

分飯創作

BREAKING RICE

they're breaking bread, we're Breaking Rice



WHO WE ARE

company profile



We are storytellers.



We are storytellers.

We are creative thinkers.



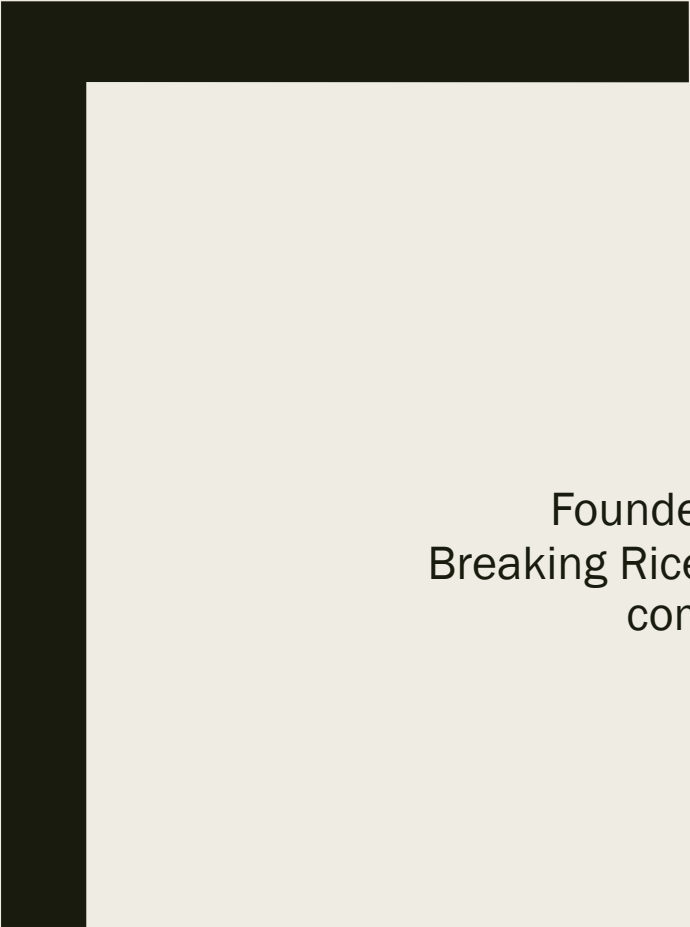


We are storytellers.

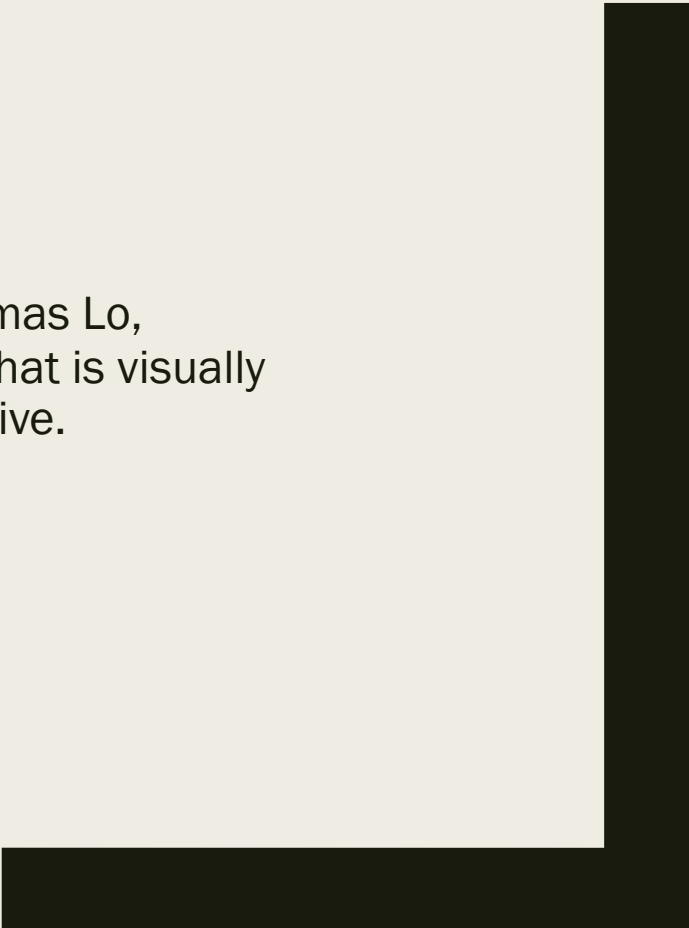
We are creative thinkers.

We are creators.





Founded in 2019 by Canadian writer-director Thomas Lo,
Breaking Rice Films creates high calibre video content that is visually
compelling, story-driven and relentlessly creative.



Thomas Lo

storyteller | creative director | film director

An award-winning writer-director from Toronto, Thomas made his way to Hong Kong to build upon his independent film and television credentials.

Thomas spent the following thirteen years honing and perfecting his craft. He worked at an advertising production house, wowwowtank, for 8 years as a **Writer/Director**, a **Copy-based Creative** with 4As agencies like Saatchi & Saatchi and Ogilvy & Mather, among others, and most recently at a social media marketing agency, Digital Business Lab, as **Creative Director**.

Now with **Breaking Rice**, Thomas is looking to carve out his niche with his dynamic creations.



