

- ● Advertising Slogans
- ● Advertising Songs and Jingles
- ● Advertising Campaign of SUNDAY
- ● Cheer for Hong Kong Campaigns
- ● Mike Chu *Advertising Aesthetics*
- ● Fisherman TVC of HSBC
- ● Litterbug Keep Hong Kong Clean Campaign
- ● Marlboro - CNY '91 TVC of Marlboro
- ● May TVC Campaign of Hutchison Tien Dey Seen
- ● Louis Ng/ David Tsui/ Alfred Hau
Advertising Film Aesthetics
- ● Red Hot Hits *Promotional Campaign of Marlboro*
- ● Chairs / Pump Trolley TVC of KCRC
- ● Say MTR and You're Almost There
Campaign of MTR
- ● Emperor of Kowloon TVC of Swipe
- ● Family Man TVC of Discovery Park/
Roller Coaster TVC of Siena Two
- ● Save One Dollar TVC of Wellcome
- ● Take a Better Look and You'll see a Better Life
TVC Campaign of Optical 88

ADVERTISING

- Alan Chan's Choice
- Stanley Wong's Choice

From Hard Sell To Facebook Likes

One never tires of watching good commercials. Their images, narratives and melodies are ingrained in our minds. It is part of our collective memory and cultural diary, recording our spending habits and local culture. Remember classics such as “Two Are Enough” for the Family Planning Association of Hong Kong and “Only Lasting Moments Matter” for Solvis et Titus?

Local advertising played an important role in the history of broadcasting, art and culture in post-war Hong Kong. The economy soared and Western and Japanese products flooded into the market. Many international advertising agencies saw opportunities and ‘replicated’ advertising from their hometowns. Advertising became an important source of information. In 1970s and 1980s, radio stations provided valuable information for the influx of immigrants from Mainland China to help them adapt to capitalism as they settled in Hong Kong.

Good advertising encouraged social cohesion. Catchy tunes, interesting storylines and creative slogans relayed messages that influence society and promote social values. The Fisherman TVC for HSBC portrayed Hong Kong’s strong spirit and the bank’s core values. “Good Things Happen When One Opens a Bottle of Remy ” and “So Much More Than a Soft Drink” became popular advertising catchphrases. Slogans like “Thank goodness Hong Kong has ICAC”, “Service like this just isn’t good enough in today’s standard” promoted quality service in Hong Kong and influenced social values, whereas Frances Yip’s litterbug song was very popular.

The 1980s and 1990s were considered the Golden Age of Advertising. Television was the staple for the general public. Many ‘yuppies’ educated abroad as well as local talents joined the advertising industry, producing a kaleidoscope of stunning creative work. Huge budgets were available to produce grand-scale cinematic commercials. TVC produced in epic scale with millions dollars budget, “Only Lasting Moments Matter” for Solvis et Titus and Hutchison’s Teen Day Seen’s May TVC series showcased their own unique blend of advertising aesthetics. Meanwhile, whether a commercial was successful or not often depended on whether the jingles were memorable. Catchy tunes captivated fans and help to promote products and services successfully in the market. Examples included the 1980 Hang Seng Bank “Less Than Water Droplets” theme song and Red Hot Hits.

Advertising with unique local flavour on current issues were favourites among locals. SWIPE chose Tsang Tsou Choi, aka The King of Kowloon to clean up his own ‘mess’. Wellcome’s “Save One Dollar” TVC and “Say MTR and You’re Almost There” were commercials that Hongkongers could relate to. Meanwhile, Discovery Park’s Family Man TVC reflected the desire of many to own their own homes. Another unforgettable classic was the series of TVCs for KCRC which some viewers dubbed as ‘cursed’ and ‘spooky’, accusations which were later found to be groundless.

In the past, people obtained information from commercial media such as television, newspapers and magazines. Today, we can actively choose the type of messages we want to receive based on our own preferences. The power of traditional forms of advertising have weakened significantly with the emergence of emotional advertising on social media platforms targeted at individuals or groups based on ‘likes’. The advertising industry is currently facing big challenges today as we enter the digital age. Still a major source for information, solutions are needed on how to transform advertising from hardselling to the masses to targeted advertising.

There will always be room for creative advertising in whatever form.

