

盧瑞麟

THOMAS LO

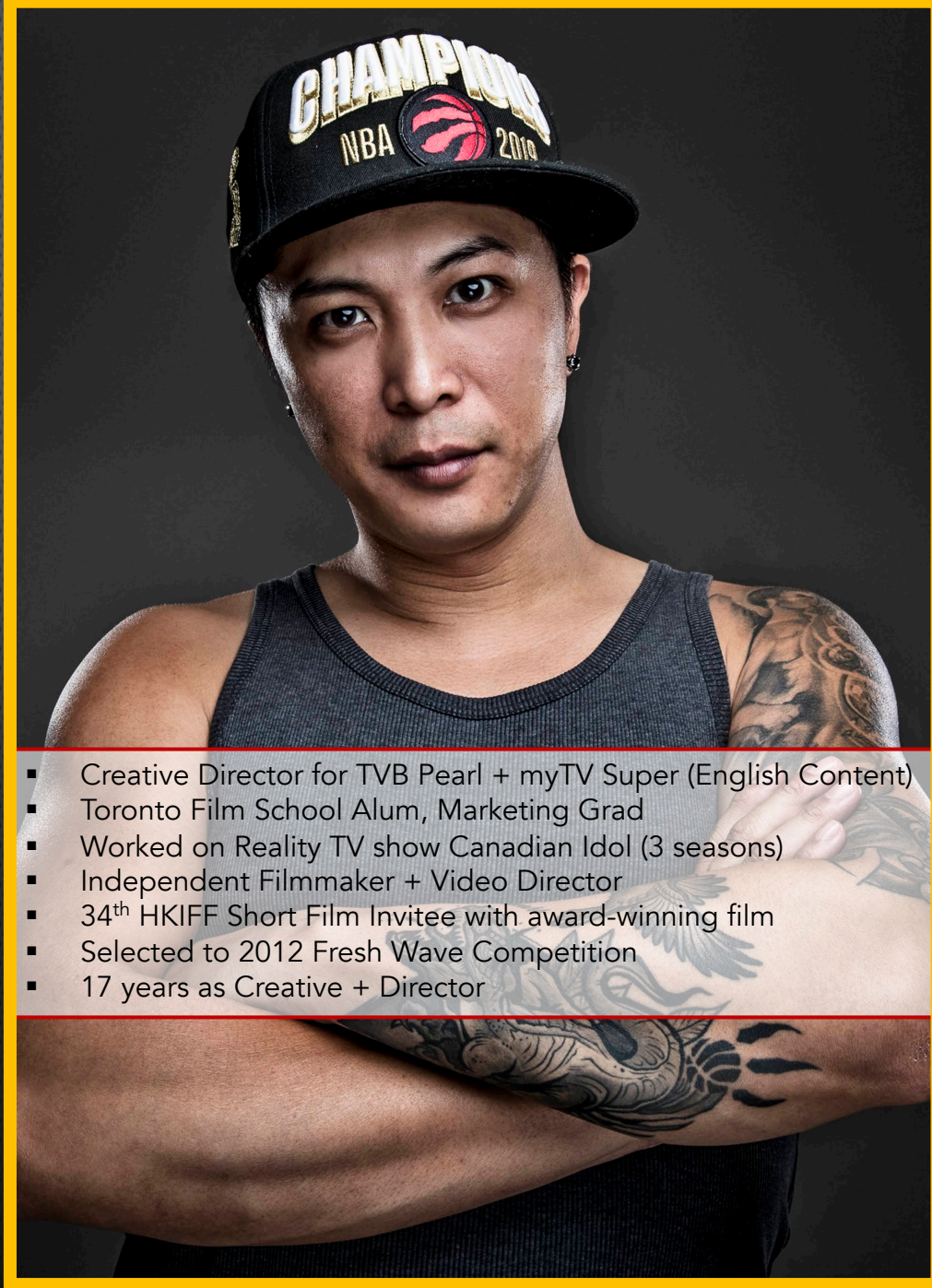
CREATIVE. DIRECTOR. STORYTELLER.

Helping you find a story worth telling...

THOMAS LO (TLO) AT A GLANCE

A SEASONED **STORYTELLER**, TLO'S PROFESSIONAL JOURNEY BROUGHT HIM FROM TORONTO TO HONG KONG AFTER A FEW YEARS OF INDEPENDENT FILMMAKING AND WORKING SEVERAL SEASONS ON CANADIAN IDOL. SPENDING THE FOLLOWING DECADE AND A HALF HONING HIS CRAFT AS A **WRITER, CREATIVE, AND DIRECTOR** IN **ADVERTISING, FILM, AND DIGITAL CONTENT**, TLO WAS BROUGHT INTO TVB FOR ONE SPECIFIC PURPOSE: TO USE HIS STORYTELLING ACUMEN TO **CREATE ORIGINAL ENGLISH-LANGUAGE CONTENT**, A FIRST FOR THE WORLD-RENOWNED TELEVISION BROADCASTER. IN CREATING THIS NEW PLATFORM, HE HAS LED THE CHARGE IN **PURSUING INTERNATIONAL COLLABORATIONS, CREATING NEW SHOWS** FOR TVB PEARL AND MYTV SUPER, AND **ATTRACT ENGLISH-SPEAKING ASIAN TALENT** FROM AROUND THE GLOBE TO HELP PUSH THE ASIAN REPRESENTATION MOVEMENT FORWARD. HE HOPES TO BUILD THIS PLATFORM UP TO GIVE MORE OPPORTUNITIES TO THOSE WHO HAVE BEEN OFTEN OVERLOOKED.

WITH **BREAKING RICE STUDIOS**, HE WILL DO IT ONE STORY AND ONE SHOT AT A TIME.



- Creative Director for TVB Pearl + myTV Super (English Content)
- 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
- 17 years as Creative + Director



BREAKING RICE STUDIOS

CREATIVE PRODUCTION HOUSE

BREAKING RICE STUDIOS

HAS A SIMPLE MOTTO IN ALL OF OUR COLLABORATIONS WITH CLIENTS, CREATORS, AND AGENCIES:

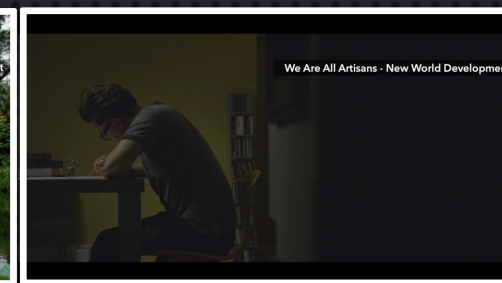
WE HELP YOU FIND **A STORY WORTH TELLING.**

WITH OVER 15 YEARS OF EXPERIENCE IN CRAFTING NARRATIVES FOR TV, FILM, COMMERCIALS, CORPORATES, AND ONLINE CONTENT, **BREAKING RICE STUDIOS** HAS A DEEP UNDERSTANDING OF WHAT IT TAKES TO TELL A GOOD STORY. WE OFFER A VARIETY OF EFFECTIVE WAYS TO CONTRIBUTE TO THE SUCCESS OF YOUR BRAND, PRODUCT, AND CAMPAIGN.

