

South China Morning Post – Celebrating Hong Kong
South China Morning Post's 110th Anniversary initiative

CELEBRATING
HONG KONG



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HONG KONG



South China Morning Post

The Mother of all Marketing Campaigns



South China Morning Post's 110th Anniversary initiative:
an unprecedented and hugely ambitious single project to

Build our brand

Build sales and revenue

Make a positive community impact

Deliver a consistent message

uniting editorial, marketing, events, opinion leaders,
ambassadors, advertisers, schools government and readers.

Why?

At the time of planning for our 110th Anniversary campaign, Hong Kong was troubled by gloom, loss of direction and negativity, further antagonized by other local media. People were feeling that Hong Kong is no longer competitive in the midst of a growing China. There was a sense that Hong was no longer a great place to be. We were losing the sense of belonging and pride in our city.

Yet, we felt that there is so much to celebrate about our city: an amazing spirit, incredible industry, skills and business characteristics that are exceptional in our region, tremendous promise in our world-class students. Positive energy was needed to build momentum and to take ownership of our own future prosperity.

On the other hand, we couldn't overlook our problems: issues such as a dramatic poverty problem, a lack of political and business direction, a loss of faith in where Hong Kong's future lies. This needed to be addressed through constructive debate and agenda setting and support from influencers in the community.

As the newspaper of choice for the educated professionals, opinion and thought leaders of the community - we could rally support and drive a real change in our society, by reminding and uniting everyone in what they already know: that Hong Kong is

Our city. Our home. Our responsibility.



How?



The 8 elements

THEMATIC CAMPAIGN

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THE **REDEFINING**
HONG KONG DEBATES


THE **SPIRIT**
of
HONG KONG
AWARDS

**AMBASSADOR
CAMPAIGN**

**ANTI-POVERTY
ART AUCTION**

**PARTNERSHIP
PROGRAMME**

 **STUDENT
OF THE YEAR**

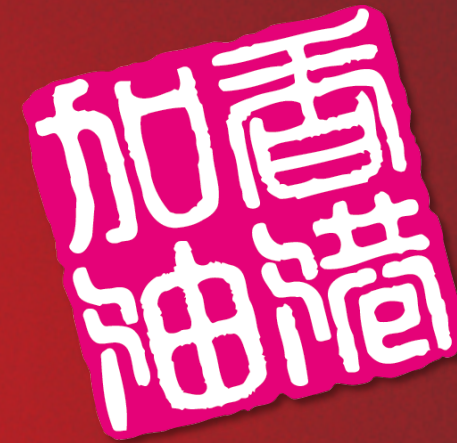
**EDITORIAL CONTENT
ENGAGEMENT**

1 CAMPAIGN THEME TO DRIVE **8** VITAL INITIATIVES ACROSS THE COMPANY AND THE CITY.

OBJECTIVE: TO STRENGTHEN AND EMPOWER OUR BRAND BY ENGAGING ALL CORNERS OF HONG KONG SOCIETY IN CONSTRUCTIVE DISCOURSE, APPRECIATION OF OUR CITY AND OUR PEOPLE, NURTURE POSITIVE THINKING AND SUPPORT THE NEEDY AND THE FUTURE GENERATIONS OF OUR COMMUNITY.



1. Thematic Campaign



CELEBRATING
HONG KONG



1. Thematic Campaign

Objective:

From the outset, a common thematic and clear objective setting was critical to achieving our goals: with this in mind we created a strong backbone to our campaign:

- **Thematic corporate identity rulebook** for our own company and for all participating partners to ensure a consistent look
- **Campaign pitch kit** to bring in partners and ambassadors
- **VIP launch event** to set the tone for the most important opinion leaders.
- **Launch marketing campaign** that communicated the initiative to our readers
- **Full editorial cooperation** and buy-in, with the use of the theme in editorial coverage, across all platforms
- **Company-wide briefing** on the programme, to ensure we all talk the same talk, whether the message is to advertisers, government, or business partners
- **Campaign website** that brings all elements together
- **Special 110th Year Anniversary** editorial event to bring all components together

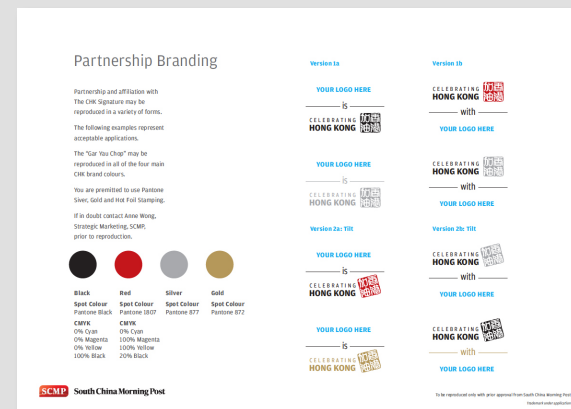
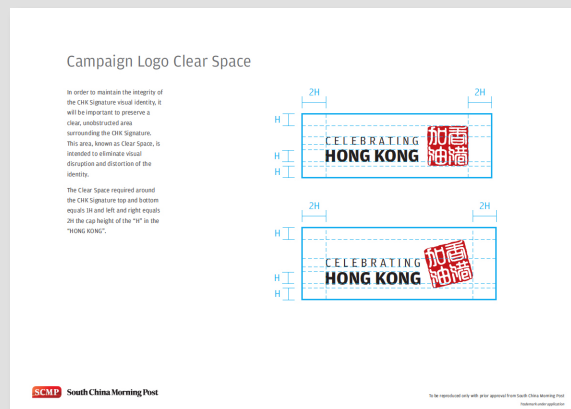


1. Thematic Campaign

Corporate identity rulebook:

The strength of Celebrating Hong Kong as a movement depends on getting partners to spread awareness by using the branding across all their own campaign materials, but for it to be recognizable as our campaign.

