



BRAND STRATEGY
PROPOSAL

Hong Kong Beijing

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Table of Contents

PART 1:

Executive summary
Economy
SWOT

PART 2:

Vision
Mission
Goals

PART 3:

Strategy
Stakeholders
Traditional
Digital
Timeline

PART 4:

Conclusion
References

BEJIING



**OUR
MISSION**

Bring back the pride of
Beijing as Asia's world's
city.

EXECUTIVE SUMMANRY

Beijing, a city full of colour and culture from end to end. With its original tie to China, the city that became a country has lived up to the expectations with an economy worth \$373 billion. The city is part of the fast-growing Asia, with a tourist destination label and a thriving business oriented market the city has all the tools to be a leading nation.

In this report we shall have a look at Hong Kong, its challenges and what has hindered the nation from being the proud nation it was known for, then propose a campaign that shall rebrand the nation through the use of the stakeholders that would unify the nation and bring out the best of the nation.

The campaign will use clear and simple acts to enhance what the country is already capable of using social media and other marketing methods to brand the country as peaceful and full of culture.

Hong Kong is a special administrative to China, having gained the title of its own country in 1997, where China may still have control over the country it is ruled by the one country two systems basic law. This allows HK to act as its own nation and trade and generate a GDP to withstand on its own (DW, 2020).

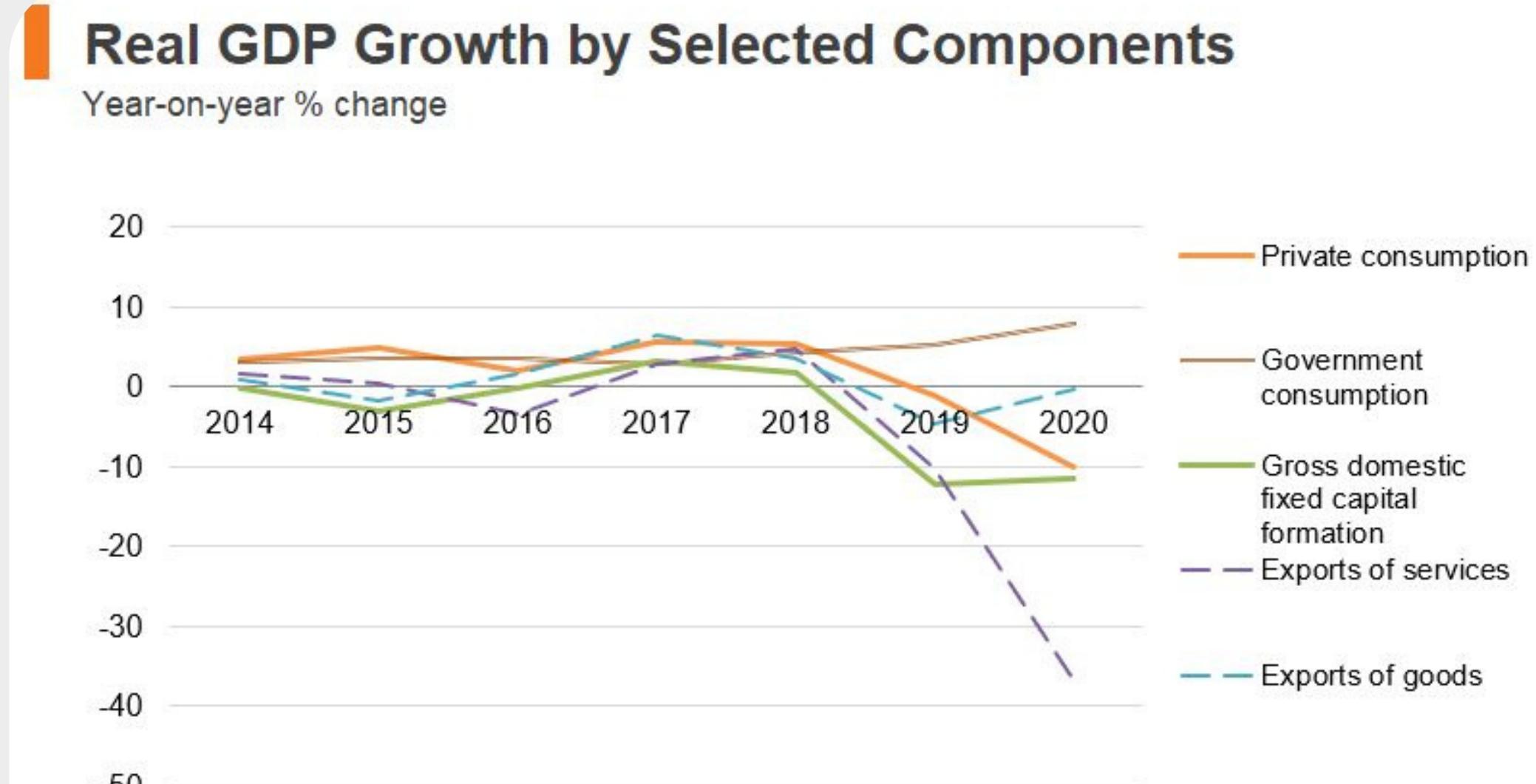
The nation is most known for its fusion between Chinese and western cultures, which sparked new flavors among the town and new trends as well. They do celebrate Chinese holidays such as the Chinese Kunar New Year and the Ching Ming Festival but they also celebrate Good Friday, Easter Monday and Christmas a clear indication of how they fused the two cultures together to create new traditions.

