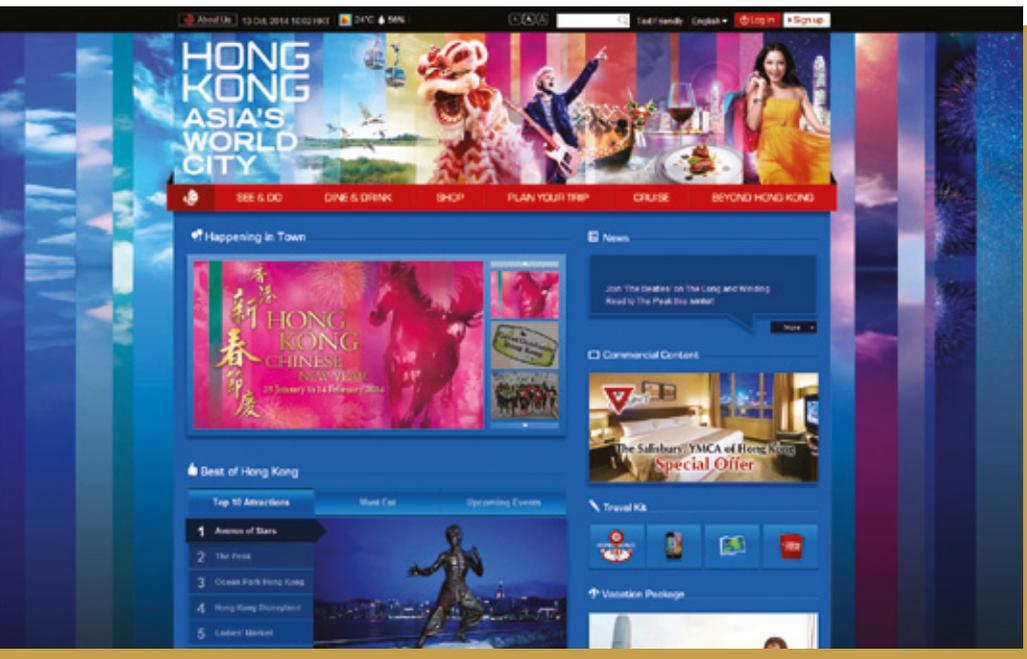


# Creative Campaigns

Creativity is the soul of marketing. Discover some examples of creative PR and digital marketing initiatives rolled out by the Hong Kong Tourism Board last year in the next few pages.

## Digital Marketing



## Public Relations



## Digital Marketing

### Be My Guest

There is a reason for marketers to migrate to social media platforms. Just take a look at the numbers: in 2013, Facebook boasted 1.23 billion monthly active users; Twitter, 255 million; *Weibo*, 129.1 million; and YouTube, more than 1 billion unique users per month. These numbers show that across the world, people, especially young people, who are also the most active consumers, are connected by the online social networks.

While it is easy for marketers to maintain an online presence, it takes skill and tact to engage consumers, who are, if not jaded by information and choice overload, at least more discerning than they were a decade ago.

In light of the above, the “Be My Guest” campaign was a smooth move to bond with consumers and generate word of mouth for Hong Kong as a travel destination.

In the campaign, which was available in a select few of Hong Kong’s short-haul visitor source markets, Facebook users could enter for a chance to win free return tickets to Hong Kong and VIP tickets to events like the Hong Kong Wine & Dine Festival by showing their enthusiasm for visiting Hong Kong and creativity through writing.

The free trip offered an attractive incentive for users to share the campaign on their Facebook page, and the ultimate winners shared posts of their experiences in Hong Kong, which were in turn shared on the HKTb’s Facebook page so that other fans could see them. What can be more convincing than the experiences of real people?

The mechanism may seem simple enough, but the campaign successfully raised awareness of the HKTb’s Facebook page, which gained almost 470,000 new fans in 2013/14. But most important of all, the 28 winners enjoyed themselves thoroughly in their visit to Hong Kong.



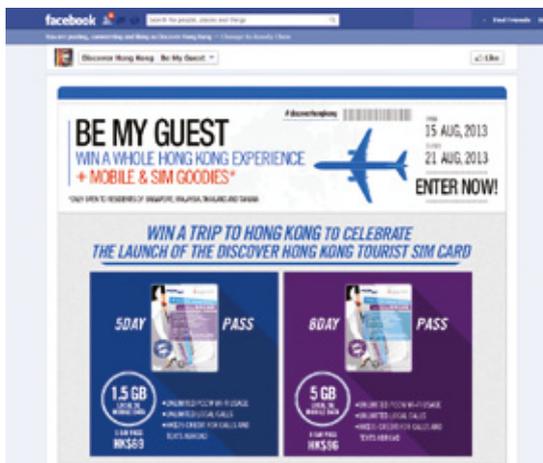
#### Highlights

Awards won:

- Best Travel Social Media Campaign, Internet Advertising Competition Awards 2014
- Bronze award in the “Promotion – Viral Campaign” category, Astrid Awards 2014, as part of the Hong Kong WinterFest campaign

HKTb’s digital footprint:

- Social media: 2+ million fans and followers (as at March 2014)
- DHK.com: 69.8+ million yearly page views (April 2013 to March 2014)
- Mobile apps: 2+ million cumulative downloads (April 2013 to March 2014)



## Public Relations

### 2013 Visa go Hong Kong Super Shopper

Coming up with creative campaigns has become a daily challenge for PR people these days. In fact, it is a delicate balancing act and no easy matter to try to keep costs down while trying to attract media attention at the same time. It was therefore impressive that the “2013 Visa go Hong Kong Super Shopper” managed to attract reporters from nine markets all the way to Hong Kong to cover the campaign.

The 2013 edition of the competition Hong Kong Super Shopper was like the Hong Kong version of the Amazing Race. Nine contestants were selected through media co-ops in nine short-haul markets, and each of them was paired up with a celebrity from the same country or region. During the

contest, the nine teams had to find their way to checkpoints while completing tasks like taking selfies in front of iconic landmarks or lesser known attractions, trying out local delicacies, or buying a new outfit to highlight different tourism experiences offered in Hong Kong.

The celebrity endorsement strategy had a powerful effect, as the celebrities, who were mostly young lifestyle personalities, including fashion bloggers and TV hosts, helped to showcase Hong Kong’s energetic lifestyle. The campaign also harnessed their influence on social media, which, together with media coverage, generated extensive publicity and maximised the campaign’s cost-effectiveness.



#### Highlights

Awards won:

- Winner in the “Marketing Media – Public Relations Campaign” category, PATA Gold Awards 2014
- Silver Award in the “Special Events” category, Mercury Awards 2013/2014
- Certificate of Excellence, Asia-Pacific PR Campaign of the Year, PRWeek Awards Asia 2014

Media relations:

400+ overseas media (including 80 TV programmes) invited to Hong Kong in 2013/14

The Hong Kong Super Shopper contest was title-sponsored by