Advertising Slogans

A good advertising slogan needs to convey a clear message and must be catchy. Advertising slogans reflect different eras and the charm of the Cantonese language. James Wong's Good things comes with Remy Martin reflected the economic prosperity of the 1980s, his Two Are Enough slogan targeted at a rapidly exploding population was created for Family Planning Association of Hong Kong. Leonie Ki's More Than Just A Drink and slogans like Café de Coral's '100 Marks' became very popular.

Solvil et Titus Only Lasting Moments Matter was a romantic slogan that melted the hearts of viewers. Fortune Pharmacal's Take A Step Further infused its brand name into the slogan and outlook on life made the commercial successful. Some memorable advertising slogans include:

Good Things Come With Rémy Martin / Rémy Martin

The memorable slogan in Cantonese highlighted the special occasions that call for opening a nice and expensive bottle of French cognac, a social ritual that was celebrated in the economic boom of the 1980s and 1990s. It was a highly effective campaign that associated a luxury product with the good times and the good life.

Save One Dollar / Wellcome

The advertisement obliquely promotes the savings which Wellcome customers can get by shopping there. It also sends a strong social message that makes us reflect on how to cherish the time with family and what is more important in life.

Two Are Enough / The Family Planning Association Of Hong Kong

Another public advertisement that helped change Hong Kong society is the "Two are enough" campaign commissioned by the Family Planning Association of Hong Kong. The lyrics "Two are enough! Two are enough! Sons are good, daughters are also good, two are enough!" were deeply engrained in the minds of parents and parents-to-be and helped the government promote its population policy.

What Can Be Imagined Can Be Achieved / Hong Kong Telecom

The two main elements in this advertisement, namely John Lennon's timeless song Imagine and the slogan "what can be imagined can be achieved" complemented each other. They work subtly to elevate the image of a traditional telecommunications provider to that of an integrated information technology service provider.

More Than Just A Drink / Vitasoy

"More Than Just A Drink" As the refrain of a catchy song, the slogan for the Vitasoy campaign reminded the audience on what makes life worth living. As the homegrown soy-based soft drink lacked the foreign appeal of globally marketed soft drinks, Vitasoy fought on home turf by making Vitasoy an indispensable part of everyday life. The slogan was so firmly planted in television audiences in the Cantonese-speaking region that today, "Much More Than (fill in the blanks)" is a catchphrase in mass media, popular culture, and social media in Hong Kong and Macau.

Take A Step Further / Fortune Pharmacal

The manufacturer of popular over-the-counter remedies promoted its brand with a positive social message. Featuring a mother who gave birth to a son who suffered from regular muscle spasms, the advertisement, as narrated by the mother, told a story of unconditional love and resilience as we later learnt of her son's athletic achievements in track and field against all odds.

與您並肩·邁向明天

滙豐銀行

咁簡單

ter Shape.

TION 連卡佛

就夠晒數

香港家庭計劃指導會

搭地下鐵路
話咁快就到

香港地下鐵路

只有真情趣
世事無絕對

軒尼詩 VSOP

幸福要

幸福醫藥

慳得一蚊得一蚊 惠康

為你做足100分 大家樂

不在乎天長地久
只在乎曾經擁有 鐵達時

始終都係嬌嬌
Sunday feels like: SUN
積少成多 恆生銀行

As James Wong says, Cantonese is a sophisticated language with strong visualization. These oral Cantonese advertising slogans always touch me profoundly, and have become a part of daily life. This is precisely the key to Cantonese advertising slogans' success.

"As James Wong's saying goes, Cantonese is a sophisticated language with strong visualization. These oral Cantonese advertising slogans always touch me profoundly, and have become a part of daily life. This is precisely the key to Cantonese advertising slogans' success." — Alan Chan

Advertising Songs and Jingles



Whether an ad is popular or not depends strongly on its jingles. Many well-known composers and lyricists have participated in creating advertising songs and jingles. They captivated fans and also achieved success in the commercial industry. Frances Yip sang the theme song for the litterbug campaign. She also sang the 1980 Hang Seng Bank Less Than Water Droplets theme song and social awareness songs Be vigilant when crossing the road and Take the minibus to give blood. During the 1990s, it was popular for commercial songs to be sung by a group of pop singers. An example is Red Hot Hits in 1992 which became a classic.

