

# SMG Digital Marketing Services

Mar 2020

# Hello! 😊

For businesses in the **NOW** moment !

In December 2015, **SMG Digital** rises above, to look beyond all boundaries for greater possibilities and wider scope in the world of **Digital Marketing...**

# Our DNA...



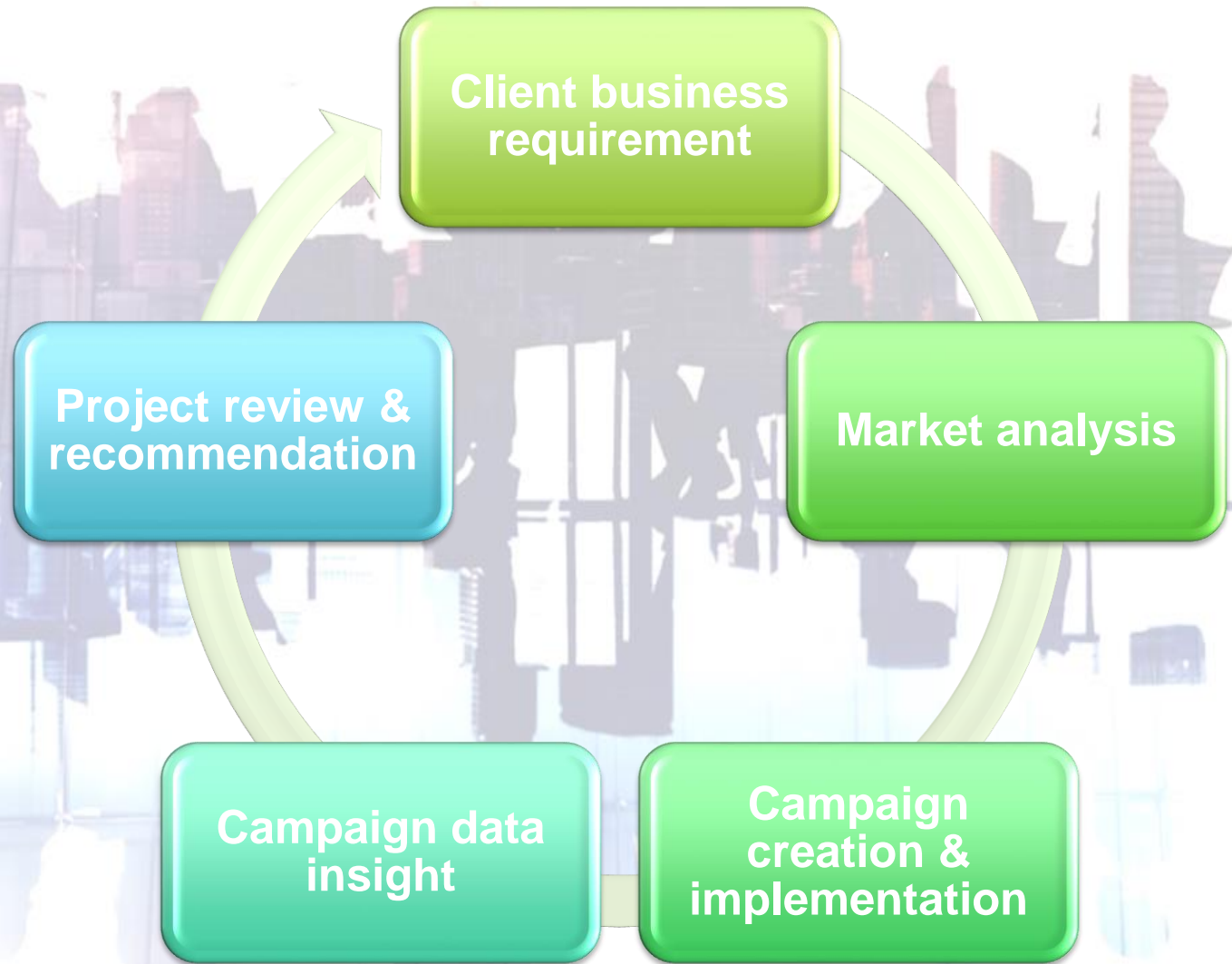
A **10+** people seasoned on/offline marketing team to achieve real integrated marketing

**10+** years experienced digital marketers to serve our clients

Client base with **50+** renowned top-tier local & international brand/corporations

Well-established relationship with **100+** media/KOL/celebrities

# Our Way to Achieve Client's Business Objective



# Our Directors

SMG Digital is co-founded and led by two elite marketing expertise:

◆ **Mr. Dennis Ho** – With over 15 years' social media and digital marketing experience; former Head of Digital Marketing team of Samsung Electronics HK; also worked in international corporation such as Sony HK; strong knowledge and connection in digital marketing field.

◆ **Mr. Kennie Lo** – An all-rounded marketer with over 15 years' experience, former team leader of Samsung Mobile Advertising & Promotion team; also worked in Hong Kong Tourism Board; besides in-house marketing, his agency background grant him integrated marketing sense and strong network in the marketing industry.