At a glance

- Toronto Film School Alum, Marketing Grad
- Worked on reality TV show Canadian Idol (3 seasons)
- Independent filmmaker + Video Director
- 34th HKIFF Short Film Invitee with award-winning film
- Selected to 2012 Fresh Wave Competition
- 13 years as Creative + Director

OUR PROCESS

the way we work

Breaking Rice is when something is shared and a relationship is cultivated

Our process is simple, one that embodies the true spirit of collaboration between the client and us:

- Interpret the brief from client with precision
- Research and gather information
- Brainstorming sessions + with client input
- Concept and/or story development + sharing with client
- Content creation and production + shared oversight with client

OUR SERVICES

what we can do for you



WE OFFER

Content Creation



WE OFFER

Content Creation

Concept Development





WE OFFER

Content Creation

Concept Development

Film & Video Production





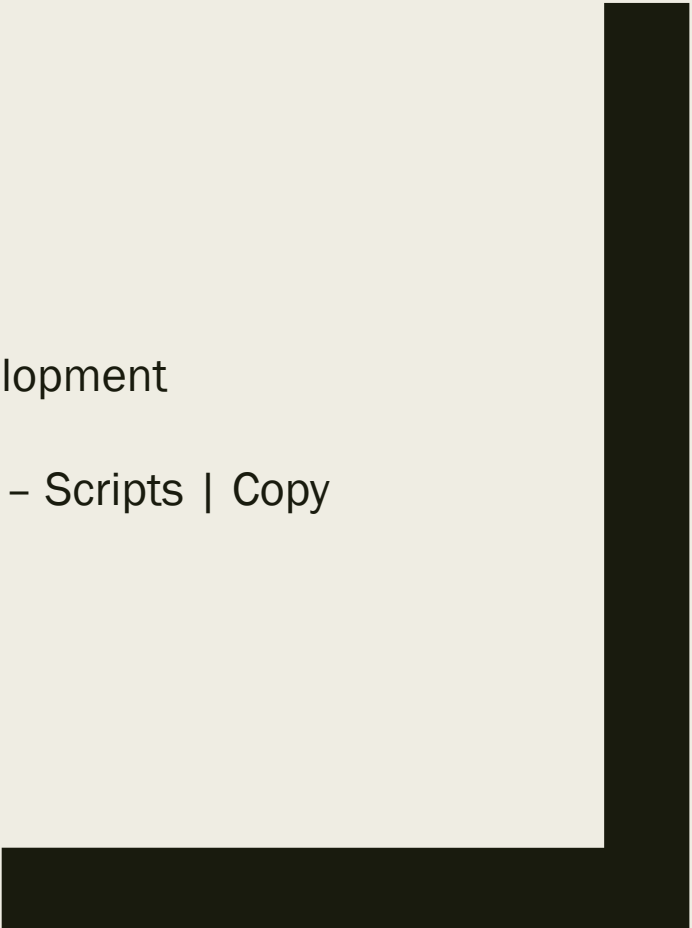
WE OFFER

Content Creation

Concept Development

Film & Video Production

