

盧瑞麟

THOMAS LO

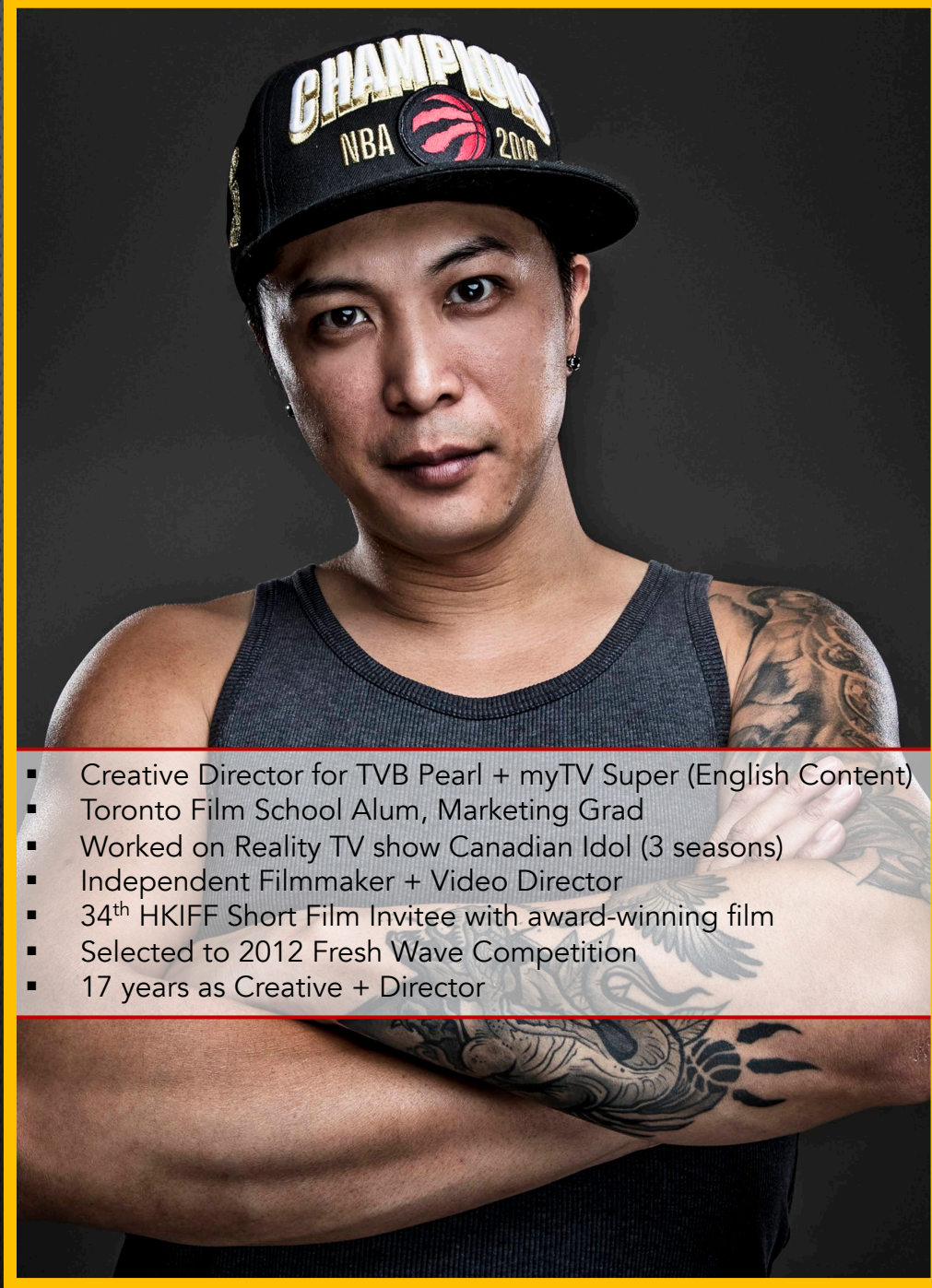
CREATIVE. DIRECTOR. STORYTELLER.

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:

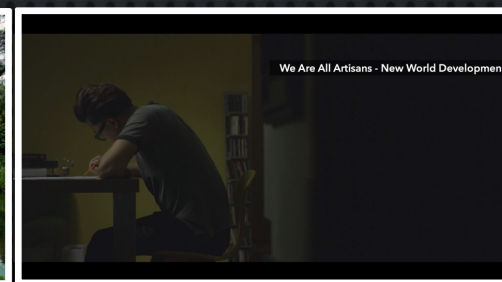
WE HELP YOU FIND **A STORY WORTH TELLING.**

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 (VARIETY + DRAMA)
- AI-POWERED CONTENT CREATION



Website: <http://www.thomas-lo.com/>

LinkedIn: www.linkedin.com/in/tdotlo

Email: tlo@thomas-lo.com



DIRECTING THE CREATIVE

A COLLECTION OF IDEAS IN MOTION

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=fFROoTWfQjVlPsJ>

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: VARIOUS

BRIEF + NOTES [via Digital Business Lab] (2019)

❖ DEVELOP CONCEPTS FOR VARIOUS PITCHES

❖ CRAFT CREATIVE DIRECTION AND SOCIAL MEDIA CAMPAIGN STRATEGIES

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 grandness 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.

K11 MUSEA
CONCEPT STATEMENT


**Concept One
BUTTERFLY MOMENT**

A butterfly.

Its beauty is not just in its unique wings and its floating movements. Like many things in life, a butterfly has much more depth beyond its natural beauty. The butterfly is a symbol for many things but we will focus on the most common characteristics: Endurance, Change, Hope and Life. These can be interpreted in different ways but it can be summed up simply as a transformation of sorts, a rebirth.

K11 Musea and the surrounding Victoria Dockside is very much like a rebirth. With the original New World Centre and Avenue of Stars among other parts along the promenade spending time in a cocoon the past few years, a beautiful and unique development was born upon its reveal in 2019.

Its conception and execution has been nothing short of a *butterfly moment*, times when change makes life better. This is where we begin.



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.

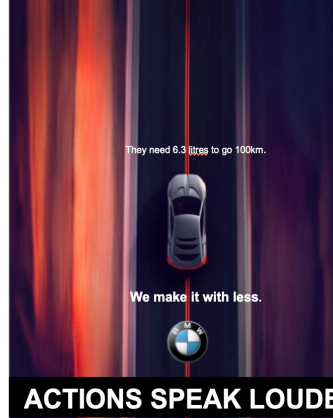
Drive Leads: Use of Ad Boosts on both platforms for quality lead generation

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.



