

Tourists Promote Hong Kong in First UGC Campaign For Hong Kong Tourism Board

In partnership with Social-First Marketing leaders, Razorfish

29 March 2016: Hong Kong, **Razorfish**, the world leader in helping global brands drive business transformation, part of the Publicis.Sapient network, is proud to partner with the **Hong Kong Tourism Board** to launch its first User Generated Content (UGC) campaign, **#DiscoverHongKong Stories** based on influencers and travellers sharing their **'I Never Knew' Hong Kong stories**.

The influencer-driven campaign aims to reveal Hong Kong's hidden attractions and experiences by encouraging fans of the destination to share an incredible Hong Kong story. Hong Kong fans can share their stories on social media using the words 'I Never Knew' in a one-sentence caption... along with a picture or video and the main hashtag **#DiscoverHongKong**.

Tina Chao, General Manager, Marketing from Hong Kong Tourism Board (HKTB) says, *"Travelers trust other travelers. Holidays are booked off the back of the incredible stories we hear from our family and friends or images we are inspired by on social media. This campaign enables us to tap into this potential and show Hong Kong to the world through the people who have explored the city and uncovered its hidden gems"*

Chao continues, *"Hong Kong has an unrivaled depth of experiences; our city is at once ever-changing and a treasure trove of tradition; ultra-urban yet blessed with natural wonders; trendy and modern yet historically rich. We want to transform the way the city is viewed by tourists, to show them the breadth and depth of experiences Hong Kong has to offer in an authentic way and to reinforce the message that Hong Kong is much more than just a shopping destination."*

In conjunction with **Maker Studios**, the largest influencer network worldwide, HKTB and Razorfish have enlisted the help of three social media stars from around the globe, to share their **I Never Knew...** Hong Kong stories and encourage their fans to share their own. HKTB funded each star's trip to Hong Kong, where they each made videos about their time exploring the city's culture, street art, gastronomic scene, family adventures and more. For example, in the *"I Never Knew I can be a penguin keeper in Hong Kong"* vignette by the **EvanTubeHD** family of vloggers, they get to experience a fun and intimate encounter with penguins. The EvanTubeHD family is joined in the campaign by **The Fung Bros** comedy duo and Taiwanese TV host **Rima**. EvanTubeHD and The Fung Bros are part of the Maker Studios talent network. Every video is jam-packed with *I Never Knew...* inspirations.

Seton Vermaak, Razorfish Hong Kong Head of Strategy, adds *"The #DiscoverHongKong stories campaign is a mechanism for tourists to discover the endless new experiences our city has to offer. Hong Kong is more than a picture-perfect city; the best experiences lay beyond the obvious and we built this campaign to give those experiences a voice people will listen to."*

See all the influencer videos here mystories.discoverhongkong.com

Joanna Kalenska, Razorfish Hong Kong Managing Director, said *"Whether you've lived here for 10 years or visited for 10 days, there's always something new to learn about Hong Kong. Our city is alive with new experiences and it offers incredible diversity. I Never Knew Hong Kong had waterfalls, a short cab ride from my house, but we do! There's always something to discover. That's the sweet spot – travelling is about discovering, having a sense of adventure. Social media is about sharing, there's a sense of pride in sharing your adventure. Hong Kong is an ever-changing city, with a seeming endless stream of adventures to discover and share on social media with your friends. We can't wait to hear new Hong Kong stories from people around the world."*

To participate in this campaign:

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Share your Hong Kong story by using the words 'I Never Knew' in a one-sentence caption and posting your story on social media, along with the hashtag #DiscoverHongKong

See the campaign creative via this link

<https://app.box.com/s/e6s22pyjgrgt4m7gtapxdckgvtkmtatr>

The competition starts on 28 March and ends 24 April 2016. Participants are in the running to win daily and weekly prizes from an impressive prize pool totaling more than HKD500,000. They include 5-star hotel accommodation with airport transfers and spa for two at either Four Seasons Hotel, Mandarin Oriental, W Hong Kong or Peninsula Hong Kong, VIP experiences at Hong Kong Disneyland and Ocean Park, Michelin-starred dining experiences at Amber, Bo Innovation, Lung King Heen or MIC Kitchen plus Amazon online vouchers worth USD1,000.

Details: mystories.discoverhongkong.com

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CREDITS

#DiscoverHongKong Stories Campaign

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Hong Kong Tourism Board

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About HKTB

A Government-sub vented body, the Hong Kong Tourism Board is tasked with maximizing tourism's social and economic contribution to the Hong Kong community and promoting Hong Kong as a world-class destination.

Check out DiscoverHongKong.com

About Razorfish

Motivated and inspired by what's next, Razorfish helps its clients navigate the unknown, drive change and transform business. One of the pioneers of marketing in the digital age, Razorfish has a unique blend of technology, creativity and media at its core. The agency's world class capabilities in strategic consulting, experience design, brand building, technology platforms, data services, retail/commerce and media services enable transformational work for clients including Citigroup, McDonald's, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish's team of 3000+ experts span 25 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore, the United Kingdom and the United States.

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