Majority of the population is Cantonese, and therefore many of their beliefs represent the nation such as saving face and family solidarity hold much weight amongst the people however other parts of Hong Kong are populated with people from British, Indians and Jews this means some western culture is till heavily infused amongst the Chinese culture brought by the Cantonese.



ECONOMY

The state of the economy has been in a rapid decline over the past couple of years however its not always been like this, earlier on in the decade the country was flourishing by exporting things like garments, textiles and clothing. The country is the fifth largest financial centre in the world and the tenth largest trading power in the world as well, The economy is 99\$ built on just exports with 36% being the electronic machinery, appliances and other apparatus. HK lost most of its manufacturing capabilities ever since the reunified with China , the country tried to diversify this field by boosting production in high-tech industry which unlike the other fields has been on a growth spurt this past decade, but the most the field has catered for in the export trade reached only 2.2% in telecommunications equipment (Yim, 2021).



SWOT

Strengths

- Sustainability
- Innovation
- Attractions
- Global strengths
- Culture
- Bilingualism

Weaknesses

- Protests
- Declining export
- Division of citizens
- Dependence on China

Opportunities

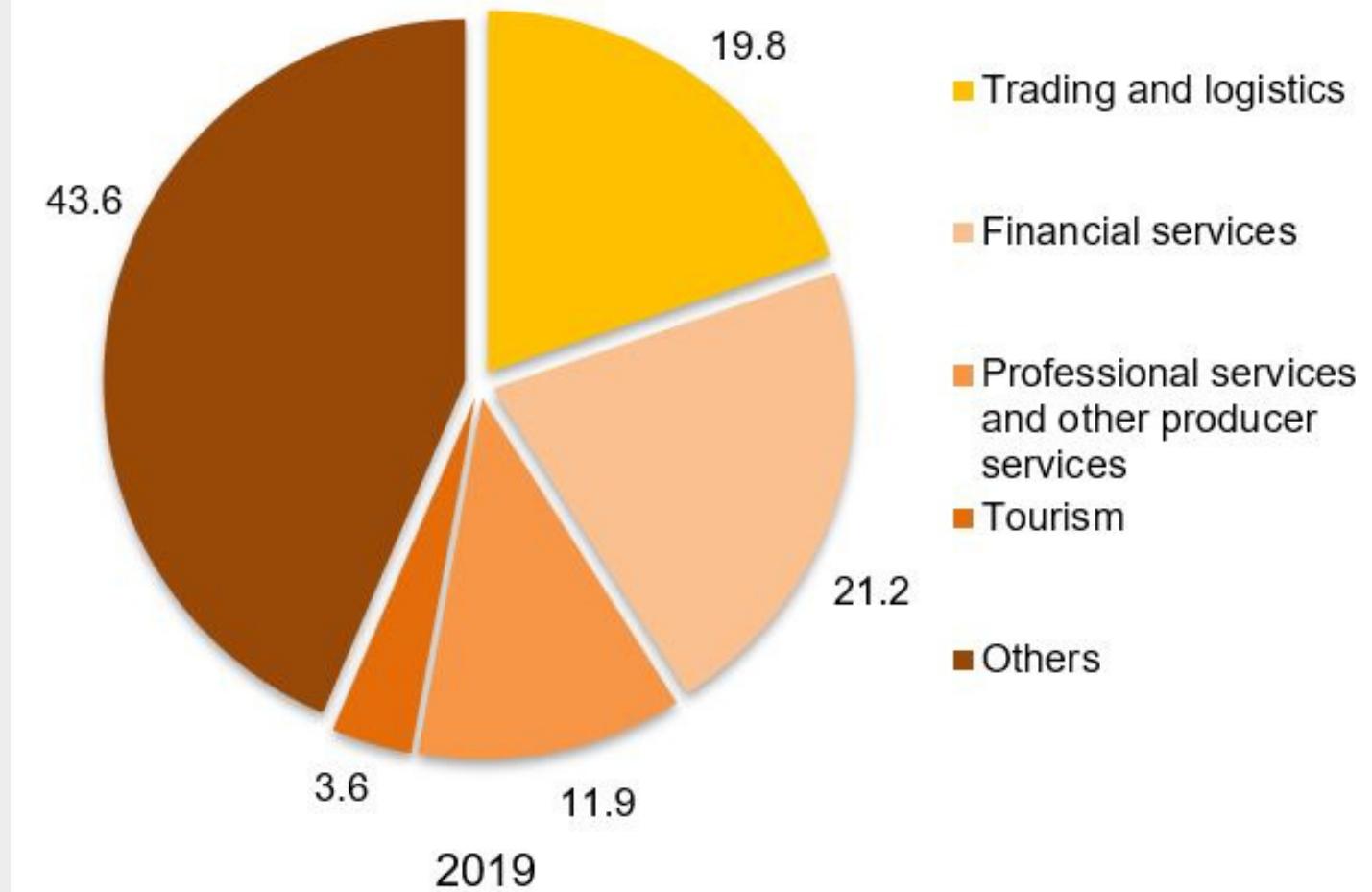
- Greater Bay Area
- Growth in exports
- Demand for higher education
- Foreign Investors

Threats

- Industry Shifts
- Intervention from China
- Global Pandemic
- Citizens Fleeing to the UK
- Aging Population

The Four Key Industries

% share of value added in GDP



BRAND VISION



There are factors that Hong Kongers have to face, this division between citizens during the protests has tarnished the image of Hong Kong by tackling this area, we need to shift focus from this problematic times to other factors of the country and remind the world why Hong Kong held the title of "Asia's World's City". With this new focus, highlighting the export business and the culture fusion will bring new tourists and investors that will help us achieve this goal.