Hence, at the outset we created a 10pp style guide with logo applications to ensure theme consistency across 26 partners' programmes and all our own materials.





1. Thematic Campaign

VIP Launch event

The Celebrating Hong Kong initiative kicked off with a bang on 31st May 2013, with a 250 person all-VVIP gala launch ceremony opened by Hong Kong's Chief Executive, C Y Leung.

Attendees included the CEOs of Hong Kong's top corporations, Hong Kong's most established entrepreneurs and business tycoons from Robert Kuok to Robert Miller, leading academics and renowned explorers, legislators and government VIPs, and from the most junior Celebrating Hong Kong ambassador, Kenny Lau, 8, world renowned award winning artist, to the most senior, Sir David Akers Jones, 87, ex Chief Secretary of Hong Kong. The event also hosted a photo exhibition of 110 years of South China Morning Post.



1. Thematic Campaign

Campaign website

From Day 1, Celebrating Hong Kong had its own campaign website as well as a designated section within our news portal, SCMP.com

The campaign site housed all the key elements of the campaign and allowed for visitors to understand the purpose and scope of the movement, with sections dedicated to:

the Redefining Hong Kong Debate Series

the Spirit of Hong Kong awards

the ambassadors programme

the Student of the Year awards

the Charity Art Auction

www.celebratinghk.com





1. Thematic Campaign

Campaign pitch kit

The pitch kit was used (and frequently adapted) to:

- Enlist 21 ambassadors
- Enlist 26 partners
- Brief all company divisions
- Give to other participating companies to brief their teams
- To provide a consistent message and briefing to everyone so that the message of Celebrating Hong Kong was unilateral and not tweaked by others for their own use.

It showcased the programme of initiatives and the raison d'être of the campaign.





1. Thematic Campaign

110th Anniversary editorial event

On our actual 110th anniversary birthday, 6th November, a full retrospective of our 110 years legacy in the city plus an explanation of all the Celebrating Hong Kong initiatives we had created throughout the year, and which continued till the coming few months, were showcased with a special print edition of the newspaper.





2. The Redefining Hong Kong Debates



THE **REDEFINING** HONG KONG DEBATES

2. The Redefining Hong Kong Debates

The Redefining Hong Kong Debates is a series of lunchtime panels featuring key opinion leaders on important current affairs issues addressing:

1. Hong Kong economic viability as a gateway to China
2. Improving the livability of Hong Kong – zoning, town planning, waste management green issues etc.
3. Hong Kong competitiveness in wake of other economic development zones.
4. Hong Kong's viability as a luxury capital of Asia.
5. The road to Universal Suffrage in 2017.
6. The challenge of the wealth gap: dealing with poverty.

Audience: 150 CEOs, businessfolk and important influencers in each topic area

Coverage: Full editorial pre- and post coverage, plus coverage in external media

Event: Profitable, as fully sponsored by DHL and EY.

Website: www.celebratinghk.com/redefining

Further info: Separate file enclosed with INMA entry

Results: \$2-3 million extra revenue, strengthened ties with VIP opinion leaders and government spokespersons, reaching direct audience of over 1000 readers and online/print reach of millions more. Powerful editorial agenda setting, brand building and establishment of an event platform with long term durability.



THE REDEFINING
HONG KONG DEBATES

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2. The Redefining Hong Kong Debates



**THE REDEFINING
HONG KONG DEBATES**





2. The Redefining Hong Kong Debates – editorial agenda setting



THE REDEFINING HONG KONG DEBATES





3. The Spirit Hong Kong Awards



3. The Spirit of Hong Kong Awards



The Spirit of Hong Kong Awards celebrates the people that form the positive backbone of the community; ordinary people who have done extraordinary things:

- Extraordinary acts of selflessness and community spirit
- Extraordinary feats of achievement against the odds
- Extraordinary examples of inspiration for others in the community
- Extraordinary examples of integrity and endeavour



3. The Spirit of Hong Kong Awards



The Spirit of Hong Kong Awards began with editorial stories commissioned especially for the purpose in April 2013, and culminated in the final award ceremony in November 2013.

The awards are judged by a panel of eight distinguished judges chaired by Sir David Akers-Jones, former Hong Kong Chief Secretary and Acting Governor.

One extra award – The People's Choice award is awarded to the finalist with the most reader votes.

- Audience:** Our core readership of 400,000, media and social media outreach to approximately 5 million more.
- Coverage:** Six months editorial pre- and post event coverage, plus coverage in external media, partner sponsored marketing campaign and social media.
- Event:** Extra revenue, with \$750,000 proceeds donated to poverty charities.
- Website:** www.celebratinghk.com/spiritofhongkong
- Further info:** Separate file enclosed with INMA entry.
- Results:** \$1.5 million extra revenue, strengthened ties with VIPs and government spokespersons, reaching direct audience of over 400,000 readers and online/print outreach of millions more. Powerful editorial agenda setting, brand building and establishment of an event platform with long term durability.

3. The Spirit of Hong Kong Awards – editorial coverage



3. The Spirit of Hong Kong Awards



3. The Spirit of Hong Kong Awards





Please continue to Part 2.