FROM CONCEPT TO COMPLETION, WE LOOK FORWARD TO **BREAKING RICE** WITH YOU.

SERVICES OFFERED

- CONCEPT CREATION
- COPYWRITING [ENGLISH]
- SCRIPTWRITING
- VIDEO + SOCIAL MEDIA CONTENT PRODUCTION
- FILM PRODUCTION (FEATURE + SHORT)
- TELEVISION PRODUCTION (UNSCRIPTED+ DRAMA)
- TV COMMERCIALS





DIRECTING THE CREATIVE

A COLLECTION OF IDEAS IN MOTION

COMPANY: MYTV SUPER/TVB

BRIEF + NOTES

(2021-PRESENT)

- ❖ LEAD THE INITIATIVE TO BUILD PLATFORM FOR ENGLISH CONTENT
- ❖ FIRST-EVER ORIGINAL ENGLISH CONTENT AT TVB
- ❖ BUILD INTERNATIONAL RELATIONSHIPS AND LEAD COLLABORATIONS
- ❖ PRODUCE CONTENT IN ENGLISH UNDER PEARL ORIGINALS AND MYTV SUPER ORIGINAL BANNERS
- ❖ ASSEMBLE AND LEAD TEAM OF WRITERS AND PRODUCERS



SERVICES PROVIDED

- CREATIVE DIRECTION
- LEADERSHIP IN INITIATIVES
- CONTENT PRODUCTION

Video Link:

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

CLIENT: MOTI

BRIEF + NOTES

(2021)

- ❖ DEVELOP CONCEPT VIDEO FOR COMPANY LAUNCH
- ❖ CREATED AN ABSTRACT VIDEO THAT COMMUNICATES MOTI VALUES THROUGH POETRY AND MOVEMENT



MOTI

SERVICES PROVIDED

- CREATIVE CONCEPT
- VIDEO PRODUCTION

Video Link:

<https://youtu.be/1AvpNvErk6w>

CLIENT: ART TRAM COLLAB

BRIEF + NOTES [via Digital Business Lab]

(2020)

- ❖ CRAFT A CAMPAIGN THAT LEVERAGES HK TRAMWAYS TO PROMOTE DBL'S BRAND AND ITS COLLABORATORS
- ❖ PRODUCE CONTENT TO ATTRACT NEW AUDIENCES TO DBL
- ❖ WORK WITH HKWALLS AND LOCAL GRAFFITI ARTIST XEME



香港電車
HK TRAMWAYS
EST. 1904



SERVICES PROVIDED

- CREATIVE CONCEPT DEVELOPMENT
- LEAD COORDINATION OF COLLABORATION
- CONTENT CREATION – VIDEOS, VISUALS, LIVESTREAM

Launch Video Link:

<https://youtu.be/CU7kH46QfhA?si=fFROoTWfQjVLSpsJ>

CLIENT: INFINITI

BRIEF + NOTES [via Digital Business Lab]

(2019)

- ❖ TO LAUNCH INSTAGRAM ACCOUNT FOR INFINITI TAIWAN
- ❖ CRAFT STRATEGY TO GENERATE LEADS AND BUILD FOLLOWING
- ❖ CREATE CONTENT FOR LAUNCH
- ❖ MANAGE SOCIAL MEDIA ACCOUNT



INFINITI



SERVICES PROVIDED

- CREATIVE STRATEGY + CONCEPT DEVELOPMENT
- TAGLINE + HASHTAG DEVELOPMENT
- VISUAL + VIDEO PRODUCTION INCLUDING LIVESTREAM AND INTERACTIVE ONLINE GAME

Playlist Link:

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

CLIENT: HKTB

BRIEF + NOTES [via Digital Business Lab]

(2017)

- ❖ CREATE A SERIES OF VIDEOS TO SPOTLIGHT DIFFERENT DISTRICTS IN HONG KONG
- ❖ CRAFT A CAMPAIGN STRATEGY BY REINTERPRETING DISTRICT HIGHLIGHTS INTO CREATIVE CONCEPTS
- ❖ SERIES INCLUDED DISTRICTS OF YUEN LONG, WAN CHAI, KOWLOON CITY, YAU TSIM MONG



HONG KONG
TOURISM BOARD



SERVICES PROVIDED

- CREATIVE CONCEPT DEVELOPMENT
- DEVELOP STORYBOARDS
- PRODUCE VIDEOS

Video Link:

<https://vimeo.com/262947334/6998b01068>

CLIENT: HENDERSON LAND

BRIEF + NOTES (via wowwotank)

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION (THE HUDSON) + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE MOOD VIDEO



SERVICES PROVIDED

- NAME GENERATION
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]
- WRITER/DIRECTOR FOR MOOD VIDEO

Video Link:

<https://www.youtube.com/watch?v=9i6zh4whNE8>

CLIENT: KERRY PROPERTIES

BRIEF + NOTES [via wowwotank]

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION (THE ALTITUDE) + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE MOOD VIDEO