香港紅十字會 捐血救人篇

喺蘇屋邨班阿嬌捐血 老梁老何同老林都捐血
大家捐血 你捐左未
阿哥捐血 阿姐捐血 葉麗儀同埋老友都捐血
大家捐血 齊齊同去
無計富貴或貧庶都捐血 不分中外朋友
軍中演奏隊都響應 紛紛都伸出隻手
司機捐血 官紳捐血 大小生意佬都捐血

“Having listened to the advertising song of Hang Seng Bank, I have chosen it out of all advertising songs. It has planted seeds of frugality in audiences and one is in me. The melody is moving and the lyrics are educational. It probably has inspired me to develop money-saving habit since childhood. Not written for brand promotion, the song was actually created for an inter-school quiz show. I really admired the message it conveyed which was closely related to the society.” — Stanley Wong

Sunday was an international direct-dialing telecommunications provider that ran out of business in 2004. Its advertising campaign was a series of comic skits with unexpected development and endings that caught eyeballs among a rather monotonous ad scene at the time and unabashedly promoted the service provider's money-saving low rates. Some television advertisements poked fun at older commercials and other popular characters, paying tribute to an industry that has come a long way since the 1970s.



— Alan Chan



Cheer for Hong Kong Campaigns



Besides their obvious commercial value, advertisements also doubled up as public service messages that promote resilience and social cohesion. During Hong Kong's difficult times such as during Hong Kong's ravage by the SARS epidemic, advertising campaigns sent strong and positive social messages that encouraged people to 'be strong' and not to give up in the face of adversity. In 2002, Hong Kong economy underwent a slow-down. Ogilvy & Mather Group HK initiated the Bounceback Hong Kong campaign and sought for sponsorship from different enterprises. The campaign encouraged Hongkongers to turn negative emotions to positive energy, boosting confidence to aim for a better future.

Mike Chu

Advertising Aesthetics

Mike Chu was a legend in the Hong Kong advertising industry and won numerous industry awards. Mike graduated from the California College of Arts and Crafts (now the California College of the Arts) in the 1970s. He founded Synergie, an award-winning advertising agency in 1983 which later merged with The Ball Partnership in 1988. His many campaigns during this period including PUMA's Fly First Class Campaign, Crocodile, and most notably Solvil et Titus still fondly remembered today. The Solvil et Titus television commercial presented a powerful turn-of-the-century love story during tumultuous times in which the stunning images accentuated the brand essence. The campaign slogan, 'Only Lasting Moments Matter' and the directing in an epic film style remain a classic even to this day.

"We worked together for about a year in 1978; he was creating above-the-line TV commercials while I was designing below-the-line graphics.

We had a great time working together. He was not only a talented creative but also a business genius; he created a brand new system to present the commercials. He successfully implemented life aesthetics into the commercials such as Sovil et Titus, Puma and Crocodiles. Today, many still remember some of his commercials." — Alan Chan



Fisherman

TVC of HSBC



Between 1994 and 1995, HSBC launched a new advertisement campaign featuring an unnamed fisherman, poignantly narrating how Hong Kong and he persevered through many obstacles, such as Typhoon Wanda in 1962, the drought in the 60s, and the Kotewall Road landslide in 1972. "Don't depend on heaven, depend on yourself," succinctly put by the narrator. As the allegory goes, challenges would be met with resilience, and HSBC will always be your partner standing by your side even during times of calamity.

Litterbug

Keep Hong Kong Clean Campaign

Edward Arthur Hacker served the Hong Kong government for 22 years. He created Litterbug in the 1970 when he was an art director with the Government Information Services (now the Information Services Department). A mischievous but arguably endearing character, Litterbug sported a big snout and a bandit's eye mask. The easily recognisable litterbug always left a trail of litter wherever he went. A cheerful and enthusiastic team of Misses Super Clean swept up the litter after Litterbug and humourously tossing him into a giant trash can at the end shot. Aimed at educating the public, this campaign promoted the civic virtues of keeping Hong Kong's urban areas and country parks clean. The advertising message was simple and direct and the catchy theme song sung by Frances Yip was very popular. Litterbug became wildly successful and popular among children who had relatively few visual diversions in the 1970s.

“Litterbug’s entertaining and visually powerful image, combined with the deterrent effect of fine, has contributed to the success of the Keep Hong Kong Clean Campaign. Thanks to Litterbug, Hong Kong has become a clean city.”


