PATA Gold Awards 2022 Submission

Category: Marketing Campaign (National – Asia)
Project title: Hong Kong Neighbourhoods: West Kowloon
Organisation: Hong Kong Tourism Board
A Campaign to Benefit the Local Communities

Hong Kong – one of Asia’s most cosmopolitan and visited cities. But with the COVID-19 pandemic causing a huge plummet in international visitors and a wave of negativity in the city. With this campaign, we wanted to embark on a new mode of tourism that went beyond the role of a tourism board to become an active force in revitalising local culture and empower the local community to co-create new living traditions.

Click to Watch
https://youtu.be/HgddhuFVq8Q
West Kowloon
The Opportunity

Expanding Hong Kong’s newest star district to benefit the surrounding districts

West Kowloon Cultural District – the home of Hong Kong’s newest art museums, cultural attractions, and creative spaces. To tell a more interesting story, we ran a campaign that expanded the district into the surrounding older districts with local personality and authenticity, creating a contrast old new and old cultural traditions.

We called this the West Kowloon Neighbourhood.
Objective

An experiential campaign co-created with the local district community to showcase the authentic sides of West Kowloon

Our Idea: West Kowloon – Creating Modern Traditions

We aimed to put people first and highlight the stories of people behind living traditions. We first invited local personalities in the community such as master craftsmen and a third-generation restaurant owner who merging old and new recipes to tell their local stories of the tradition, neighbourhood and its revolution, to help our audience better understand its rich cultural and artistic features. This meant we needed not only garner the consent of local community groups, but also enlist their active participation.
Branding West Kowloon

A series of West Kowloon branded assets which captured authentic and artistic moments, uncovering how traditions and heritage are intertwined with modern arts and culture worked well across above-the-line and social platforms. We showed how this place enables traditions being re-imagined in modern forms and modern forms inspiring new traditions.

West Kowloon Brand Film –
An epitome of West Kowloon with full of neighbourhood stories and hybridization of modernity and traditions, showing where modern traditions begin.

West Kowloon Lock-up –
A mix of tradition and modernity, showing how to turn the neon light as a Hong Kong iconic local craft into a modern art interpretation.

West Kowloon Key Visuals –
A series of impactful visuals showing how traditions and modernity intertwined to demonstrate the mix of culture and inspiration.

Click to watch
https://youtu.be/_xbi9GcXXes
Target Markets

Global Audience Insight: A Growing Desire for Local Authentic Experiences

There has been a global tourism trend of looking for more authentic and in-depth local experiences, as well as a rising sense of responsibility to support and bringing positive impact to the local community. This was an opportunity to go even further and inspire locals to create new living culture to attract the world.
Target Markets

Local Audience Insight:
Inspiring fatigued locals to become activists of local tourism

We wanted to go one step further to not only revitalise local economy, but also play a driving force in revitalising local culture, while also inspiring locals to become activists in co-creating living culture. As youth segments are crucial to driving local culture, we dedicated a pool of resources to create engaging content on our own social platforms, as well as engaging local youth influencers to spread our story.
To amplify our campaign, we especially created new pop-art experiences on-site to drive sharability, supported by our social content, and even exhibitions to showcase the artworks created by the community.

We also trained and engaged community organisations, local youth ambassadors and local university students to act as storytellers to provide guided tours for the community.

**Learn**

Everything started with facilitating locals to learn about and experience the diverse living cultures through our themed walking tours and deep-dive local stories. We then drove awareness and stir up talk of town with brand film, targeted outdoor display ads, social channels and use of influencers.

**Create**

Extending from learn, we hosted various art workshops for local students to create multi-media artworks that added to the personality and colour of the West Kowloon Neighbourhood, as well as to present the diverse perspectives housed in the neighbourhood.

**Share**

To tie all elements of our campaign into a holistic experience that starts from engaging the individual and expands to create lasting impact to the community, we integrated everything to drive excellence across three key stages:

A Holistic ecosystem encouraging locals to **Learn, Create, and Share**
Promotional Elements

Themed Itineraries (Walking Guides) Available Online-to-Offline

The campaign was execution firstly with designing the core experience – five thematic itineraries that each captured a unique side and experience that the West Kowloon Neighbourhood offered, including architecture, local treasures, hand crafts, art, food & flavours.

