



HONG KONG TOURISM BOARD





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Roll... Action! With Hong Kong Tourism Board

•**The Client:** Hong Kong Tourism Board - Hong Kong is an Asian city renowned for its non stop action & adventure, a city that never sleeps and is always on the go.

•**The Brief:** to promote Hong Kong as an exciting holiday destination to viewers across Asia as well as to highlight the latest attractions – Hong Kong Disneyland, Hong Kong Wetland Park and Ngong Ping 360.

• **The Proposed Campaign: *Roll... Action! Discover Hong Kong***

- AXN proposed an innovative original production idea that brought together (a) Hong Kong's reputation as the Hollywood of the East; and (b) AXN reputation in offering viewers high energy entertainment including blockbuster movies.
- In order to make the campaign relevant to Asian viewers, AXN proposed the idea of working with 3 of Asia hottest and upcoming movie directors. Directors, whose films were already big hits not just in their own local markets but also rapidly gaining popularity region wide.
- Each director had to film and produce 2 short features (a) one on one of the new attractions; and (b) their experience and perspective of Hong Kong as a leading global city and holiday destination.
- The directors were given complete creative liberty and the opportunity to film the featurettes in their own unique individual styles
- The 3 Asian movie directors selected were:
 - Nonzee Nimibutr Thailand
 - Kwak Jae Yong Korea
 - Imtiaz Ali India
- A total of 6 short featurettes were produced by these directors which were broadcast on AXN together with Hong Tourism Board brand TVC spots.