# Our Total Marketing Services

## Event / PR

Corporate branding strategy  
PR Event marketing

### Branding & Product Marketing

- Corporate branding strategy
- Product launch campaign
- Market entry planning & promotion
- Corporate event (Gala dinner/party)

### PR/Event Management

- PR & media strategies
- Event concept creation
- Stage design & production
- Event programming & rundown management
- Overall coordination & implementation

### Strategic Alliance

- Co-branding partnership development
- Joint-promotion program/campaign
- Sponsorship leveraging
- Celebrities liaison & coordination

## Digital Planning

Digital strategy formation  
Market trend & consumer insight analysis

### Creative

- Activation idea generation
- O2O digital campaign
- Content creation (video, artwork, copywriting)
- ROI measurement

### Advertising

- Media planning & optimization
- Media buying & evaluation
- Ad banner & visual design & creation
- SEM & SEO

### Social

- Social media management
- KOL/influencers collaboration
- Viral marketing & forum seeding
- Customer feedback monitoring

### Marketing Collaterals

- Website development
- Website revamp & maintenance
- eDM content development

# Our Key Clients Listing



# Our Recent Campaigns Reference





# HK Major Movie Distributors Social Media Retainers



Walt Disney Studios  
@DisneyMovies.HongKong



迪士尼與彼思 聯手 反轉 喜劇 強展 國民滿溢爆笑感動歷險

Disney Pixar  
**1/2的魔法**  
ONWARD  
4月9日 轉星成舞

<https://www.facebook.com/DisneyMovies.HongKong>



Marvel  
@MarvelStudiosHongKong



MARVEL STUDIOS  
**BLACK WIDOW**

<https://www.facebook.com/MarvelStudiosHongKong>



20th Century Studios  
@20thCenturyStudiosHK



巨星 夏里遜福 主演  
HARRISON FORD  
**極地守護犬**  
THE CALL OF THE WILD  
3月5日 改寫命運

<https://www.facebook.com/FoxFilmHK>



Universal Pictures  
Hong Kong  
@UPI.HK



BLUNHOUSE《國定殺戮日》劇本監製 驚心動魄話題巨獻

**THE HUNT**  
獵逃生死戰

3.18 血拼迷城

<https://www.facebook.com/UPI.HK>



# Creative & Interactive Contents



- Creative online games/campaigns to interact with Fans and encourage the engagement rate
- Prepared fun/emotional seasonal greeting posts



CNY



Easter



Boxing Day

# Global Materials Localization

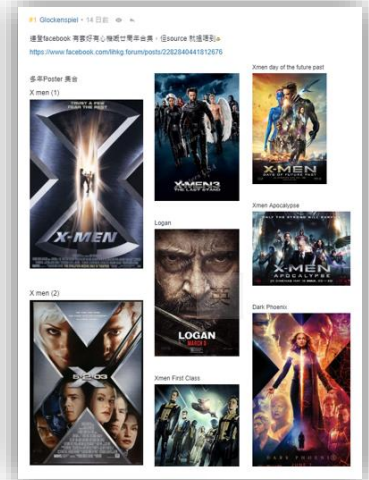
- Enhance HQ global materials with local contents.

## Thematic series



# Movie Launch Campaign

- Co-op digital marketing campaign with selected social media partners



LIHKG  
連登討論區

Manner 微辣

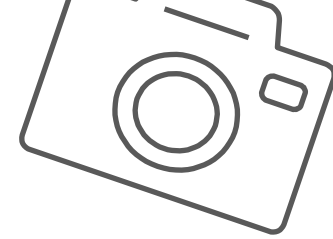
# Nexstgo Social Media Retainer



## AVITA • VAIO • NEXSTGO

A global project (HK, TW, SG, MY) to handle all the social media channels including Facebook, Instagram, LinkedIn, Youtube for the brands under NEXSTGO.

# AVITA

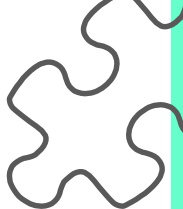


- Create thematic and talk-of-the-town contents

## AVITA HOLIDAYS



## AVITA STYLE



# VAIO

- Set up social media channel for the brand re-launch
- Create and aggregate contents to enhance fans engagement

