

THOMAS LO
Writing Portfolio

Breaking Rice Films

CREATIVE DIRECTOR

COPY-BASED

INFINITI (TW) – SOCIAL MEDIA

Project: Instagram Account Launch (TW)

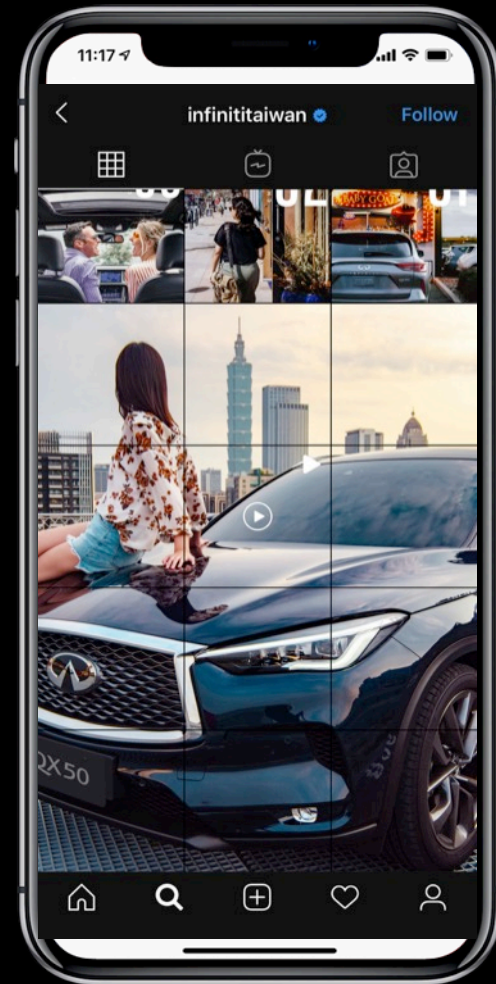
Client: Infiniti (HK)

Tasks

- Creative Strategy
- Concept Development
- Tagline/Hashtag (English)
- Visual & Video Content
- Copy for Social Media Posts
- Live Stream

Infiniti Social Media Campaign Playlist

<https://www.youtube.com/playlist?list=PLsqJoZumqkITdDLcamelsIMtZW7TXxgPuS>



ART TRAM – SOCIAL MEDIA

Project: Art Tram Collaboration

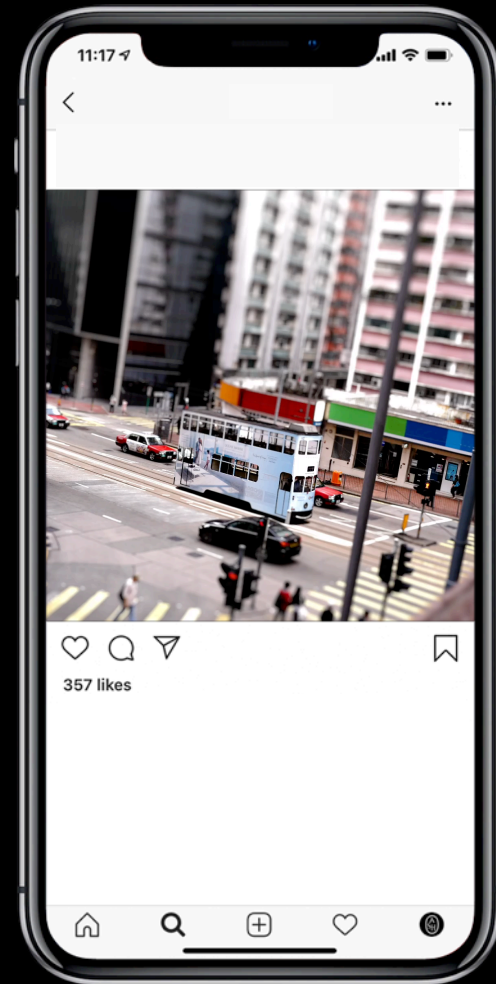
Collaborators: HKwalls, XEME, HK Tramways

Tasks

- Creative Campaign Strategy
- Concept Development
- Visual & Video Content
- Copy for Social Media Posts
- Live Stream
- Campaign Management

Art Tram Social Media Campaign Playlist

https://www.youtube.com/playlist?list=PLsqJoZumqkJT6Ni6_3xSN7KY0xFiOd2f0



THE HUDSON – RESIDENTIAL

Project: The Hudson

Client: Henderson Land Properties

Tasks

- Name Generation (English)
- Tagline (English)
- Mood Book (next slide)
- Mood Video

<https://youtu.be/9i6zh4whNE8>





A CITY STATE OF MIND

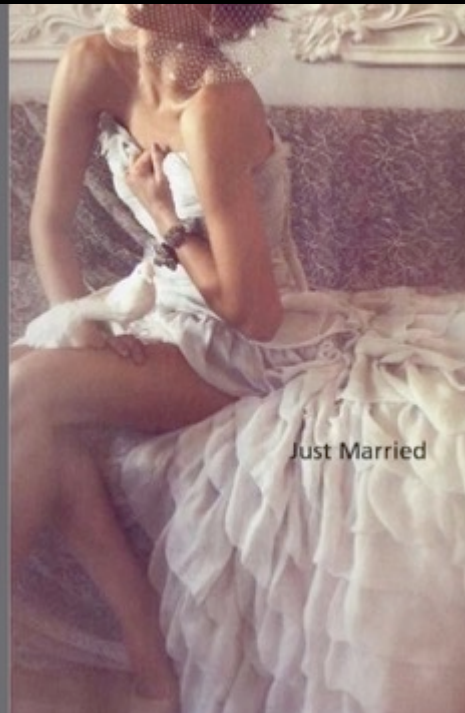
THE HUDSON – MOOD BOOK

—
IT'S A CONNECTION THAT FEELS IMMORTAL,
A CHANCE TO START ANEW,
AND A COLLISION OF SOLITARY DREAMS.

Love has no end game.

IF YOU FEEL THAT,
YOU'VE ALREADY BECOME ONE.