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.



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.

HOW DELICIOUS ARE YOU?

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




ASH
Campaign Creative

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, color, or shape. It takes you from A to B and from B to Z. It takes you to work. It walks you down a sidewalk. It pushes you through the finish line. Celebrate your jump. Press you up. It doesn't matter who you are, what you're doing, or where you're going, shoes are staples of the 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, made for walking. We want audiences to see ASH in motion. To encourage them to spot their collection that 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.



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THE CRAFT OF WRITING

WORK WITH WORDS



CLIENT: HEARTS ON FIRE

BRIEF + NOTES [via MSL Shanghai]

(2024)

- ❖ CRAFT MANIFESTO FOR BRAND REVAMP CAMPAIGN
- ❖ CRAFT ENGLISH TAGLINE
- ❖ DEVELOP ENGLISH TAGLINE FOR MOTHER'S DAY CAMPAIGN

HEARTS ON FIRE



SERVICES PROVIDED

- ENGLISH COPYWRITING
- MANIFESTO
- TAGLINES [ENG]

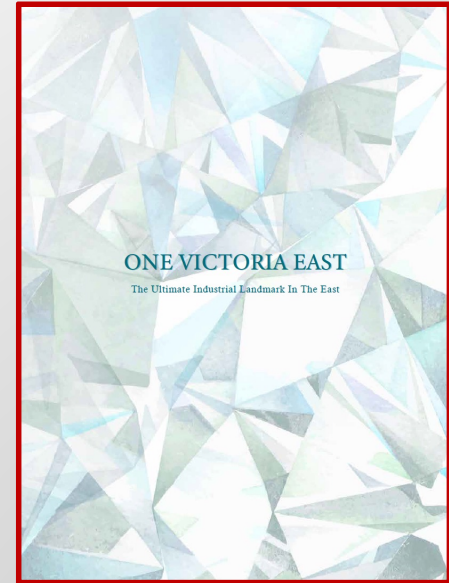
CLIENT: HANISON GROUP

BRIEF + NOTES

(2023-2024)

- ❖ DEVELOP TAGLINE FOR NEW INDUSTRIAL BUILDING IN CHAI WAN
- ❖ WRITE MOOD BOOK + LEAFLET
- ❖ CRAFT COPY FOR WEBSITE, HOARDING, PRINT AD, POSTER, BUS BODY, AND FLYERS

 HANISON



SERVICES PROVIDED

- ENGLISH COPYWRITING
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]

CLIENT: CHOW TAI FOOK

BRIEF + NOTES

(2023)

- ❖ WRITE MANIFESTO FOR CAMPAIGN
- ❖ WRITE [ENGLISH] VOICEOVER SCRIPTS FOR VIDEO CONTENT

周大福

CHOW TAI FOOK



SERVICES PROVIDED

- ENGLISH COPYWRITING
- MANIFESTO
- VOICEOVER SCRIPTS FOR 5 VIDEOS [ENG]

Playlist Link:

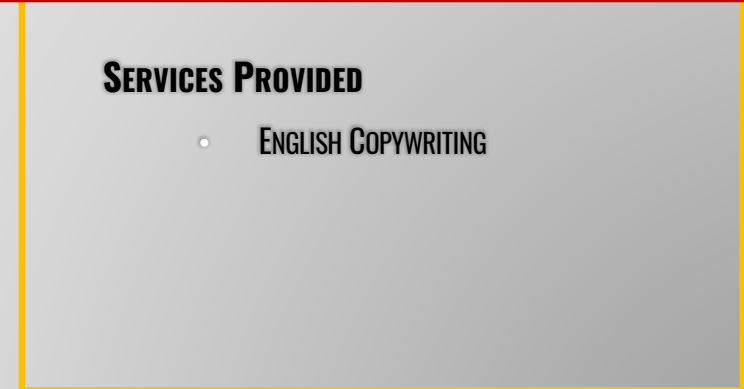
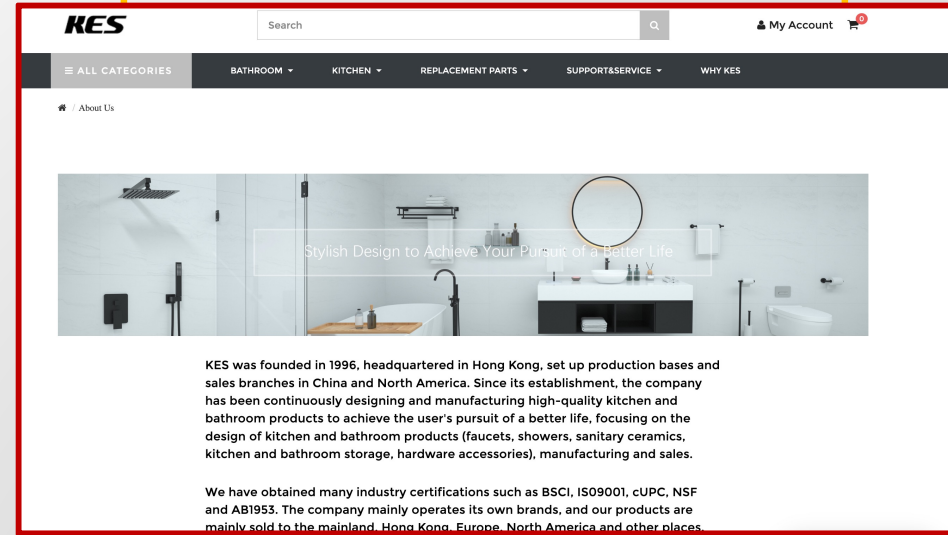
https://www.youtube.com/playlist?list=PLsqJoZumqkJSibMz_mDZzhNAoiPdJdsbM

CLIENT: KES HOME

BRIEF + NOTES

(2023)

❖ CRAFT BRAND STORY FOR BRAND REVAMP



Site Link: https://www.keshome.com/about_us

CLIENT: MANNINGS

BRIEF + NOTES

(2021-2023)

- ❖ DEVELOP TAGLINES, DESCRIPTORS, COPYWRITING FOR VARIOUS IN-STORE CAMPAIGNS

萬寧 mannings



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: HKJC

BRIEF + NOTES (via Topix)

(2021)

- ❖ WRITE SCRIPTS FOR RACE PROMOS
- ❖ STORYBOARD, TREATMENT, AND VOICEOVER



SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING
- VIDEO CREATIVE TREATMENT

Video Link:

<https://www.youtube.com/watch?v=coVqKan7YQk>

CLIENT: MANDARIN ORIENTAL

BRIEF + NOTES (via Ogilvy & Mather)

(2021)

❖ CRAFT COPY FOR NEWSLETTER AND EDM FOR ONE CENTRAL MACAU



MANDARIN ORIENTAL

壹號廣場

ONE CENTRAL MACAU

SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: 77-79 PEAK ROAD

BRIEF + NOTES (via wowwotank)

(2021)

❖ WRITE ADVERTORIAL FOR NEW LUXURY RESIDENTIAL DEVELOPMENT

WHEELOCK PROPERTIES



Nestled in the prestigious locale of The Peak, 77/79 Peak Road raises the bar of supremacy with its highly private residence of 6,000-8,100 sq. ft. in saleable area that is supported by solid security.

