



Overview

Brand Hong Kong (BrandHK), a communications tool launched in 2001 to promote Hong Kong as 'Asia's world city', was revitalised in March 2010, following a review involving a wide cross-section of the community. As a result, the basic elements of BrandHK – its core values, attributes, brand platform and visual identity – were updated.

Brand Platform and Positioning

Hong Kong continues to position itself as Asia's world city. It is a free and dynamic society where creativity and entrepreneurship converge. Strategically located in the heart of Asia, it is a cosmopolitan city offering global connectivity, security and rich diversity, and is home to a unique network of people who celebrate excellence and quality living.

Core Values and Attributes

The core values, which reflect the attitudes and aspirations of Hong Kong people regarding their city, are: *free, enterprising, excellence, innovative and quality living.*

Hong Kong's attributes are the characteristics that make the city distinctive, memorable and identifiable. They are: *cosmopolitan, secure, connected, diverse and dynamic.*

The Visual Identity

BrandHK's visual identity has taken a more contemporary look while maintaining the virtues of the original dragon logo – a mythical and powerful icon that links the city's historic past with its energetic modernity.



The blue and green ribbons extending from the dragon symbolise blue sky and a sustainable environment, while a local landmark, the Lion Rock – which represents Hong Kong people's can-do spirit, is silhouetted by the red ribbon.

The flowing ribbons evoke versatility, and the multiple colours signify the city's diversity and dynamism.

Taken as a whole, the visual identity communicates Hong Kong's continual pursuit for betterment – and its aspiration for excellence.

The small icons that sometimes appear in applications of BrandHK designs are representative of the city, its lifestyle and heritage.

Brand Revitalisation

Hong Kong is a dynamic, modern city – multi-dimensional and always changing. Like the city it represents, BrandHK also needs to evolve with the times. So a

thorough review of BrandHK was undertaken in 2008-09.

One of the key objectives of the review was to create and foster a shared vision for Hong Kong among local people. Hence much emphasis was put on public engagement during the process. Professional opinion surveys, consultation sessions, vision co-creation workshops, a web platform and two creative competitions gauged the community's perceptions of and aspirations for Hong Kong.

External perceptions were based on the Anholt-GfK City Brands Index Hong Kong Report (2007 and 2009 editions) compiled by location branding expert Simon Anholt. Additionally, WebLedge research (a customised internet research tool) was used to make internet-derived comparisons in nine different aspects between Hong Kong and four other cities – London, New York, Singapore and Shanghai.

Analysis of the review findings made a clear case for the retention of most of the original key elements of the brand, particularly the dragon image and the brand positioning which had built up equity over the years. Both are now well recognised in connection with Hong Kong, while the city is arguably even more 'Asia's world city' than it was at the start of the millennium.

Based on the review, the brand's core values and attributes were adjusted, while the visual identity was artistically modified. An integrated marketing communications strategy promotes the city's 'soft power', adding warmth to Hong Kong's image.

The revitalised BrandHK, more closely reflecting the current aspirations and characteristics of the city, was launched in Hong Kong in March 2010. It was introduced to international and Mainland audiences at the 2010 World Expo in Shanghai.

Brand History

The idea of 'branding' Hong Kong first emerged in 1997. At that time, much attention was focused on Hong Kong's reunification with China, when there was concern that Hong Kong might henceforth recede from the international stage.

After considering various strategies, it was decided in 2000 to develop BrandHK.

To prepare for the launch of the BrandHK programme, the Hong Kong Special Administrative Region (HKSAR) Government commissioned a team of international communications experts 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 concluded that 'Asia's world city' was considered to be the brandline that best reflected the city's unique features – that Hong Kong is a natural, vital and multicultural gateway not only to and from China but also to the rest of Asia and beyond.

Research also showed that the top five core values associated with Hong Kong were *progressive, free, stable, opportunity and high quality*, while the most commonly perceived attributes were *cosmopolitan, connected, enterprising, innovative and leader*.

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 those shortlisted rigorously tested in Hong Kong and abroad. The survey demonstrated that the visual identity finally selected – a stylised dragon incorporating the letters H K and the Chinese characters for Hong Kong 香港 – was well received and easily understood by both local and international groups.



The dragon also represented – and still does today – Hong Kong's continuing link with a historical and cultural icon. A combination of modernity and antiquity, the dragon also symbolises the meeting of East and West that makes Hong Kong so special, while its smooth, fluid shape imparts a sense of motion and speed, projecting Hong Kong's ever-changing nature.

BrandHK was launched in May 2001 before an international audience at the FORTUNE Global Forum in Hong Kong. Since then, using a well orchestrated communications strategy, BrandHK's visual identity and brandline have become familiar to people at home and around the world.

Brand Management

The management of BrandHK is coordinated by the Government's Information Services Department (ISD), in line with the following strategic objectives:

- To create initiatives that communicate Hong Kong's competitive positioning
- Associate BrandHK with activities that represent the brand's values
- Build an understanding of Hong Kong's position as Asia's world city

- Strengthen what BrandHK represents in the private and public sectors

A host of domestic and international promotional activities are regularly carried out under the BrandHK umbrella.

The Brand and its core values have become an integral part of major annual events such as the HK International Rugby Sevens, Hong Kong Tennis Classic, Hong Kong Marathon, Entertainment Expo Hong Kong, events supported by the Mega Events Fund and international events held in the city such as the 2009 East Asian Games and the 2008 Beijing Olympics Equestrian Events.

The Government works closely with the public and private sectors to ensure that the Brand is used effectively to promote Hong Kong worldwide.

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