Work With Words – Scripts | Copy





WE OFFER

Content Creation

Concept Development

Film & Video Production

Work With Words – Scripts | Copy

Social Media Marketing



OUR WORK

portfolio



CREATIVE

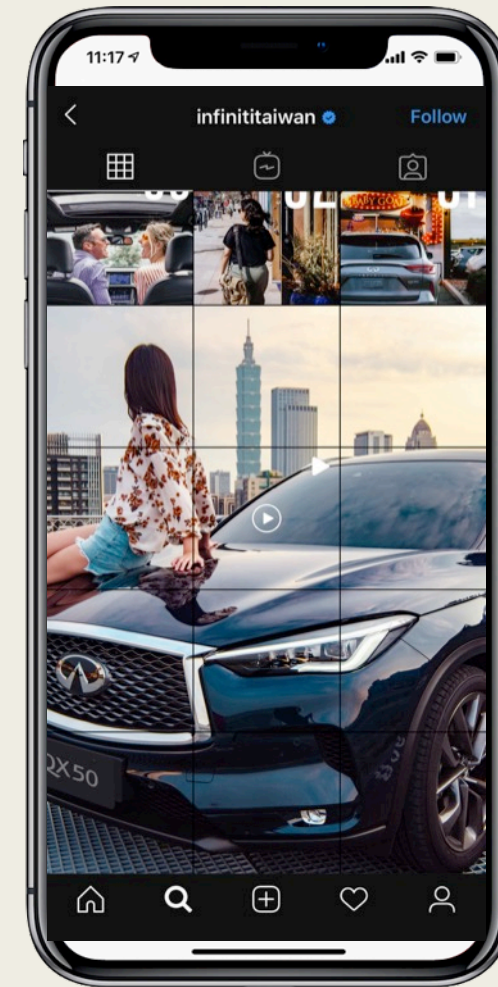


INFINITI

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

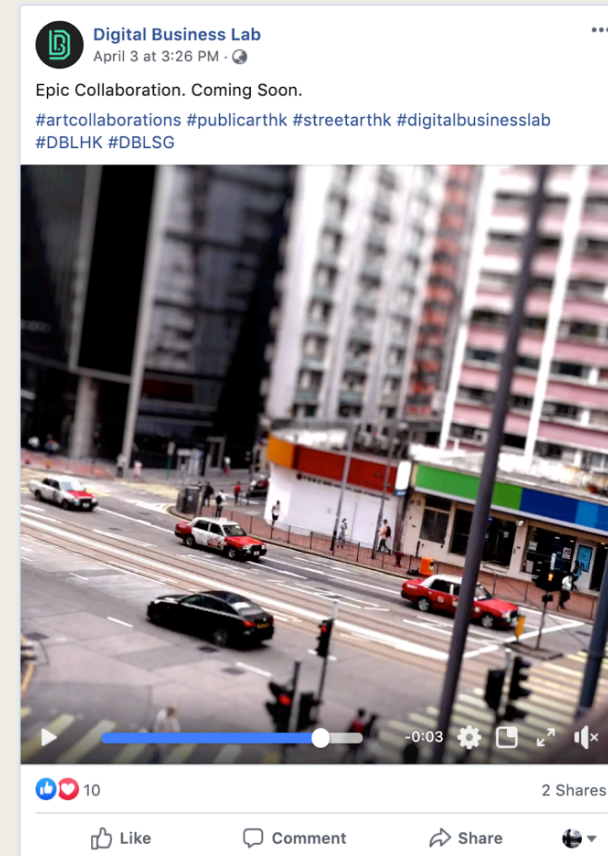
<https://www.youtube.com/playlist?list=PLsqJoZumqkJTdDLcamelsIMtZWtXxgPuS>

Art Tram

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

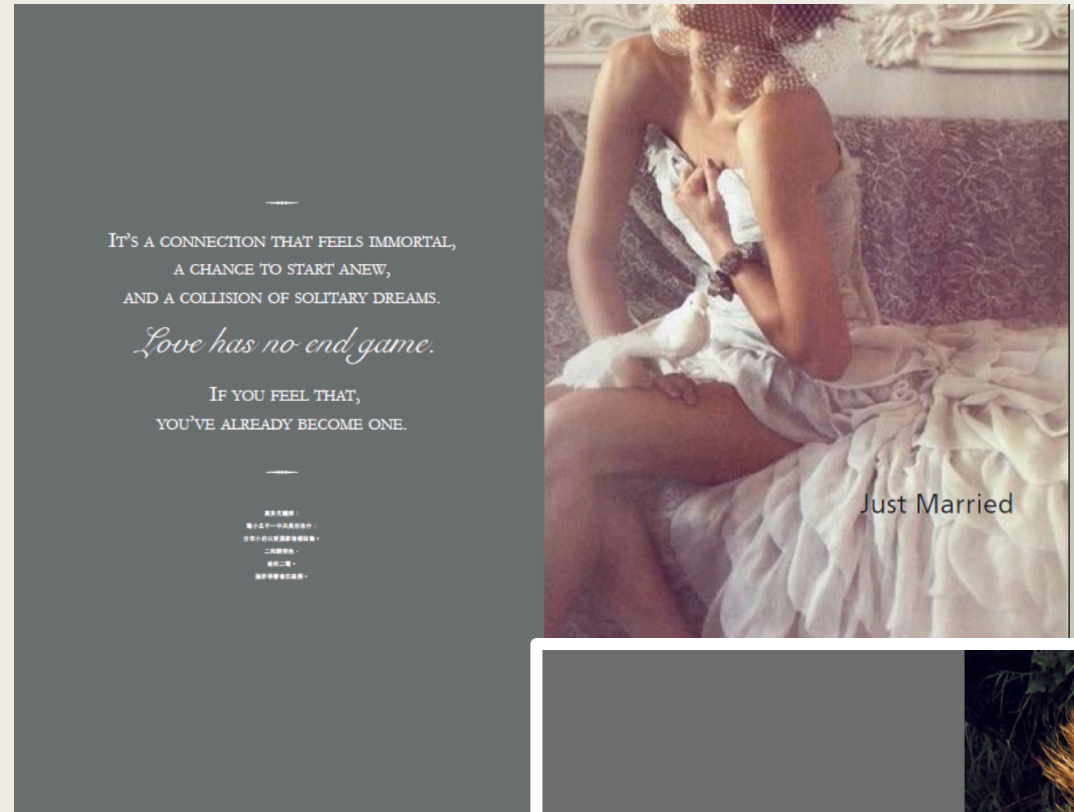
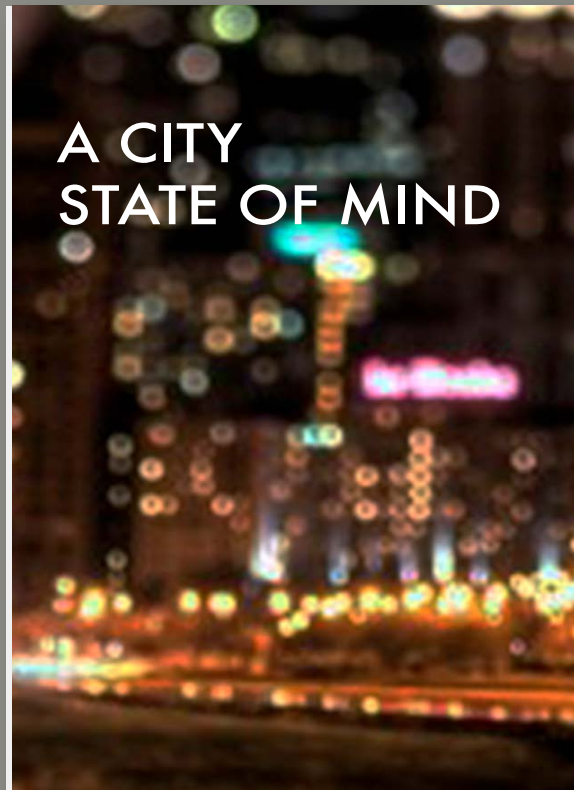
Client: Henderson Land Properties

Tasks

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



The Hudson Mood Book



The Altitude

Client: Kerry Properties

Tasks

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

Make
a statement



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

Be very,
very understated

感受，低調的美



Indifference in being different

Beauty is often disguised as a façade 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.