—
STUDIO
MONTAGNARD
CHICAGO
MONTAGNARD
MONTAGNARD



Just Married

Read my expression,
you'll feel my emotion.
Read my posture,
you'll see my mood.
Read my fashion,
you'll know who I am.
Dress to express.

—
STUDIO
MONTAGNARD
CHICAGO
MONTAGNARD
MONTAGNARD



Lady Cool

THE ALTITUDE – RESIDENTIAL

Project: The Altitude

Client: Kerry Properties

Tasks

- Name Generation (English)
- Tagline (English)
- Mood Book (next slide)

Make
a statement



紀雲峰
THE ALTITUDE

At The Altitude, how you live is an extension of who you are.
"Live with confidence, peace, and clarity."

THE ALTITUDE – MOOD BOOK

the 縉臨峰
ALTITUDE

derstated

感受，低調的美



Indifference in being different

Beauty is often disguised as a facade for the eyes but true beauty in itself is what stimulates all of your senses. Speak of the beauty you experience, not what you see.

Simplicity is
the new luxury

Simply, simple elegance

Nestled in a discreet part of Happy Valley is The Altitude, soaring on the Mid Levels.

Surrounding the tradition of Mid Levels luxury living of being classy, tasteful, and elegant, The Altitude was built on these pre-requisites. Designed with a focus on a modern philosophy that is characteristic of the International Style, the architecture is consistent with the simplicity of the altitude.

It is always the simple things in life that bring the most joy.

建築理念

縉臨峰位於香港中環半山區，是半山豪宅區之一，也是香港最富貴的地區之一。在繁華的都市中，縉臨峰以其簡約、優雅的設計，成為半山豪宅區中的一顆新星。

設計：LORD COOPER



縉臨峰位於香港中環半山區，是半山豪宅區之一，也是香港最富貴的地區之一。在繁華的都市中，縉臨峰以其簡約、優雅的設計，成為半山豪宅區中的一顆新星。

The Altitude is a modern development that has brought together the best of both worlds, offering a luxurious and sophisticated living experience that is truly unique.

CONCEPT DEVELOPMENT

TREATMENT SAMPLES

TREATMENT EXCERPTS



K11 MUSEA
CONCEPT STATEMENT

Concept Two THE JOURNEY OF A MUSE

A muse is defined as a personified force that is the source of artistic inspiration. What the definition doesn't describe is the most remarkable aspect of a muse: its journey.

Sure, a muse can simply be a person, place or thing but how that affects the creative mind is the most crucial element to its existence. It *empowers* the mind to reach beyond the norm and take leaps of faith you wouldn't otherwise take. It *influences* you in ways nothing else could. It takes you on a *journey* of exploration and discovery. And this is the adventure we are signing up for...

The Journey of a Muse.



TREATMENT EXCERPTS



太古地產
SWIRE PROPERTIES



THE
TEMPLE
HOUSE
WHERE LIFE IS THE CREATION
OF THE MIND

2:49pm, Wednesday

Cultural décor. Wooden furnishings.
An ancient tradition steeped in modern tastes.
A fragrance floats in the soft wind as the infusion yields.
Awakening the senses from its slumber.
Sip after sip, my palate enriches.
This is definitely my cup of tea.

SWIRE HOTELS

TREATMENT EXCERPTS



Carlyle & Co.

CARLYLE & CO.

Creative Direction – Option 2 Breakdown

With “A Grotto In The Sky” concept, we will focus on the intangibles, the new private club experience and with an underlying theme of human connection. As our target audience is presumably well-travelled and cultured, there will likely be an instant appeal to this concept. The word “sky” can also be regarded as the elevated view of its members on their status, vision, and life perspective.

The pre-launch will be a period of teasers that will be led by sky-related visuals with limited text and possibly a short VO to express/describe a feeling and experience for videos.

For post-launch, we can show content on the many ways privacy is enhanced in this new club and the diversity of its members.

PROPOSED CONTENT

4 Photos/month (May-August) in IG Grid

4 Videos/month (May-August) in IG Story Format

Sub-Themes by month covering photo and video (Pre-Launch)

May – Cloud Aesthetic

June – Cloud Art

July – Views (from/of the location)

August – Time-stamped moments from Carlyle & Co. experiences (connecting with stranger-turned-friend, marriage proposal, celebrity spending time with friends without any disturbances, first impression)

Post-Launch Content (TBD)



A Grotto In The Sky.

Carlyle & Co.
Where the refined meet and mingle.

TREATMENT EXCERPTS



BMW

CREATIVE CONCEPT – OPTION ONE

With this **Actions Speak Louder** concept, we can tackle the main objectives succinctly.

Keeping the communication simple, we can make a statement with a compelling visual that speaks directly to the audience. No extras.

Content Creation:

- Poll Stickers on Facebook that can engage audiences with leadership-themed questions
- Short videos in the vein of "Live Function" on iPhone camera
- Parallax Photography where images move ever so slightly, creating a moment in time and can use as a reveal
- Use of 360 photography can give us an "action" that can reveal features of the car with a unique and flexible treatment

Platforms: Facebook (main focus) + LinkedIn

Format: 4x5 posts

No. of Content: approx. 20-25 pcs.

Drive Leads: Use of Ad Boosts on both platforms for quality lead generation

OPTION: Another way to emphasize the leadership theme of this campaign, we would recommend activating a top-tier Influencer/Celebrity who is known for being a leader in their field. We would use them in a brand ambassador role where they would appear throughout the campaign in a variety of ways.

They need 6.3 litres to go 100km.



We make it with less.



ACTIONS SPEAK LOUDER.

TREATMENT EXCERPTS



INFINITI
Launch

It's What You Do With It That Counts.

Life has a way of empowering us in many different ways. One of the least expected ways is with quiet insecurities but this is exactly the moments INFINITI wants to embrace and embellish.

If two lovebirds have a hard time figuring out how to connect with each other because the man is shy and the woman is traditional, does it really matter who makes the first move? In the grand scheme of things, it's meaningless. These people belong together, so it doesn't matter who makes the first move, *it's what you do with it that counts.* So...

