

PATA GOLD AWARDS 2023 SUBMISSION

CATEGORY: MARKETING CAMPAIGN (NATIONAL – ASIA)



Campaign: Hong Kong – Through the lens of GenZ

Organization: Hong Kong Tourism Board

Background - Gen Z to reset travel momentum

Hong Kong was once one of the world's most popular and most visited destinations. COVID-19 pandemic have brought a halt to global travel and a disconnection of Hong Kong with the world. With global travel expected to gradually bounce back from 2023 onwards, Hong Kong Tourism Board (HKTB) aims to rebuild Hong Kong as a popular travel destination.

Research by GlobalData suggests that younger and wealthier traveller groups will be the first to resume international leisure tourism, once restrictions are lifted.

Confident flying and willing to **TAKE RISK**

Travel seen as an **ESSENTIAL**

Impressive **GROWING MARKETS**

	Growth of travelers to Hong Kong		VS	Overall Outbound Travelers Growth				
	South Korea			Taiwan			Japan	
Age 16 - 25	+11.3%	VS +13.5%		+2.5%	VS +9.3%		+7.4%	VS +5.6%
Age 26 - 35	+1.6%	VS +12%		-3.8%	VS +8.4%		-1.6%	VS +0.2%

Slower growth of traveller's to Hong Kong ► Hong Kong yet to capture the growth in Young Segment

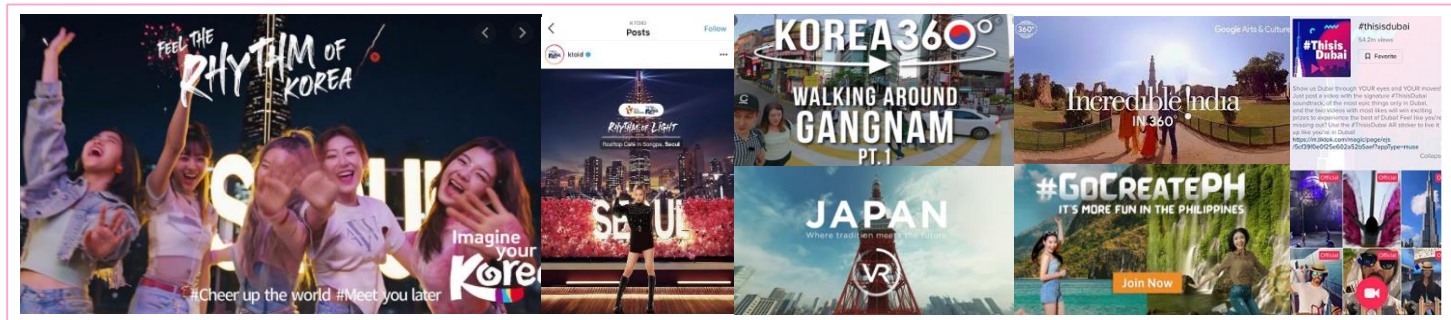
CHALLENGE BUT ALSO AN OPPORTUNITY!

Remarks: Sources from HKTB Internal Research



Background - Competitive Travel Landscape

With reset travel momentum, countries across Asia have been working hard to attract travel-starved young travellers, with Asian countries spending big to rejuvenate their image to attract young travellers.



Korea Tourism Board has been leveraging on the influence of K-POP stars to young segment. New Zealand had trial in leveraging China influencers in 2010 after a KOL couple has visited the place and made a social buzz.



- ◆ **Keen competitions** with diverse social assets that appeal to young segments in market
- ◆ Harder to **maintain HK as top of mind** travel destination among youngsters if maintain status-quo



Strategy - take the first step for Hong Kong to reach global Gen Z

TARGET AUDIENCE & INSIGHT

Reaching out to a New Cohort of Global Gen Z travellers

With Gen Z coming of age, they are expected to gradually take up a bigger proportion of the global traveller demographic, it was essential that the new image we build for Hong Kong as a destination would speak to, and be relevant to Gen Z.

Gen Z Insight: Gen Z is the Most Creative Generation yet

As we wanted to reach out to Gen Z, it was important to talk in their language. According to research conducted by Adobe, over half of Gen Z consider themselves to be more creative than previous generations. Having grown up with internet culture, they also have strong affinity with humour and quirkiness.

Adopting Gen Z's Creative Personality in our Communications

With this Gen Z insight, we knew that our image and content also needed to adopt this creative tone-of-voice as well as showcase the creative side of Hong Kong's many personalities to attract global Gen Z travelers.