獨享與眾不同

美往往被定義為外在的顯性，真正的美，我們不能看見卻能親身體驗，縉臨峰與你分享用心感受的美。

Simplicity is
the new luxury

Simply, simple elegance

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

Symbolizing 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 modernist philosophy that is characteristic of the International Style, the architecture is consistent with this simplistic attitude.

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

簡單優雅

縉臨峰位於繁華靜謐的跑馬地半山半麓地段，匯集區內罕見的生活、現代主義的建築理念，反映中歐新古典時期的風格，從細節到整體，展現繁華中的寧靜，展現簡約而平衡的設計，建築設計於諸多建築品中獨樹一幟，令它獨佔世界最國際建築的優越水平。

簡約，成就快樂生活



以簡約和精緻展現半山豪宅之新風
簡約上層以磚牆和木皮包圍及磚石，
以簡約展現中歐新古典時期的設計。

The Altitude is an 48 stories development that
this single and unique unit with a distinctive
glass facade and balconies that faces the
Mid-Levels.



CONCEPT DEVELOPMENT

Treatment Excerpts





K11 MUSEA
CONCEPT STATEMENT

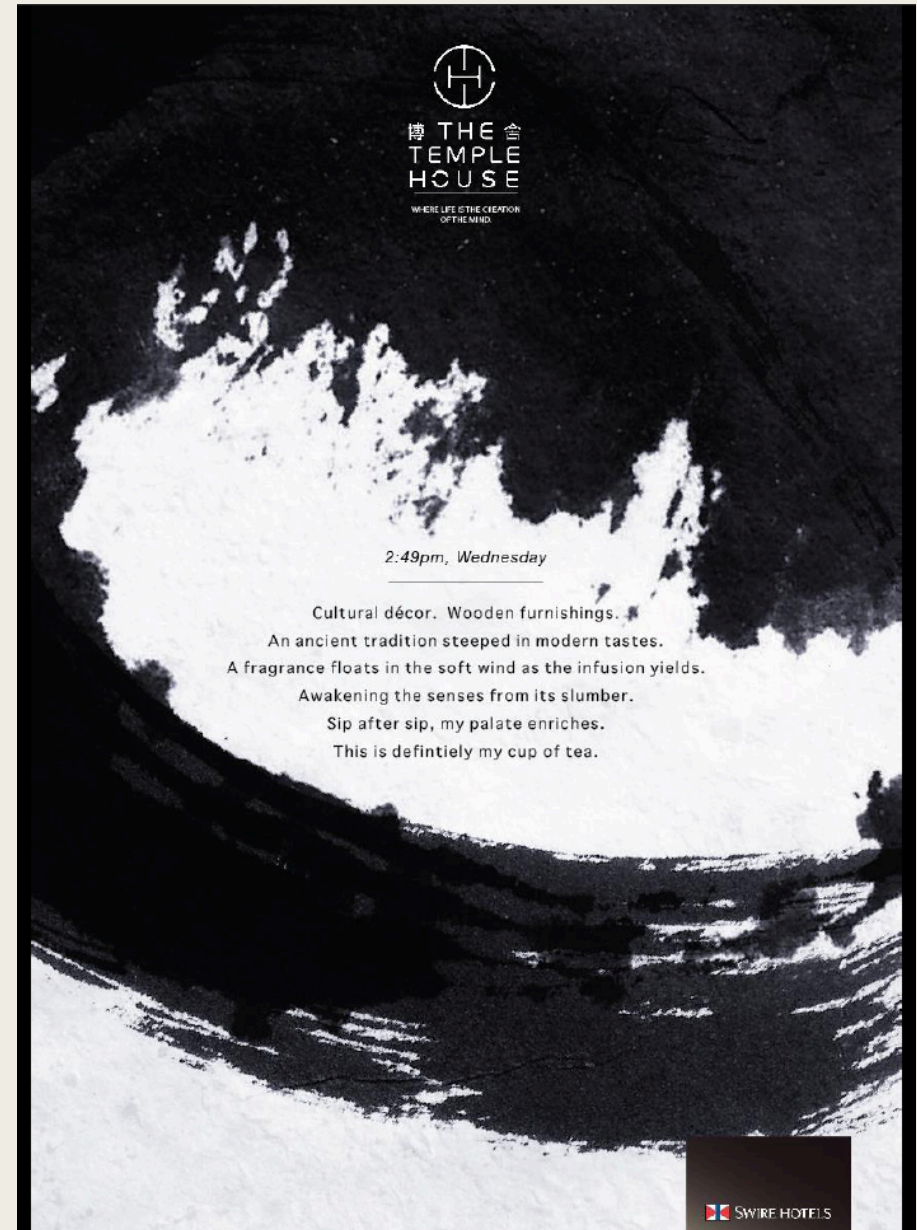
Concept Two
THE JOURNEY OF A MUSE

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.