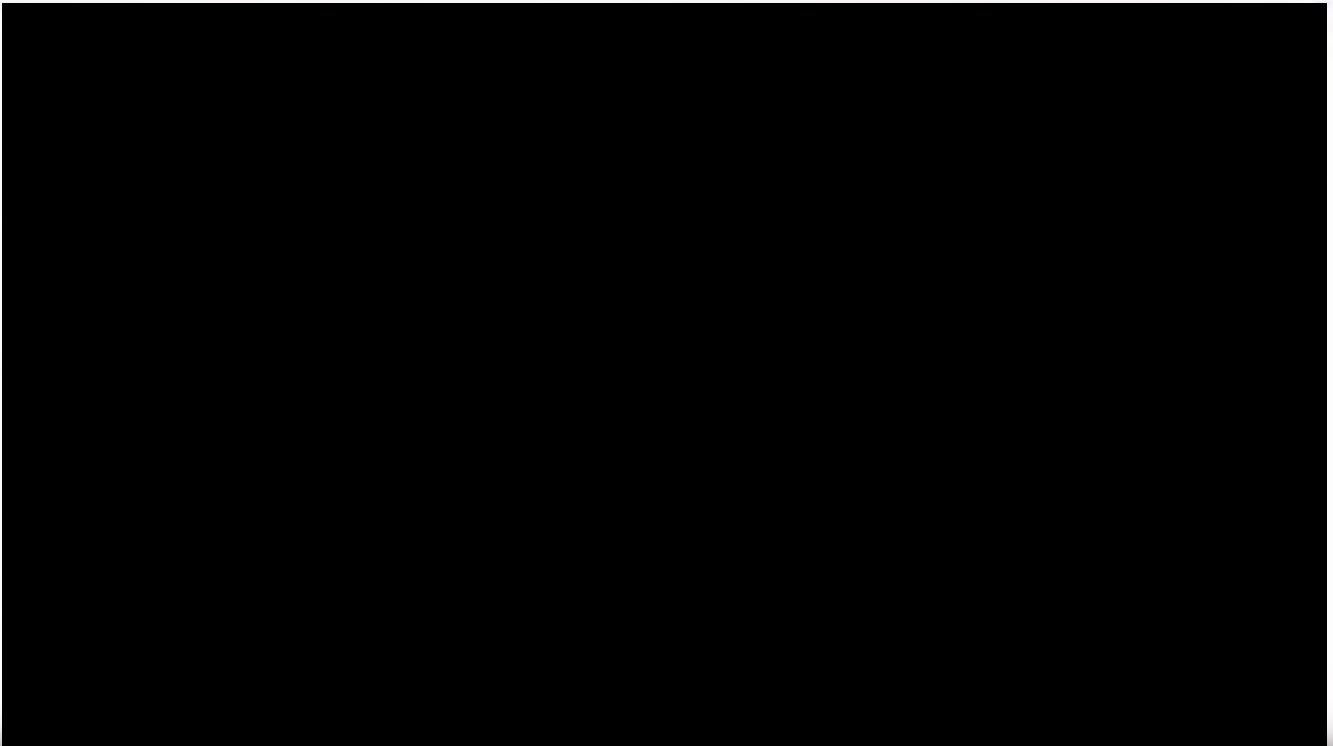


SERVICES PROVIDED

- NAME GENERATION
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]
- WRITER FOR MOOD VIDEO

Video Link:

<https://youtu.be/p18KpZxuRAo?si=JdfLcrcF51Q8nVPt>



PRESS PLAY

PRODUCED CONTENT

TELEVISION + FILM + VIDEO

Showreel: <https://vimeo.com/440858343>



FILMOGRAPHY



FRESH WAVE

SYNOPSIS + NOTES (via HKTDC)

(2013)

A SHORT DOCUMENTARY FOLLOWING FILMMAKERS OF COMPETITION TO FAR EAST FILM FESTIVAL WITH THEIR WINNING PROJECTS.

- ❖ SHORT FILM (10MINS)
- ❖ LANGUAGE: CANTONESE AND ENGLISH
- ❖ COMMISSIONED BY FRESH WAVE FILM FESTIVAL
- ❖ FOLLOWED WINNERS TO UDINE, ITALY
- ❖ ROLE: DIRECTOR, CAMERAMAN, EDITOR

Full Movie Link:

<https://youtu.be/Cd3waDj6jek>

SHADES OF ROGUE

SYNOPSIS + NOTES

(2012)

THE DAUGHTER OF HK'S INFAMOUS ROGUE COP, MABLE IS DEVASTATED WHEN HER FATHER'S OLD DEBTS LEAD TO THE MURDER OF HER MOTHER. WITH THE HELP OF A MYSTERIOUS GUARDIAN, SHE UNCOVERS THE TRUTH BEHIND HER FATHER'S PAST, COLOURING HER REALITY WITH SHADES OF ROGUE.

- ❖ SHORT FILM (31MINS)
- ❖ LANGUAGE: CANTONESE
- ❖ FRESH WAVE COMPETITION (OPEN DIVISION) ENTRY
- ❖ INSPIRED BY TRUE EVENTS IN HONG KONG
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

Full Movie Link:

<https://www.youtube.com/watch?v=R3OPwGbZHvA>

IMDB Link:

https://www.imdb.com/title/tt3003508/?ref=nm_knf_c_1

SILENT KILLER

SYNOPSIS + NOTES

(2011)

A HONG KONG HITMAN CHOOSES A UNIQUE METHOD TO FINISH HIS TARGET.

- ❖ SHORT FILM (3MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ PICKED UP BY THE CLEAN AIR NETWORK
- ❖ WINNER OF ONE-MINUTE FESTIVAL
- ❖ ROLE: CO-WRITER, DIRECTOR, EDITOR

Full Movie Link:

<https://youtu.be/TJkNzMBIZBg?si=CtwmtttTd8AO3F3H>

IMDB Link:

https://m.imdb.com/title/tt1909342/?ref=nm_knf_c_2

When Hunch Comes To Shove

Full Movie Link:

<https://youtu.be/Nuqvh0YJrBY?si=eNtgDDsni2j7bJ2e>

WHEN HUNCH COMES TO SHOVE

SYNOPSIS + NOTES

(2011)

SOMETIMES JUST A "HUNCH" IS ALL YOU NEED TO KNOW SOMETHING IS WRONG...DEAD WRONG.

- ❖ SHORT FILM (7MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ DRAMA | DARK HUMOUR
- ❖ ROLE: PRODUCER, DIRECTOR

COCKTAIL DEFINITION

SYNOPSIS + NOTES

(2010)

A HAIRDRESSER AND A BARTENDER SET OUT TO FIND A PARTICULAR COCKTAIL.

- ❖ SHORT FILM (8MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ SELECTED TO 34TH HKIFF SHORT FILM PROGRAMME
- ❖ WINNER OF 48HR FILM CHALLENGE
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

Full Movie Link:

<https://www.youtube.com/watch?v=vJvHP4q9-aQ>

IMDB Link:

<https://m.imdb.com/title/tt1773344/?language=de-de>

LITTLE SISTERS OF THE POOR

SYNOPSIS + NOTES (via wowwotank) (2010)

A SHORT DOCUMENTARY ABOUT DEVOUT NUNS WHO SERVE HONG KONG ELDERLY WHO DON'T HAVE THE FINANCIAL MEANS TO CARE FOR THEMSELVES.

- ❖ SHORT FILM (11MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ DOCUMENTARY
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

Full Movie Link:

<https://youtu.be/Nuqvh0YJrBY?si=eNtgDDsni2j7bJ2e>

BUCK WILD

SYNOPSIS + NOTES

(2008)

A USED-CAR SALESMAN WITNESSES A KIDNAPPING AND DECIDES TO BLACKMAIL THE NABBERS TO GET SOME EASY MONEY.