Gen Z's
Creative
Fashion



Gen Z's
Creative
Humour



Strategy - rejuvenate Hong Kong's image

Hong Kong's Destination Strength– An Abundance of Experiences

As a destination, nowhere else can one find so many diverse experiences packed into one place. With this overarching insight, Hong Kong Tourism Board has always communicated Hong Kong's offerings under its framework of Core Experiences – **Shopping, Dining, Art, Attractions, Culture, Great Outdoors, Entertainment, Sports, Festivals and Nightlife**. To further evolve the HKTB brand post-pandemic, we needed to expand from just communicating experiences to a more emotional approach.

Past HKTB communications focusing on abundance of experiences



OUR APPROACH – reinvent Hong Kong's image

Moving from Traditional Tourism Approach to a Youth-Centric Approach

More than abundance of experiences alone, we needed to present an image of Hong Kong that appeals to the culture, style, and language of today's global youth. To achieve this, our campaign needed to be social and digital-first, creating content that is not only engaging and impactful, but more importantly presents the stylish and chic side of Hong Kong, thereby injecting more youthful energy into Hong Kong as a travel destination.



Strategy - Global Production Team - local places through an international lens

To present a new generation image of Hong Kong that appeals to Gen Z internationally, we invited Mikyung Kim, a Hong Kong-based producer with a multi-cultural background and also Pum Lefebure, creative lead in Design Army, award-winning creative agency headquartered in U.S. to share their own perspective of what makes Hong Kong special.



**Hong Kong-based Multi-cultural producer
-Mikyung Kim**



**US-based Creative Lead in Design Army
-Pum Lefebure**





Creative Approach - Create "IGable" images appealing to Gen Z

Hong Kong – Through the lens of Gen Z

- ◆ Gen Z to present a new generation image of Hong Kong that appeals to Gen Z and speaks in their language
- ◆ Our core experiences remain the same, but the way Gen Z engage with or experience them is creative, unconventional and unexpected. **A shocking pink color scheme** was strategically chosen to stand out from the sea of sameness especially in target-specific social media take overs and different online features, which also demonstrates the energetic and vibrant side of Hong Kong to Gen Z.
- ◆ When creating the visuals, design elements that can make the still assets into other dynamic versions are ingeniously incorporated.



[Click here to view the visuals](#)





Hong Kong Harbourfront is no stranger to world travelers.

To stand out among Gen Z...

A fashion-like photo making yourself as stunning as the harbour view in shocking pink dress by ferry, a symbolic means of transport in Hong Kong.



As Hong Kong is called – a gourmet paradise

To stand out among Gen Z...

Local food amaze them but a food porn picture goes further especially in a 72-year-old old Hong Kong style tea restaurant.



It's all about art!

To stand out among Gen Z...

Street art is the experience they will aspire to have. Art is among daily life and in every corner of the city.



A neighborhood with love and neon light!

To stand out among Gen Z...

Explicit love and neon light as art to make the city energetic day and night to match the vibrancy of Gen Z.



Wong Tai Sin Temple and lion dance represent the city's rich Chinese culture

To stand out among Gen Z...

Mixing traditions with modernity as the photo reimagining the way Gen Z to explore traditions and heritage.



Temple street is a flea market where you can find bargains and treasures with a taste of local culture

To stand out among Gen Z...

It's more about shopping - with the local market as the background, it also highlights the authentic local culture and create curiosity for exploring hidden gems.



A dynamic night life with glistening skyline

To stand out among Gen Z...

Create a vibe to show the night can be as exotic as the dinosaur in it with iconic the Hong Kong skyline.



Exploring the city's nature with city just a half an hour away

To stand out among Gen Z...

A countryside with a city view, not just an ordinary one, but a skyline full of skyscrapers.

Surprise & Inspire – Create buzz across top-notch platforms

Exposure and reach to young segments with **unbranded and contextual** topics with our stunning images. The three partners **Voyaged/9GAG**, **i-D** and **Hypebeast** have great influences in young segment respectively.

VOYAGED



Lifestyle & Travel

[VOYAGED by 9GAG \(@voyaged\) • Instagram photos and videos](#)

i-D

Design & Arts

[i-D \(vice.com\)](#)

HYPEBEAST

Fashion/ Youth Culture

[Hypebeast. Driving Culture Forward](#)





Partnership with Voyaged/ 9GAG - Instagram Strategy

Instead of using Hong Kong Tourism Board's website as the communication channel, Instagram platform collaboration is the way to go to **reach out to Gen Z with a soft-selling approach**. We aspired to have interactions with target audience through social engagement, **creating anticipation to travel** to Hong Kong.