"This site is one of the most unique places in Hong Kong – an exclusive enclave with unparalleled view of the city. The project matches that uniqueness in its exceptional attention to detail and quiet sophistication."

Yabu Pushelberg

Unparalleled exclusivity

77/79 Peak Road perches atop a lofty enclave studded with lush greenery – a haven away from the fast-paced hustle and bustle of the city. Owned by The Wharf (Holdings) Limited, and project managed and marketed by Wheelock Properties (Hong Kong) Limited, this exclusive collection of eight coveted homes is the masterly work of the world's foremost architects, interior designers,

SERVICES PROVIDED

- WRITING ADVERTORIAL

Advertorial Link:

<https://www.thestandard.com.hk/section-news/fc/7/227592/The-pinnacle-of-luxury-living-at-The-Peak>

CLIENT: 11 PLANTATION ROAD

BRIEF + NOTES (via wowwotank)

(2021)

❖ WRITE ADVERTORIAL FOR NEW LUXURY RESIDENTIAL DEVELOPMENT

11 PLANTATION ROAD World-Class Living Perched atop the City



Mountaintop villas overlooking Victoria Harbour

11 Plantation Road is a new ultra-luxury residential community in the Peak Collection by The Wharf (Holdings) Limited and managed by Wheelock Properties (Hong Kong) Limited. Home to British nobles during the early years, Plantation Road was named after their great efforts in planting a variety of trees on The Peak. Surrounded by natural beauty, this location is still a prestigious environment for the elite to gather to this day.

This seven-house community offers a 360-degree panoramic view from atop the city. To the north, you can indulge in the iconic Victoria Harbour view with an unobstructed enjoyment of the celebratory fireworks.

These low-density homes sit on spacious lots on a slope. The upper row has three 5-storey villas with a private rooftop while the lower row has four 3-storey villas, each with its own unique characteristics to fulfil its unique residents.

The sizable master bedroom is designed in straight edges and practical, with up to 1,500 square feet that includes a living room, bedroom, bathroom, study room, and a fit and Her walk-in wardrobe, this space truly reflects a private sanctuary. What's more, some wardrobes are also equipped with a dehumidification system for residents to adjust the temperature and humidity levels to ensure their collection of fashionables are kept dry and in good condition.



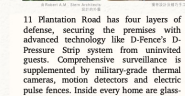
A masterpiece crafted by Robert A.M. Stern

11 Plantation Road and adjacent clubhouse were designed expertly by internationally renowned Robert A.M. Stern Architects. With a portfolio that spans around the globe including rare and prestigious homes such as 15 Central Park

West in New York and Mount Nicholson in Hong Kong. Meticulous in planning, material selection and craftsmanship, the design team combed the world over for the best materials and equipment to use. This is reflected in the beige and gold colour scheme that matches that of the American natural marble Formica Stone used in each home, evading the firm's classic New York style.



Designed by Mr. Robert Stern, this prestigious clubhouse welcome residents to maximize their efforts with Italian techno gym equipment and the 15m indoor heated swimming pool. There is also an outdoor jacuzzi overlooking the sea and mountainscape.



11 PLANTATION ROAD

地址：山頂畢拿山11號
電話：+852 2111 1111
www.11plantationroad.com.hk
發展商：中環置業有限公司



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SERVICES PROVIDED

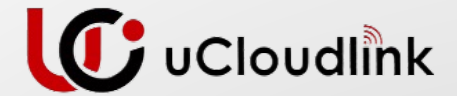
- WRITING ADVERTORIAL

CLIENT: U CLOUDLINK

BRIEF + NOTES (via MESH)

(2021)

❖ PRODUCE BRAND VIDEO LED BY VOICEOVER



SERVICES PROVIDED

- CREATIVE DIRECTION FOR BRAND VIDEO
- SCRIPTWRITING FOR BRAND VIDEO

Video Link:

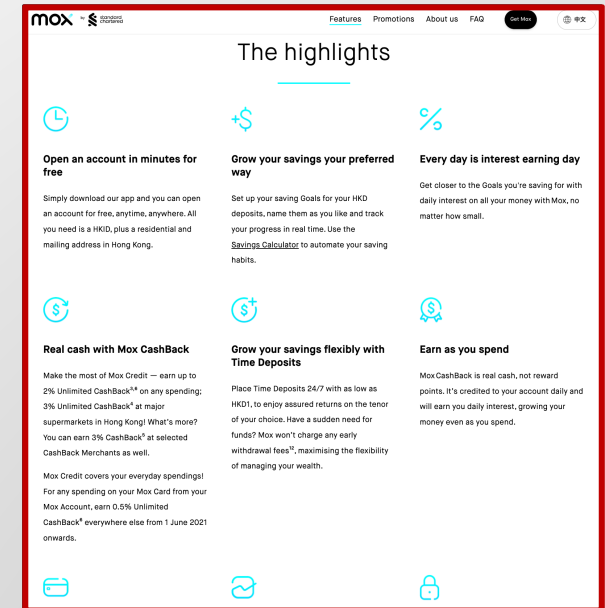
<https://youtu.be/RMRlhZZpNVM>

CLIENT: MOX

BRIEF + NOTES

(2020)

- ❖ CRAFT LEAFLET AND WEBSITE COPY FOR LAUNCH
- ❖ DEVELOP THEMATIC BANNERS
- ❖ WRITE CAMPAIGN VIDEO SCRIPT



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

Website Link:

<https://mox.com/features/mox-at-a-glance/>

CLIENT: TATLER ASIA

BRIEF + NOTES (via Saatchi & Saatchi)

(2019)

❖ WRITE WEBSITE CONTENT FOR GEN T. ASIA SUMMIT 2019

TatlerAsia



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: PUBLICIS GROUPE

BRIEF + NOTES (via Luminous MSL)