Make It Count.



TREATMENT EXCERPTS



FORMULA E
Campaign Concept ONE

CONCEPT STATEMENT

If there was something Hong Kongers gravitate to, it would be the hottest trend in the moment. Whether it's fashion, arts or entertainment, if it's hot, it's Hong Kong. With one of the hottest tickets in town, Formula E can leverage this cultural trait to further its efforts in making this innovative and exciting annual race into one that Hong Kongers can embrace as their own.

How? Simply put, market this event as a "Hong Kong EPIC Street Race".

While EPIC is defined as grand in scale or character, we further define it as an Experiential, Prestigious and Inspiring City Street Race.

To reflect this concept, we will focus on iconic people, places and things that represent Hong Kong on the world stage. From Uncle Siu to The Peninsula, the local market will appreciate how our content is all about the city and its people, grand in scale and character.

Visually, we will capture motion in different angles with a primary focus on the city backdrop and enticing imagery that emanates greatness and power. Secondly, we will use conceptual art and graphics to convey key messaging in moments that reflect the concept.


It may take a little while longer to reach the legendary status of the world's most renowned races but for the time being, we will settle for epic...


Hong Kong EPIC.

TREATMENT EXCERPTS



ASH
Campaign Creative



 #moveyourASH

TIME TO MAKE A MOVE

Although the evolution of design has overtaken this industry, the shoe still does what it is supposed to do regardless of brand, colour, or shape. It takes you from A to B and from B to Z. It takes you to work. It walks you down a catwalk. It pushes you through the finish line. Cushions your jump. Props you up. It doesn't matter who you are, what you're doing, or where you're going, shoes are staples of life anywhere around the world. It makes the world go 'round. And this is where we want to begin. For this concept, we want to take it back to the most fundamental use of shoes: to put you in motion.

It does no good when shoes are left on display. It requires life to be its finishing touch. To justify its worth. Regardless of how you wear it or what you wear it for, shoes are meant for wearing and, according to fans of Nancy Sinatra, boots for walking. We want audiences to see ASH in motion. To encourage them to sport their collection their own way. Showcase how they make ASH work for them. And leave a trail for others to follow. Our vision is to have a collection of content reflecting one particular attitude that resonates with people of all walks of life, to encourage people to...

Move Your ASH.

TREATMENT EXCERPTS

DKNY
Donna Karan New York

DKNY – BE DELICIOUS
CONCEPT STATEMENT – HOW DELICIOUS ARE YOU?



People go to all lengths to make themselves feel and look good, so good they're almost edible. Literally and figuratively. And there's nothing wrong with that.

But have you ever wondered how "Delicious" you actually are before you walk out the door?

Start with knowing how to apply your perfume because like every freshly cooked meal, your scent precedes you. It's not just about the turning of heads, lip biting or jaw drops, it's knowing how to make yourself as "Delicious" as you should be for specific occasions.

So do you know if you're edible, tasty or bland? Our **Delicious Meter** will help you figure it out!

READING MATERIAL

BOOKS & BROCHURES

"ARTISTRY REFLECTED" BOOK (RESIDENTIAL)



REFLECTIONS OF ARTISTRY

The inspiration of masonry. Stumble across. A pianist, a conductor, a ceramist, a painter, and an architect. Coming and going. Banyan trees canopies providing shade. Rooted in the ground with shades of earth. In a neighbourhood of old yet new. The hipster crowd. Mingling and mixing. A building, with mirrors that reflect, with design inspirations from a western concrete jungle. Architectural heritage, a deep landscape of a timeless form and an Artisanal community. Similar yet different. Artistry reflected.

Introduction
The Story

SIGNS OF YESTERDAY

A myriad of lanes were paved to connect parallel streets within the encampment for pedestrian use and allocate traffic on the main streets. Most of these lanes have maintained its use to this day along with an iconic representation of that era, the T-shaped street sign.

T-shaped street signs are significant in symbolizing the evolution of Hong Kong. The variations of design and display have enriched the diverse streetscape of Hong Kong. As some of the old street signs still in use are representative of the cultural identity of the neighbourhood it is displayed in today.

These oft-overlooked artifacts can be found in Sai Ying Pun along Centre Street for the pedestrian pathways that travel east to west. This includes David's Lane and Tai Sing Lane, among others.



Architecture Heritage
Street Signs

“THIS IS MY NATURE” BOOK (RESIDENTIAL)

THIS IS MY NATURE

ISLAND GARDEN



昔日舊城風華 今日傳頌風華

I remember dad would always say, "A home is not a home without a legacy". He taught me that a home needs family traditions, stay true to who we are. Leave behind a way of life that my children can aspire to achieve as he did for me.

ISLAND GARDEN，是這個地方的舊名字，既有承襲的寓意，亦有延續的意義。ISLAND GARDEN佇立於新舊城，這裡曾是舊城的一部分。從1961年以後被分割出來，繼續大舉建以新一區，是位處新區和舊城之間的必經之路。ISLAND GARDEN背靠新山，雙面的環境讓不斷的繁榮山景，環境寧靜幽靜，宛如置身於綠意園。

WORDS FROM MY CHILDHOOD

SOME THINGS RESONATE MORE NOW THAN WHEN
THEY WERE SAID.

爸爸常言道「物競天擇，適者生存」，自然之美，自然而然，就是大自然可愛的地方。經歷磨練切碰，萬物間，自然取得平衡。



I will never forget the last day of school, he took me on a hike to the top of a mountain. When we got up there, he handed me a piece of paper and a pen. He told me to write to my future self, tell him what I wanted for my future. We sat there for about an hour while I figured it out. My future was in my hands from that day forward. I have never felt more empowered.

追求寧靜，身心平和，沒有煩惱，置身靜謐間，世界彷彿靜了，聽的聞，看見時間的流轉，發現萬物在生生不息，宛如自然間每片葉子，每片紋路獨一無二，正如我們一樣，每個人都是特別的存在，每人都擁有獨自的生活節奏，獨特環境氛圍，貼近自然，平衡生活，才是智慧。

NEW WORLD DEVELOPMENT PORTFOLIO PHOTOBOOK



AND SO IT BEGINS...