WHY 9GAG



WHY VOYAGED

VOYAGED

- ◆ On target as they speak in Gen Z's language
- ◆ 88% young segment followers
- ◆ High credibility among Gen Z to make the content more convincing

9GAG is the largest meme community on the internet

with 200+ million audiences around the world
the most followed entertainment brand on Instagram in the world

Voyaged is the artsy social arm of 9GAG

Global audience with extensive reach: 3M followers
Aligned focus of **travelling with style**

POST + STORY - TO CREATE AWARENESS AND ENGAGEMENT AT THE SAME TIME!

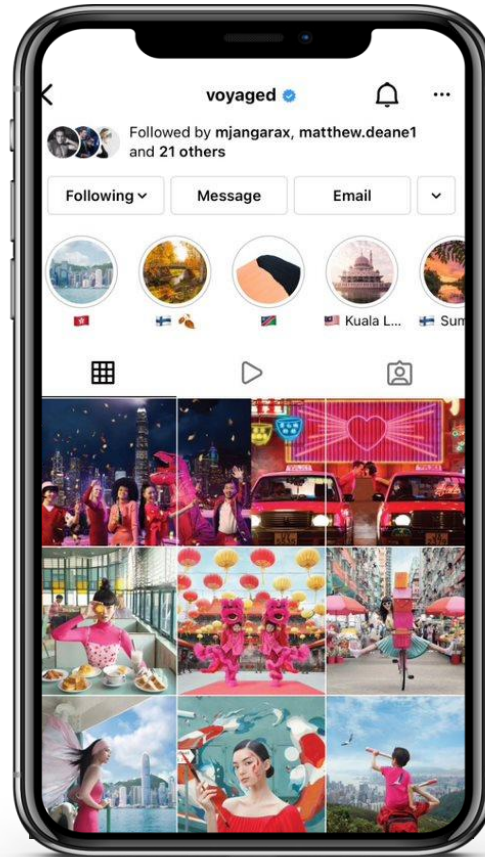




Instagram Strategy - **FIRST EVER** takeover on Voyaged

VOYAGED

An impactful launch with the
1st ever IG TAKEOVER
of our visuals on Voyaged account!