- ❖ FEATURE-LENGTH (88MINS) FILM
- ❖ SHOT ON SUPER 16MM FILM
- ❖ BUDGET CA\$22,000 (SELF-FINANCED)
- ❖ LANGUAGE: ENGLISH
- ❖ PRODUCED IN TORONTO, CANADA
- ❖ ROLE: CO-WRITER, PRODUCER, SUPPORTING ACTOR

Full Movie Link:

<https://www.youtube.com/watch?v=soFLVmySDq8>

IMDB Link: <https://www.imdb.com/title/tt1466447/>



Trailer Link:

<https://www.youtube.com/watch?v=E18zPLb8i4U>

IMDB Link:

https://www.imdb.com/title/tt1337024/?ref =tffc_fc_tt

SON OF THE SUNSHINE

SYNOPSIS + NOTES

(2008)

A SOCIALLY DISCONNECTED YOUNG MAN WITH TOURETTE'S SYNDROME UNDERGOES AN EXPERIMENTAL SURGERY TO CORRECT HIS DISORDER, BUT AS HIS SYMPTOMS START TO FADE SO DOES HIS ABILITY TO HEAL THE SICK AND DYING.

- ❖ FEATURE FILM (88MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ WRITTEN & DIRECTED BY RYAN WARD
- ❖ PREMIERED AT SLAMDANCE 2009
- ❖ ROLE: PRODUCTION MANAGER

TELEVISION





BRIEF + NOTES

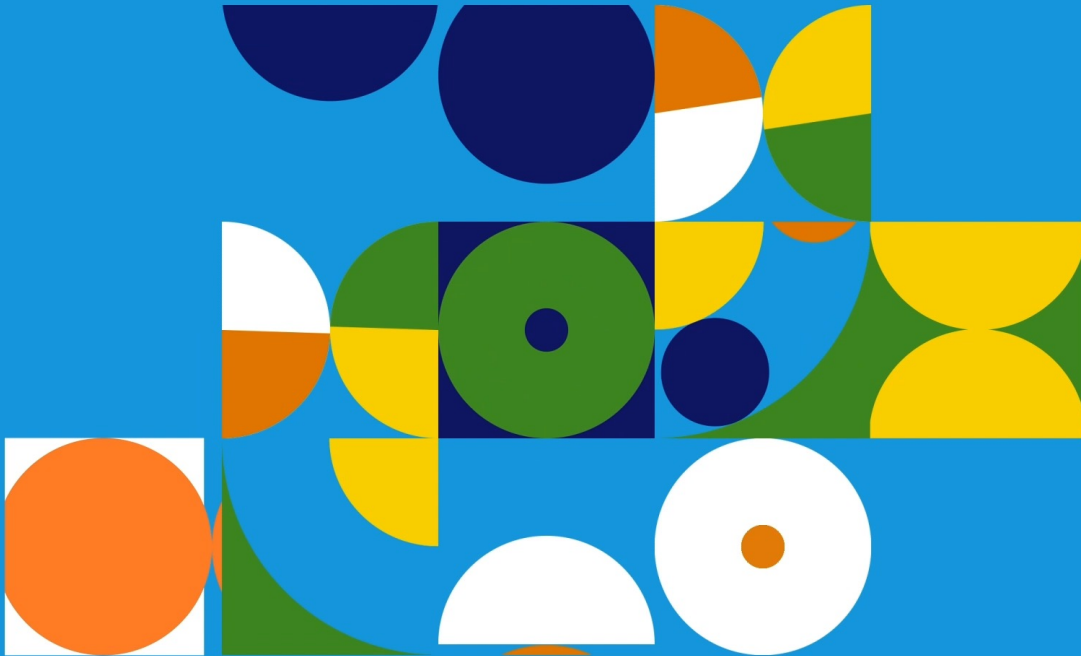
(2024)

PRODUCE HIGHLIGHTS VIDEO OF HKJC'S INSTITUTE OF PHILANTHROPY (IoP) LAUNCH EVENT

- ❖ USE EXISTING FOOTAGE TO CRAFT A HIGHLIGHTS VIDEO THAT EXEMPLIFIES THE SPIRIT OF THE EVENT
- ❖ WRITE ENGLISH VOICEOVER NARRATION
- ❖ HIGHLIGHTS VIDEO TO BE AIRED ON TELEVISION
- ❖ CLIENT: I-CABLE, HOY.TV
- ❖ DURATION: 22MINS
- ❖ ROLE: WRITER, PRODUCER

Playlist Link:

<https://www.youtube.com/playlist?list=PLsqJoZumqJSOwpATcaCFccxZ63EMf3rW>



CROSS MY MIND

SYNOPSIS + NOTES (via MyTV Super)

(2023)

IN A HIGH-PRESSURED WORLD LIVES PEOPLE WHO HAVE A DIFFICULT TIME NAVIGATING THROUGH IT. AND AS WE WATCH THE LIVES OF TWO PEOPLE WHO LIVE ON OPPOSITE SIDES OF THE WORLD UNFOLD, A COSMIC PHENOMENON DURING THEIR MOST PANICKED AND ANXIOUS STATES SUDDENLY CONNECTS THEM THROUGH THEIR MINDS.

- ❖ MYTV SUPER ORIGINAL'S FIRST ENGLISH CONTENT
- ❖ AIRED ON MYTV SUPER AND CHIMETV (US) IN 2023 (6 EPISODES)
- ❖ INTERNATIONAL COLLABORATION WITH YOUTUBE SUPERSTARS WONG FU PRODUCTIONS
- ❖ DRAMA WITH APPEARANCES BY MC JIN, GRACE CHAN, MAK LING LING, AND MORE
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

Trailer Link:

<https://youtu.be/6hKVfZjmgIM>

LOVE MATTERS WITH GRACE

SYNOPSIS + NOTES (via TVB Pearl)

(2022)

HOSTED BY GRACE CHAN, "LOVE MATTERS WITH GRACE" IS A ROVING TALK SHOW CENTERED AROUND INTIMATE, HONEST HEART-TO-HEART CONVERSATIONS WITH CELEBRITY GUESTS ABOUT LOVE, THEIR EXPERIENCES WITH IT, AND THE INFINITE QUESTIONS IT BECKONS.

- ❖ PEARL ORIGINALS' FIRST ORIGINAL ENGLISH CONTENT
- ❖ AIRED ON TVB PEARL IN 2022 (12 EPISODES)
- ❖ AUTHENTIC CONVERSATIONS WITH CELEBRITIES
- ❖ SHOOTING LOCATIONS INCLUDE LEGOLAND, MONOPOLY DREAMS, AND HK TRAM, AMONG OTHERS
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

EPISODE 2 – SIBLING RIVALRY

Full Show Link:

www.mytvsuper.com/lovematterswithgrace



POLCE VITA

SYNOPSIS + NOTES (via TVB Pearl) (2021-2022)

A SHOW FOR YOUNG AUDIENCES TO LEARN HOW THEY CAN ENRICH THEIR LIVES FOR A BETTER FUTURE.