With a vision, an idea,
Deploying our IMAGINATION
We delve beyond the fringes of convention
To manifest the Spectacular

From simple notes and drawings
To vivid designs
Intertwined with greens and blues,
We refine every tiny detail
Craft with fervent precision
To realize our grandest ideas.

This is our journey to the Spectacular

THE GREATEST GIFT...

Can be found in timelessness, the enduring,
Celebrating the importance of HERITAGE
And the triumphs of their time,
Reminiscence the influences that provoked
The Evolution we live in today.

History will remember
Those who envisage the future.
We build
Today for tomorrow
We develop
For the next generation
We transform
Inspiration to aspiration.

Embracing Evolution of a New World.

"GENTRY OF ARTISANS" BROCHURE (RESIDENTIAL)

BOHEMIAN HOUSE *Gentry of Artisans*



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

INTERVIEW WITH EXECUTIVE CHEF CHRIS MA

1. What can guests expect when dining at Fish School?

CHRIS: Our restaurant fuses traditional Hong Kong ingredients into contemporary dishes. What I mean by that is our dishes are inspired by the use of dried seafood and dried fruit which are cultural ingredients that is usually cooked in a certain way the "traditional" way. Having said that, we also use a lot of fresh ingredients to complement our use of dried foods. Simply put, we try to bring the old world into the modern world with our creations. That is what guests can expect.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2. Why did you choose this particular location to operate?

CHRIS: With the type of dishes we offer, it is quite fitting as this district has always

been known for its dried seafood market and it being one of our main inspirations, it is quite convenient for me to source and restock as needed.

This particular neighbourhood is quite tranquil and it's something we feel reflects

the ambience we want for our establishment. It's also uncommon to find a restaurant whose storefront is in a back alley. This is not to hide from the public eye, rather it's the novel idea of prioritizing our passion for food, letting our creations do the talking. We are like a hidden treasure



The atmospheric food market is a microcosm of Hong Kong culture whilst enthusing the spirit of culinary artisans with its array of fresh produce. Yet its true beauty lays in the market's concoction of scents, sounds, and sights that arouse your imagination. Whatever your appetite desires, the fresh ingredients are here.

“MOUNT NICHOLSON” HOUSE BOOKS (12) (RESIDENTIAL)



ROBERT A.M. STERN ARCHITECTS

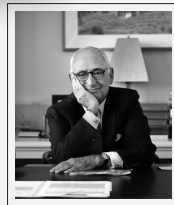


PLATE 2
—
ROBERT A.M. STERN
Architect

ROBERT A.M. STERN, the leading architect in the development of Mount Nicholson, brought to the project his philosophy that integrates modern and traditional architecture, together with early nineteenth-century neo-classical and “Hollywood movies in the 1930s” inspiration, to the design of House 1.

Embracing the natural setting of The Peak, Robert A.M. Stern Architects worked closely with landscape architect OLIN to maximize the views from Mount Nicholson. Seeking a beautifully proportioned design, the architects sought to achieve complete elegance in the Mount Nicholson interpretation of what luxury living can represent. When someone enters this property, they will step into a total design environment conceived by Robert A.M. Stern Architects, a finely crafted experience that extends from the impressive entrance, the forecourt landscaping, through the front doors, and so into the residence itself.

Describing Hong Kong as an “incredibly international and sophisticated city”, Robert Stern understood that this was a rare opportunity to design a project nestled against a steep mountain, with the home private unto itself. To elevate the level of luxury to match this pre-eminent location, Robert A.M. Stern Architects sought materials from around the world, and utilized the finest craftsmanship to complete this modern French Classic masterpiece residence.

HOUSE 1

GREATEST EXCLUSIVITY, PRESTIGE AND PRIVACY

A TWO-STORY SIGNATURE HOME ON ITS OWN VIEWPOINT TERRACE

HOUSE 1 OFFERS GREAT exclusivity and privacy amidst the entire development.

The house commands the end of the tree-lined boulevard.

European-inspired bronze finish metal gates lead into the house’s private landscaped arrival court.

Designed inside and out wholly by Robert A.M. Stern Architects,

House 1 has two storeys and four large ensembles.

The Great Chamber separates the dressing room, bathsuite and sleeping rooms for Him and Her.

An expansive garden with a grand arrival court and every possible private comfort, makes House 1 ideal for hosting banquets and parties¹.

Beguile and charm your senses. With family, friends and distinguished guests, experience what pre-eminent luxury can offer.

"66 PRIVATE COLLECTABLES" BOOK (RESIDENTIAL)

PREFACE

There is a certain mystique about collectors. Their desires to complete their collections are immense, educated, and intensive. Their devotion is like no other, has neither boundaries or restraints. They are the few who truly appreciate the significance of history, depth, and acutely, in details.

An intrinsic value is invariably attached to each item, a numeral usually representing its worth as per estimates. Yet from their perspective, regardless of what the estimates or the realized values are indicated as, these rare items are just simply, priceless.

The following sixty-six timeless collectables were carefully examined and selected for its value among collectors, its place in history, and the magnitude of its existence.

Your fulfilment begins here...

18 / 66

ROTHSCHILD FABERGÉ EGG (1902)

FABERGÉ, CARL

The House of Fabergé held clout in Russia during the 1870s to early 1900s garnering several distinctions from all around Europe and Russia including the title "Goldsmith by special appointment to the Imperial Crown" by Czar Alexander III (1885). It was he who bestowed this and commissioned jeweler Peter Karl Fabergé to make Easter eggs as a gift to his wife.

Under the supervision of Fabergé, in the workshop of Michael Perchin for Béatrice Ephrussi de Rothschild, one of the most valued eggs was presented to Germaine Halphen for her engagement with Beatrice's younger brother. The Rothschild Fabergé Egg (1902) realized US\$13,747,000 by Christie's London in 2007.