← 3RD DAY

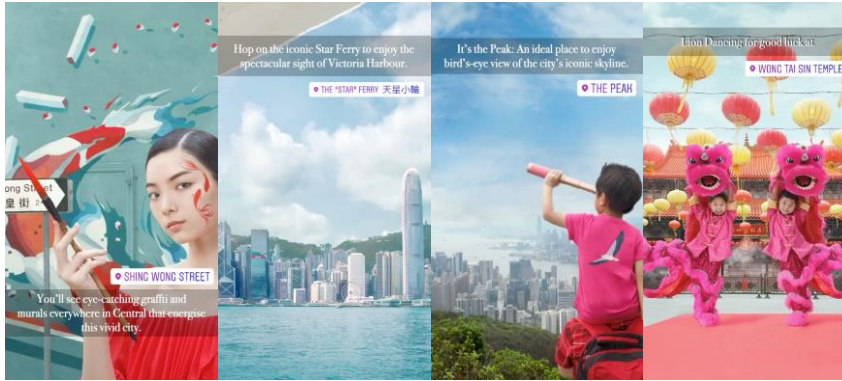
← 2ND DAY

← 1ST DAY

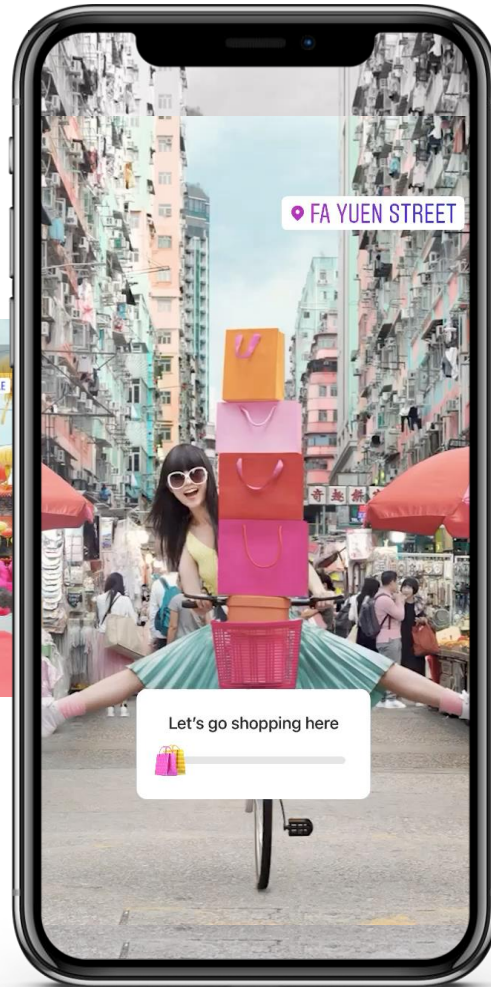




Instagram Strategy - Animated Images as Story to catch attention



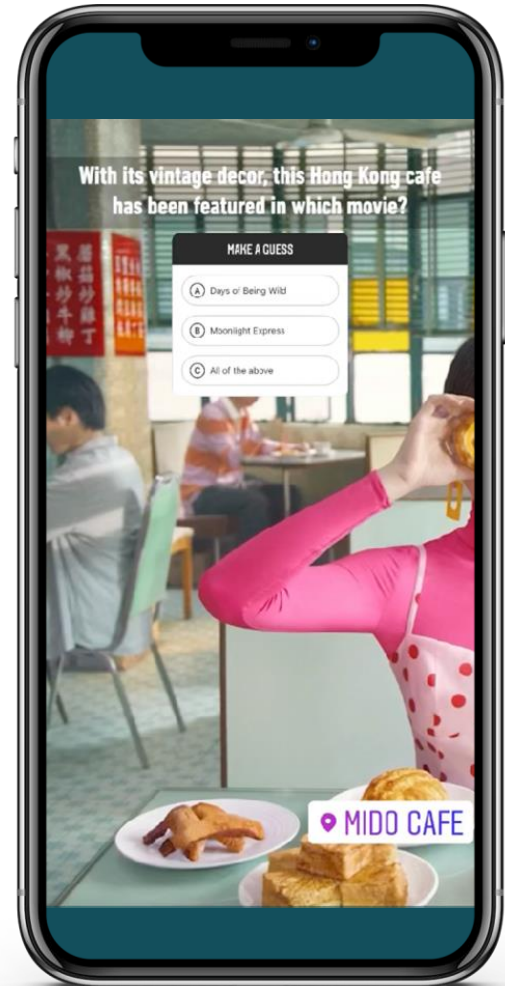
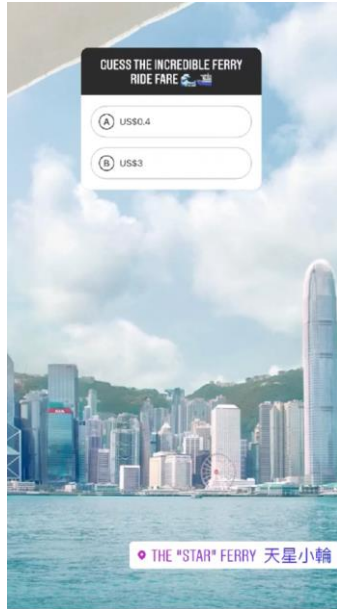
If you would like to see the animated KVs,
please refer to here: [Engaging IG Story](#)





Instagram Strategy - Story of fun facts on 9GAG to boost engagement

Travel information is not a core focus of 9GAG, so we have created another kind of **interaction on this platform** – a **FUN quiz!** With fun fact about ferry fare, the movies have taken place at Mido Café and the best spots of amazing bargains, we created anticipation for future Gen Z travelers.





Partnership with Hypebeast – Video Strategy

In order to build relevancy to global Gen Z travellers, we needed to drive cultural relevance of Hong Kong through this campaign. As Gen Z is a highly creative generation, we decided to let local creatives speak for us. Hence, we invited three up-and-coming local Gen Z pop artists (Gareth T., MC Cheung, and Moon Tang) to share their own perspective of Hong Kong, as well as their favourite experiences and spots.



Gareth Tong and Moon Tang

Gareth is a rising R&B singer-songwriter and producers. His breakout singles *Boyfriend material* and *Honest* has racked up about 5 million streams on Spotify. Moon is a up-and-coming Thai-Chinese music artist. Her fresh voice brings new life to the city's music scene.

They share their own experience and also see Hong Kong as a couple



MC Cheung

MC is a reality singing contest winner and a new icon of Canto-pop being the first among singer who debut in 2020 to open a concert at Hong Kong Coliseum. He talks about the inspiration that Hong Kong has given to him.





Partnership with Hypebeast – Video Strategy

To make Gen Z to feel aspire to the video, not only the outcome of it, but the process of creating it with talents across the globe. Collaboration with Design Army and HYPEBEAST in the project created an angle for social buzz.