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.



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.

13



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.





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.





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.



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.



DKNY – BE DELICIOUS

CONCEPT STATEMENT – HOW DELICIOUS ARE YOU?



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!

10

Panasonic

Submerge into the flow
Immerse in the hypnotic motion
Let the moment cycle through
Over and over again
Starting with a peace of mind

The Tranquil Effect

A large, thick, black L-shaped frame that starts at the top-left corner and extends towards the bottom-right corner, framing the central text.

READING MATERIAL

Books + Brochures

“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 alleviate 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 Lane and Tak Sing Lane, among others.

Architecture Heritage

Street Signs

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



Architecture Heritage
Street Signs

“This is My Nature”



昔日蒼翠風華 今日傳頌風雅

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 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，既有承襲的高貴，亦有延續的意涵。ISLAND GARDEN佇立於樂蔭道，這裡曾是香港的一部份，從1961年以後被分割出來，連接大潭道以北一段，是往慈雲山及赤柱的必經之路。ISLAND GARDEN背著柏架山，環抱四週綠樹不斷的青山園，環境寧靜幽靜，宛如是島上的後花園。



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，閒時遠離煩囂，貼近自然，平衡生活，才是智慧。

NWD 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.

12

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.

37

“Gentry of Artisans”

BOHEMIAN HOUSE

Gentry of Artisans

INTERVIEW



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

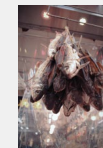
been known for its dried seafood market and it being one of our main inspirations, it is quite convenient for me to source and restock as needed.

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.



Ignite your Senses



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”



“66 Private Collectables”



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...



The Rothschild Fabergé Egg, 1902
(gold, silver, enamel, seed pearls & precious stones,
27x 11.5 cms, vertical) / Fabergé, Carl (1846-1920) /
Private Collection /
© Christie's Images / The Bridgeman Art Library

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.



ADVERTISEMENTS



“The Hudson” billboard ad



“The Riverpark” billboard ad



“The Masterpiece” print ad

6:35pm, 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.

 新世發展有限公司
New World Development Company Limited

0852 3119 3119 | No. 18 Hanoi Road, TST, Hong Kong | www.themasterpiece.com.hk

THE 名鑄
MASTERPIECE

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



Organizer:  SPCA 愛護動物協會

Title Sponsor:  HILL'S

Venue Sponsor:  Disneyland

Hill's x SPCA
LET'S WALK
THE WALK TOGETHER
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

Copy:

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.

ISLAND GARDEN 香島
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. 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.

Project Address: 18 Chai Wan Road | No. of Towers: 8 Towers (Tower 1, 2, 3 and 8)
No. of units: 476 | Flat Size: 1 Bedroom Unit to 4 Bedroom Unit & Special Unit
Sales Office: 18 Chai Wan Road, 18 Midland Road, No. 10

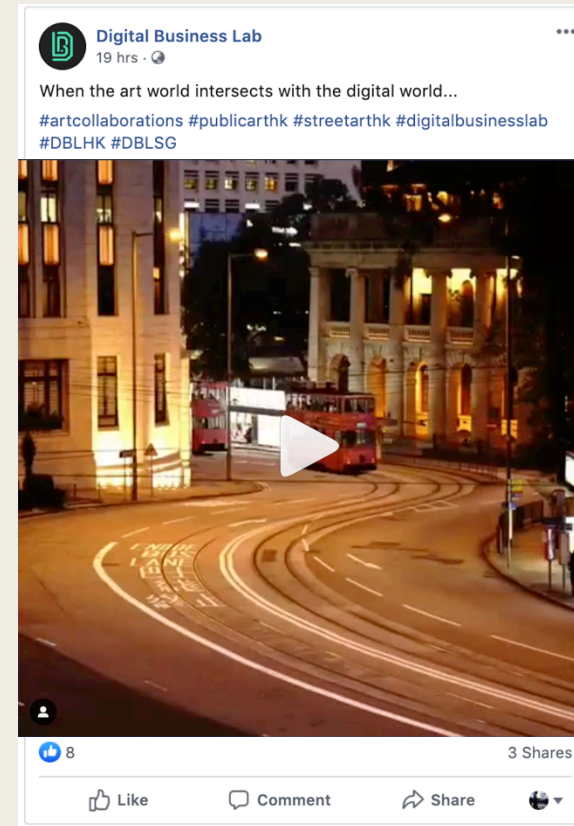
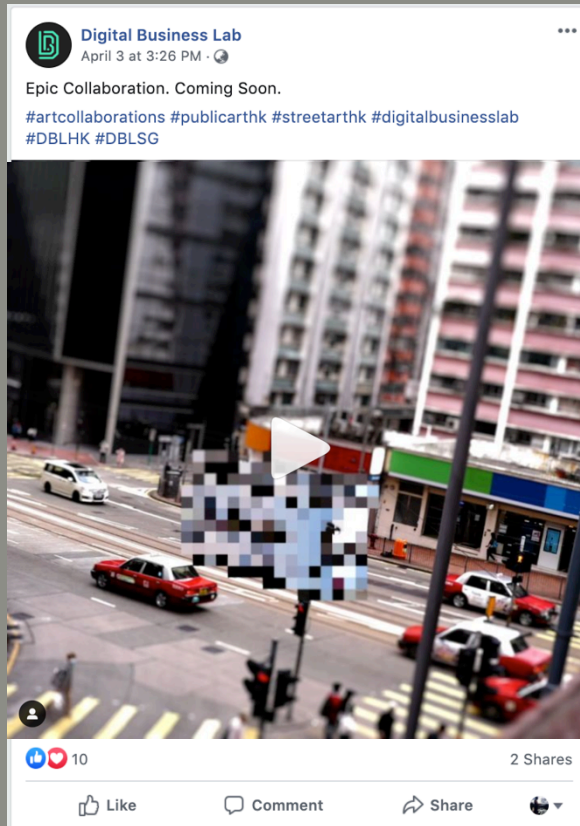
8102 8366 南豐物業代理有限公司 New Tong Property Agency Ltd. 南豐集團 South China Assets