The Rothschild Fabergé Egg, 1902
1902, silver, enamel, red pearls & precious stones,
27x 11.5 cms, vertical / Fabergé, Carl (1846-1920) /
Private Collection /

© Christie's Images / The Bridgeman Art Library

ADVERTISEMENTS

PRINT ADS | BILLBOARDS

“THE MASTERPIECE” PRINT AD



6:30pm, Saturday

This hour is magical.
This day is unforgettable.
You took everything.
Happy birthday,
my love.

Everything a masterpiece should be.

Limited units are available for sale.
Viewing by appointment only.

 新世界發展有限公司
New World Development Company Limited

(852) 3119 3119 | No. 18 Hanoi Road, TST, Hong Kong | www.themasterpiece.com.hk

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent the artist's imaginative impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The developer also advises purchasers to conduct on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

THE 名鑄
MASTERPIECE

“SPCA DOGATHON” PRINT AD



The print advertisement for the SPCA Dogathon 2016 features a woman with short brown hair, wearing a green and white striped shirt under a grey jacket, sitting next to a golden retriever. The dog is looking up and barking, with the word "woof!" written in a speech bubble. The background is a bright blue sky with some clouds. At the top, there are logos for the SPCA (Society for the Prevention of Cruelty to Animals), HKS (Hong Kong Society), and Disney. The main text reads "LET'S WALK THE WALK TOGETHER" and "Hill's x SPCA 全城狗狗行善日 Dogathon 2016". Below the image, the event details are listed: "DOGATHON 24.01.2016 (SUNDAY) HONG KONG DISNEYLAND RESORT". A short paragraph encourages pet owners to participate, mentioning dog agility games, a charity bazaar, music performances, and certificates for participating dogs. At the bottom, there is a QR code and contact information: "2232 5578 / 2232 5579 www.sPCA.org.hk".

Organized by: SPCA 愛護動物協會

The Sponsors: HKS

Value Sponsor: Disney

LET'S WALK
THE WALK TOGETHER

Hill's x SPCA
全城狗狗
行善日
Dogathon 2016

woof!

DOGATHON
24.01.2016 (SUNDAY)
HONG KONG DISNEYLAND RESORT

Just like you, your dog needs a balanced diet, a good home, exercise and lots of love.

Be a good pet owner and lead by example! Show your love by taking your dog to a fun-filled day at the biggest, most exciting owners and dogs charity walk in town! You and your dog can take part in dog agility games, a charity bazaar, music performances and more. All participating dogs will receive a certificate and goodie bag as souvenirs.

2232 5578 / 2232 5579 www.sPCA.org.hk

SPCA DOGATHON 2016

“ISLAND GARDEN” PRINT AD

[illegible]

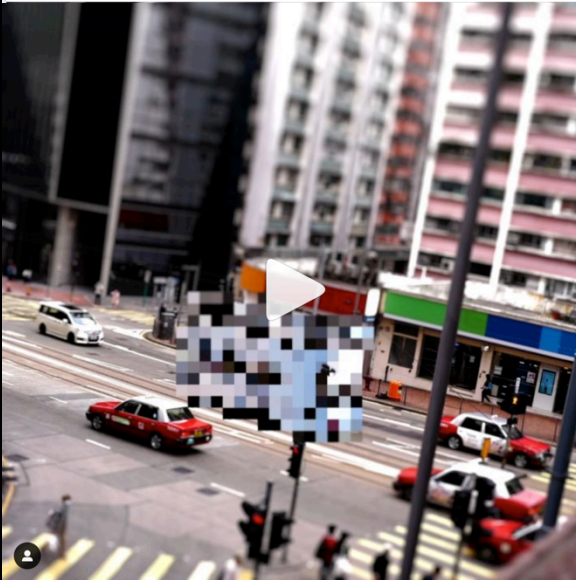
DIGITAL MARKETING

HASHTAGS | TAGLINES

CAMPAIGN HASHTAGS SOCIAL MEDIA

Digital Business Lab
April 3 at 3:26 PM · 🌐

Epic Collaboration. Coming Soon.
[#artcollaborations](#) [#publicarthk](#) [#streetarthk](#) [#digitalbusinesslab](#)
[#DBLHK](#) [#DBLSG](#)



10 Likes · 2 Shares

Like Comment Share

hkwalls • Following
Hong Kong

hkwalls Epic collab... coming soon...
.
[#artcollaborations](#) [#publicarthk](#)
[#hkstreetart](#) [#dblhk](#) [#dbisg](#) [#hkwalls](#)
[#hkgraffiti](#)
3d

urmimenon This looks exciting! ❤️
3d 1 like Reply

streetartorama Excitement 🥳
🥳🥳🥳
3d 1 like Reply


smallpine888 Cool!
3d Reply

1,225 views
3 DAYS AGO

Add a comment... Post

Digital Business Lab
19 hrs · 🌐

When the art world intersects with the digital world...
[#artcollaborations](#) [#publicarthk](#) [#streetarthk](#) [#digitalbusinesslab](#)
[#DBLHK](#) [#DBLSG](#)



8 Likes · 3 Shares

Like Comment Share

hkwalls • Following
Hong Kong

hkwalls When the art world intersects with the digital world...
.
[#artcollaborations](#) [#publicarthk](#) [#streetarthk](#) [#digitalbusinesslab](#) [#dblhk](#)
[#hkwalls](#) [#DBLSG](#)
19h