- ❖ PRODUCED SHOW FOR 2022 (4 SEASONS/50 EPS)
- ❖ REVAMPED SHOW FOR TVB PEARL
- ❖ FIRST SHOW UNDER BANNER “PEARL ORIGINALS”
- ❖ SHOT DURING PANDEMIC (MASK MANDATES)
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

EPISODE 12 – MOTOCROSS WITH DESMOND SO

Episode Link:

<https://youtu.be/GhS2TY0Sv6w>

PEARL ORIGINALS

SYNOPSIS + NOTES (via TVB Pearl) (2021-2022)

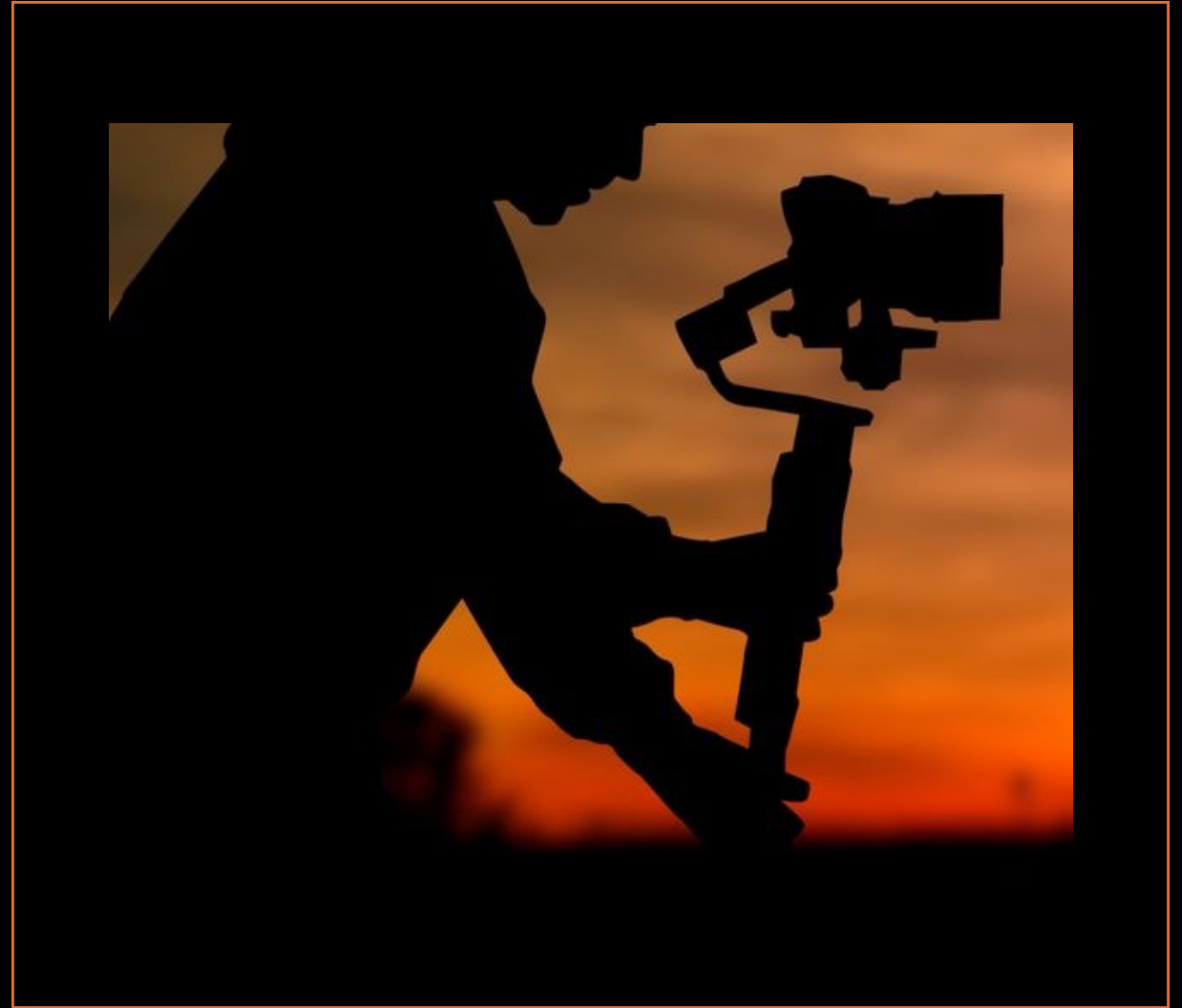
DEVELOPED NEW SHOW IDEAS FOR ANNUAL SALES PRESENTATION AT TVB

- ❖ PRODUCED 6 TRAILERS FOR SHOWS TO BE PRODUCED UNDER “PEARL ORIGINALS” BANNER
- ❖ FIRST-EVER INITIATIVE BY TVB TO DEVELOP ENGLISH CONTENT IN ITS HISTORY
- ❖ SHOWS INCLUDE TALK SHOW, GAME SHOW, COOKING SHOW, SITCOM, MAN ON STREET SHOW, AND INTERNATIONAL COLLABORATION
- ❖ SHOT DURING PANDEMIC
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

Sizzle Reel Link:

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

VIDEO PRODUCTION





Full Episode Link:
www.Tbd.com

TATLER ASIA

SYNOPSIS + NOTES

(2024)

A PILOT SERIES OF EXPLAINER VIDEOS THAT DELVES INTO INTRIGUING STORIES EMANATING FROM ASIA.

- ❖ FIRST EPISODE IS ABOUT THE FUTURE OF MONARCHS IN ASIA
- ❖ CRAFT A STORYLINE AND VISUAL TREATMENT TO TELL THE STORY
- ❖ SOURCE EXISTING AND STOCK VISUALS TO SUPPORT CONTENT CREATION
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR

TAG AVIATION

BRIEF + NOTES

(2020)

CREATE A CONCEPT VIDEO FOR ARRIVAL OF BRAND NEW G600 PRIVATE AIRCRAFT IN HONG KONG.