— Stanley Wong



Marlboro - CNY 91

TVC of Marlboro

Changes in Hong Kong laws gradually banned cigarette advertising in the mass media. Before the ban, advertisers benefitted from the tobacco industry's big marketing budgets and produced impressive, large-scale visual feats that are rare today. The Chinese New Year TVC was a sequence of hundreds of dancers in costume performing traditional dance of the Shaanxi province on the Great Wall, the Forbidden City and the Temple of Heaven, three of the most recognisable landmarks from Imperial China. The stunning cinematography directed by Louis Ng rivalled that of any big-budget Chinese movie of today.



“Wow! The commercial shook the whole city when it came out. The fancy effects it employed made it feel a movie.”

— Alan Chan



May

TVC Campaign of Hutchison Tien Dey Seen



Hutchison's Tien Dey Seen brand was a telepoint (CT2) mobile phone service offered in the early 1990s. Set with a cinematic spy movie plot, the hero Leon (played and commercial sung by Leon Lai) rushed his companion May to safety, but he had to stay behind to be apprehended and interrogated by the security forces belonging to the Big Brother-like leader. In the final scenes, May tried to call Leon using a telepoint phone, but Leon appeared in person and they are reunited. Accompanied by Leon Lai's hit songs in the golden days of Cantopop, the Tien Dey Seen campaign was a major advertising blitz that capitalised on Leon Lai's universal fame as one of the Four Heavenly Kings.

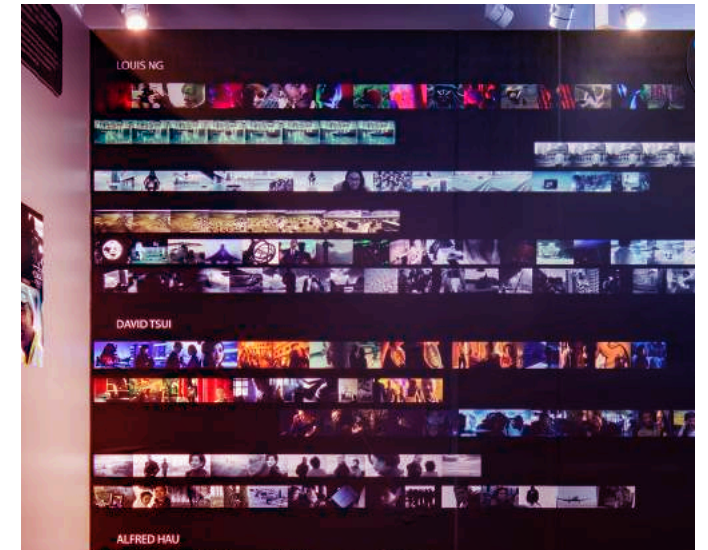
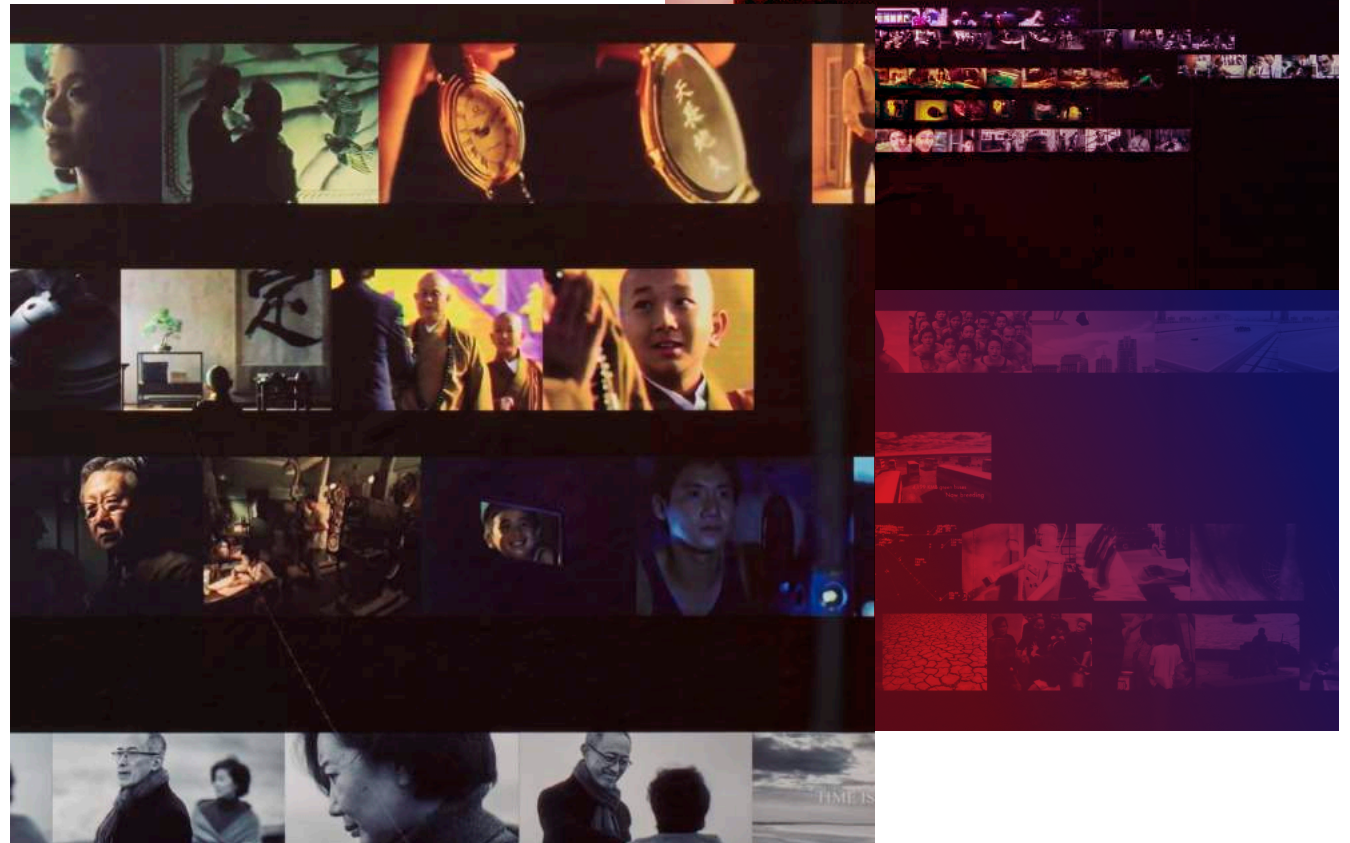
Red Hot Hits