suglas ❤️
3h Reply

1,342 views
19 HOURS AGO

Add a comment... Post

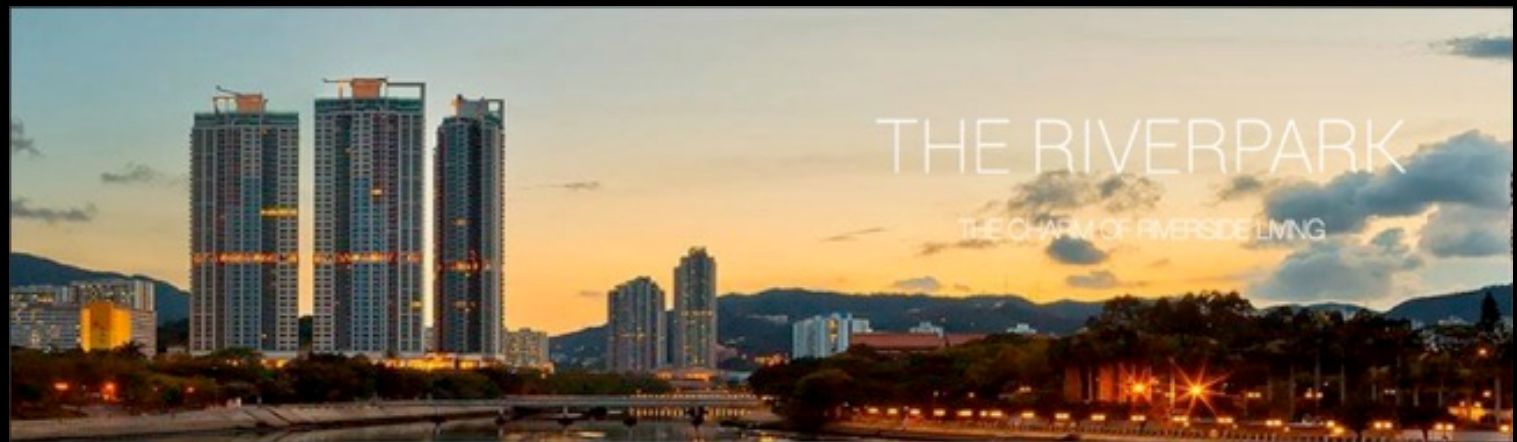
CAMPAIGN HASHTAG SOCIAL MEDIA



CAMPAIGN TAGLINE — ONLINE



TAGLINES BILLBOARD ADS



WEBSITE CONTENT

SCREENSHOTS

THOMAS LO | BREAKING RICE



BREAKING RICE FILMS | 分飯創作

FOR THOSE WHO WANT TO SHARE IN A CREATIVE COLLABORATION

WE ARE STORYTELLERS

EVERYTHING STARTS WITH A MESSAGE AND ENDS WITH A STORY
WORTH TELLING, WE FIND THE BEST WAY TO TELL IT

WE TRUST OUR PROCESS

EVERY PROJECT HAS A UNIQUE JOURNEY, WE TRUST OUR PROVEN
CREATIVE PROCESS TO NAVIGATE THROUGH IT WITH SUCCESS

WE BELIEVE IN BREAKING RICE

EVERY COLLABORATION IS LIKE BREAKING RICE WITH FRIENDS, A
SHARING SPIRIT WE LIVE BY EVERY DAY

Thomas Lo
Breaking Rice Films

RECENT WORK



ART TRAM - SOCIAL MEDIA



ARTISAN GARDEN - MOOD VIDEO

SERVICES

FILM & VIDEO PRODUCTION
CONTENT CREATION
CREATIVE CONCEPT DEVELOPMENT
WRITING - SCRIPT | COPY

ADVERTISING (PRINT | TELEVISION)
DIGITAL | SOCIAL MEDIA MARKETING
CORPORATE

SHOWREEL (COMING SOON)



HOME

BREAKING RICE

SHOWREEL

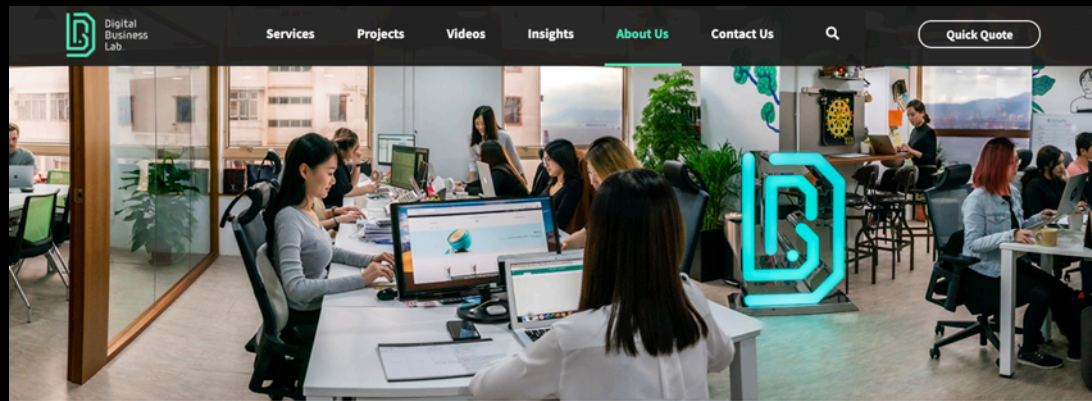
PORTFOLIO

CONTACT

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Website: www.thomas-lo.com

DIGITAL BUSINESS LAB



About Us

We are digital marketing agency in Hong Kong and Singapore

specialising in social media strategy, influencer marketing and video production.

Our Philosophy

In the ever-changing digital sphere, we are a social media marketing agency which stays informed. We approach with a learning mindset and apply a mix of meaningful content, smart data and agile project management.

Mission Statement

We provide expert knowledge and experience in digital business to our clients with our team of passionate individuals committed to our values. Fuelled by ongoing learning and a holistic approach to business, our end-to-end social media solutions coupled with our hub of digital expertise, inspire and engage audiences to build long-term partnerships with our clients.

Curiosity

Remain relevant, current and innovative. Love what we do and continue upgrading.

Agile

Always a step ahead.


Entrepreneurship


Offer pragmatic, affordable and business centric solutions and insights to develop businesses.


Website: www.digital-business-lab.com

THE RITZ-CARLTON HOTELS

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[The Ritz-Carlton Hotels in China](#)



The Ritz-Carlton hotels in China






A Luxury Meeting of the Senses at The Ritz-Carlton hotels in China

Each destination has its unique features and cultural elements that The Ritz-Carlton will ensure to include in your itinerary during your visit. We are dedicated to hosting luxury meetings and events that create immersive experiences.