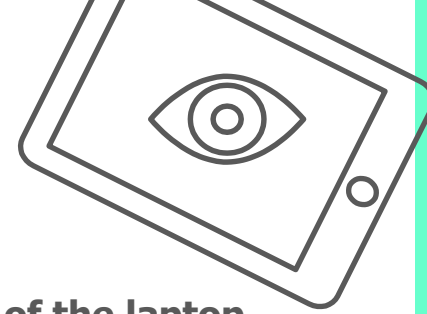
Japan style topic



Lifestyle Promotion & Game

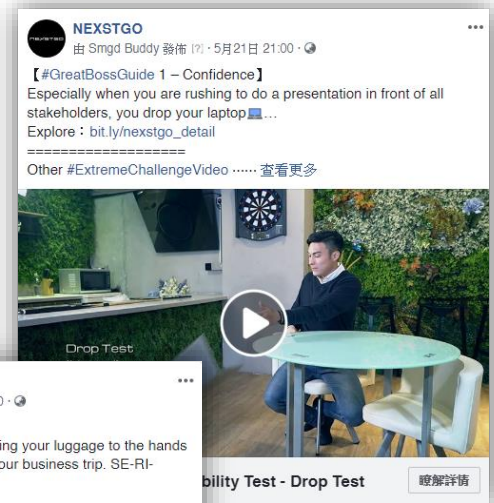
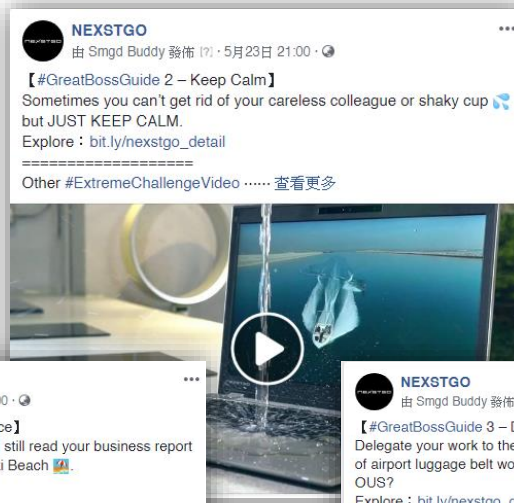
CNY Series

# NEXSTGO



- Creative practical video contents to promote the durable feature of the laptop.

## Water Test



Temperature Test



Dust Test



Durability Test

Drop Test



**ZEISS HK**

# Holistic Product Launch Campaigns



# Channel Display and Roadshow

- Shopfront display production & installation and roadshow event management



Optical 88 Shop-in-Shop (2020)



Shop Window Display



Visuhealth equipment set up



Optical 88 Shop-in-Shop (2019)



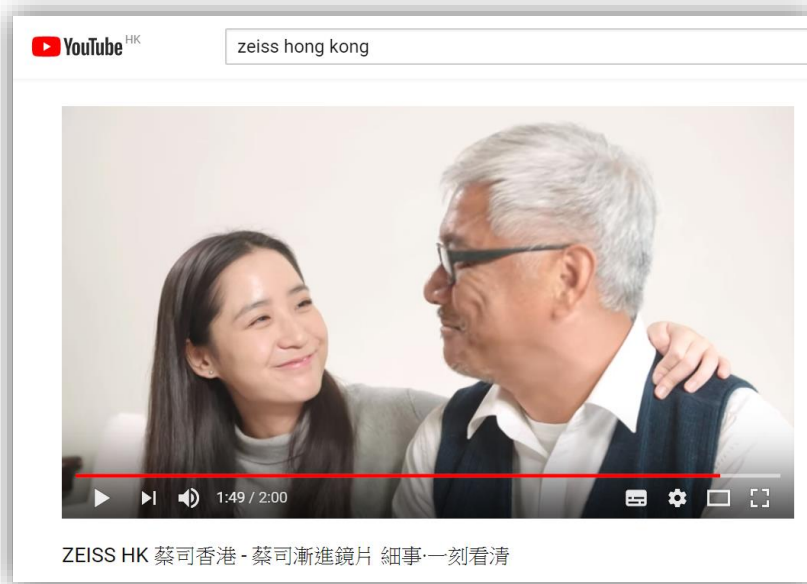
Benz JP Roadshow



Display Rack

# Progressive Lens Xmas Campaign (2017 Xmas)

- An Advertising campaign to feature progressive lens as the best X'mas gift for elder people emotionally



[Video Link](#)

- Seeding and Boost Ad on Selected Social Media Platforms



# EnergizeMe Lenses Launch Campaign (2017 Q3)



Apple Daily App Banner Ad

- Produced a "Refresh" time-lapse video to feature the product in a soft & "lifestyle" way



[Video Link](#)



Social Media Advertorial



Social Media Coverage

# DriveSafe Lenses Launch Campaign (2016 Q4)



Digital Advertising (Apple Daily App)