Pum Lefebure

Cofounder of Design Army, a renowned design agency in US, act as a moderator and also a visitor and business traveller to bring out her experience in Hong Kong

HYPEBEAST

Leading fashion website with global coverage

4M followers on Facebook

9.83M followers on Instagram globally

65% audience from young segment

A global platform to launch the video with unbranded and contextual topics





Creative approach - a video to target Gen Z internationally

Research has found rather than an induced image from a TV ad or campaign, an authentic perception of a destination brought on by another traveller will likely be more credible for young travellers. Destinations are therefore increasingly looking to connect with travellers through influencer marketing.

A promotional video that targets Gen Z should showcase the unique personality and experiences of Hong Kong, building anticipation and excitement.

THREE CREATIVE ELEMENTS

GEN Z TO CONVEY THE MESSAGE

The people featured in the video should speak Gen Z's language

EMOTIONAL APPROACH

Focus on the emotion associated with the attractions
Sharing of feelings instead of a one-way talk

UNBRANDED WITH ORGANIC CONTENT

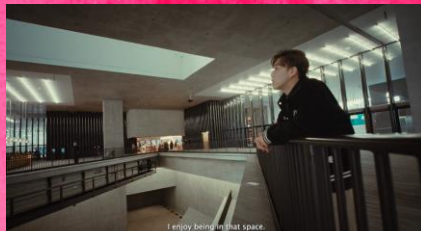
A documentary-like video instead of a TV-commercial; unscripted and genuine





Creative approach - Storyboard of our promotional video

[Click to Watch Here](#)





Creative approach - New perspectives and inspirations in Hong Kong

Interview answers are not scripted!

The organic content from the local Gen Z artists have unveiled essences of local attractions



MC Cheung:

I used to busk in TST(Tsim Sha Tsui) too!

MC's experiences with Hong Kong

Exploring + Feeling the vibe

West Kowloon.Cultural District - M+ Museum

Tsim Sha Tsui Harbourfront

Different ways to enjoy Hong Kong's iconic harbour view



Gareth Tong:

I think I just take the city as a canvas

Gareth's experiences with Hong Kong

Immersive experiences + Authenticity

Glowing and flickering in the dark, these landmarks create a mesmerising and memorable night-time experience

Traditional vs. youth experiences Temple Street: Authentic, Fun, Packed, Compact etc. Youth: Karaoke, Bar. Dart



Moon Tang:

I think my favourite food is Tofu Fa

Moon's experiences with Hong Kong

Diversity + New Energy in Old Districts

Cha Chaan Teng + Modern Café + Street Market

Apart from local flavors, an ever-expanding community of contemporary shops, art studios, and coffee spots have begun to flourish, instilling new life into the old district with young and creative energy



Partnership with iD – Editorial Strategy

Engage Gen Z Creatives with i-D Advertorial

To engage with global Gen Z creatives, we partnered with design and creativity platform i-D to release a native advertorial featuring our Hong Kong-based multi-cultural producer – Mikyung. In the advertorial she shared her journey of producing this campaign as well as Hong Kong in her perspective and what makes this city special to her as a creative professional.

Making our Creative Process also a Key Part of our Content

As Gen Z consider themselves as a more creative generation, they take creativity in a high regard. The visuals can amaze them as much as the creative and production process. It is especially more appealing when such process took place across the globe in different countries involving talents with diverse multicultural backgrounds. It embodied the spirit of Hong Kong as a destination and is particularly thought-provoking for Gen Z.

Spin off advertorial content featuring the perspective of Producer Mikyung Kim for the popular platform i-D.

DESIGN & ART **i-D**



See Hong Kong in revival through the eyes of Mikyung Kim

The SouthKorea, Hong Kong based producer talks us through her special project reimagining the city she loves in collaboration with others overseas.



View more on

[See Hong Kong in revival through the eyes of Mikyung Kim - i-D \(vice.com\)](https://www.vice.com/en/article/hong-kong-in-revival-through-the-eyes-of-mikyung-kim-i-d)



REMARKABLE RESULTS

Our NEW visuals and contents recorded over **13M Total Impression on social!**

In which half of them - **6M** come from the **Gen Z across the globe** including the US, UK, Japan, Korea, Taiwan, Singapore, Indonesia, Philippines, Thailand, Malaysia, China and Hong Kong.

Also generated numerous positive comments from the worldwide travellers!

Reach

+8%

above industry benchmarks

Impressions

+12%

above industry benchmarks

Engagement

+5%

above industry benchmarks

VOYAGED



i-D

HYPEBEAST





THANK YOU