

THOMAS LO

Writing Portfolio

BREAKING RICE FILMS

SELECT CLIENT LIST

WHEELOCK
PROPERTIES



HONG KONG
TOURISM BOARD



SAATCHI & SAATCHI

Ogilvy & Mather



COPY-BASED CREATIVE

Copywriting & Video Production

BREAKING RICE FILMS

LEAD CREATIVE

The Hudson

- Name
- Tagline
- Mood Book
- Sales Video
- Ad Campaign



HK Districts x4

- Concepts
- Scripts
- Online Videos



K11 - MUSEA

- Creative
- Mood Video
- Interviews



Mayfair by the Sea

- Tagline
- Mood Book
- Mood Video

Park Signature

- Mood Book
- Sales Video
- Mood Video

PARK SIGNATURE | 溱柏

The Artisanal Movement

- New World Development Corporate Video

<https://www.youtube.com/watch?v=HWRtRHkmTG4>





The Legend of
Hong Kong Bustle

HKT'B CONCEPT – YAU TSIM MONG

CONCEPT STATEMENT

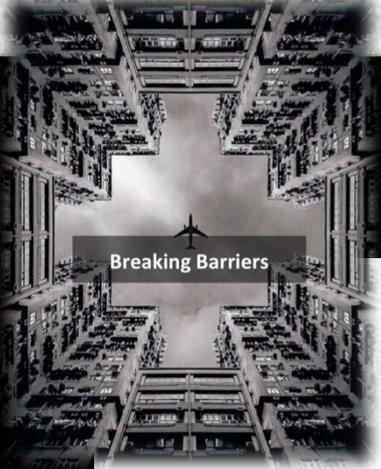
Spend a night in Mong Kok and you may never see personal space the same way again. Go museum hopping in Tsim Sha Tsui and learn about the past, present and future of Hong Kong in one fell swoop. Roam around Yau Ma Tei and experience everything local from mom & pop shops, street markets and tasty eats.

There are places, people and things in life that you have to see to believe. Hear it to understand. Be there to feel it. The greater area of *Yau Tsim Mong* is one of them. The fusion of three distinct districts – Yau Ma Tei, Tsim Sha Tsui and Mong Kok, makes for an experience that will live with you forever with an incomparable energy that lures you to explore more. A place that will amplify your every sense from the moment you walk into the area.

From awe-inspiring crowds to screaming hawkers. Temple Street to Ladies Market. The Clock Tower to Kowloon Park. There are no shortages of must-sees and landmarks to visit.

This massive neighbourhood encompasses it all – a shopping paradise surrounded by an arts and culture revival in Tsim Sha Tsui, the legendary Temple Street and Shanghai Street markets of Yau Ma Tei, and one of the world's most densely populated districts and stage for the city's most intriguing street performances in Mong Kok.

Yau Tsim Mong is unquestionably the heartbeat of Kowloon, where residents and visitors alike contribute to the Legend of Hong Kong Bustle around every nook and cranny.



HKTB CONCEPT – KOWLOON CITY

Breaking Barriers

CONCEPT STATEMENT

Seeing the potential of Kowloon City's prosperous future, it's hard to fathom that this was once a place that was restricted on the ground and in the air. Part of this storied district was once a Walled City, the barriers broken down in 1994 while remnants of this period can still be found in the form of a park today for visitors to reminisce its dynastic history.

Kowloon City was also home to Hong Kong's original airfield, the renowned Kai Tak International Airport where airplanes flew precariously close to residential and commercial buildings upon takeoff and landing. It was closed in 1998 and the site re-designed as a world-class international cruise terminal, lifting a decades-long restriction on building heights.

And today...

With newfound freedom, Kowloon City has evolved and continues to prosper into the future. It has become a phantasmagoria, an ever-changing scene, flowing with the times yet respectful of its past. From some of the city's top universities to historic landmarks and artifacts, local delicacies to Little Thailand authentic delights, the city market to the Cantonese opera house Ko Shan Theatre, Kowloon City continues to thrive, evolve and embody the new tradition of **Breaking Barriers**.