Digital Media Campaign



Social Media Co-op with 馬路的事討論區



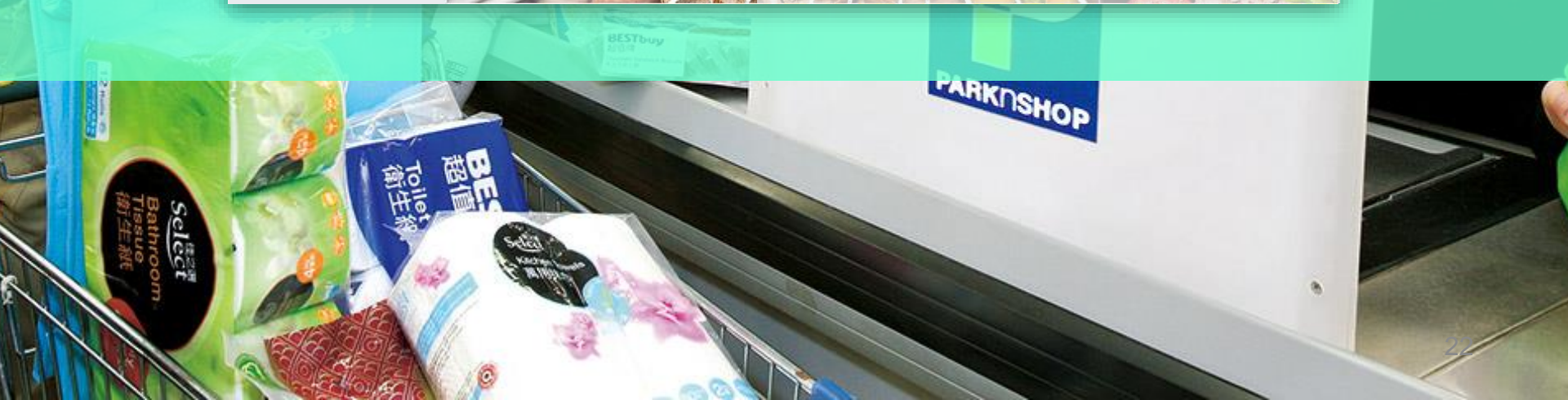
Event Digital Media Coverage

# ParknShop HK

## Social Media Retainer (Aug 17 - Jan 18)



The image shows a Facebook post for ParknShop HK. On the left is the ParknShop logo, which consists of a stylized 'P' with a red and yellow square above it, and the Chinese characters '百佳' and 'PARKnSHOP' below. To the right of the logo is a vibrant photograph of autumn-themed food and drinks, including wine, beer, and various dishes, with the text 'Happy Autumn' written in a white, cursive font over the image. Below the photo, the text reads: '香港百佳超級市場 PARKnSHOP Supermarket HK @parknshophk'. At the bottom right of the post is a blue link: <https://www.facebook.com/parknshophk>.



# In-store Events

- In store event & roadshow management & materials production



"Give A Smile" Campaign (2018)



SELECT "GOBE Month" Campaign (2019)

"We Smile" Campaign (2017)





# Interactive Games/Campaigns

- Ride on festive or talk-of-the-town occasions, tie-in featured products.
- Different format of games/campaigns to encourage customers' engagement.



Video Game  
[Link](#)



Charity Game  
[Link](#)



360° Game  
[Link](#)



Talk-of-the-town Occasion  
[Link](#)



# Videos Production

- Viral video concept development, shooting and production.

## 夏日中獎開運王 (Summer Lucky Draw)



[Link](#)

## 全職小孩逛超市 (Branding Campaign)



[Link](#)

[Link](#)



[Link](#)



# The Arcade Cyberport Social Media Retainer



**ARCADÉ**  
@CYBERPORT

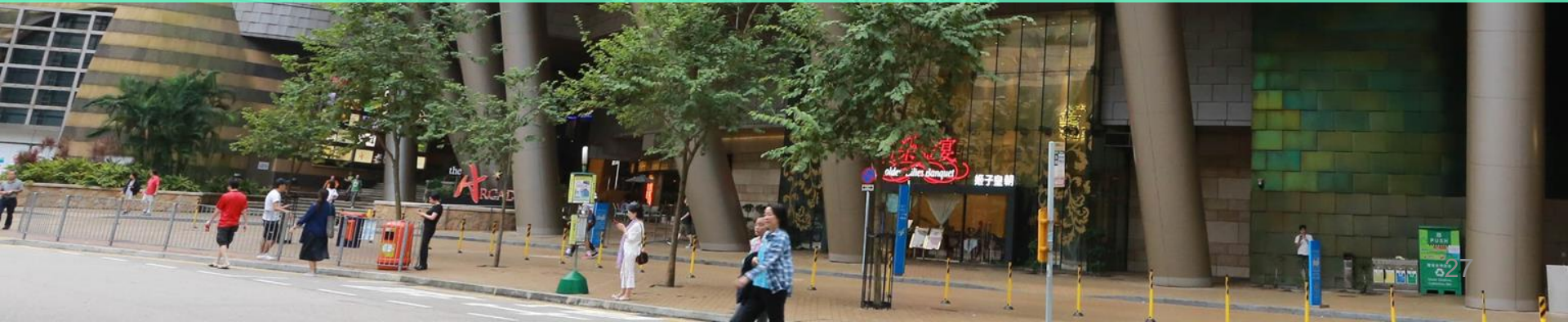
Arcade at Cyberport  
數碼港商場  
@arcade.cyberport

Home

**Experience Redefined**  
體驗新定義

Smart Living  
Dining Delights  
Smart Learning  
Digital Entertainment

<https://www.facebook.com/arcade.cyberport>



# Shopping Mall Promotion Campaign

- Artwork design and materials development for various promotion campaigns

**Weekend Shoppers' Parking Privilege**  
假日消費泊車優惠

Weekend Extra Up To  
**3hr** Free Parking Rewards  
假日專享 免費泊車優惠

From now to 29 Sep, every Sat, Sun and Public Holidays, apart from the regular parking offer, shoppers can enjoy additional hour free parking offer with designated spending at The Arcade retail shops and restaurants.

