



Part 2.



CELEBRATING
HONG KONG



4. The Ambassador Campaign



4. The Ambassador Campaign

A powerful component of the campaign is the advocacy from Hong Kong society's most respected individuals.

We managed to secure 21 ambassadors, well beyond our initial target of 10. The degree of willingness to cooperate was overwhelming as so many key citizens of Hong Kong felt the way we did about the need to drum up positive thinking.

The Ambassador campaign was key to building momentum and endorsement of Celebrating Hong Kong. With regular weekly placements in our paper, it reinforced our message through the words of people who are influential and successful.

From action superstar Donnie Yen to ex HK government Chief Secretary Sir David Akers Jones, we were able to put each ambassador to work, whether as a judge for the Spirit of Hong Kong Awards, or the Student of the Year Awards, or as a campaign spokesperson in our ambassador advertising campaign.

The result: Reinforcement that our city is worth celebrating, and here is why...



4. The Ambassador Campaign

Sir David Akers Jones
Ex Chief Secretary and Acting
Governor of Hong Kong

Shelley Lee Lai-kuen
Ex Home Affairs Secretary and
“Godmother of charity”



“I’m doing my part. Are you?”

Sir David Akers-Jones Former Chief Secretary and Acting Governor of Hong Kong

“I joined the Hong Kong government in 1957 and have had the distinct honour of serving this great city for many decades.

Even after so many years here, my love for Hong Kong continues unabated. My fondest memories include my time as the Secretary for the New Territories, when we helped build the towns to provide housing for more than a million people in ten years.

Now pushing past 80, I am still actively involved in charities and community projects because I truly believe in the potential within the young people of this city. They can accomplish so much with all the opportunities available to them right here, right now.”

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South China Morning Post



“Home is where the heart is.”

Shelley Lee Lai Kuen President of Maryknoll Convent School Educational Trust

“I love Hong Kong, warts and all, because I do not take anything here for granted.

The people are generous, industrious and rise to the challenges of this modern bustling city with rigour. Our rule of law safeguards freedom of thought, speech and action, and assures our personal safety.

I've been able to forge and keep lifelong friendships, raise and nurture my family. After every trip abroad, I look forward to coming home.”

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4. The Ambassador Campaign

Mary Cheung
Ex Miss Hong Kong and
respected philanthropist

Lam Chiu Ying
Former Observatory head
and respected academic



“Count your blessings...”
Mary Pandora Cheung President of the Professional Image and International Etiquette Institute

“Growing up as an orphan in Po Leung Kuk, I received the generosity of our Hong Kong community with the best care, education and guidance even when I doubted myself and when life was thoroughly dim.

Those, like me, who have been touched by the hearts of our community now dedicate our time and resources giving back to this extraordinary city we all love.

A donation, encouragement or even a kind word, could mean the world to those in need.”

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“Our home is rich in unrealised potential.”
Lam Chiu Ying Former Observatory director

“Hong Kong is a thriving city which has surprised the world with its resilience and resourcefulness. We have succeeded repeatedly when others thought we had no chance. We have done so by turning challenges into energy for change.

Young people today have so many advantages that were unavailable to the generations before them. Now is the time for them to stand up and put their full potential to good use.

As the agent of hope for tomorrow, they should seize all the opportunities ahead of them to help build a better and more beautiful Hong Kong.

I look forward to seeing the new world they would lead us to.”

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4. The Ambassador Campaign

Kenny Lau
Most awarded young artist

Douglas Young
Respected local entrepreneur



**“Hong Kong’s full of colour.
I love Hong Kong!”**

Kenny Lau 7-year old artist

“I love Hong Kong because I was born here. It is so colourful: dolphins in pink, Big Buddha in brown, beaches in gold, cha siu bao in white, and people in different colours.

Hong Kong gives me so many inspirations. I draw Chinese New Year in Spring, I draw the Dragon Boat Festival in Summer, I draw lanterns in Autumn and Santa Claus in Winter.

I want to introduce and promote Hong Kong to people all over the world through my paintings!”

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“Look to the future. Borrow from the past.”

Douglas Young Co-founder of G.O.D. Limited

“Where others see obstacles, I see opportunities.