Promotional Campaign of Marlboro

In another campaign, the cigarette brand partnered with Capital Artists and launched a music video Red Hot Hits that featured celebrated singers, Aaron Kwok, Sammi Cheng, Andy Hui, and Edmond Leung in 1992. The partnership was effective in promoting the brand among younger music-loving audiences. Subsequently, the partner extended to other record labels and launched a series of music videos featuring the Grasshoppers, Shirley Kwan, Leon Lai, Faye Wong, Kelly Chan, Vivian Chow, Daniel Chan and Linda Wong during the Golden Days of Hong Kong Music.

Louis Ng/ David Tsui/ Alfred Hau
Advertising Film Aesthetics

For a TVC to be successful, the advertising film director plays an important role. Louis Ng's Film Factory was recognised repeatedly as one of the best advertising production houses in the world by The Gunn Report. Ng's visual qualities and art direction are more grey tone and mystical, reflecting his prowess on the interpretation of modern lifestyle. While the other director David Tsui who created commercials for Solvil et Titus, Hi-C Lemon Tea starring Ekin Cheng and some commercials of Say MTR and You're Almost There campaign. Tsui infuses a delicate sense of human touch and excels at his narrative style similar to a film. Commercials by Alfred Hau include SWIPE featuring Tsang Tsou Choi aka The King of Kowloon and Pricerite. With his avant garde images and perspets, Hau has created many popular advertising commercials across Hong Kong, mainland China and Taiwan.



Chairs / Pump Trolley

TVC of KCRC



In the 90s, KCRC launched a series of Chairs and Pump Trolley commercials shot in the mainland. From the children's attire, lighting and music, the campaign invoked nostalgia in audience for the wonder and excitement of train rides from days past.

At that time, KCRC have not merged with MTRC yet. In the last frame, we see KCRC's vision and service commitment printed in poetic prose in a way that differed from usual advertising supers. The portrayal of children in a human train in the Chairs commercial conveyed the message of happiness while Pump Trolley showcased two children on the rail track, each doing their bit to reflect the liaison group's eagerness to answer the needs of customers.