由即日起至9月29日，逢星期六、日及公眾假期，除常規泊車優惠外，於數碼港商場零售店及商戶消費指定金額可再享額外時數的泊車優惠。

Single Spending of 單一消費滿	Free Parking 免費泊車	Accumulate spending upon* 累積消費滿*	Additional Free Parking 額外泊車優惠
HKS 100 HKS 200	1 Hour 2 Hours	HKS 400	2+1 Hours 小時

Redemption Counter 換領地點  
L1 Customer Service Counter, Arcade 數碼港商場一樓客戶服務部  
L1 Customer Service Counter, Annex 零售廣場中心一樓客戶服務部

Terms and Conditions apply. Please scan QR code for more details. 活動受條款及細則約束。詳情請掃描二維碼了解更多。

**Summer Outdoor Movie Screening**  
夏日戶外電影欣賞會

**Venue 地點** The Podium @ L4, Cyberport 2 數碼港2期4樓數碼廣場

**Date 日期** Every Sat, Sun & Public Holiday 逢星期六、日及公眾假期

**費用全免 Free Admission**

**Terms and Conditions 條款及細則**

- The Organizer and Hong Kong Cyberport Management Company Limited reserves the right to refuse entry to anyone whom it considers to be causing harm or violence to others.
- Category 1 items (children's activities) of all ages. Category 2 items (adults) require participants aged 10 and above. Children under the age of 10 must be accompanied by adults.
- Hong Kong Cyberport Management Company Limited will not be liable for any injuries caused at the venue. Organizer reserves the right to request compensation if the equipment is damaged due to improper use of the equipment, carelessness, vandalism, or disregard of safety guidelines or staff instructions.
- Programmes will normally be cancelled when Thunderstorm Warning, Typhoon Signal No. 8 or above, or the Black Rainstorm Warning is issued or remains in effect 3 hours before the programme starts. Participants are advised to visit the Arcade Facebook Fan Page ([www.facebook.com/arcade.cyberport/](https://www.facebook.com/arcade.cyberport/)) or call 3166 3111 in office hours for details of programme schedule changes.
- In case of delays, the organizer made by Hong Kong Cyberport Management Company Limited will be final.
- Programmes are subject to change without any prior notice.
- 參加者須留意商場安全提示，並遵照有關指示及安排。
- 所有活動均須符合香港法例，並受有關條例及法例管轄。
- 主辦機構保留拒絕任何人士入場，十二歲以下人士必須由成人陪同參加。
- 第一類活動(兒童活動)適合所有年齡人士參加。第二類活動(成人活動)參加者須年滿十歲，並須由家長陪同參加。十二歲以下兒童必須由成人陪同參加。
- 主辦機構概不負責任何因參加活動而導致之受傷或財產損失。主辦機構保留在活動現場發生任何意外時，向有關人士索償之權利。
- 如有設備損壞，主辦機構保留向有關人士索償之權利。如有不當使用設備、疏忽、破壞或違反安全指引或員工指示，主辦機構保留向有關人士索償之權利。
- 如有延誤，主辦機構作出之更改將為最終決定。
- 活動受條款及細則約束。詳情請掃描二維碼了解更多。

arcade.cyberport.hk | arcade.cyberport | 3166 3111

**Seasonal Privilege**  
佳節星級賞

From now to 1 Mar 2020, apart from the regular parking offer, shoppers can redeem a delightful park & dine coupon pack with designated spending at Arcade@Cyberport retail shops, restaurants and cinema.

由即日起至2020年3月1日，除常規泊車優惠外，於數碼港商場零售店、食肆和戲院消費指定金額即可換領泊車餐飲現金券。

Weekends Delightful Rewards for Shoppers 假日驚喜消費賞	Regular Parking Offer 常規泊車優惠	Weekdays Movie Goes Privilege* 平日購戲額外賞	Regular Parking Offer 常規泊車優惠
Upon same-day spending by electronic payment 即日電子消費滿	Park & Dine Coupon 泊車餐飲現金券	Present 出示 2 or above 兩張或以上 Same-day Movie Tickets 即日戲票	Dining Coupon 餐飲現金券 HK\$ 50
HKS 400	Worth 價值 HK\$ 420		

Redemption Counter 換領地點: L1 Customer Service Counter, Arcade 數碼港商場一樓客戶服務部 (09:00 - 20:00)

\*Weekdays: Saturday, Sunday & Public Holidays; Weekdays: Monday to Friday, 09:00 - 20:00; 星期六、日及公眾假期; 星期一至星期五, 09:00 - 20:00