Architecture

Hand crafts

Art

Local treasures

Food & Flavours

Covering over 50 points-of-interest:

- Showcase how different traditions are brought together by individuals to create new traditions and spark new inspiration
- These itineraries were hosted on our website with deep-dive content that allowed people to discover more about these different stories
Embedding our Itineraries within the Neighbourhood Itself

Aside from simply placing these itineraries on our website, we also embedded these guides within the neighbourhood itself via various signage, maps and QR codes, encouraging locals to embark on these routes. We especially targeted strategic locations near where our itinerary routes began, such as MTR stations in the neighbourhood. By hijacking the entire West Kowloon with more than 100 outdoor displays such as footbridges and subways, we were able to create a true O2O experience that facilitates their explorations, further immersing locals in the old and new traditions of the district.

The execution spans from offline to online and back to offline experience, facilitating a travel experience on-the-go.
What’s More

Taking the Lead to Create Fresh Experiences in the West Kowloon Neighbourhood

As we wanted to engage the community to co-create living traditions, we knew that simply guiding locals to discover the existing charms of West Kowloon was not enough. We needed to take the lead in creating new experiences and cultures in the district. To achieve this, we lined up a partnership with “FriendsWithYou”, a pop-art duo, to create different giant art installations and bring their signature pop-art characters to the neighbourhood. This not only brought a new vibe, but also communicated that the culture of the district was vibrant and ever evolving with time. To further engage the local community, we created an AR mobile experience that allowed locals to bring these pop-art characters to life, further providing more opportunities for the youth segment to share on social media and take part in this co-creation of new living traditions.
Persons involved

Getting the Youth Segment on Board with us

We recruited and trained youth ambassadors and local university students as storytellers to provide tours for primary, secondary, and international university students. Various art workshops were organised for primary and secondary school students, using their art talents to create artworks that further added colour and culture to the West Kowloon Neighbourhood, such as unique Hong Kong neon light, cyanotype (blue printing), mosaic, and art installations. By engaging groups that touched every level of the local community, we ensured that our message of sustainable tourism and the co-creation of culture was not only communicated, but experienced.
Persons involved

A “First-of-its-kind” Collaboration between All Levels of Society

To ensure that our campaign would leave a lasting positive impact, we garnered the participation of all levels of society from government officials to local community groups and beyond. We invited over 1,000 key stakeholders across different sectors to join our experiential tours and experience our campaign first hand. They included Hong Kong Tourism Board’s board members, related government officials, industry trade partners, ethnic minority groups, and most importantly, local community groups in the West Kowloon District. This created a new model of tourism that is based on consensus building and co-creation with stakeholders and local community groups.
The world was talking about us.
The campaign created mass awareness among locals with in-depth coverage by key media outlets, along with unprecedented engagement on social media, reflecting our audience’s great interest in West Kowloon. In time, this will lay a strong foundation for the overseas market when visitors come back.

- Over 300 media clips with HK$16M PV in HK and 1.2K+ media clips with HK$63M PV in Mainland & overseas were recorded as of end October 2021
Results generated

We Captured Unprecedented Attention for West Kowloon.

By showing a side of West Kowloon that even locals had never seen, and further engaging them to take part in the neighbourhood’s co-creation, we were able to successfully seize the attention of the local community, within two months:

- We generated 1.52 million page visits to our website
- Our website content generated 1.79 million page views
- We garnered 95.4K social engagements with our social content
- Our content was viewed 2.55 million times
Results generated

**We Created Broad Perception Change for the Role of Tourism in Hong Kong**

As sustainable tourism focuses more on long-term impact rather than short term results, this campaign not only garnered the attention of local and global media, but also created a broad perception change tourism role in the city. We successfully brought about this **perception change across society from top to bottom**, including industry stakeholders, political parties, academics, the media, Hong Kong Super Fans, and the local communities, and furthermore, we engaged the **younger generation as key enablers**. We have also gained support from the Hong Kong’s former political leader, Edward Yau, who spoke highly of the West Kowloon campaign:

“West Kowloon Neighbourhood by HKTB, which has married the new West Kowloon Cultural District with the traditional districts where we find interesting outlets, hotels, temples, presenting the mix of new and old, the local and international cultures, really help promote Hong Kong’s image and the fascinating experience.”

*(Edward Yau, Former Secretary for Commerce and Economic Development)*
A sustainable model of tourism that ensures socio-economic benefit back to the local community

The biggest learning of this campaign is that the key to meaningful and sustainable tourism lies within the local community itself. As global travellers expect more authentic local experiences and feel a greater responsibility towards tourist destinations, it is essential to engage the local community not only to garner their consensus, but more importantly, enlisting them to **co-create the actual experience**, and playing an active part in telling the story of their neighbourhood and home.