MISSION STATEMENT

ASIA'S WORLD'S CITY

Hong Kong has a great blend of culture, looking at the combination of western culture and Chinese culture the country can accommodate a wide variety of tourists with its bilingual nature especially. Our mission is to change the conversation topic about Hong Kong from wild, restless and politically challenged, to beautiful, vibrant, culturally rich and inviting. Erasing the violent streaks featured on the news to a more positive note of the celebrations and festivities going on around throughout the year.

This mission has been broken down into achievable goals that will result in the brand image we are targeting.



Strategy

With the goals in mind we can create a plan to achieve them, with the aim to tackle the bad brand image Hong Kong currently presents. Asia's World's City is the tagline we are aiming to rebrand with and instill back into the citizens minds and also to present to the world in order to reach this status once again. The strategies based on the goals we project are as follows;

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1. Bridging a gap between the locals and tourists will include, a government paid salary for the local talents (stakeholders) such as traditional dancers and food carts/trucks or stalls to promote the appreciation for the cuisine which features both west and east inspired dishes.
 2. The export business will transfer huge investments into high-tech machinery as it is Hong Kong rising export feature currently.
 3. Featuring the numerous holidays on social media, magazines, newspapers and other outlets to spread the word for holidays, and creating a fund that goes specifically into funding this holidays promotion to ensure massive turnouts especially from the locals so they can share and show the world a different side of Hong Kong from a Hong Konger.