Say MTR and You're Almost There

Campaign of MTR

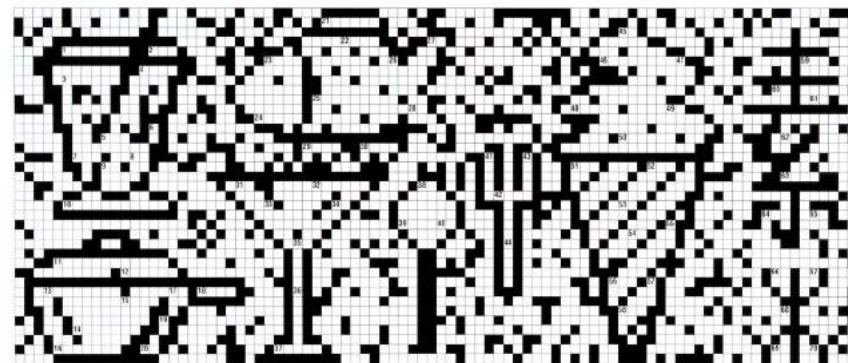


The Mass Transit Railway (MTR) started its services in 1979. Its fare was higher than that of other public transport vehicles, yet the relative advantage was its efficiency and speed, which was not affected by any traffic light and traffic congestion on the road.

In the 80s, MTR launched a comprehensive marketing and publicity campaign Say MTR and You're Almost There. The Cantonese Slang of 'You're Almost There' reflected Hong Kong's fast pace of life, and became part of the Hong Kong people collective memories.

This series of TVCs not only emphasized the reliable services, they also show MTR intertwined with people's everyday life, such as worshipping at Wong Tai Sin Temple, fighting for a taxi in peak time, playing Mahjong, and the traffic jam at Hung Hom Cross-Harbour Tunnel. Some TVCs were funny with an exaggerated plot and surprising ending, touches the hearts of Hong Kong audience with laughter, for example, a gust of wind blowing a man away, guessing the movie, using the Cantopop Water Line to Skyline and so on. In another TVC, the audience would see an unmoved car wheel for thirty seconds, creating boredom to stimulate the public to think and choose the more convenient public transport.

影 磁 飛 鏢 古 鑽 朱 義 盛 耳 環 迴 立 體 聲 音 響 明 非
 不 碟 鐵 的 玉 石 盆 景 高 爾 夫 球 棒 儲 義 打 清 比 洲
 求 甲 機 確 電 戒 磨 泰 腳 室 內 無 線 電 話 字 古 堅 海
 人 蔘 皮 涼 動 指 耳 藍 凳 毛 黑 龍 論 池 畫 機 董 尼 底
 茸 雲 鞋 匹 牙 簽 筒 瓷 牛 公 色 真 鬚 想 筆 座 金 泳 泥
 指 南 針 頭 刷 線 收 碗 墨 仔 皮 波 板 糖 買 魚 撈 衣 面
 甲 白 底 印 花 恤 音 樂 盒 手 褲 斯 鞋 浴 缸 七 車 譜 膜
 箱 葯 材 章 蜜 飛 機 恤 袋 招 財 貓 手 巾 仔 搭 米 就 得



橫直提示: 1-10 凍冰冰夏日妙品係乜? 21-30 生猛鮮美好味道係乜? 38-44 唔使筷子嘅大餐係乜? 59-65 清清淡淡益腸胃係乜?
 11-20 靚笠笠地道風味係乜? 31-37 每逢知己份外嘅係乜? 45-58 香香滑滑凍甜品係乜? 66-70 無論想食乜, 搭 就得!