© 2020 SOUTH CHINA ASSETS. All rights reserved. The photographs, images, drawings or sketches shown in this advertisement are for illustrative purposes only and do not represent the actual situation. Prospective purchasers should make reference to the sales brochure for details of the development. The Vendor also advises prospective purchasers to conduct an independent investigation of the development and its surrounding environment and the public facilities nearby.

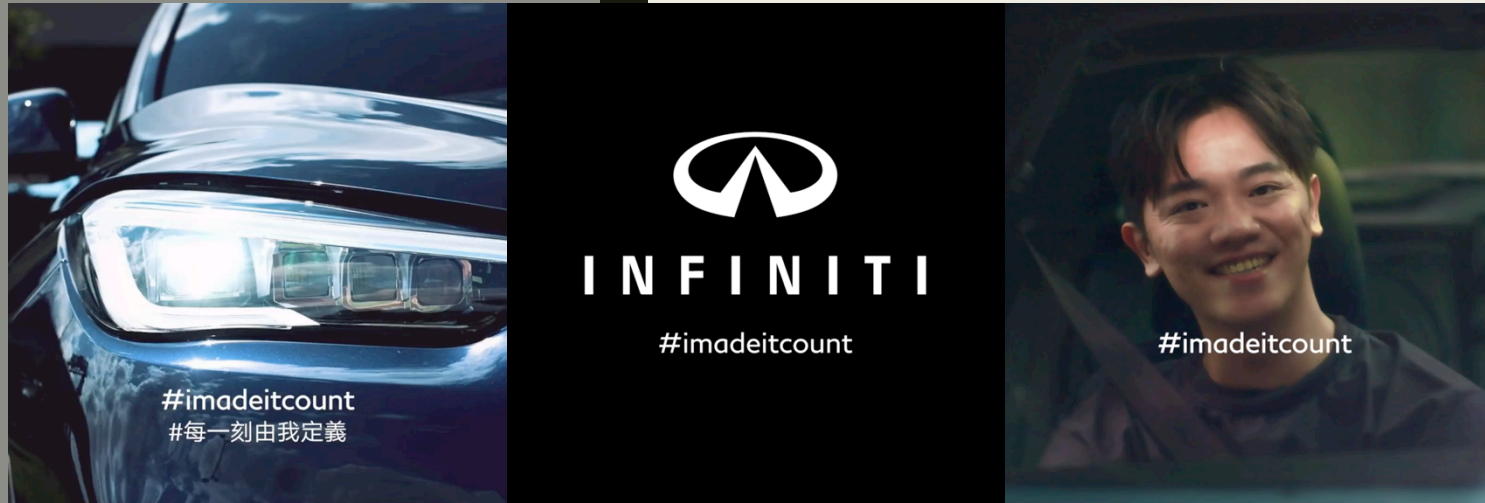
A large, thick, black L-shaped frame that starts at the top-left corner and extends towards the bottom-right corner, framing the central text.