- ❖ SHOT ARRIVAL AT HONG KONG INTERNATIONAL AIRPORT
- ❖ COORDINATING WITH PILOT + AIR TRAFFIC CONTROL
- ❖ ONE-TAKE SHOOT WITH 4 CAMERAS
- ❖ ROLE: PRODUCER, DIRECTOR

Video Link:

<https://youtu.be/i7l0uHAX5ds>

APPS1010

BRIEF + NOTES (via Spookytree Productions) (2016)

PRODUCE TVC FOR APPS1010 TO PROMOTES ITS BRAND AND EDUCATE AUDIENCES ABOUT KEY PRODUCT BENEFITS

- ❖ IN COLLABORATION WITH SPOOKYTREE PRODUCTIONS
- ❖ CLIENT: HKC ENTERPRISES
- ❖ AIRED ON TV AND IN CINEMAS
- ❖ ROLE: WRITER, DIRECTOR



Video Link:

<https://www.youtube.com/watch?v=MZ8-gnfmUAY>

K-11 MUSEA

BRIEF + NOTES (via wowwotank)

(2016)

**CRAFT A CREATIVE MOOD VIDEO THAT REFLECTS THE
UNIQUE CONCEPT OF SHOPPING MALL FOR TENANTS**

- ❖ CRAFTED CREATIVE CONCEPT AND TREATMENT
- ❖ MOST ANTICIPATED RETAIL DEVELOPMENT IN ASIA
- ❖ TRAVELLED TO US FOR INTERVIEWS WITH DESIGNERS
- ❖ COMMUNICATED THE BRAND IDENTITY IN VIDEO
- ❖ ROLE: WRITER, CO-DIRECTOR

Video Link:

<https://www.youtube.com/watch?v=dzSX9Ezt9KU>

NEW WORLD DEVELOPMENT

BRIEF + NOTES (via wowwotank)

(2016)

PRODUCE VIDEO TO LAUNCH “THE ARTISANAL
MOVEMENT” RE-BRAND CAMPAIGN

- ❖ TO PROMOTE A CULTURAL SHIFT WITHIN NWD
- ❖ INTRODUCED REAL EMPLOYEES AS ARTISANS
- ❖ VIDEO USED TO OFFICIALLY KICK-OFF MOVEMENT AND REVEAL “WE ARE ALL ARTISANS” CONCEPT
- ❖ ROLE: WRITER, DIRECTOR, EDITOR



There is an Artisan in Everyone...

Video Link:

<https://youtu.be/HWRrRHkmTG4>

PUBLICIS GROUPE

BRIEF + NOTES

(2015-PRESENT)

PRODUCE VIDEOS FOR AWARDS SUBMISSIONS FOR SEVERAL DIFFERENT CAMPAIGNS

- ❖ PREFERRED VENDOR TO PRODUCE VIDEOS AND CRAFT SUBMISSION DECKS
- ❖ CREATED OVER 15 SUBMISSIONS IN LAST 10 YEARS THAT HAS RESULTED IN SEVERAL AWARD WINS
- ❖ WORKED ON CAMPAIGNS BY HSBC, FWD, CITY OF DREAMS, JOBSDB, AND MORE
- ❖ ROLE: WRITER, VIDEO PRODUCER



Video Link:

<https://youtu.be/XTVz5-tJBGg>

INTERVIEW WITH TANG WEI

BRIEF + NOTES (via wowwotank)

(2013)

**PRODUCE BEHIND-THE-SCENES INTERVIEW VIDEO ON
SET OF TVC SHOOT**

- ❖ A CANDID CONVERSATION WITH TANG WEI ABOUT HER SKINCARE ROUTINES
- ❖ SKINCARE COMMERCIAL SHOOT IN HONG KONG
- ❖ CLIENT: SK-II
- ❖ ROLE: WRITER, DIRECTOR



SK-II
Behind the Scenes
Interview
with
Tang Wei

Video Link:

<https://vimeo.com/126877686>

UNICEF

BRIEF + NOTES (via wowwotank)

(2011)

PRODUCE TVC FOR UNICEF'S "INSPIRED GIFTS"
CAMPAIGN THAT DEPICTS SANTA WITH NOTHING TO
DO OVER CHRISTMAS

- ❖ INSPIRE AUDIENCES TO PARTICIPATE IN GIFT-GIVING PROGRAM FOR CHILDREN IN NEED
- ❖ AIRED FOR 4 CONSECUTIVE YEARS OVER HOLIDAYS
- ❖ MENTIONED IN MARKETING MAGAZINE, CAMPAIGN BRIEF ASIA, BESTADSONTV.COM
- ❖ ROLE: WRITER, DIRECTOR



Video Link:

<https://youtu.be/zA-u4tFzkhU?si=262di1ugEfLYaeBf>

wellcome



WELLCOME

BRIEF + NOTES (via wowwotank)

(2009)

PRODUCE A SERIES OF VIDEOS TO CELEBRATE THE TOP BRANDS SOLD AT WELLCOME SUPERMARKETS.

- ❖ **CREATED 6 EPISODES FOR ROADSHOW SERIES**
- ❖ **CONCLUDED WITH A GALA AT DISNEYLAND**
- ❖ **CAMPAIGN INCLUDED A LIVE THEATRE SHOW STARRING LOCAL COMEDY LEGEND JIM CHIM**
- ❖ **LANGUAGE: CANTONESE**
- ❖ **ROLE: WRITER, DIRECTOR**

Playlist Link:

https://www.youtube.com/playlist?list=PLsqJoZumqkJRXwU0_Qn28kZzae7HxlypJ



Video Link:
<https://youtu.be/HKSEtoxcLxE>

VITA

BRIEF + NOTES (via wowwotank)

(2009)

PRODUCE A TVC FOR NEW CHRYSANTHEMUM TEA

- ❖ DEVELOPED CONCEPT TO SELL THE ELEMENT OF HONEY
- ❖ MEMORABLE COSTUME AND SET DESIGN
- ❖ LOCALIZED CONTENT FOR HONG KONG AUDIENCES
- ❖ LANGUAGE: CANTONESE
- ❖ ROLE: DIRECTOR



SOCIAL MEDIA/ ONLINE CONTENT



Video Link:

<https://partners.wsj.com/tech-mahindra/in-the-future/build-innovation-strategy/>

WALL STREET JOURNAL

BRIEF + NOTES (2021)

DEVELOP ONLINE VIDEO SERIES “FUTURE SHAPERS” IN COLLABORATION WITH TECH MAHINDRA

- ❖ INTERVIEWS WITH TECHNOLOGY LEADERS AROUND THE WORLD ON THE TOPIC OF DIGITAL TRANSFORMATION
- ❖ REMOTE SHOOT DURING PANDEMIC
- ❖ CLIENT: WALL STREET JOURNAL, TECH MAHINDRA
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

投資世界 睇唔透？



Playlist Link:

<https://www.youtube.com/playlist?list=PLsqJoZumqkJRkvlJqnzZZIGESCNorMv8>

BANK OF CHINA

BRIEF + NOTES (via Omakase)