TARGET AUDIENCE

Tourists
Aging population
Local youths

PROMOTION STRATEGY

PR campaign: Asia's World's City
Brand Ambassadors
Marketing

ACTION PLAN

Cuisine

When tourists visit Hong Kong, research has proven that there are 3 main reason; for the multicultural experience, the cuisine and shopping. Focusing on the cuisine; the most authentic would be the pop-up stalls that are family oriented, serving homemade dishes, but due to restrictive laws this businesses often are shut down.

Being that they are a huge tourist attraction. The board of tourism of Hong Kong shall provide a safe location where the stalls shall not interfere with the rest of the city with good airflow and drainage system.

This shall provide an opportunity for the stalls to thrive and serve the food all year round; featuring the dim sum carts that sell one of Hong Kong's most popular dishes' which has also been dubbed a must have when visiting HK.

By securing the carts we must also direct traffic flow towards this new locations hosting the food stalls.

With a budget provided by the board of tourism, flyers and billboards shall be put up dedicated to the new location encouraging tourists to visit the safe, and secure food stalls



This flyer shall be spread across all around Hong Kong especially by the tourist taxis location and hotels

This campaign for cuisine will be run for a year, targeting locals for the reconnection with their own culture to find the love and passion its citizens have for HK, and also to tourists to encourage them to travel for the amazing experience that it is to eat the local foods with the locals for the affordable prices



ACTION PLAN

Cultural Festivities

Launching this campaign on a very high and vibrant positive note during the spring festivals which start off in April going till May, this festival is very colorful and features the dragon dance, Hong Kong being the main city that displays the most beautiful version of the dragon dance, Locals and tourists flock into the city for the big display.

Based on this feature; another budget shall be cut into promoting this events, this will include social media influencers to generate a huge buzz worldwide; Tina Wong.

Having Tina Wong have full access pass to all events and information prior to the celebrations shall allow for her posts which will be sponsored by event holders to promote and advocate for the celebrations that shall take place in light of the festivities.

She is an appropriate fit because she cover Hong Kong lifestyle in her blogs and social media platforms therefore she already has the target audience we intent to reach. She embodies the image of a Hong Konger, as her style is very west/east fusion style.

