market.

In the Philippines, we exhibited a massive trompe l'oeil on the floor of a high-traffic shopping mall in Manila to generate interest in Hong Kong Halloween Treats. During the exhibition period, we sold Hong Kong packages at the shopping mall in a tactical co-op with Cebu Pacific Air, and raised awareness of Hong Kong Halloween Treats on Facebook and Twitter.

In Indonesia, we participated in the Garuda Indonesia International Islamic Expo for the very first time to tap the potential of the Muslim segment, and in Thailand, we took part in the Thailand International Travel Fair to build a closer partnership with the travel trade in the Thai market.

Taiwan

Taking full advantage of the convenient online pre-arrival registration service offered to Taiwan travellers by the Hong Kong Government since September 2012, we instilled in consumers in the market a sense of urgency to visit Hong Kong with a short video called “去香港，立刻就好” (literally, “go to Hong Kong now easily”), and maximised its reach through web seeding, blog posts and PR publicity. We also boosted press coverage to generate interest and conveyed the message that Hong Kong was the perfect city for short getaways.

Our dedicated “Let’s Go Hong Kong” (“香港逗陣行”) Facebook page was another effective marketing tool we employed in the Taiwan market. For example, to promote Hong Kong Halloween Treats, we organised a social media campaign targeting the young segment, developing a specialised Facebook app which successfully recruited over 82,000 fans.



New Markets

In Russia, targeting the peak winter travel season, we launched a campaign that integrated digital marketing, radio programme, PR and outdoor advertising. We also partnered with Cathay Pacific Airways and a wholesaler to run a brand awareness campaign. These campaigns helped drive Russian arrivals up 41.8% year-on-year.

In the Gulf Co-operation Council region, we eagerly built Hong Kong's image as an international destination, launching a media co-op with famous lifestyle magazine *Grazia* to attract young and affluent Western and Arab groups, and hyping publicity with a Hong Kong programme on MBC1, a Pan-Arab TV channel with a viewer base of over 100 million.

In India, with family travellers in key cities as our target, we produced the "Hong Kong · Asia's World City" travelogue in partnership with Network 18 to drive travel to Hong Kong in the two peak travel seasons, summer and winter. Anchored by



Bollywood actress Sandhya Mridul, the travelogue included a summer episode and a winter episode, aired in June 2012, and between December 2012 and January 2013, respectively, on CNN IBN (which has a base of 45 million cable and satellite television viewers) and CNBC TV18 (which reaches over 30 million households). The travelogue was also uploaded on the YouTube pages of these TV channels to maximise reach. Tagging on the travel programme, we co-operated with travel agency Thomas Cook to run a "Family Love Contest", engaging Indian families.

We also organised the first-ever Contract Hong Kong – India on 28 January 2013 to foster closer collaboration between the Indian and Hong Kong travel trade. Altogether, 41 travel agents from six key Indian cities and representatives from 51 Hong Kong companies took part in the activity.