(2021)

PRODUCE A SERIES OF CONTENT FOR NEW PRODUCT CAMPAIGN THAT FOCUSES ON WELLNESS

- ❖ SHOT 2 TV SPOTS FOR “LIVE NEXT LEVEL” CAMPAIGN
 - ❖ AMASSED OVER 2M VIEWS IN 2 WEEKS
- ❖ CREATED 6-PART ONLINE SERIES TO PROMOTE FITNESS AND WELL-BEING
- ❖ LOCALIZED CONTENT FOR HONG KONG AUDIENCES
- ❖ LANGUAGE: CANTONESE
- ❖ ROLE: DIRECTOR



Playlist Link:

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

ART TRAM

BRIEF + NOTES (via DBL)

(2020)

COLLABORATE WITH LOCAL GRAFFITI ARTIST XEME, STREET ART ORGANIZATION HKWALLS, AND HK TRAMWAYS TO PROMOTE DBL BRAND

- ❖ CRAFTED CONTENT STRATEGY FOR ONLINE CAMPAIGN
- ❖ COORDINATED ENTIRE COLLABORATION FROM CONCEPT TO COMPLETION
- ❖ DBL IS A SOCIAL MEDIA MARKETING AGENCY
- ❖ ART TRAM RAN FOR 2 MONTHS
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, DIRECTOR



Playlist Link:

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

INFINITI

BRIEF + NOTES (via DBL)

(2020)

TO CRAFT A SOCIAL MEDIA AND CONTENT STRATEGY FOR TAIWAN BRANCH INSTAGRAM LAUNCH

- ❖ **CREATED OVER 100 PIECES OF CONTENT**
- ❖ **COINED “TRIFECTA” POSTS OF 3**
- ❖ **PRODUCED LIVESTREAM & ONLINE INTERACTIVE GAME FOR CAMPAIGN**
- ❖ **SERIES INCLUDE KOL TESTIMONIALS IN TAIWAN**
- ❖ **LANGUAGE: MANDARIN**
- ❖ **ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR**

CARLSBERG

BRIEF + NOTES (via wowwotank)

(2012)

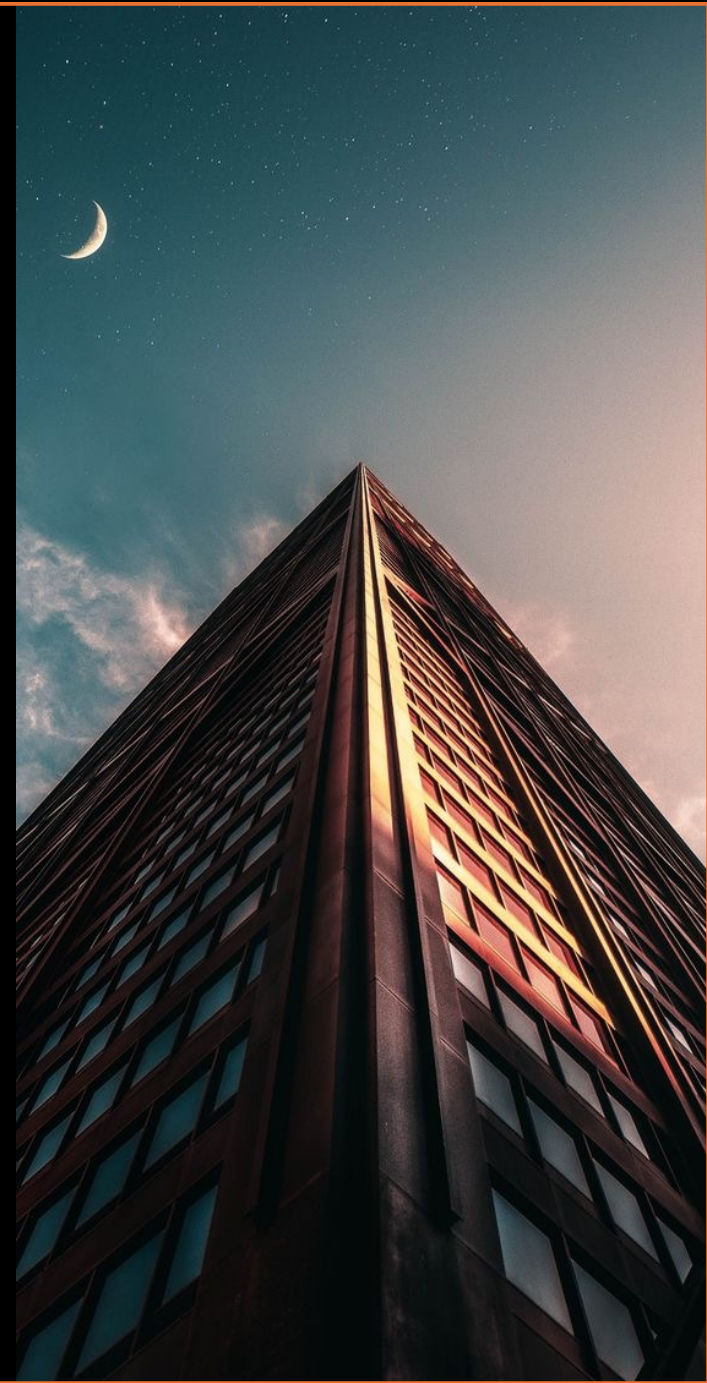
CREATE A SOCIAL EXPERIMENT CAMPAIGN WITH VIDEO SERIES TESTING THE BENEVOLENCE OF HKERS

- ❖ SERIES OF 4 EPISODES
- ❖ SHOT IN 4 LOCATIONS: CHEUNG SHA WAN, TSUEN WAN, CENTRAL, AND PRINCE EDWARD
- ❖ 5 CAMERAMEN, UP TO 8 CAMERAS ON SHOOT
- ❖ ACCUMULATED OVER 200,000 VIEWS IN 2 WEEKS
- ❖ ROLE: DIRECTOR

Playlist Link:

<https://www.youtube.com/playlist?list=PLsqJoZumqkJS43f7h19Iz4B3ljSveaFBw>

PROPERTY VIDEOS



AURORA

BRIEF + NOTES (via DBL)

(2020)

PRODUCE MOOD VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN TSUEN WAN.

- ❖ **SOLD OUT ON FIRST DAY OF RELEASE**
- ❖ **CLIENT: BILLION DEVELOPMENT**
- ❖ **PROMOTE SURROUNDING LOCATION AND UNIQUE OFFERINGS**
- ❖ **ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR**

Video Link:

<https://youtu.be/rnqLsrWD0mc>

ARTISAN GARDEN

BRIEF + NOTES

(2019)

PRODUCE PRODUCT STORY VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN TO KWA WAN.