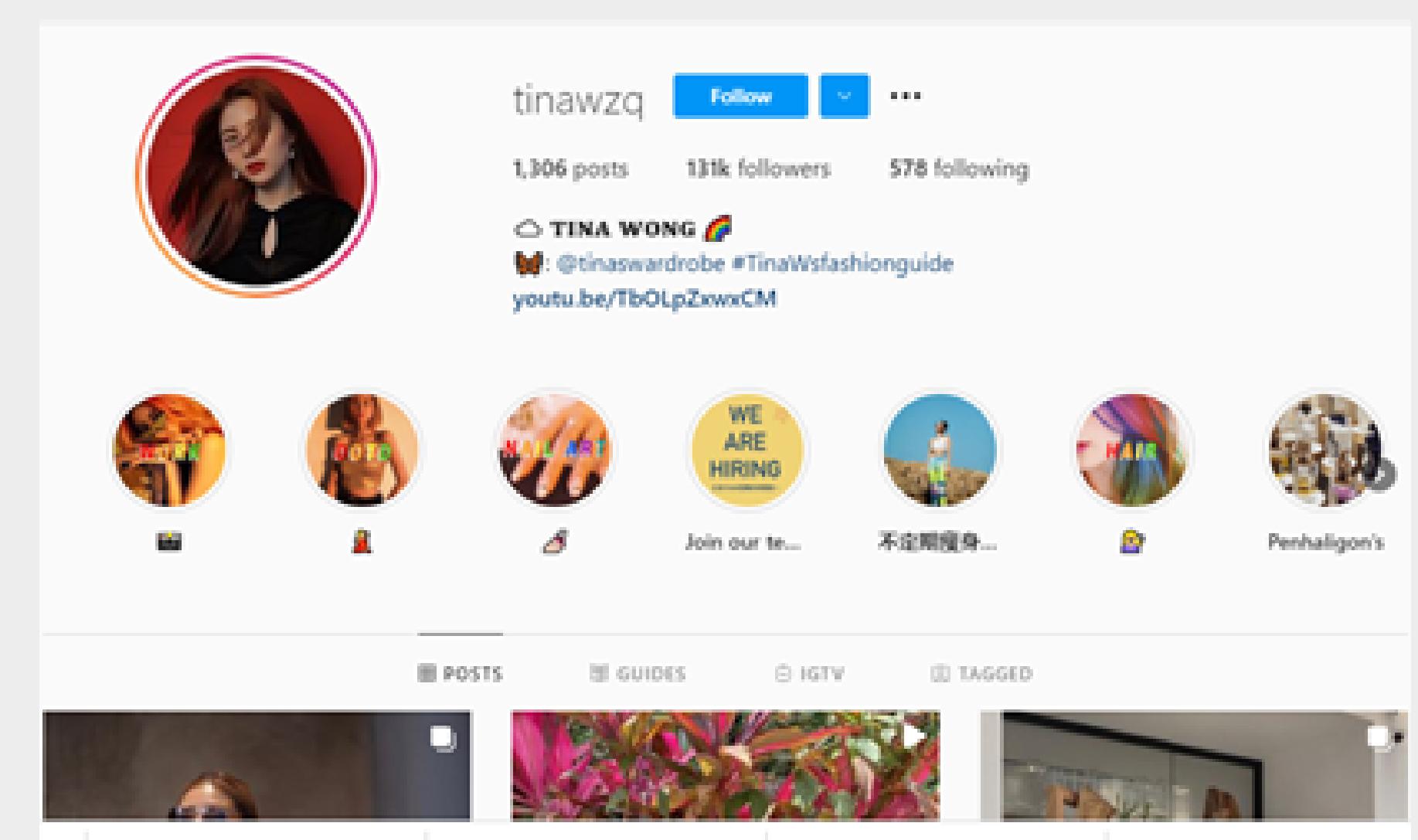


We shall require her to feature at least one post per day and 12 hour vlog during the lantern holiday season.

This part of the campaign will be digital as the locals already celebrate the holiday therefore putting this up on social media with someone who has a huge platform shall allow the image of Hong Kong to be cleaned up and aired in a different light.

The collaboration will only be on-going during the holiday season, with all-inclusive passes and access to behind the scenes for her to generate content for her social media.

The hash tags shall include; #HKlifestyle #AsiasWorldsCity.



ACTION PLAN

Marketing

Traditional

The most common method is the flyer which we mentioned earlier that features the cuisine locations, the same technique shall be used to promote other holidays during the year.

Communicating with the news channels to feature positive messages about the city and highlight the ongoing festivities and the launch of the new location for the local cuisine.

Billboards that have the same message educating the locals and the tourists on the new location for the cuisine centre and other fesitivities being held around the city.

Travelling magazine; creating features about Hong Kong that shall be pitched to travel agencies and other formats of tracel within the city and Hong Kong airlines. One of the posters with the same brand positivity image shall be displayed on the welcoming transit within the Hong Kong airlines airport.