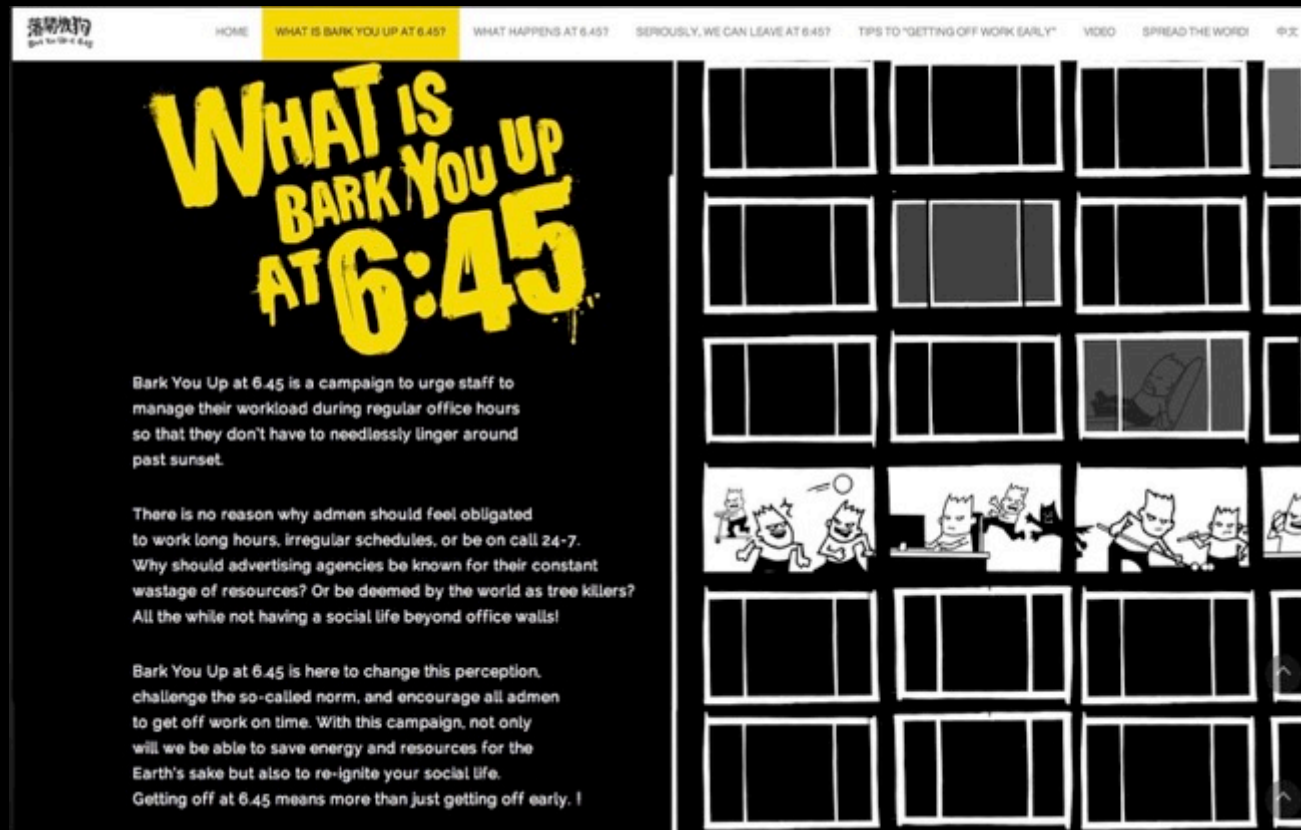
While every meeting has its own theme and agenda, each of the considerations is taken with an acute attention to the details to make certain the crafted experience entices everyone.

The Ritz-Carlton expert planners tailor Meeting of the Senses to you, curating innovative and engaging team building sessions, rejuvenating breaks, and even planning day trips for accompanying families. It leaves an indelible impression for organizers and attendees with its luxurious sensual journey, it's time for you to personally experience A Meeting of the Senses.



Website: www.cvent.com/rfp

SAATCHI & SAATCHI HK



Website: www.bark645.com/en

NEW WORLD DEVELOPMENT

THE NEW TriBeCa IN HONG KONG

With top-notch facilities like transportation and the continuous transformation of its commercial and entertainment sectors, it has had a profoundly positive effect on visitors and residents alike in this arts and cultural hub. The Masterpiece sits in the perfect spot, at the centre of the ever-rising buzz. The additions of K-11, the world's first art mall, and the five-star Hyatt Regency to this centrepiece completes the rebranding of this lavish and fashionable precinct into the New TriBeCa, the most prestigious district in the city and a world-class metropolis.

Website: www.themasterpiece.com (Offline)



BRANDING

NAME GENERATION

NAME GENERATION

CLIENT: NEW WORLD DEVELOPMENT
INDUSTRY: PROPERTY

THE WOODSIDE
蔚林



CLIENT: HENDERSON LAND
INDUSTRY: PROPERTY

紀雲峰
THE ALTITUDE

CLIENT: KERRY PROPERTIES
INDUSTRY: PROPERTY

Name Generation requires deep thought and precision. It is the label that will lead the branding of a product for the duration of its lifetime.

For residential buildings, it reflects the mastery of crafting a residence that people will be proud to call home.

EVERYTHING ELSE

GENERAL COPYWRITING

EDM

Lifestyle | April

ASIA MILES


OFFER DIGEST

Lifestyle | April

This issue we bring you lifestyle and shopping offers. Let's make the most of your miles! Make your life rewarded.

Earn

Dining




Dining Concepts

Win a Gordon Ramsay Gastronomic Holiday

Savour a chance to win a trip to the UK, France or Singapore and dine at Gordon Ramsay's restaurant by simply indulging your palate at participating Dining Concepts restaurants in Hong Kong!

Limited Tickets for Asia Miles members
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ASIA MILES



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L i F E MAYDAY 2017 全新巡迴

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3 Nights Only – Limited Seating!

6 February 2017
Membership No.: 154 XXXX 922

Dear Mr Lo,


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Don't miss your chance to be part of this legendary tour. Redeem your tickets today!