- ❖ SOLD OUT ON FIRST DAY OF RELEASE
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ SHOWCASED ON 22-FOOT LONG SCREEN
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR



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Video Link:

<https://www.youtube.com/watch?v=Gz8-Z2Va0xQ>

NOVUM EAST

BRIEF + NOTES (via wowwotank)

(2017)

PRODUCE A SALES VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN NORTH POINT.

- ❖ DOUBLE EXPOSURE CONCEPT REFLECTS THE “TWIN” TOWER (NOVUM WEST) DEVELOPMENT
- ❖ SHOWCASED ON 4 PILLARS AND A BACKWALL SCREEN
- ❖ CLIENT: HENDERSON LAND
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

Video Link:

<https://youtu.be/tuQrx5SLvtE>

FLEUR PAVILIA

BRIEF + NOTES (via wowwotank)

(2016)

PRODUCE SOFT-SELLING SALES VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN NORTH POINT.

- ❖ INSPIRE POTENTIAL BUYERS WITH AN ASPIRATIONAL LIFESTYLE
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ SEAMLESSLY REFLECT THE PROPERTY'S FEATURES
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR

Video Link:

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



Video Link:

<https://www.youtube.com/watch?v=9i6zh4whNE8>

THE HUDSON

BRIEF + NOTES (via wowwotank)

(2016)

CRAFT A CREATE CAMPAIGN FOR NEW RESIDENTIAL DEVELOPMENT IN KENNEDY TOWN.

- ❖ CAMPAIGN INCLUDED NAME AND TAGLINE GENERATION
- ❖ CRAFT THE MOOD BOOK CONCEPT + ADAPT TO VIDEO
- ❖ VIDEO CONCEPT EMBODIES NEW YORK CITY VIBES
- ❖ CLIENT: HENDERSON LAND
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

HACAMAR

BRIEF + NOTES (via wowwotank)

(2015)

PRODUCE MOOD VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN SAI YING PUN.

- ❖ INSPIRE POTENTIAL BUYERS WITH AN ASPIRATIONAL LIFESTYLE
- ❖ CLIENT: HENDERSON LAND
- ❖ PART OF THE RENOWNED “H COLLECTION” HOMES
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR

Video Link:

<https://www.youtube.com/watch?v=mvGxknQ40t0>

PARK SIGNATURE

BRIEF + NOTES (via wowwotank)

(2013)

**SIT DOWN WITH WORLD-RENOWNED DESIGNER
ERNESTO BEDMAR**

- ❖ CONVERSATION WITH CLUBHOUSE DESIGNER OF NEW RESIDENTIAL DEVELOPMENT PARK SIGNATURE
- ❖ MOOD VIDEO REFLECTS THE DESIGN PHILOSOPHY
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

To write poetry in architecture
means romancing the landscape.

— Ernesto Bedmar
Clubhouse Designer

Video Link:

https://www.youtube.com/watch?v=MEEW6ICK_8g

CORPORATE VIDEOS





Video Link:

https://youtu.be/r9MMu3_SX-Y

FWD HIVE ARENA

BRIEF + NOTES (via Filament Live)

(2021-2023)

DEVELOP EVENT ASSETS FOR VIRTUAL EVENT

- ❖ PROVIDING SUPPORT FOR HYBRID EVENT HELD FOR SEVERAL ASIAN COUNTRIES DURING PANDEMIC
- ❖ ASSETS INCLUDE STINGS, OPENING VIDEO, VIRTUAL CHOIR, TRIBUTE VIDEO, AND PRE-RECORDED FIRESIDE CHAT, AMONG OTHER ITEMS
- ❖ CLIENT: FWD
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR

URBAN LAND INSTITUTE

BRIEF + NOTES

(2021-2023)

DEVELOP EVENT ASSETS FOR VIRTUAL CONFERENCES

- ❖ GLOBAL COLLABORATION DURING PANDEMIC
- ❖ PRODUCE VIDEOS TO HIGHLIGHT AWARD NOMINEES AND WINNERS IN PROPERTY DEVELOPMENT SECTOR AROUND THE WORLD
- ❖ CLIENT: URBAN LAND INSTITUTE (ULI)
- ❖ PRODUCED VIDEOS FOR DIFFERENT CHAPTERS OF ULI GLOBALLY OVER 3 YEARS
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR

SHARE YOUR FAVOURITE
#ULIAPSUMMIT
MOMENTS ON SOCIAL
AND OUR ***EVENT FEED***



Video Link:

<https://youtu.be/3JwyriDmJBU>

GOOGLE EXO EVENT

BRIEF + NOTES (via Filament Live)

(2021)

DEVELOP EVENT ASSETS FOR HYBRID CONFERENCE

- ❖ GLOBAL COLLABORATION DURING PANDEMIC
- ❖ ASSETS INCLUDE STINGS, LOOPING ANIMATIONS, COUNTDOWN CLOCK, AND PRE-RECORDED PRESENTATIONS, AMONG OTHER ITEMS
- ❖ CLIENT: GOOGLE
- ❖ ROLE: WRITER, PRODUCER

Video Link:

<https://youtu.be/XHyutyR5Jok>

CITY UNIVERSITY OF HONG KONG

BRIEF + NOTES

(2020-2021)

PRODUCE END-OF-YEAR HIGHLIGHTS VIDEO FOR MEETING WITH TOP-LEVEL STAKEHOLDERS

- ❖ CRAFT CREATIVE CONCEPT AND TREATMENT FOR VOICEOVER-LED NARRATED VIDEO
- ❖ PRESENTED THE SCHOOL'S MOST NOTABLE ACCOMPLISHMENTS BY STUDENTS, AND FACULTY
- ❖ PRODUCED VIDEO FOR 3 YEARS
- ❖ ROLE: WRITER, DIRECTOR

Court Meeting
November 2020

CityU

Video Link:

https://youtu.be/WMy_Xk_Bf5o



BRIEF + NOTES

(2014)

PRODUCE A 007 PARODY FOR AIA ANNUAL EVENT
STARRING AIA C-SUITE EXECUTIVES & EMPLOYEES

- ❖ DEVELOPED SCRIPT WITH AIA
- ❖ PLAYED TO LIVE AUDIENCE OF AIA EMPLOYEES
- ❖ LANGUAGE: ENGLISH, CANTONESE
- ❖ CLIENT: AIA
- ❖ DURATION: 5MINS
- ❖ ROLE: WRITER, DIRECTOR

Video Link:

<https://youtu.be/rRi22ZEexuk>

多謝。
THANK YOU.
LET'S TALK ABOUT YOUR NEXT STORY.

Helping you find a story worth telling...