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For discussion

Brand Hong Kong Review

PURPOSE

This paper sets out the background of Brand Hong Kong (BrandHK) and the Government's initiative to review and revitalise the BrandHK programme.

BACKGROUND

2. BrandHK was launched in 2001 to promote the development of Hong Kong as Asia's world city, in response to the recommendation of the Commission on Strategic Development to augment Hong Kong's external promotion programme after the handover and the Asia financial crisis.

3. The BrandHK programme was promulgated after extensive qualitative and quantitative research amongst business and government leaders in Hong Kong and internationally. The key elements of BrandHK are set out in **Annex A**.

4. The focus of the 2001 branding exercise was primarily external, with the aim of promoting a positive image of Hong Kong to the international audience.

NEED TO UPDATE BRANDHK

5. Branding is an evolving process which has to be reviewed and updated on a regular basis. With increasing globalisation as well as rapid developments in the Mainland and the region in the last decade, Hong Kong has to position itself strategically to stay relevant and competitive in the global marketplace.

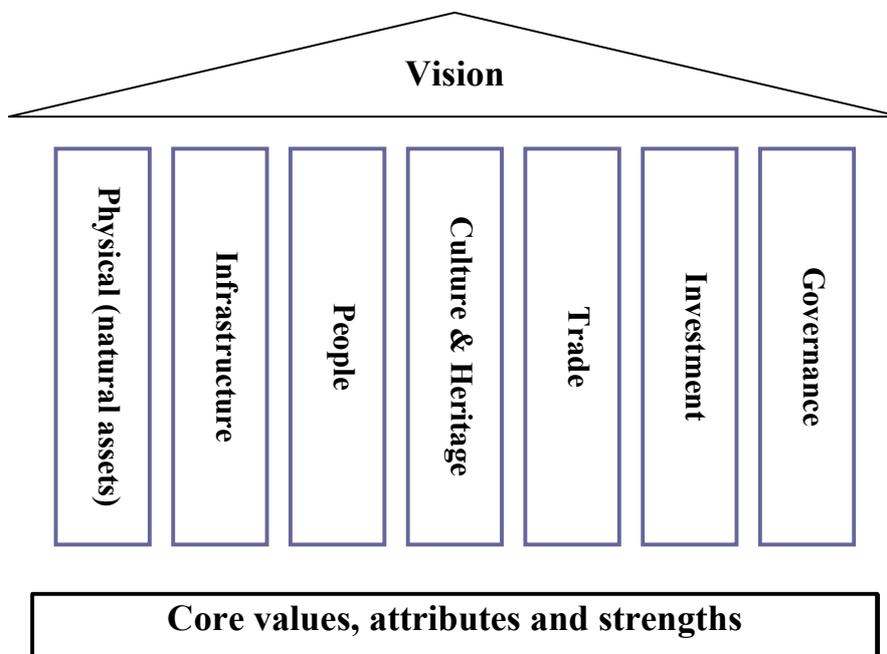
6. For these reasons, the Chief Executive has, in his 2007-08 Policy Address, entrusted the Financial Secretary (FS) to formulate strategies to revitalise BrandHK and step up publicity efforts highlighting Hong Kong as Asia's world city. The Information Services Department is assisting FS in conducting the review and has engaged InnoFoco as the lead consultant of the review.

LOCATION BRANDING

7. Every city has to compete for its share of the world's consumers, tourists, investors, students, entrepreneurs, international events and for the positive attention of the international media and other governments. Location branding is a fast developing discipline to help cities develop their *value propositions* (i.e. the brand promise).

8. A location brand is the sum total of its competitive positioning, attributes (unique characteristics), values and vision. It is essentially about *differentiation and relationship building*. Location branding should be intertwined with public policy making – from the physical environment, infrastructure, culture and heritage to governance, talent, economic and business development. It is not the sole preserve of the government – but a shared responsibility of everyone in the city.

9. The diagram below summarises the major facets of a location brand:



10. Branding is an internal and external process. Internal branding is about identity building, strengthening the pride of people in Hong Kong and creating an attractive living and business environment. External branding is about communicating the brand vision, values and attributes and building relationships with the target customers and collaborators.

OBJECTIVES

11. The BrandHK review aims primarily to create and foster a shared vision for Hong Kong, to be formulated based on the consolidated views and aspirations of the Hong Kong community. We have to deliberate on what the future of Hong Kong will look like, who our valued customers will be, what value propositions we can offer, how the city will be experienced and what we can do jointly to make that future a reality. Specifically, the objectives are:

- (a) **Compete:** to enable Hong Kong to become an even better, more competitive and more sustainable city that will retain and attract traders, investors, talents and visitors;
- (b) **Celebrate:** to instill a sense of pride and belonging among Hong Kong people;
- (c) **Connect:** to connect the different segments of the community as well as connect Hong Kong with the Mainland and the rest of the world functionally, economically, emotionally and socially; and
- (d) **Communicate:** to communicate effectively the updated brand vision, values, attributes and positioning internally and externally.

ROADMAP

12. We will achieve our objectives through a step-by-step approach. First of all, we have conducted a series of research studies and surveys to stock take branding work done since 2001.

13. International perception about Hong Kong is ascertained through the city-based information collected in 2007 and 2008 by Simon Anholt, a location branding expert¹. Locally, to gauge the values, attributes and aspirations of the

¹ The study concluded that “Hong Kong is seen as having a strong footprint on the world with great potential for business. But seen from outside its ‘neighbourhood’ of the Mainland and Korea, it is not perceived to be an attractive place to live, work or study and that Hong Kong as a brand lacks warmth and personality.”

Hong Kong community, we have appointed a research agency to conduct qualitative and quantitative opinion surveys covering opinion formers, the business community, the general public, students and tourists.

14. The BrandHK review requires key stakeholders to go through a process of strategic thinking and come up with values and aspirations for Hong Kong in the next decade. Different sections of the community will be invited to give views on Hong Kong for the next decade and to “co-create” a vision for the city. Consultation sessions with different sectors will be organised and a public engagement programme will be drawn up to tap the aspirations of the public about Hong Kong.

15. Depending on the outcome of the brand review, we may need to update the brand identity, the marketing tagline and the brand manual to govern the visual manifestation of BrandHK.

TIMELINE

16. Our aim is to complete the review by the end of the first quarter of 2009 and to be able to launch the revitalised BrandHK in 2009-10 locally and in 2010-11 internationally, riding on the Shanghai Expo 2010 and other overseas promotional events.

**Information Services Department
July 2008**

BrandHK DNA

The current BrandHK DNA is as follows:

- (a) Core values: *Progressive, Free, Stable, Opportunity, High Quality*
- (b) Attributes: *Innovative, Cosmopolitan, Enterprising, Leader, Connected*
- (c) Positioning:

“Hong Kong is where opportunity, creativity and entrepreneurship converge. It is a dynamic physical and cultural hub with world-class infrastructure, Asia’s most strategic location, and a global network of people with an impressive record of success that can support achievement of your goals and objectives.”
- (d) Brand Line: *“Asia’s world city”*
- (e) Brand Identity: *A visual identity has been designed to communicate Hong Kong’s brand DNA to capture Hong Kong’s role as a regional business hub.*