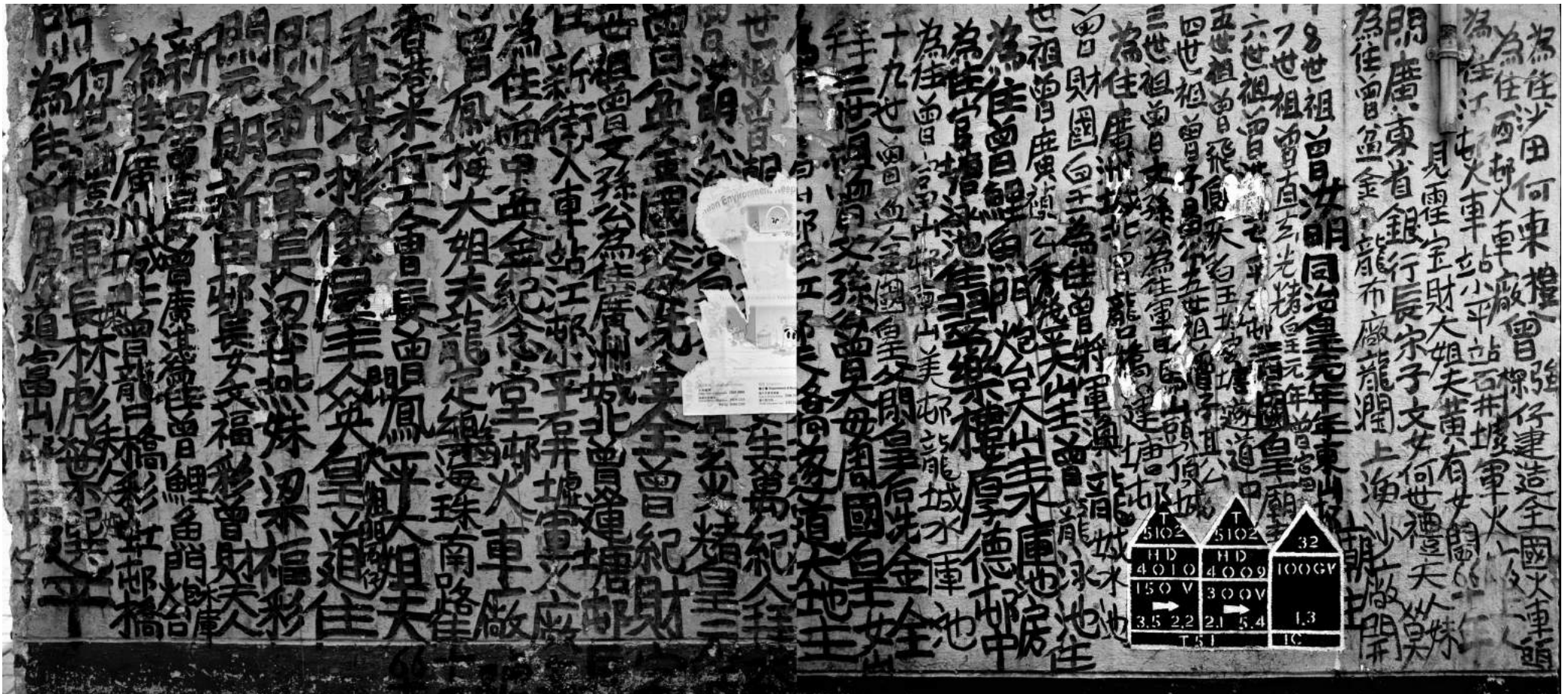
【忍】粵音隱 [jen²]。日引切，軫韻。強按住感情，不讓表現也。古語云：『是可忍也，孰不可忍也。』（例）忍耐，忍受，忍氣，忍酷熱，忍修路，忍紅燈，忍慢駛，忍塞車，忍無可忍。〇〇〇〇〇 米 搭地下鐵路 話咁快就到