DIGITAL MARKETING

Campaign Hashtags + Taglines



#arttram



#imadeitcount



Bark You Up at 645



WEBSITE CONTENT





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

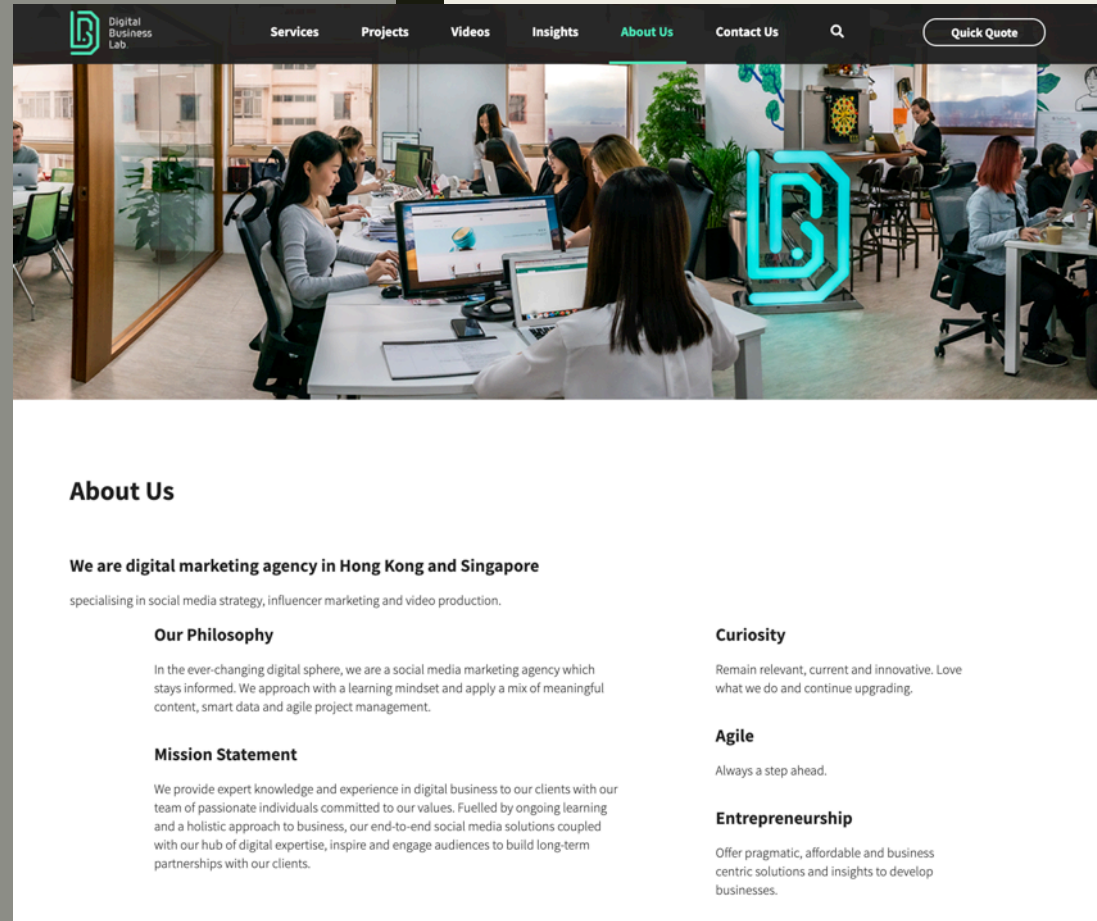
SHOWREEL

PORTFOLIO

CONTACT

BREAKING RICE FILMS | THOMAS LO © 2020 | ALL RIGHTS RESERVED

Website: www.thomas-lo.com



Website: www.digital-business-lab.com

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

f

t

in

+

+

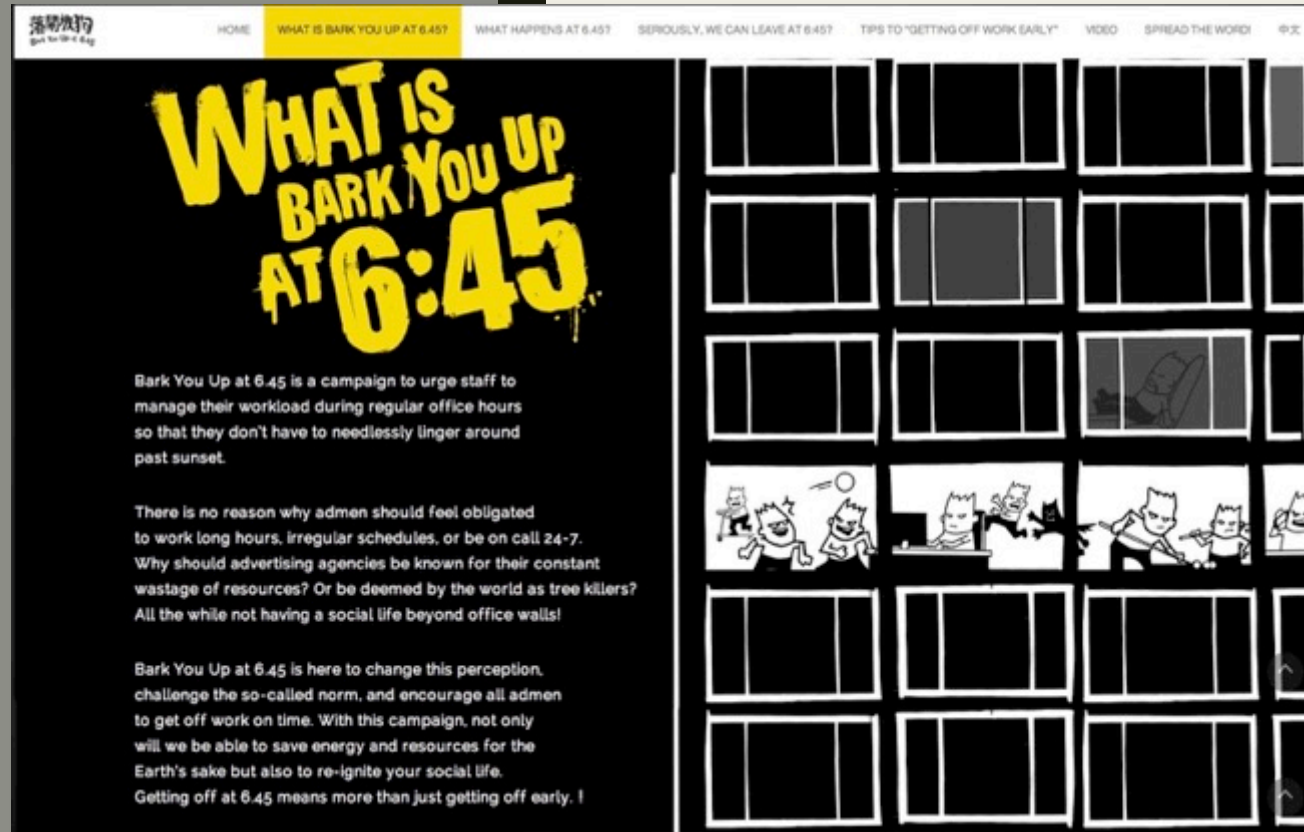
A Luxury Meeting of the Senses at The Ritz-Carlton hotels in China