ONLINE PRESENCE

Website Content

BREAKING RICE FILMS

THE RITZ-CARLTON HOTELS

cvent | *Supplier Network*
Find Venues. Get Quotes. Book Space.

Search Suppliers Get Promotions Explore Destinations

Sign Up Log In How it Works

» 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

WHAT IS BARK YOU UP AT 6:45

Bark You Up at 6.45 is a campaign to urge staff to manage their workload during regular office hours so that they don't have to needlessly linger around past sunset.

There is no reason why admen should feel obligated to work long hours, irregular schedules, or be on call 24-7. Why should advertising agencies be known for their constant wastage of resources? Or be deemed by the world as tree killers? All the while not having a social life beyond office walls!

Bark You Up at 6.45 is here to change this perception, challenge the so-called norm, and encourage all admen to get off work on time. With this campaign, not only will we be able to save energy and resources for the Earth's sake but also to re-ignite your social life. Getting off at 6.45 means more than just getting off early. !

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.

名鑄
THE MASTERPIECE

Website: www.themasterpiece.com (Offline)



READING MATERIAL

Books & Brochures

BREAKING RICE FILMS

THIS IS MY NATURE

ISLAND GARDEN

“THIS IS MY NATURE” BOOK



昔日蒼翠風華 今日傳頌風雅

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佇立於翠嵐間，這曾經是香港的一部分。從1961年以後被分割出來，填補大摩壩以北一段，是住進坪區石澳及赤地的必經之路。ISLAND GARDEN寄寓柏翠山、翠園四層樓連不斷的青翠山徑，環境寧謐幽靜，宛如維多利亞的後花園。

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。經歷磨練切磋，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，沒有煩躁。置身靜謐間，世界也彷彿靜了，靜的間，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，每人都應有獨自的生活節奏，開時隨緣順置，貼近自然，平衡生活，才是智慧。



NEW WORLD CHINA 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.

17

THE GREATEST GIFT...

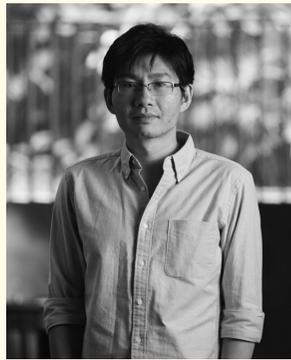
Can be found in timelessness, the enduring.
Celebrating the importance of HERITAGE
And the triumphs of their time.
Reminisce the influences that provoked
The Evolution we live in today.

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.

BOHEMIAN HOUSE
Gentry of Artisans

“GENTRY OF ARTISANS” BROCHURE



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.



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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

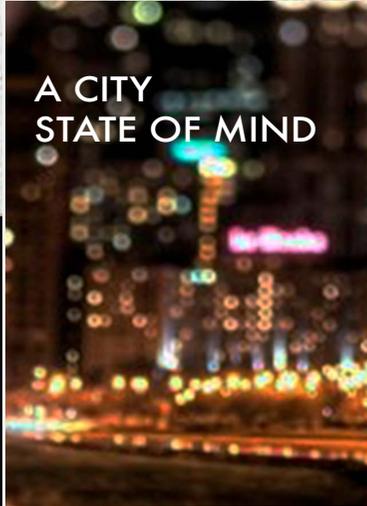
been known for its dried seafood market and it being one of our main inspirations, it is quite convenient for me to source and restock as needed.

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 enthralling 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.