(2018)

- ❖ CRAFT “THE POWER OF ONE” VIDEO SCRIPT
- ❖ WRITE EVENT INVITATION EMAIL FOR LAUNCH OF NEW PUBLICIS GROUPE



SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

Video Link:

<https://youtu.be/iQTBJftWvF8>

CLIENT: 8 DEEP WATER BAY

BRIEF + NOTES (via wowwotank)

(2018)

❖ WRITE MOOD BOOK FOR NEW RESIDENTIAL TOWER



南豐集團
NAN FUNG GROUP



SERVICES PROVIDED

- WRITING MOOD BOOK [ENG]

CLIENT: HSBC LIFE

BRIEF + NOTES

(2018)

- ❖ WORKSHOP WITH CREATIVE HEADS OF AGENCY FOR NEW DIRECTION
- ❖ PROVIDED WINNING CONCEPT FOR HSBC LIFE “A PROMISE IS A PROMISE”
- ❖ WRITE NEW BRAND GUIDELINE FOR HSBC LIFE
- ❖ CRAFT CREATIVE DIRECTION AND SCRIPT FOR TVC (BADMINTON)



SERVICES PROVIDED

- CREATIVE DIRECTION
- ENGLISH COPYWRITING
- SCRIPTWRITING

Video Link:

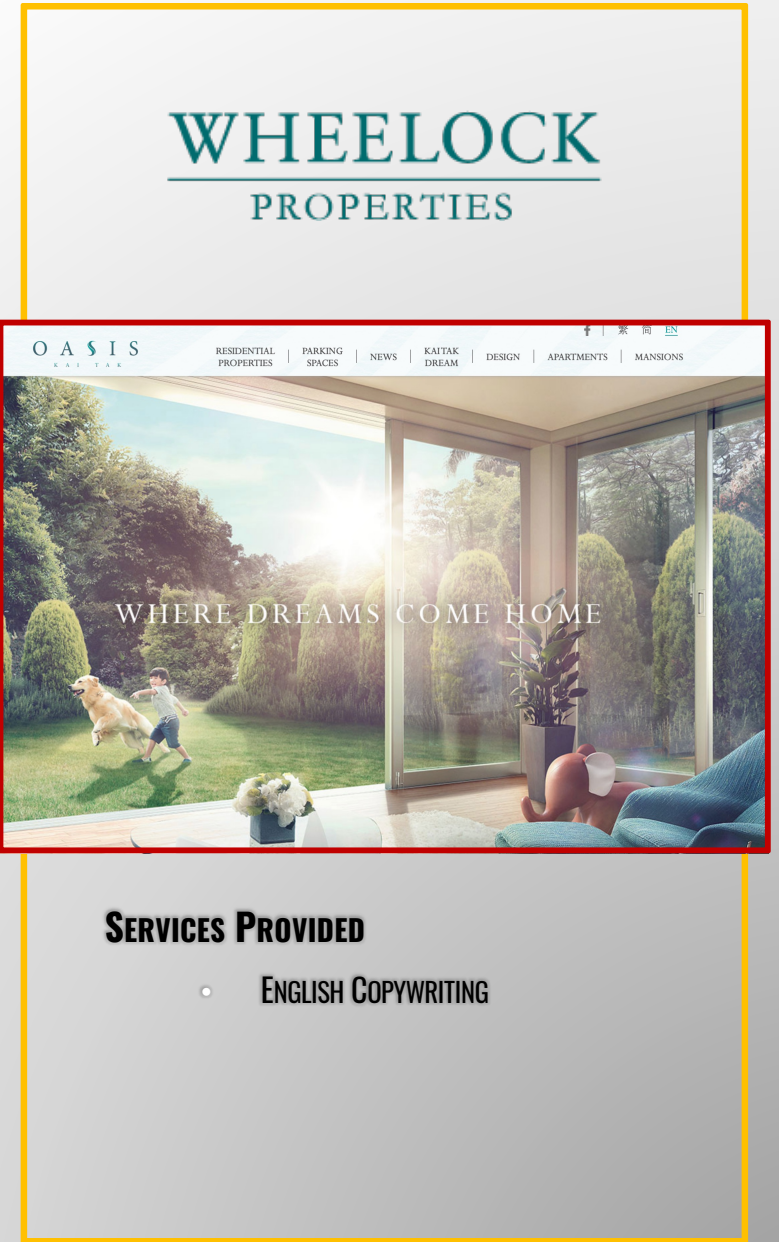
<https://youtu.be/dufYIW6Xhkw>

CLIENT: OASIS KAI TAK

BRIEF + NOTES

(2017)

- ❖ CRAFT A MOOD BOOK FOR NEW RESIDENTIAL PROPERTY OASIS KAI TAK
- ❖ WRITE SHOW FLAT QR CODE LANDING PAGES FOR OASIS AND LOHAS 5



Website Link: <http://www.oasiskaitak.com.hk/en-us>

CLIENT: ASIA MILES

BRIEF + NOTES (via Ogilvy & Mather)

(2017)

- ❖ CRAFT COPY FOR ALL CROSS PROMOTION MATERIALS
- ❖ WEBSITE, EDM, BANNERS, POSM, NEWSLETTERS
- ❖ WORKED ON VARIOUS BRANDS SUCH AS AGODA, AMEX, APPLE, ARMANI, AVIS, CATHAY PACIFIC, HILTON, HERTZ, HKIFF, MGM, MONT BLANC, AND MORE



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: ARTISAN HOUSE

BRIEF + NOTES (via wowwotank)

(2017)

- ❖ CRAFT MOOD BOOK FOR NEW RESIDENTIAL TOWER
- ❖ CREATIVE CONCEPT OF CAMPAIGN “ARTISTRY REFLECTED”



Introduction The Story 8

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

SERVICES PROVIDED

- ENGLISH COPYWRITING
- WRITING MOOD BOOK [ENG]

CLIENT: FWD

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ TRANSCREATE TVC SCRIPT FOR FORMULA E RACING EVENT
- ❖ TRANSCREATE TVC SCRIPTS FOR FWD CAMPAIGN WITH RONALD CHENG (鄭中基) + ANDREW LAM (林敏驄)
- ❖ SUPPORT FOR ENGLISH COPY (APP + WEBSITE)



SERVICES PROVIDED

- ENGLISH COPYWRITING
- TRANSCREATION FOR SUBTITLES

Video Link:

<https://www.facebook.com/newmonday.com.hk/videos/10153930331448220/>

CLIENT: HKRI

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ CRAFT CONCEPT LINES, TAGLINES, HEADLINES, SIGNAGE, SCRIPTWRITING FOR AWARDS SUBMISSIONS FOR HKRI'S SHOPPING DESTINATIONS
- ❖ FOR CHINA LOCATIONS – TAI KOO LI AND TAI KOO HUI



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

CLIENT: VIVO

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ CRAFT SCRIPT FOR STEPH CURRY PROMO VIDEO (PHILIPPINES)
- ❖ COPYWRITING SUPPORT FOR STEPH CURRY CAMPAIGN



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

Video Link:

<https://youtu.be/jl-eV3lqvDw?si=iPb9NQF1vGf6pd8G>

CLIENT: MEAD JOHNSON

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ PROVIDE COPYWRITING AND SCRIPTWRITING SUPPORT
- ❖ HEADLINES, TAGLINES, SUBTITLES, AWARDS SUBMISSION SCRIPTS



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

CLIENT: SMS GROUP

BRIEF + NOTES

(2016)

❖ WRITE AN ADVERTORIAL FOR COMPANY HK LAUNCH

SMS | GROUP



SMS EVENT MARKETING (HK) LTD

Unique Concept Hits Sweet Spot

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

SMS was founded in 2001, in Taiwan. A few years later, the company grew aggressively and began expanding into the China market.

New headquarters out of Shanghai, it operates in Taipei, Kaohsiung, Shanghai, Beijing, Hong Kong and Seoul. Hong Kong and Seoul are the newest additions to the group, opening offices in 2014 and 2016 respectively.

"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 Greater China but to other international markets," says Juliana Lo, General Manager.

"The China market has always been one of the strongest markets in our portfolio. The only difference is that in recent years, we have expanded our portfolio into other industries, and not limited to just automotive and sports marketing."

Flexibility is Key

"We have a large and strong presence in Taiwan and China, which allows our



Juliana Lo & Krystal Lie:
"We also ensure we build a close relationship and get to know our clients better, so as to ensure we understand their needs and their wants."

Hong Kong office to leverage off their experience and their resources. Our local 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. 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 in reasonable time, with greater care and while offering maximum flexibility to clients underscores our commitment to delivering only the best solutions to our clients. We also ensure we build a close relationship and get to know our clients better, so as to ensure we understand their needs and their wants."

Value-Added Service

Hong Kong is a very competitive market with many agencies claiming to offer the same service. 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 for the first couple years was to establish a name and a reputation for ourselves and to build new and old relationships. So we continued to lay low, work hard and stay humble. In the past couple of years, we have started to build a positive name and reputation for ourselves, and competing against some of the biggest players in this market. We will continue to work hard and strive to be the best that we have set out to be," says Krystal Lie.

"We very recently identified some demands in the Korea market, and have begun our expansion plans into the South Korean markets. With the promising outlook of the Korean market, together with our abilities and strong relationships in the market, we trust that the expansion into Korea, and South East Asia in the future will be a fruitful one," Lie says.

"Our plans are to lay low, work hard and stay humble. We will be true to our roots, 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."

For additional information, please visit www.smevent.cc



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: MOUNT NICHOLSON

BRIEF + NOTES (via wowwotank)

(2016)

- ❖ CREATE MARKETING MATERIALS FOR ENTIRE DEVELOPMENT (2 TOWERS, 19 HOUSES) INCLUDING LEAFLETS, ADVERTORIAL, DM
- ❖ PRODUCE MOOD VIDEO
- ❖ WRITE MOOD BOOK COLLECTION (2 TOWERS, 19 HOUSES, 1 MAIN)



SERVICES PROVIDED

- ENGLISH COPYWRITING
- WRITING MOOD BOOKS [22 BOOKS]
- WRITER FOR MOOD VIDEO

Website Link:

<https://www.wowwotank.com/mountnicholson>

CLIENT: NWD CHINA

BRIEF + NOTES (via wowwotank)

(2016)

❖ CRAFT COPY FOR PHOTO PORTFOLIO BOOK FOR NEW WORLD DEVELOPMENT'S PROPERTIES IN CHINA



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*.

SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: EMIRATES

BRIEF + NOTES (via Saatchi & Saatchi)

(2015-2016)


- ❖ CRAFT ALL EMAIL MARKETING MATERIALS
- ❖ WRITE CO-BRANDED EDMs FOR ALL ASIAN MARKETS


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*Offer is valid for new bookings made between 21 June and 17 August 2016. Valid for hotel stays between 21 June and 30 November 2016. Includes one night accommodation with breakfast and airport transfers to/from the hotel. Valid for outbound travel to ECA1 from Europe, SWA20 from Melbourne, SWA1 from Adelaide, SWA3 from Brisbane and SWA 42 from Perth. Not available on codeshare flights operated by other carriers, and reserves that include flights of other airlines are excluded from this offer. This offer is not applicable in conjunction with any other offer. Free flight accommodation is subject to availability at Emirates Contact Centre on an on-compassion voucher and be emailed within 72 hours. Voucher must be presented with itinerary and boarding pass at time of check-in. Further terms and conditions apply.

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CLIENT: THE RITZ CARLTON

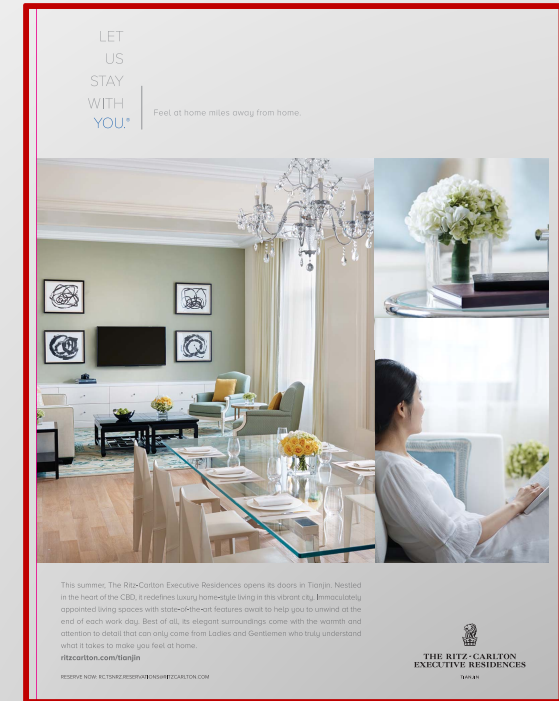
BRIEF + NOTES (via Saatchi & Saatchi)

(2015-2016)

