

Asia's world city

HONG
KONG



Brand Hong Kong

December 2008

Overview

Launched in 2001, Brand Hong Kong (BrandHK) is a strategic programme designed to promote Hong Kong as Asia's world city.

Hong Kong's positioning as 'Asia's world city' is founded on the basis that Hong Kong is where opportunity, creativity and entrepreneurship converge, and further underpinned by the rule of law and a free, cosmopolitan society. It is a dynamic physical and cultural hub with world-class infrastructure – Asia's most strategic location – and an international network of people with a unique record of achievement.

Key elements of BrandHK are Hong Kong's positioning, core values, attributes and the visual identity. The core values are: progressive, free, stable, opportunity and high quality. The attributes are: innovative, cosmopolitan, enterprising, leader, connected.

History of the Brand

The idea of 'branding' Hong Kong first emerged in 1997. At that time, much attention was focused on the return of Hong Kong to China, and there was concern in some quarters that Hong Kong might vanish from the international stage after reunification.

Various strategies were considered, and the decision to develop BrandHK was finally taken in 2000. The new millennium had begun, and Hong Kong was beginning to enjoy a new lease of life under Chinese sovereignty. The time was right to forge a new image for the city.

To prepare for the launch of the BrandHK programme, the Hong Kong Special Administrative Region (HKSAR) Government commissioned a team of international experts to conduct research to ascertain the city's core values and attributes, and develop a strategy to position the city. A year of extensive research and consultation was undertaken among opinion leaders in Hong Kong and overseas. The findings demonstrated that while Hong Kong was held in high regard internationally, some quarters had not fully grasped the

dramatic changes that had made Hong Kong one of the world's most modern and dynamic cities. It was apparent that Hong Kong needed to promote this new reality – that it had become a 'world city' in Asia.

Following further consultation, international audiences considered 'Asia's world city' to be the brandline that best reflected the city's unique features. Most also agreed that Hong Kong is Asia's world city – a natural, vital and multicultural gateway not only to and from China, but also to the rest of Asia and beyond.

Research also indicated that whilst Hong Kong means different things to different people, the top five core values associated with Hong Kong are 'progressive, free, stable, opportunity and high quality', while the most commonly perceived attributes are 'innovative, cosmopolitan, enterprising, leader and connected'.

A dragon is born

The challenge of designing a unique visual identity reflecting Hong Kong's values and attributes involved various international and Hong Kong-based design studios. Numerous designs were considered, and following initial reviews, those shortlisted were subjected to rigorous tests in Hong Kong, North America, Australia and Europe. The survey clearly demonstrated that the visual identity finally selected – a dragon image incorporating the letters H K



and the Chinese characters for Hong Kong

香

港



– was extremely well received and easily understood by both local and international groups.

The Brand's dragon image represents Hong Kong's continuing link with a historical and cultural icon. The flowing lines of the dragon also mirror Chinese calligraphy. The dual expression of the dragon image – a combination of modernity and antiquity – also symbolises the meeting of East and West that makes Hong Kong so special.

In addition, the dragon's smooth, fluid shape imparts a sense of movement and speed, recognising that Hong Kong is ever-changing. The dragon's dynamic and contemporary artwork suggests Hong Kong's passion for the daring and innovative, as well as a 'can-do' spirit which brings visionary ideas to life.

Global Launch for 'Asia's world city'

BrandHK was launched in 2001 before an international audience at the FORTUNE Global Forum in Hong Kong. Since then, the HKSAR Government, particularly Hong Kong's Economic and Trade Offices and InvestHK, public sector organisations such as the Hong Kong Tourism Board and the Trade Development Council, and various private sector organisations have carried the BrandHK message to key business, government and public audiences overseas and in the Mainland. The BrandHK visual identity is now recognised as representing Hong Kong at home and around the world.

Who manages the Brand?

The management of BrandHK is co-ordinated by the Government's Information Services Department (ISD) with the key objective of providing a unified branding platform for public and private sectors to communicate Hong Kong's positioning as 'Asia's world city'. BrandHK is the umbrella brand under which the Government, NGO's and the private sector can create and organise initiatives and activities that support the Brand values.

A variety of domestic and international promotional activities are carried out under the Brand Hong Kong umbrella.

The visual identity can be seen across Hong Kong, from the airport to the skyline and at events ranging from the Hong Kong Entertainment Expo to the Beijing 2008 Olympic Games Equestrian Events.

Meanwhile, the Government works closely with the public and private sectors to ensure that the Brand is used effectively to promote Hong Kong worldwide, and to help safeguard Hong Kong's position as Asia's world city.

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