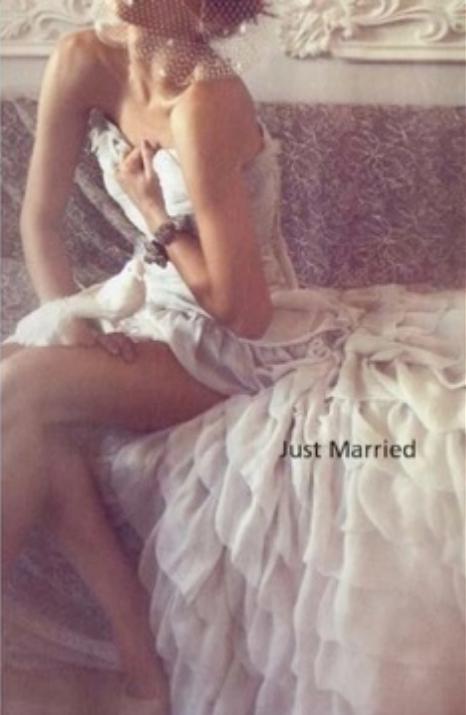
“A CITY STATE OF MIND” BOOK

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.

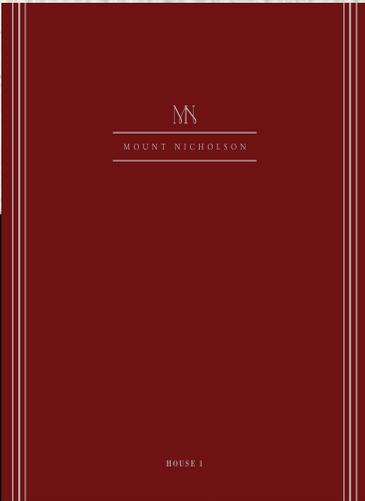
STYLED BY
 JESSICA WATSON
 HAIR BY
 JESSICA WATSON



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.

STYLED BY
 JESSICA WATSON
 HAIR BY
 JESSICA WATSON





“MOUNT NICHOLSON” HOUSE BOOKS (12)

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-STOREY 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 ensuites.
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 parties³.

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



“66 PRIVATE COLLECTABLES” BOOK

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...

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The Rothschild Fabergé Egg, 1902
gold, enamel, enamel and pearls & precious stones,
276.11 g (9.75 oz), weight / Fabergé, Carl (1846-1920)
Private Collection

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.



BRANDING

Name Generation

BREAKING RICE FILMS

RESIDENTIAL BUILDINGS

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.

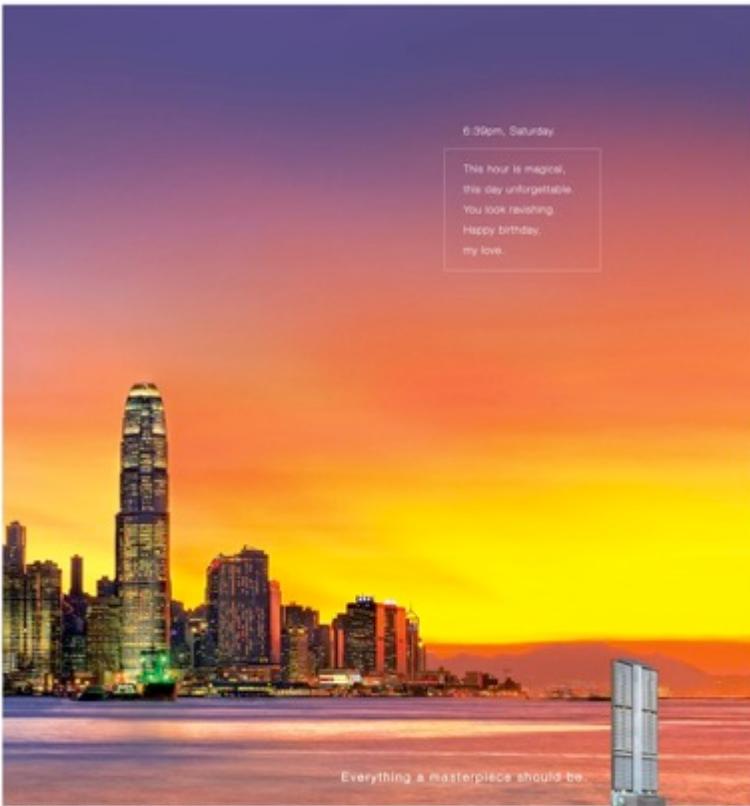


ADVERTISEMENTS

Print Ads, Billboards & Taglines

BREAKING RICE FILMS

“THE MASTERPIECE” PRINT AD



6:30pm, Saturday.