- ❖ CRAFT COPY FOR MARKETING MATERIALS FOR VARIOUS LOCATIONS
- ❖ ALL LOCATIONS – NIGHT SAFARI LAUNCH – EDM AND LANDING PAGE
- ❖ HAIKOU – PRE-OPENING TAGLINE + BROCHURE
- ❖ MACAU – RC MACAU EXPERIENCE MAGAZINE, PRESS RELEASE, EDM
- ❖ CHINA – MICE NEWSLETTER, EDM, PROMOTIONAL ADS
- ❖ TIANJIN – OPENING PRINT AD FOR EXECUTIVE RESIDENCES



THE RITZ-CARLTON®



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: HSBC

BRIEF + NOTES

(2015-2016)

- ❖ HSBC FX – EDM, EVENT INVITATION
- ❖ HSBC ALWAYS-ON - EDM
- ❖ HSBC PREMIER – EDM, LEAFLET
- ❖ HSBC FINFIT – EDM, PROMO WEB PAGE CONTENT, BANNERS
- ❖ HSBC JADE – EDM, GOLF EVENT INVITATION



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: PUBLICIS GROUPE

BRIEF + NOTES

(2015-PRESENT)

- ❖ AWARDS SUBMISSIONS FOR VARIOUS CAMPAIGNS OVER PAST 9 YEARS FOR MSL, SAATCHI & SAATCHI (HK + SHANGHAI), LEO BURNETT
- ❖ CREATE SUBMISSION DECKS AND VIDEO SCRIPTS
- ❖ PRODUCE VIDEO SUBMISSIONS
- ❖ BRANDS INCLUDE CITY OF DREAMS, DELIVEROO, FWD, HSBC, AND MORE
- ❖ HAVE LED TO NUMEROUS AWARDS



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING
- VIDEO PRODUCTION
- VOICEOVER

Video Link:

<https://youtu.be/FeOwrLZj7Ck>

CLIENT: SAATCHI & SAATCHI

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

- ❖ CRAFT CREATIVE FOR INTERNAL SUSTAINABILITY CAMPAIGN
- ❖ CONCEPTUALIZING CONCEPT LINE
- ❖ PRODUCE VIDEO FOR CAMPAIGN
- ❖ WRITE WEBSITE CONTENT



SERVICES PROVIDED

- CREATIVE DIRECTION
- ENGLISH COPYWRITING
- SCRIPTWRITING FOR VIDEO

Video Link: <https://www.campaignasia.com/video/saatchi-saatchi-sets-dogs-and-ghosts-on-staff-to-stem-overwork/393345>

CLIENT: ORAL B

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

❖ SCRIPTWRITING FOR RADIO COMMERCIAL CAMPAIGN

❖ COPYWRITING FOR E-BANNERS



Client: Oral B
 Product: Pro Sensitive
 Media: Radio 45"
 Date: 16 Dec 2014

Title: "Girl friend"

Original	Translation
女: BB, 我聽去食甜品囉! 有間新開嘅蜂巢雪糕想同你試呀! 定係食雪糕好呢? Oh I love Lemon Sorbett! 食埋雪花冰都好喇!	Girl: Honey, Let's go for some desserts, shall we? I want to try the newly-opened honey comb ice-cream shop with you! Or a sorbet sounds better? Oh I love lemon sorbet! Even better have one more snow shave ice dessert!
男: ...唔去...得...唔得呀?	Boy: Can I...say...no?
女:吓? ...你唔愛我喇! ...你嫌我肥係咪呀? 好失禮你咩依家?! 哦!!! 我知喇, 你同office新嚟嗰個短裙嘅低胸妹妹有嘢? 係咪呀!? 食新忘舊呀...(嗚嗚...)	Girl: What? You don't love me anymore! You think I am a fat and despise me, don't you! Have I disgraced you? Oh!!! I got it, you are having an affair with the fresh low-V-neck girl in mini-skirt in your office, right? Answer me!! You abandoned the old for the new... (boohoo...)
男: 哎呀... BB...	Boy: Oh,my! Honey...
女: 唔通...你同大隻靚仔Trainer...? OMG!!! 噢...唔怪得一個禮拜去8日Gym咗你!!! OMG...	Girl: Ah, don't tell me you and the big handsome trainer...? Oh my god!!!Oh... no wonder you go to gym 8 days a week!!! Good god...
男: ...(放棄)	Boy: ...(Give up)
VO: 敏感嘅女友我就幫你唔到喇, 但敏感牙齒就有Oral B 全效抗敏。	VO: For your sensitive girlfriend, I can do nothing for you; as for sensitive teeth, you got Oral B Pro Sensitive.

SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

CLIENT: PAMPERS

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

- ❖ SCRIPTWRITING FOR CASE STUDY VIDEO “BABY LOVE NOTES”
- ❖ COPYWRITING FOR CASE STUDY SUBMISSION “TOUCHES OF LOVE”




Wetness Indicator



Solution: Love notes on Diapers

Special messages will be shown/ appear once the Diaper get wet.
 Aim to thank you mum, love mum
 Yet kind words & comforting lyrics would speak to the anxious minds of depressed mum.

“Don't blame me for being naughty, I got it from u and dad ☺”

“U should get an award for tolerating me. Thx mum”

“Forget Superman, Batman, Spiderman... They should make a movie about Supermom. Thx mum for being my hero.”

SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

CLIENT: SPCA

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

❖ CRAFT PRINT AD COPY FOR DOGATHON EVENT



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: NATIONAL PROPERTIES

BRIEF + NOTES (via wowwotank)

(2014)

❖ CRAFT COPY FOR 49-PAGE PORTFOLIO BOOK FOR NATIONAL PROPERTIES' DEVELOPMENTS IN HONG KONG



NATIONAL PROPERTIES HOLDINGS LIMITED

IN THE WORLD OF PROPERTY DEVELOPMENT, National Properties Holdings Limited has distinguished itself as a leader and innovator in creating high-end residences and unique commercial buildings. Each creation is a masterpiece of architecture, design, and craftsmanship.

Since its inception in 1992, National Properties has continually filled a niche in Hong Kong's property market, creating the most lavish and unique developments.

National Properties is passionate about creating quintessential buildings that make a statement as enduring landmarks. To that end, the Company works with some of the world's top architects and designers, such as Robert A.M. Stern, Andr e Putman, Christian Liaige, and Joseph Fung. No expense is spared as every detail is scrutinized, from identifying and acquiring the most coveted sites to using the finest materials and finishes. The philosophy is one of absolute quality.