Emperor of Kowloon

TVC of Swipe

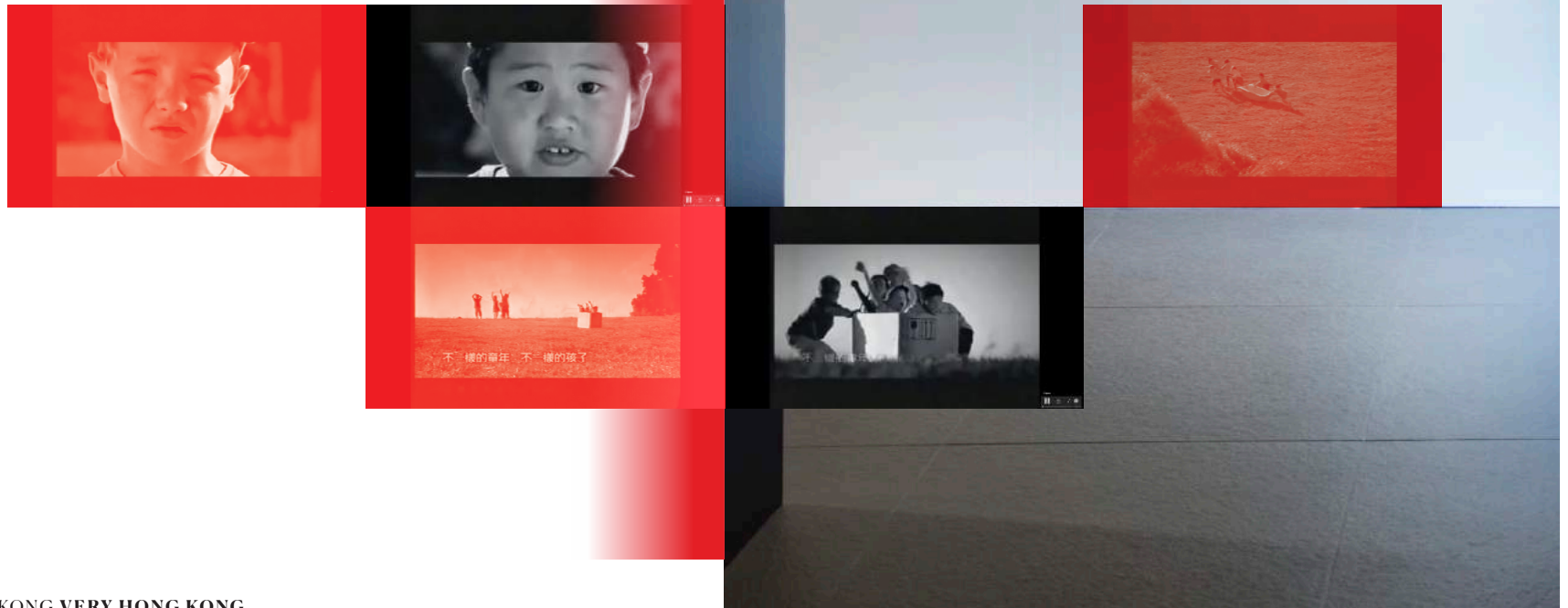
A trusted Hong Kong brand, SWIPE is a multipurpose cleaner for household and industrial uses. This product is found all over Hong Kong homes and workplaces, choosing a well-known Hong Kong figure who is depicted to clean up his own 'mess' uncharacteristically was a stroke of genius. Featuring Tsang Tsou Choi, aka The King of Kowloon who embodied the Hong Kong spirit, the commercial in 2000 feels like a documentary as the camera followed him on the streets. As he roamed around and began writing his graffiti on different parts of Hong Kong, the camera cuts to Tsang wiping down the facilities he has just defaced with a bottle of SWIPE in an ironic twist. The advertisement resonates strongly with Hongkongers, not only because Tsang is an adorable and legendary character with the audience at the level of collective memory, but also because the ending scene evoked the idea of Hong Kong as our home. Many of Tsang's work have since disappeared and this commercial served as a record of this legendary figure during a significant era.



Family Man / Roller Coaster

TVC of Discovery Park/ TVC of Siena Two

The Discovery Park's Family Man TVC launched at the end of the 90s offered a refreshing approach on real estate marketing compared with other typical property commercials in the 80s. Using the imagery of a new home, it highlighted subtly frame after frame of imaginary happy scenes and the joy when a man moved into the new home, projecting a great life for the audience. In 2003, Siena Two's Roller Coaster TVC series was shot like a short film. Different scenes of children playing in wide open space, and getting ready for snacks subtly remind audience members why home is a special place. The lifestyle marketing campaign has set the tone and manner for many real estate advertisements for years to come.



Save One Dollar

TVC of Wellcome



The poignantly touching story of a little girl who comes to the realisation that her father sacrificed his time to earn a wage to support the family formed the backbone of the advertisement. The protagonist tried to save a dollar at a time with the intention to 'buy back' her father's time so they can spend more time together. The advertisement promotes the savings customers can get by shopping at Wellcome. It also sent a strong social message that makes us reflect on the importance of family to all human relationship, as well as our life values. Scenes of the girl buying local ice cream, passing through a games centre, goldfish shop, Ferris wheel etc. evoke the emotions of many Hong Kong people and considered a classic.