Additional note: Same-day redemption limited to selected payment methods (cash, card, QR, Octopus, UnionPay, Apple Pay, Android Pay, Alipay, and WeChat Pay). 參加活動僅限於指定日期及指定零售店/食肆/戲院。活動期間，只接受現金、信用卡、QR碼、八達通、銀聯、Apple Pay、Android Pay、Alipay及WeChat Pay等支付方式。詳情請掃描二維碼了解更多。

The above offers are subject to the relevant terms and conditions. Please refer to Arcade@Cyberport Cyberport website for details. 以上優惠均須受相關條款及細則約束。詳情請參閱數碼港商場網頁。

Terms and Conditions apply. Please scan QR code for more details. 活動受條款及細則約束。詳情請掃描二維碼了解更多。

arcade.cyberport.hk | arcade.cyberport | 3166 3111

# Festive Event Promotion & Interactive Campaign

- Align with festival campaign design for the event promotion feeds arrangement
- Developed social games to encourage fans' interaction.



# Tenants Promotions & Seasonal Greetings

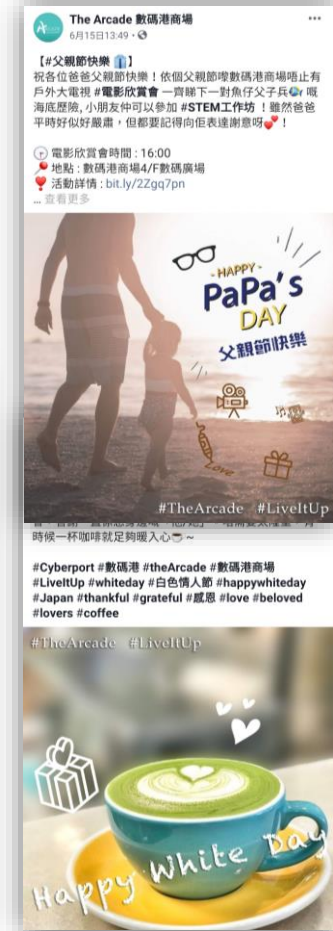
- Package tenant's promotion offers by thematic campaign themes, in a stylish presentation.



Tenants Promotion



Seasonal Greetings



# Atorrege AD+

## Social Media Retainer



# Product Featuring Contents

- Infographic contents and social game to demonstrate the product features



Social Game



# Lifestyle Contents

- Created different topics/themes for soft-selling approach & branding purpose

輕活提案

**Atorreg Hong Kong**  
由 Smgd Buddy 發佈 · 11 月 2 日 12:30

【輕活提案 - 帶氧運動】  
季節轉變，令到皮膚容易乾燥，當肌膚抵抗力變弱時，濕疹發作嘅機會亦會大大提高！平時做多啲帶氧運動，讓身體多流汗，加強心肺功能，能夠幫助血液循環同加速新陳代謝。重點係可以改善身體排濕功能，對抗濕疹！  
不過記得準備一條乾淨毛巾，因為汗水嘅酸性成分會引致濕疹更加嚴重，一流汗就要馬上擦乾佢～  
#做帶氧運動…… 查看更多



輕活提案

**Atorreg Hong Kong**  
由 Smgd Buddy 發佈 · 10 月 18 日 18:00

【輕活提案 - 奇異果】  
踏入秋冬季節，天氣開始轉涼，早晚溫差大，好容易病，睇咗充足睡眠，食多啲有維他命C嘅食物可以增強抵抗力！奇異果係不少人鍾意嘅水果，佢唔止含大維他命C，仲有維生素 A、E、鉀、鎂，可以促進新陳代謝，送腸胃去化，而且仲含有一種蛋白質消化酵素（奇異果酵素 Actinidin），俾佢後半小時食更有助消化、排毒，今個秋冬記住keep住食奇異果嘅～  
#增強抵抗力…… 查看更多



輕活提案

**Atorreg AD+**  
由 Smgd Buddy 發佈 · 10 月 5 日

【輕活提案 - 桌上放濕 趕走乾燥】  
一轉眼就到了10月初，季節轉變令天氣變得特別乾燥。辦公室嘅冷氣皮膚乾上加乾，就算出門前做足補濕，午後依然會感到肌膚繃緊。這時候你最需要一款方便加濕器，助你輕鬆保濕，趕走乾燥，為忙碌生活帶來一點滋潤。  
#桌上放濕…… 查看更多



輕活提案

**At**  
由 Smgd Buddy 發佈 · 8 月 28 日

【輕活提案 - 黑朱古力】  
食甜嘅時候女生保持心情愉快係必殺技！黑朱古力可以降低人體內嘅壓力荷爾蒙皮質醇，令大腦產生血清胺，有效舒緩情緒。冇壓力自然心情靚，皮膚都靚啲！  
ps. 記住要放定存貨係公司嘅～  
#給自己一點甜…… 查看更多