This hour is magical,
this day unforgettable.
You look ravishing.
Happy birthday,
my love.

Everything a masterpiece should be.

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

 名鑄
THE MASTERPIECE

 名鑄發展有限公司
www.themasterpiece.com.hk | 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.

“SPCA DOGATHON” PRINT AD



The print advertisement features a central photograph of a woman with short reddish-brown hair, wearing a grey jacket over a green and white striped shirt, sitting on a grassy field. A golden retriever is sitting next to her, looking up and barking. The background is a clear blue sky with a few clouds. The text 'woof!' is written in a white, hand-drawn font next to the dog's head.

Organizer SPCA 愛護動物協會 **The Sponsor** HSBC **Venue Sponsor** DisneyLAND

LET'S WALK
THE WALK TOGETHER

Hill's x SPCA
全城狗狗
行善日
Dogathon 2016

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

THIS IS MY NATURE

It's back to the basics, to feel and experience nature.
 Here, you can enjoy the serenity and relaxation with privacy.
 Be surrounded by comfort and ease.
 Mount Parker, Lei Yue Mun Park and Holiday Village nearby.
 Built upon the mountains, with lush emerald beauty.
 ISLAND GARDEN is close to 2300 hectares of natural green*, a luxury of tranquility.
 Live the legacy of Island East. Magnificently crafted, elegant, and timeless.

Property Address: 33 Chal Wan Road* | No. of Towers: 4 Towers (Tower 1, 2, 3 and 5)
 No. of units: 470 | Flat Mix: 1-Bedroom Units to 4-Bedroom Units & Special Units
 Sales office: G/F, Citicorp Centre, 18 Whitfield Road, Tin Hau

ISLAND GARDEN 香
 YOUR GATEWAY TO SOUTHWEST LIVING 島

THIS IS MY NATURE

It's back to the basics, to feel and experience nature.
 Here, you can enjoy the serenity and relaxation with privacy.
 Be surrounded by comfort and ease.
 Mount Parker, Lei Yue Mun Park and Holiday Village nearby.
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8102 8366 香港房屋委員會 康富中心

*Closest to the Government's "Green Belts" and "Green Corridors" in the New Territories. The "Green Belts" and "Green Corridors" are designated areas for the preservation of natural and semi-natural habitats, and the promotion of sustainable development. The "Green Belts" and "Green Corridors" are also designated areas for the preservation of natural and semi-natural habitats, and the promotion of sustainable development. The "Green Belts" and "Green Corridors" are also designated areas for the preservation of natural and semi-natural habitats, and the promotion of sustainable development.

RESIDENTIAL TAGLINES BILLBOARD ADS

THE HUDSON 浚峯
港島 West Soho 時尚生活圈名宅
毗鄰興建中港鐵堅尼地城站

**A CITY
STATE OF MIND**
投入都會 · 新活新境界

Design concept of The Hudson

The billboard features a woman in a red dress standing in a city street at night. The background shows blurred cars and city lights. The text is overlaid on the left side of the image.

THE RIVERPARK
THE CHARM OF RIVERSIDE LIVING

The billboard shows a view of several high-rise apartment buildings at dusk or dawn, with a river in the foreground and mountains in the background. The text is overlaid on the right side of the image.

CAMPAIGN TAGLINE - ONLINE





EVERYTHING ELSE

General Copywriting

BREAKING RICE FILMS

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 嶺南

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，永恆

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