The ‘disadvantages’ of Hong Kong can also be its advantages. It’s all a matter of attitude. After all, Hong Kong has thrived as a financial and cultural hub for China, Asia and the world despite its many limitations. We as a community have always been able to punch way above our weight!

Our future depends on embracing both technology and our cultural heritage. It is time to express our unique identity and stake our place in the world. I’m ready to set an example.”

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4. The Ambassador Campaign

Daryl Ng
Sino Group head

Allan Zeman
Lan Kwai Fong and
Ocean Park head

Two of Hong Kong's top
businessmen



**“Celebrating Hong Kong’s
unsung heroes.”**

Daryl Ng Win Kong Executive Director, Sino Group

“Hong Kong’s unsung heroes, whose tireless work and can-do spirit, have made our city a vibrant and exciting place. Their magnificent contribution forms the backbone of our society and deserves our recognition.”

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“One of the greatest cities in the world...”

Allan Zeman Chairman of Lan Kwai Fong Group

“It’s a beautiful place, filled with wonderful sights and sounds, and I feel blessed to live here.

I’ve seen our evolution over the years from a trading port in Asia to a global powerhouse in multiple industries. We have grown into a truly cosmopolitan city that has gone from being a follower to a leader.

There’s an even brighter future ahead for Hong Kong and I’m honoured to be part of this journey.”

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4. The Ambassador Campaign

Adrian Cheng
Head of New World

William Fung
Head of Li & Fung

Two generations of
Hong Kong's most
successful businessmen



“Together, we can create a brighter future for Hong Kong!”

Adrian Cheng
Executive Director and Joint General Manager,
New World Development Co. Ltd.
Executive Director,
Chow Tai Fook Jewellery Group Ltd.

“Hong Kong is my home. My family and our businesses have been deeply rooted here for generations, watching the city grow over several decades.
I'm happy to tell friends all over the world about Hong Kong. It's not only beautiful, it's also exciting and never fails to surprise me. From the breath-taking views of Victoria Harbour to Sai Kung's gorgeous beaches, from Tai Tam's scenic hikes and Central's world-class art galleries, to Tsim Sha Tsui's shopping paradise. Plus, you can reach everything within minutes!
Yet all of these are just a few of the wonderful things we enjoy here.
Let's work together to create a brighter future for the city we love!”
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“Continuing a proud legacy.”

Dr. William Fung Kwok Lun Group Chairman, Li & Fung Limited

“The people of Hong Kong have a strong history of innovation, industriousness and entrepreneurship. Our forefathers accomplished much in their time here – building a solid foundation upon which we have grown and flourished.
They left us with a precious gift – opportunities abound now as it did then. Let's not squander our birthright.”
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4. The Ambassador Campaign

Professor Tsui Lap-chee
Head of Hong Kong University

Ronald Arculli OBE
Ex Chairman of the
HK Stock Exchange and
ex LegCo convenor



“Respecting difference is how we thrive.”

Professor Lap-Chee Tsui Vice-Chancellor and President, The University of Hong Kong

“Hong Kong is a place where generations of people with different ethnicities, religions and ideologies all share the same ambitions, dreams and values.

For our commonalities bring us together more than our differences drive us apart. We thrive in a society that respects freedom of thought and expression, that upholds the rule of law and the independence of the judiciary, and is active and engaged with the world.

No one is an island here, nor do they have to stand alone. Our community is one that can happily flourish and prosper together.”

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**“What’s great about Hong Kong
is its spirit of giving.”**

The Hon. Ronald Arculli Chairman, Honorary Advisory Committee, Social Ventures Hong Kong

“From a barren rock to a caring community in one of the world's greatest cities, there are many opportunities for people from all walks of life to contribute to society.

The people of Hong Kong are self-sacrificing and have toiled hard to make our home what it is today.

There really is nowhere else quite like it anywhere in the world.”

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4. The Ambassador Campaign

Donnie Yen

Movie star, director and producer
of multiple action movies

A portrait of Donnie Yen in a light beige suit, gesturing with his hands as if speaking. This is part of a larger campaign poster.

“We can all be heroes.”
Donnie Yen International action superstar

“I pledge to be an ambassador for Celebrating Hong Kong because I believe we should celebrate the unsung heroes in our society. Every one of us is capable of being a hero. That's why I named my new film company 'Super Hero', because I believe we all have the ability to repay our city, regardless of whether we are rich, poor, famous or unknown.

