

The Information Services Department awarded a public relations contract for the “Relaunch Hong Kong” campaign to Consulum FZ LLC in June 2020 through an open tender. The contract ended on July 30, 2021.

During the contract period, the contractor delivered a range of services, including conducting local and international baseline research to help the Government better understand perceptions about Hong Kong in key overseas markets.

Two rounds of research were conducted. The first round of research found varying degrees of positive perceptions about Hong Kong in the selected target markets. The second round of research tested the publicity messages created after the initial phase of research in the target markets, and confirmed that the messages would help improve perceptions of Hong Kong among audiences.

Please click the links below for the summaries of the research results submitted by the contractor:

- [First round: Opinion research on Hong Kong's positioning \(October 2020\)](#)
- [Second round: Opinion research on publicity campaign messages \(February 2021\)](#)