輕活提案

**Atorreg Hong Kong**  
由 Smgd Buddy 發佈 · 8 月 23 日

【我家·大阪！】  
#大阪 位於日本本州西部，按城市綜合實力係日本第二大城市，與東京並列為日本最具代表性國際大都市，以獨特文化見稱，根據2017年美國《Foreign Policy》雜誌發表全球城市排名第51位；呢度就係 #Atorreg 總部所在地，よろしくお願ひします（多多指教）！  
#來自日本大阪  
#針對亞洲人肌膚研發…… 查看更多



輕活提案

【我家·大阪！】  
入秋後天氣轉涼，樹木也漸漸染紅，又係睇紅葉嘅季節。位於大阪北側的箕面公園，係著名賞紅葉景點。由大阪市中心搭火車就去到，除咗賞紅葉，仲有最出名嘅33米高的瀑布，而公園一帶都有啲少嘅小店，睇秋天時賣楓葉天牌嘅！去到真係一定要試下呢個特色小食嘅～  
#覺得以上資訊有用嗎？俾個 或者分享俾朋友啦…… 查看更多



輕活提案

我家·大阪！

**Atorreg Hong Kong**  
由 Smgd Buddy 發佈 · 10 月 12 日 11:30

【我家·大阪！】  
大阪最北端有一個山清水秀小鎮「能勢町」，整個地方滿佈田園，清新嘅空氣，小鎮充滿大自然氣息，群山中不少溫泉旅館，可以享受露天浴場。秋天嚟到呢個地方，一定要品嚐能勢町原產嘅菓子「銀寄茶」，特別大顆同口感鬆軟，味道甜美，係廣受歡迎嘅高級菓子～大家愛食菓子嗎？  
#覺得以上資訊有用嗎？俾個 或者分享俾朋友啦…… 查看更多



輕活提案

【我家·大阪！】  
呢幾個月大阪接連經歷咗地震、暴雨、酷熱、颱風等天災，於市面上造成唔少損害，真係搞到大家好心都懶晒，但原來根據日本一個網站進行嘅全國「最美地區」調查結果，其實大阪係你日本人心目中最愉快嘅「搵笑地方」！  
衷心希望佢地可以早日重整家園，重新回復充滿歡樂嘅生活～  
#查看更多



輕活提案

# Branding Video Series - 2019 (4 Ep + 4 Demo)

## [AtorregeHK Youtube Channel](#)



Atorrege AD+ 《趕走黑頭粉刺痘瘡兵》第一回 | 再見黑頭...



Atorrege AD+ 《趕走黑頭粉刺痘瘡兵》第二回 | 深入毛孔...



Atorrege AD+ 《趕走黑頭粉刺痘瘡兵》第三回 | 趕走痘瘡...



Atorrege AD+ 《趕走黑頭粉刺痘瘡兵》第四回 | 再見痘瘡...



Atorrege AD+ 美肌補濕液の正確使用法 🧴💧



Atorrege AD+ 👩‍🎓 雙重潔面教學示範，撲滅黑頭粉刺就像...

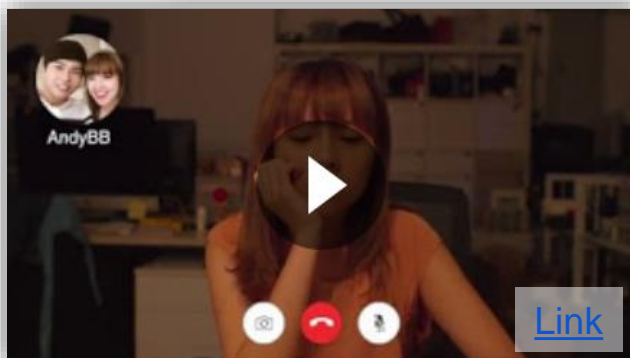


Atorrege AD+ 網站購物流程

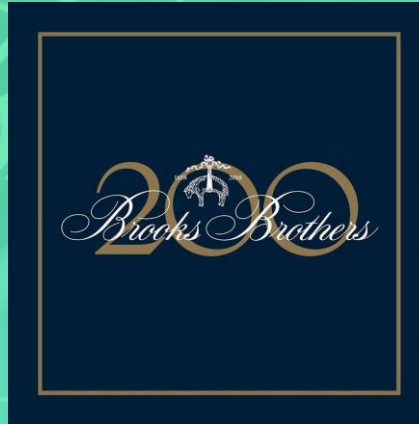


Atorrege AD+ 會員登記及升級

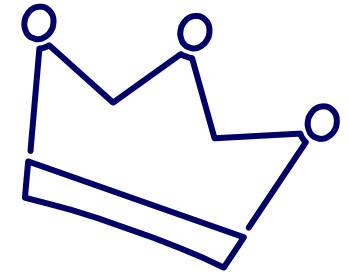
# Branding Video Series - 2018 (6 Ep)



# Brooks Brothers Seasonal Product Launch Campaign



# Brooks Brothers 200<sup>th</sup> Anniversary Celebration Campaign (2018)



- Overall project consultation for the 200<sup>th</sup> Anniversary campaign for Mainland China & Hong Kong.