If every one of us can contribute to the best of our ability, we can join forces to make a better world and make our community a better place for our future generations. As for me, I hope to contribute by making more films for entertainment, spreading positive energy and contributing more to charity.”

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5. Partnership Programme

agnès b.



香港賽馬會
The Hong Kong Jockey Club



5. Partnership Programme

The combined budgets and promotional clout of 26 partners added to the strength of our Celebrating Hong Kong message.

We freely licensed use of the logo and helped their efforts with PR support.



5. Partnership Programme

Highlights of the partner efforts

Logo and message across 3,000,000 bottles of HK's leading bottled water brand

Logo on the windows of one of Hong Kong's top mass fashion retailers, G2000

Agnesb Celebrating Hong Kong photo exhibition and limited edition merchandise with proceeds to charity

Peninsula Tea Dance for the elderly with charity proceeds for Celebrating Hong Kong

The Peak tram promotion with photo competition

Lane Crawford raising HK\$250,000 for Celebrating Hong Kong charities through sale of Christmas hampers

DHL donating 1kg of rice for every 1kg of parcel shipped on a single day

MTR giving free advertising space across more than 300 large billboards for Spirit of Hong Kong and Student of the Year Awards

Sino donating HK\$750,000 to help Celebrating Hong Kong charities

Hong Kong Coastal Clean up challenge putting out a Celebrating Hong Kong theme and message to its 45,680 participants, who collected a total of 1,282,477 kilograms of trash from Hong Kong's dirtiest beaches.

6. Anti-poverty Art Auction



6. Anti-poverty Art Auction

Hong Kong's widening wealth gap is something we cannot celebrate:

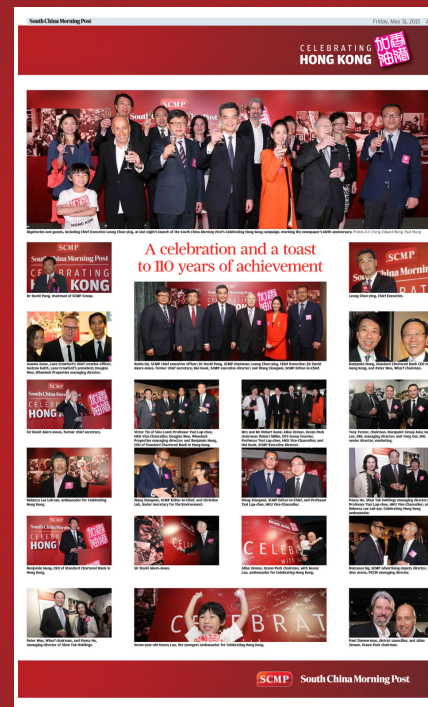
- 19% of the population are living in poverty.
- 8% live in severe poverty, surviving on less than US\$16 a day.
- 1 in 3 elderly are on the poverty line – worse than in Mexico.
- Over a quarter of under 18s live below the poverty line.

By making this our agenda we highlight the problem which is often forgotten.

We also selected three poverty related charities to support and are preparing for an art auction in September 2014, supported by new works donated some of Hong Kong and China's top artists to raise HK\$10 million to help alleviate the problem.



7. Editorial Engagement



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South China Morning Post – Celebrating Hong Kong