Every National Properties development is characterized by certain hallmarks: an enviable location with a spectacular view, a sense of arrival, a superior level of refinement, a gracious and spacious living environment, and a devotion to heritage. Materials are sourced globally and selected as much for their aesthetics as for their durability. Great care is taken in looking at the intricate details of each property, from the landscaping and lighting to the cornices and door handles.

National Properties has a well-earned reputation in the luxury development sector. Each new project is a testament to its vision of offering world-class architecture and design to all sectors of the property market.

SERVICES PROVIDED

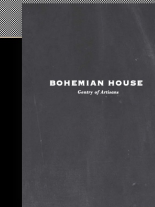
- ENGLISH COPYWRITING

CLIENT: BOHEMIAN HOUSE

BRIEF + NOTES (via wowwotank)

(2014)

- ❖ CRAFT COPY FOR MOOD BOOK FOR NEW RESIDENTIAL DEVELOPMENT INCLUDING INTERVIEWS WITH LOCAL CHEFS
- ❖ MOOD BOOK CONCEPT – GENTRY OF ARTISANS (CULINARY ARTS)



“GENTRY OF ARTISANS” BROCHURE (RESIDENTIAL)



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: ISLAND GARDEN

BRIEF + NOTES (via wowwotank)

(2014)

❖ CRAFT STORY FOR MOOD BOOK FOR NEW RESIDENTIAL DEVELOPMENT WITH A NOSTALGIC THEME



“THIS IS MY NATURE” BOOK (RESIDENTIAL)



SERVICES PROVIDED

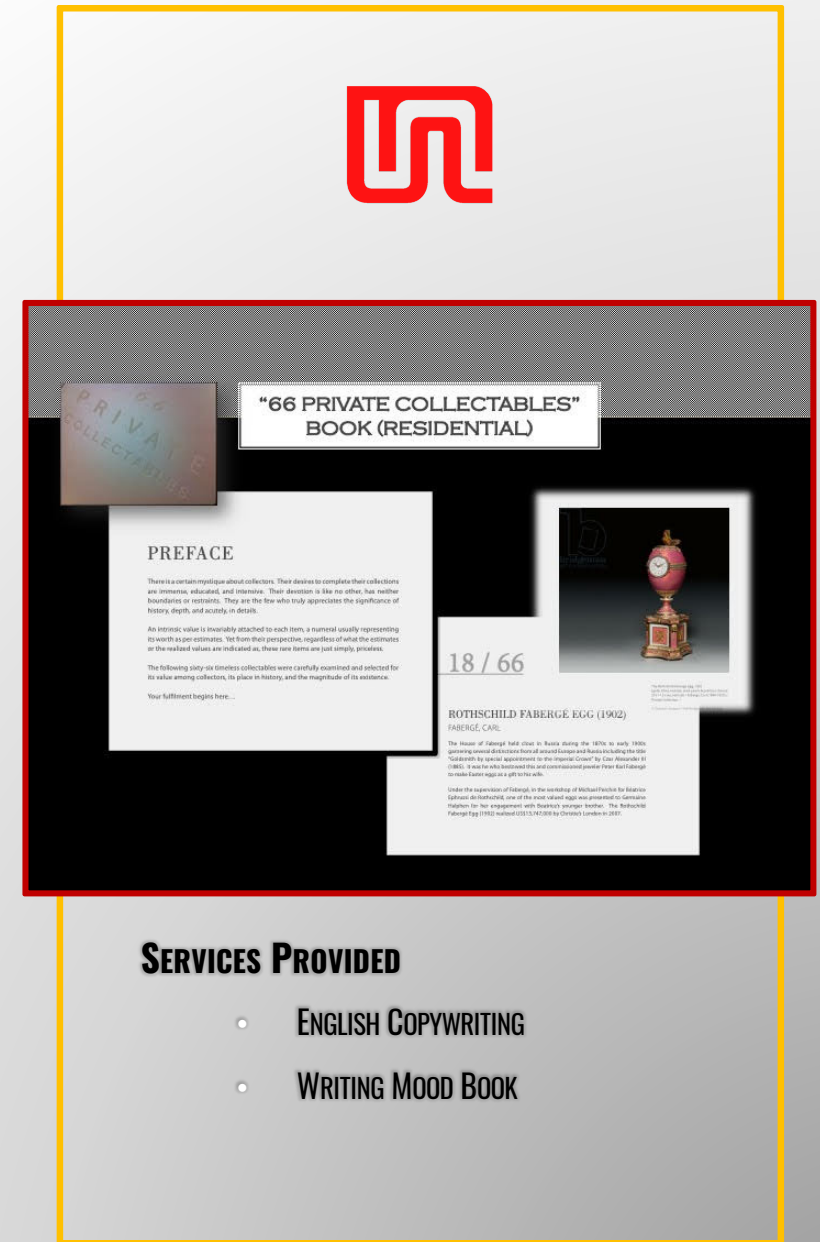
- ENGLISH COPYWRITING

CLIENT: THE SIGNATURE

BRIEF + NOTES (via wowwotank)

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ REFLECT THE 66 UNITS IN TOWER AS COLLECTABLE ITEMS FOR POTENTIAL BUYERS
- ❖ WRITE MOOD BOOK ABOUT 66 RARE COLLECTABLES FROM AROUND THE WORLD, WHERE THEY CAN BE FOUND, AND THEIR INTRINSIC VALUES



"66 PRIVATE COLLECTABLES" BOOK (RESIDENTIAL)



PREFACE

There is a certain mystique about collectors. Their desire 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 scarcity in detail.

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 fulfillment begins here...



18 / 66

ROTSCHILD FABERGE EGG (1902)

FABERGE, CARL

The House of Fabergé held court in Russia during the 1870s to early 1900s, generating several distinguished items of art and European and Russian art, including the first Fabergé egg, the special gift presented to the Russian Czar by Carl Fabergé in 1869. It was for this reason that, and continued passion from Carl Fabergé towards Fabergé eggs in all its life.

Under the supervision of Fabergé, in the workshop of Mikhael Perchin for Sklarovskaya (Fabergé de Rothschild), one of the most valued and most precious Fabergé eggs in the world was created with his own hands. The Rothschild Fabergé Egg (1902) realized US\$13,742,000 by Christie's London in 2007.