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



Website: www.bark645.com/en

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



CLIENT: NEW WORLD DEVELOPMENT
INDUSTRY: PROPERTY

THE WOODSIDE
蔚林



CLIENT: HENDERSON LAND
INDUSTRY: PROPERTY

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.

A thick black L-shaped frame is positioned on the left and right sides of the slide, framing the central text.

COPYWRITING

English

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
[View in browser](#) | Please do not reply to this email

ASIA MILES 



Mayday LIVE in Kaohsiung
3 Nights Only – Limited Seating!

6 February 2017
Membership No.: 154 XXXX 922


Dear Mr Lo,


Attention Rock Fans! Mayday kicks off their 2017 tour in Kaohsiung. And we've got a limited number of tickets just for Asia Miles Members! [#rockwithasiamiles](#)

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

REDEEM NOW

Travel Gifts For Your Holidays
[View in browser](#) | Please do not reply to this email

ASIA MILES 



Little Touches for Your Travels

Get Exclusive Travel Gifts
When You Redeem Travel Awards

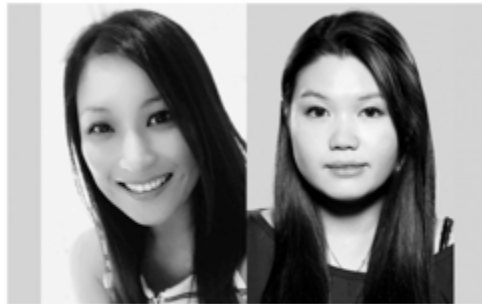
22 February 2017
Membership No.: 154 XXXX 922

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

EDM Samples



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 2001, 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://hkmcv.mediazone.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.cc (<http://www.smevent.cc>) and Facebook Page www.facebook.com/smeventmarketing (<http://www.facebook.com/smeventmarketing>).

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

113 total views, 113 views today

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

Posted in Event Management (<http://hkmcv.mediazone.com/hk/category/event-management/>) 10/05/2017
<http://hkmcv.mediazone.com/hk/tag/event-management/> 2017/10/05
 HKMVC Awards (<http://hkmcv.mediazone.com/hk/category/hkmcv-awards/>) Marketing (<http://hkmcv.mediazone.com/hk/category/marketing/>) Tagged Branding (<http://hkmcv.mediazone.com/hk/tag/branding/>), Event Management (<http://hkmcv.mediazone.com/hk/tag/event-management/>), Marketing (<http://hkmcv.mediazone.com/hk/tag/marketing/>)

Search ...

RECENT POSTS

- Where Experiential Marketing Begins at Hello | SMS EVENT MARKETING (HK) LTD (<http://hkmcv.mediazone.com/hk/where-experiential-marketing-begins-at-hello-sms-event-marketing-hk-hd/>)
- The Future of Smart Transport is Now! | SCANIA (<http://hkmcv.mediazone.com/hk/the-future-of-smart-transport-is-now-scania/>)
- Open Door + Quality Service = Market Applause | AMG FINANCIAL GROUP (<http://hkmcv.mediazone.com/hk/open-door-quality-service-market-applause-amg-financial-group/>)
- Customer Care Wins Market Applause | TWC MANAGEMENT LTD (<http://hkmcv.mediazone.com/hk/customer-care-wins-market-applause-twc-management-hd/>)
- Got Kids with Special Education Needs? | P.L.A.I. BEHAVIOUR CONSULTING (<http://hkmcv.mediazone.com/hk/got-kids-with-special-education-needs-p-l-a-i-behaviour-consulting/>)

Press Release

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

Introduction Statement



FILM SCRIPTS



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

OUR CLIENTS

the collaborators

Clients

It takes two to tangle.

And with Breaking Rice, you can rest assured we have your best interests at heart throughout the entire collaborative process.

The relationship cultivated with clients is crucial in creating outstanding content. It is the confidence shown from the client that empowers us to push the limits of creativity to achieve their objectives and exceed their expectations.

List of companies we have had the opportunity to collaborate with



SAATCHI & SAATCHI

Ogilvy & Mather



WHEELLOCK
PROPERTIES

CONTACT

Breaking Rice

If you're looking for a creative collaborator for your next project, contact us for a quote!

Breaking Rice Films Ltd.

19-31 Yee Wo Street

Causeway Bay, Hong Kong

T: +852 6846 3620

Website

<http://www.thomas-lo.com/breaking-rice.html>

E: breakingricefilms@gmail.com

tlo@thomas-lo.com

We look forward to Breaking Rice with you!

THANK YOU
talk soon.