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ASIA MILES



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When You Redeem Travel Awards

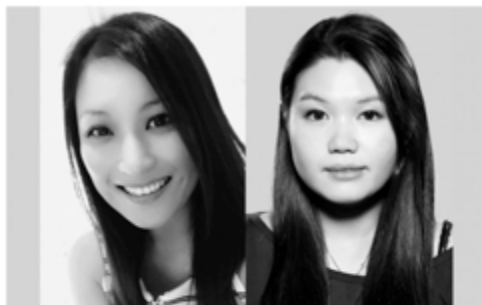
22 February 2017
Membership No.: 154 XXXX 922

Dear Mr Lo,

Make any trip more memorable by redeeming Asia Miles travel awards including worldwide accommodations, car rentals and travel experiences with 20,000 miles or above and you'll receive exclusive travel gifts* that complement your holiday.

REDEEM NOW

PRESS RELEASE



Like Share 45 people like this. Sign Up to see what your friends like.

Where Experiential Marketing Begins at Hello

Pragmatic expansion strategy has resulted in steady growth for a young and innovative company powered by JULIANA LO and KRYSTAL LIE.

Opening its doors in 2007, SMS Event Marketing has seen its boutique Taiwan operations blossom into a burgeoning international company in the past fifteen years. Rapidly expanding into Greater China, SMS moved its headquarters to Shanghai while operating in Taipei, Kaohsiung, Beijing, and recent additions in Hong Kong (2014) and Seoul (2016).

With steady growth and consistent performance led by the creative and personable General Manager, Juliana Lo, SMS Hong Kong has become a force to be recognized in a tough market full of veteran competitors.

"Hong Kong is a very competitive market," says Lo. "There are many big players who have been around for many years, and have had long-standing relationships with companies. Being a new player in the market, our focus initially was to establish ourselves. Fortunately, in the past couple of years, we have started to build a positive name and reputation for ourselves in the industry."



Striving to be the Best

Director of Events and Strategy, Krystal Lie, also helped usher SMS Hong Kong into the market with aplomb. Amid some initial difficulties, this dynamic duo has paired their underlying mentality with a blue-collar work ethic to put their stamp on the event management scene.

"Lay low, work hard and stay humble," adds Lie. "We strive to provide the best solutions to our clients by equipping ourselves with all the resources required to deliver a memorable and positive event every time."

An experienced team renowned for their bespoke relationship management, creative aptitude, a taste for quality and always on the pulse of innovative technology, SMS has built an impressive portfolio with world-class events and clients.

"Our HK office is small, but we pride ourselves with quick turnaround time, our flexibility in answering client's briefs, our high level of quality service, along with great experience in conceptualizing and managing world-class events," boasts Lo, adding, "Our team is comprised of producers and designers with extensive experience in various types of events at all scales."

"Our ability to turn around creative proposals quickly, offering greater care and flexibility to clients, while committing to deliver only the best is what we do and who we are."

Expanding their Horizons



(http://hkmc.mediasone.com/hk/wp-content/uploads/2016/10/hkmc17_SMS3.jpg) As the team continues its ascension, Juliana is always looking for ways to improve SMS Hong Kong's standing within the Asian market and to expand its business internationally.

"Our expansion into various markets have typically begun with a market demand, and also it was an opportunity for us to gain greater exposure and

expand our current portfolio to not just Great China, but to other international markets," says Lo, and underlining that "We will continue to work hard and strive to be the best that we set out to be."

With their strong disposition, continued excellence in client relations, and impeccable efficiency with creative flair in their planning and execution, SMS Hong Kong looks forward to a bright and fruitful future.

"Our ability to turn around creative proposals quickly, offering greater care and flexibility to clients, while committing to deliver only the best is what we do and who we are," states Lie.

"We also ensure we build a close relationship and get to know our clients better, so to ensure we clearly understand their specific needs and particular wants." Their work speaks for itself. It's undoubtedly world-class. And seemingly fit to do business as such.

For additional information, please visit www.smevent.co (<http://www.smevent.co>) and Facebook Page www.facebook.com/smeventmarketing ([http://www.facebook.com/smeventmarketing](https://www.facebook.com/smeventmarketing)).

Hong Kong's Business Leaders share market and interest intelligence in the pages of HKMC 2017

113 total views, 113 views today

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Powered in Events Management (<http://hkmc.mediasone.com/hk/category/events-management/>) HKMC 2017 (<http://hkmc.mediasone.com/hk/category/hkmc-2017/>) HKMC Awards (<http://hkmc.mediasone.com/hk/category/hkmc-awards/>) HKMC's Website (<http://hkmc.mediasone.com/hk/category/marketing/>) "Hello" Branding (<http://hkmc.mediasone.com/hk/category/branding/>) Events Management (<http://hkmc.mediasone.com/hk/category/event-management/>) Marketing (<http://hkmc.mediasone.com/hk/category/marketing/>)

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INTRODUCTION

A legend is born.

A perfect sanctuary surrounded by the most beautiful nature,

Draped by endless shades of blue, the Peak in its element.

A revival of a life lived gracefully,

Dedicated to enjoyment of life's precious moments.

World class living, embodied in peaceful fervor.

Now and Forever.

PROVIDENCE 
Peak

創鑄 · 經典

當顯赫大宅置身桃源仙境

一望無垠的蔚藍遇上茂密恬靜的翠綠

這裏，讓生命更高雅

時刻更珍貴

盡顯國際級生活氣魄，實現悠然愜意的生活享受

此刻，永恒

SELECT CLIENT LIST



Ogilvy & Mather



SAATCHI & SAATCHI



FILM SCRIPTS AVAILABLE UPON REQUEST



List of Scripts

Buck Wild – Feature Film

Love Hurts – Feature Film

Eyes of a Room – Feature Film

Cocktail Definition – Short Film

Shades of Rogue – Short Film

Maid in Wanchai – Short Film

RJHK – Short Film

Harry's Message in a Bottle – Short Film

Herman's Plight – Short Film

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Thank You
Breaking Rice Films