SERVICES PROVIDED

- ENGLISH COPYWRITING
- WRITING MOOD BOOK

CLIENT: THE WOODSIDE

BRIEF + NOTES (via wowwotank)

(2014)

❖ NAME GENERATION FOR NEW RESIDENTIAL TOWER



THE WOODSIDE
蔚林

SERVICES PROVIDED

- NAME GENERATION

CLIENT: THE RIVERPARK

BRIEF + NOTES (via wowwotank)

(2014)

❖ CONCEPTUALIZING TAGLINE FOR NEW RESIDENTIAL DEVELOPMENT

❖ THE CHARM OF RIVERSIDE LIVING



SERVICES PROVIDED

- TAGLINE DEVELOPMENT

CLIENT: MAYFAIR BY THE SEA

BRIEF + NOTES (via wowwotank)

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE TVC + MOOD VIDEO



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING FOR MOOD VIDEO

Video Link:

<https://youtu.be/l3q5l62ql7s?si=ayo5D9g3pmc63nn4>

CLIENT: THE MASTERPIECE

BRIEF + NOTES (via wowwotank)

(2012)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ CONCEPTUALIZING TAGLINE + PRODUCE PRINT AD
- ❖ WRITE CONTENT FOR WEBSITE



SERVICES PROVIDED

- ENGLISH COPYWRITING
- WRITING WEBSITE CONTENT

CLIENT: THE GRACES

BRIEF + NOTES (via wowwotank)

(2012)

- ❖ CREATE MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ CRAFT MANIFESTO FOR CAMPAIGN
- ❖ PRODUCE MOOD VIDEO



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING FOR MOOD VIDEO

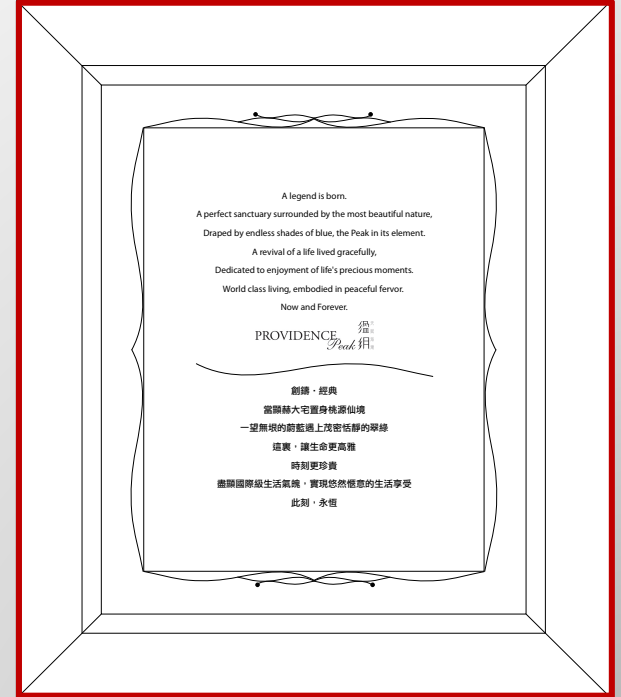
CLIENT: PROVIDENCE PEAK

BRIEF + NOTES (via wowwotank)

(2012)

❖ CRAFT MARKETING MANIFESTO FOR NEW RESIDENTIAL TOWER

❖ PRINTED ON A MIRROR, PLACED AT THE ENTRANCE TO SHOWROOM



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.

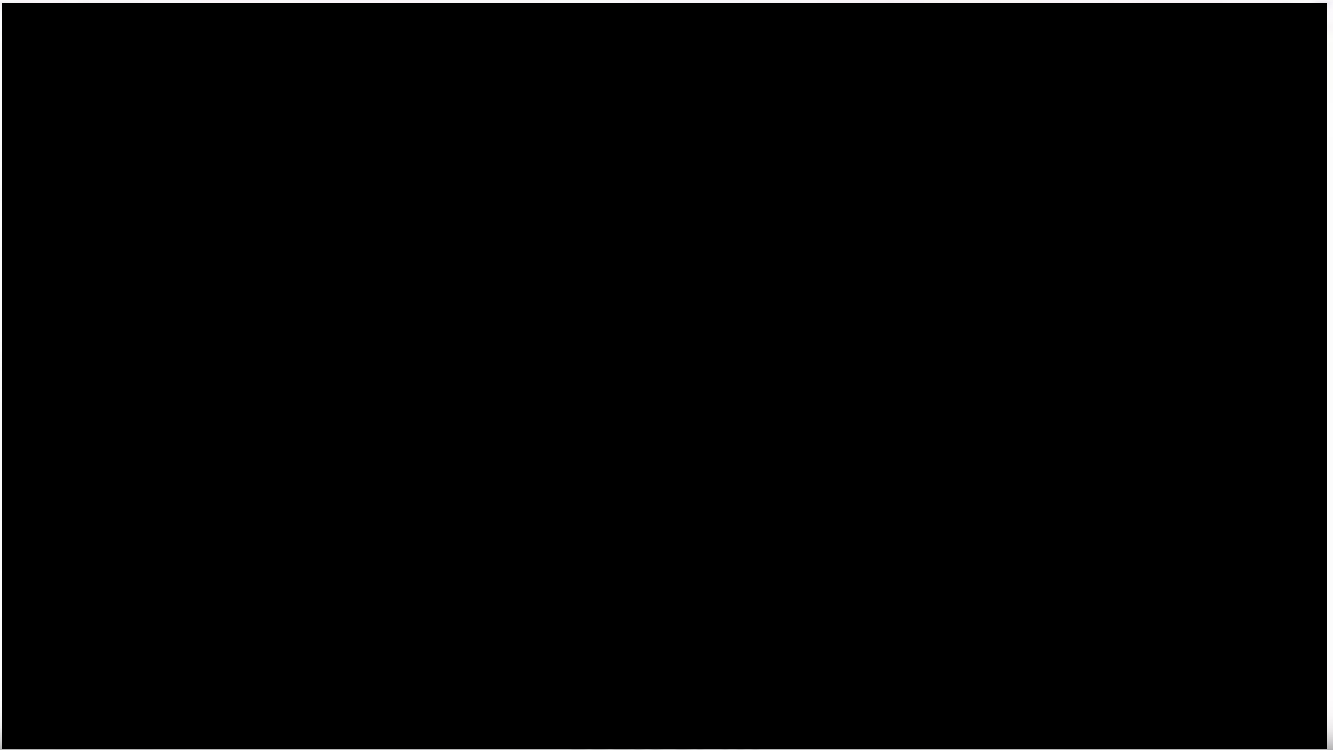
Now and Forever.
PROVIDENCE *Peak* 峯

創構 · 經典
當聯峰大宅置身桃源仙境
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

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PRESS PLAY

PRODUCED CONTENT

TELEVISION + FILM + VIDEO

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

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

Helping you find a story worth telling...