South China Morning Post's 110th Anniversary initiative

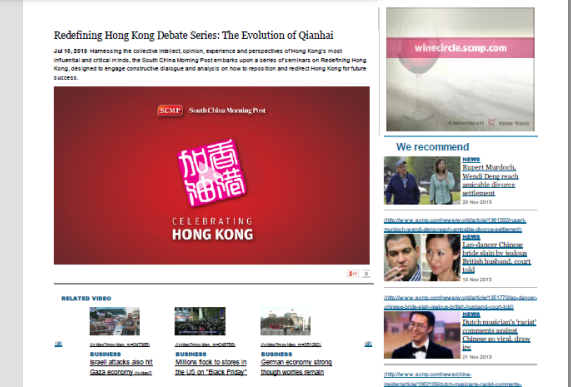
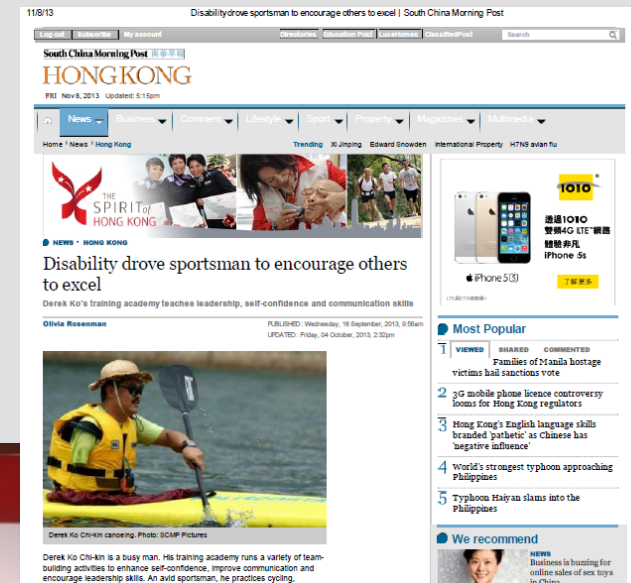
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7. Editorial Engagement

In print, online and mobile, through words, pictures and video, the Celebrating Hong Kong theme through its various programs, was integrated with editorial pre-and post- event support, fascinating articles about Hong Kong people and achievements in industry and engineering – uncovering the good news we often forget about and normally doesn't get reported about.

Our editorial team also acted as moderators at our events.





8. Student of the Year



STUDENT
OF THE YEAR

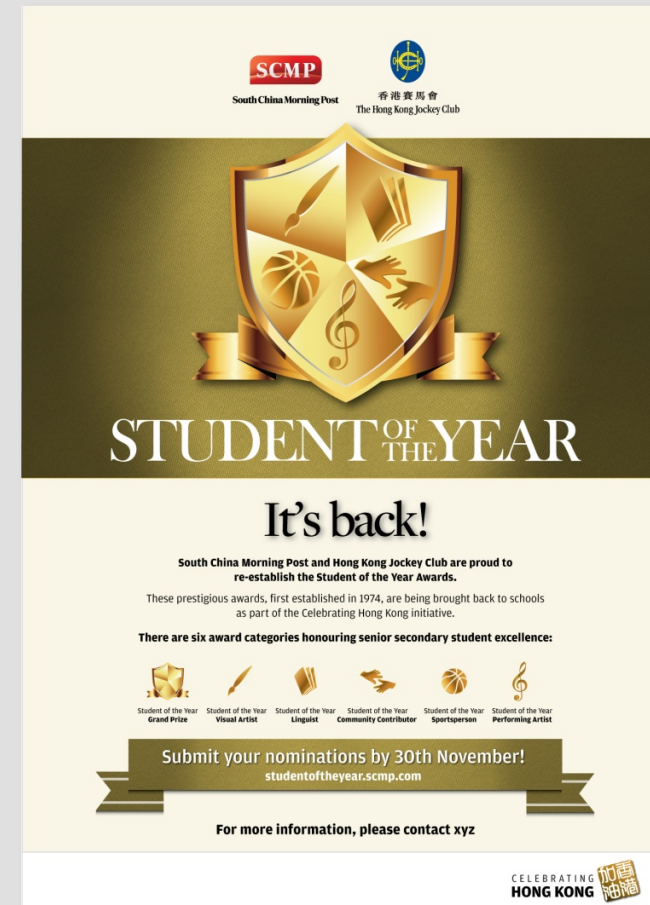
8. Student of the Year

Celebrating Hong Kong gave us a good reason to re-introduce the most prestigious and long established secondary school awards in Hong Kong.

These popular awards ran for 32 years but ended in 2006 due to lack of funding and administrative demands.

With the new theme, we were able to secure generous sponsorship and reinforce our position as the pre-eminent student newspaper in our city.

With new arts and academic categories, the new Student of the Year awards reaches 85% of all Secondary schools in Hong Kong through daily coverage in our Young Post student paper, which reaches 100,000+ teachers and students through 40,000 copies, plus many more through our website.