 **Brooks Brothers** 和古天樂 Louis Koo 在一起。  
4月6日 12:45 · 🌐

2018年4月7日是迎接Brooks Brothers 200周年的大日子，在這個關鍵時間的前夕，我們鄭重宣布古天樂Louis Koo正式成為Brooks Brothers中國內地及香港地區男裝品牌形象大使！現在就讓我們就跟隨他穿越回到1818，共同分享品牌重要的幾段里程碑！  
了解更多Brooks Brothers: <https://www.brooksbrothers.com.hk/>



[Video link](#)



**BROOKS BROTHERS**  
品牌形象大使—古天樂

2018年的今天，是Brooks Brothers 200周年慶典的紀念時刻。香港著名導演、古天樂，正式加入Brooks Brothers的排班家班，成為中國內地及香港地區男裝品牌形象大使。由天樂堅定不移、積極向上，到目前為止參與的電影節節，近日他憑《破·地·產》中的精湛演技榮獲第37屆香港電影金像獎最佳男主角，古天樂亦致力投身於公益活動，已捐建遠南所小學。一直以來，古天樂與品牌所擁有的紳士風格與不忘初心的人精神，與Brooks Brothers完美契合。值得嘉許，他感奮發，用心去理解別人和自己的專業，與Brooks Brothers一樣，一直與並進。他穿「喬治華頓」如絲如絮的禮堂，為變化多端的時代設計出不同系列的服裝，追求優質與創新。

在Brooks Brothers 200周年的禮慶慶程中，形象大使古天樂為品牌拍攝了紀念短片，拍攝當天他更分享：「Classic不應該有時髦限制，不論是100年前200年也好，永遠不變的穿著風格早已演進，它融出時代氣息。」在鏡頭前，他展現出自己最誠懇的一面，不離最優質的專業運動的運動衫，拉領襯衫「Original Polo® Button-Down Oxford」或是皮夾棉絨褲帶和短款西裝，古天樂完美演繹Brooks Brothers不止是展現真，也是超越時髦的價值。





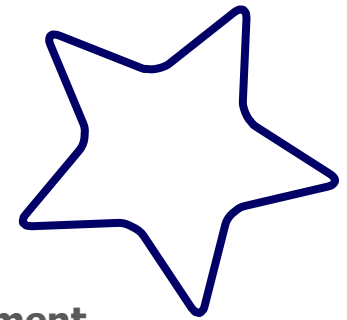

動作電影了種的激烈打鬥場景對古天樂來就是種突破和挑戰。同樣地，Brooks Brothers在兩世紀以來的陸續創新，不斷突破打破傳統——從成衣業的先鋒，到生產第一件Button Down，再到各種女裝襯衫款式...同樣「突破」都有真由手工之處，都是勇於跳出舒適圈，樂於接受挑戰并探索更多不一樣的可行性。在他眼中，「突破」就是不局限於傳統，能加入創新的思維，但同時要適合時代的需要，先可以創造獨特價值。

至於怎樣才是「Gentlemen」?

「Gentlemen不僅僅是外在的穿著，更是一種內在的修養，比如說處事成熟，或者能夠了解他人和自己的專業的是什麼。」敢讓我們繼續密切留意古天樂和品牌的合作，期待更多200周年的精彩活動。

[Ref link](#)

# Brooks Brothers HK 2016 F/W Online Campaign



- Campaign idea generation and celebrity collaboration & management, brought positive impact on the frontline sales figures.

Brooks Brothers 新增了一段影片：「Brooks Brothers X 古天樂 | 度心訂造」。  
11月17日13:29 · 🌐

[Brooks Brothers X 古天樂 Louis Koo度心呈獻] 要造一件西裝, 過程絕不簡單,而要堅持「美國製造」Made IN USA亦不是想像中容易!以接近兩個世紀的經驗,當迷網的顧客遇上型仔、親切的古裁縫,親自為他們挑選不同場合的穿搭!  
即登入 [www.brooksbrothers.....](http://www.brooksbrothers.com) 繼續閱讀

[Video link](#)

你最適合什麼衣著風格?  
30秒測試, 古仔話你知!  
性格影響衣著風格, 你卻想知道是屬於哪種性格? 等古仔幫你分析吧! 只要回答4個問題, 古仔就會話你聽應該如何配搭!

尋聖誕、新年之前換個新形象? 只要參與測試並告訴我們你最喜歡哪2款古仔建議的服飾配飾, 就有機會獲得個人造型設計師服務及Brooks Brothers購物禮券!

頭獎: 港幣5000元 (名額1個)  
二獎: 港幣2000元 (名額1個)  
三獎: 港幣1000元 (名額1個)  
抽獎獎: 港幣500元 (名額5個)  
條款及細則

**立即開始測試**

由正裝到Smart Casual, 由上班到放假, 任何時候都可以Mix & Match, 即由古仔選擇Brooks Brothers秋冬系列

經典1818西裝系列    商務休閒系列    休閒正裝系列    時尚便裝系列

[Ref link](#)

# Thanks!

## Any enquiries?

Please contact us @ (852) 25723430



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