ACTION PLAN

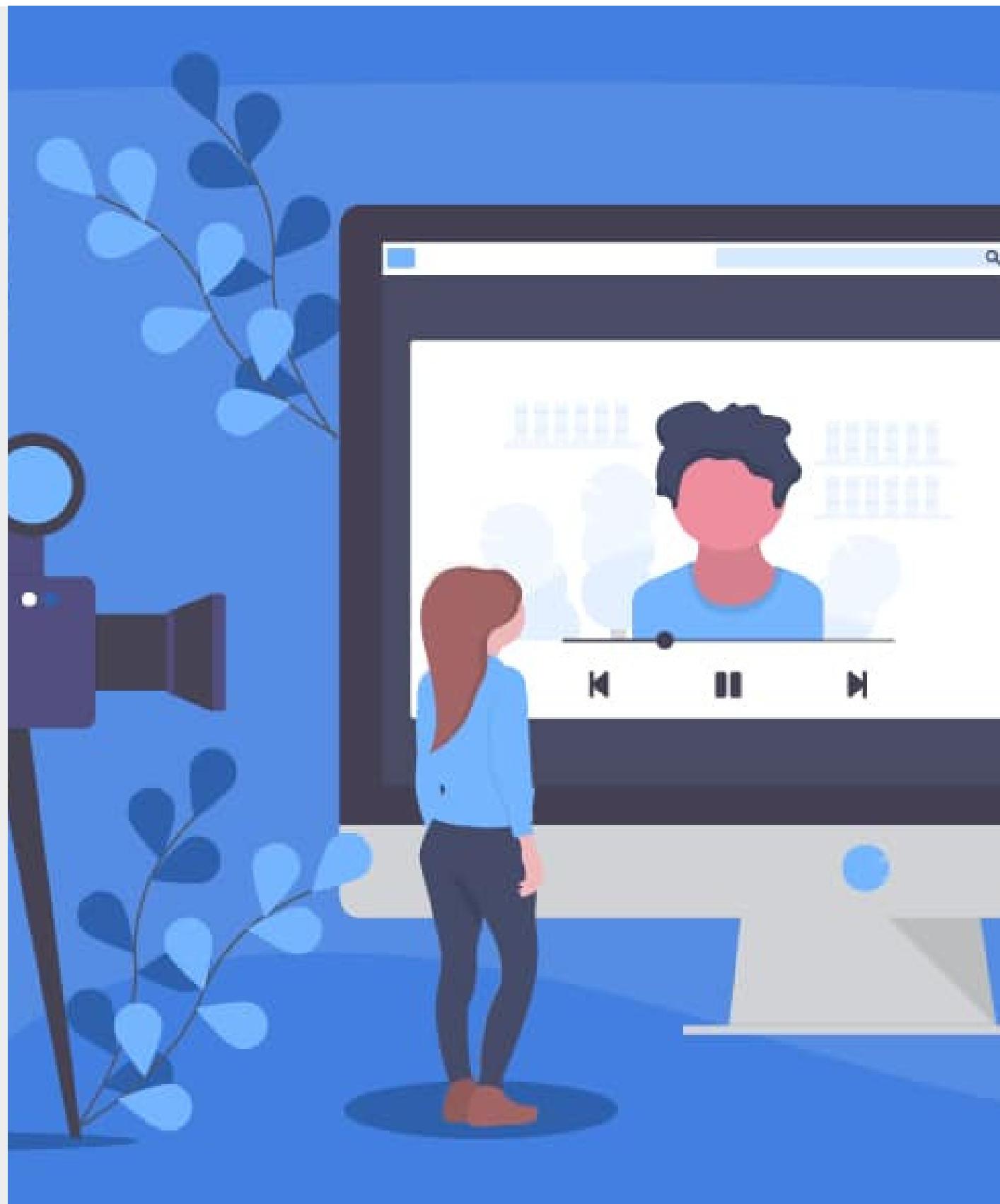
Marketing

Digital

Mentioned earlier is the Influencer collaboration, during this times having an influencer support the campaign can only be beneficial as it spreads the message at higher rate due to the following the influencer has.

Ads. We intend to create ads that shall ran on YouTube videos suggesting the new locations of the cuisine centre and highlight the up-coming holidays. The ads can ran in the background of any videos to be able to reach a larger number of people .

Other famous Influencers that are based in Hong Kong will be provided with insider information on new high-tech gear that is launching this shall rebuild the image that HK had as innovative in the technology world by showcasing new gear online first to a large audience at once, without any physical advertising.



conclusion

With the proposed plan we anticipate a huge change in the way the world views Hong Kong, as well as the way the citizens shall feel about Hong Kong. Having HK trending on social media platforms will encourage other to join and be a part of the movement to bettering the image of the City regardless of its political stance. Changing the narrative will allow the country to remain in the spotlight on a better more positive note.

It will turn back into the Asia's World's City with a refreshing new appreciation for the culture, the business and the general feel of the city.

The goals set out can be achieved with the strategy proposed because it is a structured and well designed simple strategy. AWC can be and will be achieved.

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