The poster features the SCMP and Hong Kong Jockey Club logos at the top. A central shield contains icons for a book, a musical note, a basketball, and a hand. Below the shield, the text 'STUDENT OF THE YEAR' is prominently displayed. The poster announces the return of the awards, mentions the 1974 establishment date, and lists six award categories: Grand Prize, Visual Artist, Linguist, Community Contributor, Sportsman, and Performing Artist. It includes a submission deadline of 30th November and a website link.

SCMP South China Morning Post 香港賽馬會 The Hong Kong Jockey Club

STUDENT OF THE YEAR

It's back!

South China Morning Post and Hong Kong Jockey Club are proud to re-establish the Student of the Year Awards.

These prestigious awards, first established in 1974, are being brought back to schools as part of the Celebrating Hong Kong initiative.

There are six award categories honouring senior secondary student excellence:

- Student of the Year Grand Prize
- Student of the Year Visual Artist
- Student of the Year Linguist
- Student of the Year Community Contributor
- Student of the Year Sportsman
- Student of the Year Performing Artist

Submit your nominations by 30th November!
studentoftheyear.scmp.com

For more information, please contact xyz

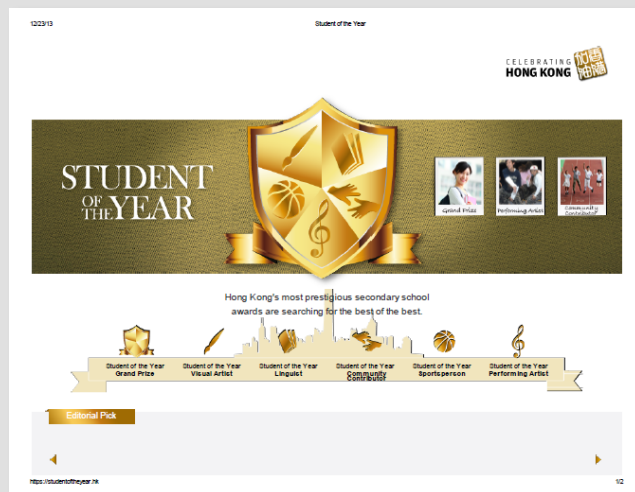
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8. Student of the Year



<https://studentoftheyear.hk>

The Results

Successfully integrated company wide staff, partners and ambassador advocates in one thematic programme.

Achieved at least twice weekly coverage and consistent messaging through all platforms.

Positive advertiser and staff feedback, very impressed by SCMP community spirit – not just focused on profit but supporting our city.

Reached 40+ opinion leading panelists, 1000 delegates and 1,000,000 + readers through the Redefining Hong Kong Debate events, secured \$2million event revenue and built a long term franchise.

Reached hundreds of thousands of readers, and secured goodwill and outreach to many more Hong Kong people with the Spirit of Hong Kong Awards, and raised \$750,000 for charity with a HK\$1.5million sponsorship and built a repeatable signature event.

Reached hundreds of thousands of secondary students and teachers with the Student of the year awards and revitalized the next generation's relationship with our paper.

Plans to raise HK\$10million through Charity art auction against poverty and secured HK\$1.5million sponsorship.

Built strong business relationships with and advocacy from government, leading persons, CEOs, entrepreneurs and academics of our city, which has a long term business impact.

Testimonials

“I congratulate SCMP on the excellent Redefining Hong Kong debates series and for highlighting this pressing issue of poverty in our community.”

Shalini Mahtani MBE, Founder of Community Business

“I attend many business functions and ceremonies...I must say that (The Spirit of Hong Kong Awards) was the most impactful...it made me proud to be in Hong Kong...it was very special and SCMP should be congratulated for the initiative.”

Jay Walder, CEO Mass Transit Railway Corporation



Testimonials

“I have never been so humbled in the presence of so many
amazing people...truly inspirational”

Lisa Christensen, Co Founder of Ecovision
and CEO Doppler Asia re. Spirit of Hong Kong awards.

“... I congratulate and commend SCMP on this very meaningful Celebrating Hong Kong
campaign initiative, especially Spirit of Hong Kong awards...these (nominees) are the people
that have kept the Government always striving for improvement, otherwise the usual
bureaucratic inertia will not really push us into action.”

Carrie Lam, Chief Secretary, Hong Kong SAR Government.

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