



Branding and Publicity Campaign for the Harbourfront

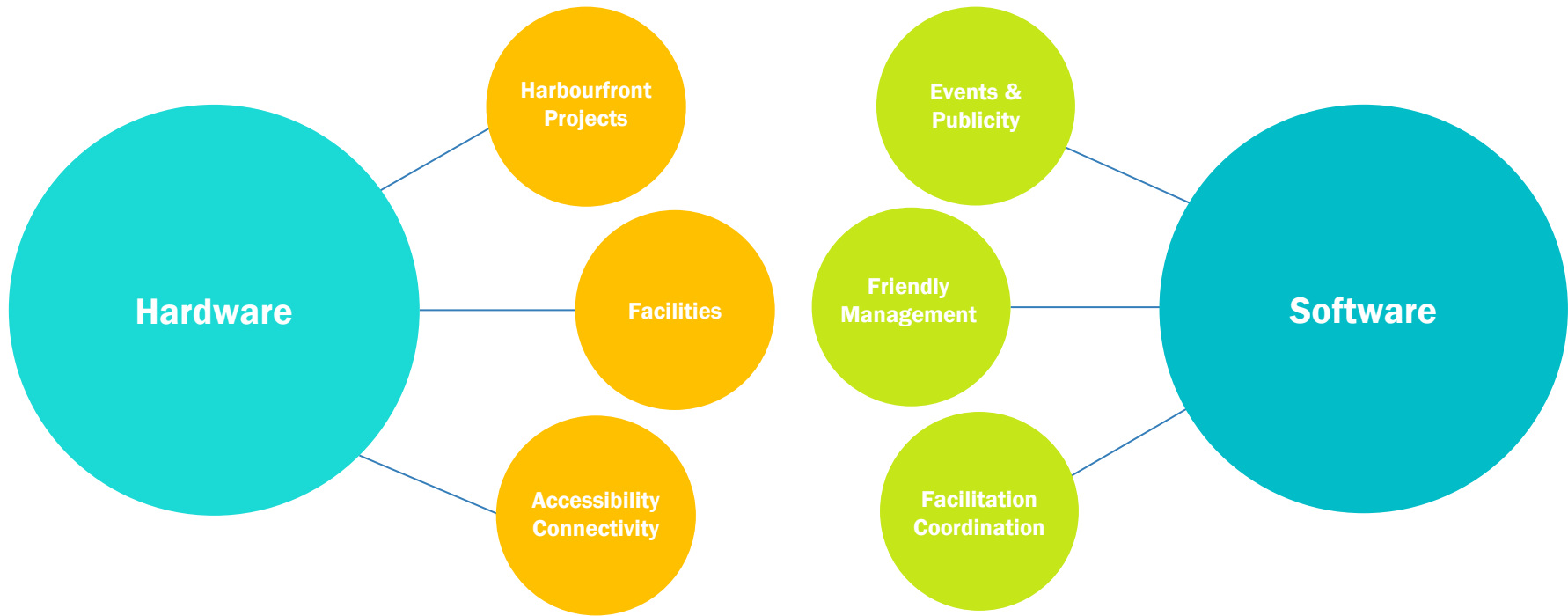
Harbour Office
8 Nov 2018



- *Clockenflap*
- *Eason and The Duo Band – L.O.V.E is L.I.F.E Concert*
- *Wine and Dine Festival*
- *Standard Chartered Hong Kong Marathon*
- *Tsing Yi Dragon Boat Race for National Day*



But how about the harbourfront?



Two-pronged approach



Past Promotion
Work Done

Eye on Victoria – Victoria Harbour Icon Design, August 2011



Roadshow - “劃這”, August 2016



**Information Services Department –
“Building a vibrant waterfront”,
August 2016**



**API “Your staycation, your harbourfront” ,
June 2017**





The Campaign

Views expressed
at **Brainstorm
Workshop**
on 31 Oct

facilitator role?

9

water-land interface?

focus on the whole harbourfront, not specific site?

**mega event instead of
series of small scale ones**

good hardware would naturally attract people to the waterfront?

premature?

harbourfront as part of everyday life?

target on locals / tourists?

make use of water body?





Objectives

- Highlight the unique identity of the Harbour and its harbourfront areas
- Not the mere backdrop of our daily lives, but an attraction in its own right
- Public to come forth with ideas on how to beautify and activate the waterfront





Objectives

- While promoting the Harbour as a whole, specific publicity efforts would be made to individual harbourfront.
- In devising promotional messages, references would be made to the vision and mission set out in the HPP&G –

“A harbour for the people, A harbour of life”





Mass-appealing event

- To further promote our Harbour and its waterfront as a place for Hong Kong's favourite past-time
- Harbourfront event - event **for** the harbourfront; not an event **on** the harbourfront





Harbour Day?

Sunbath and
Chill Out?

Boat Races?

GreenWay

Boat Parade?



Activities on land
and in the water?

Bazaar

Food and Beverage?



SummerFest

Performances

Ship Festival?

More creative uses
#signage #street furniture

Topical and quick response
#social media #viral circulation
#talk of the town #new events

Promoting
Victoria
Harbour icon?



Videos?

Overview of our Harbour
#attractive #vibrant
#73km #waterfront

Fun
clips?

Festive
ideas?

Match with festivals
#xmas
#countdown

Photo
competition?

Create an **e-album**
#10 most scenic Harbour spots
#thematic photos



Program

- Subject to Members' suggestions, we will –
 - Fine-tune the details of the campaign for rolling it out early next year
 - Engage consultants where necessary for tapping in external expertise
 - Keep Members abreast of the details





Thank you.

