

HK4As AdSchool grooms industry newbie

By: Erica Ng, Hong Kong

Published: 11 June 2010

[HK4As](#) [ADVERTISING](#) [TRAINING](#)



Hong Kong – Advertising newcomers from various agencies battled their creativity to rejuvenate a local brand at the HK4As' AdSchool earlier this week, with the Leo Burnett team (pictured) taking the top prize.

A total of nine teams participated in this year's AdSchool training programme, including students and staff members from Grey, JWT, Publicis, Lowe, OMD and DDB.

After six weeks of workshops and assignments, the teams prepared a campaign strategy to create a new positioning for a selected Hong Kong brand.

Named the best team, Leo Burnett chose to rejuvenate UA Cinemas as a brand that 'brings people closer' after a research that found consumers visit the cinemas for an enjoyable time with their loved ones.

Some of their ideas include more personal space in the cinemas, cross-over kitchen for the concession counters, mobile application and a series of engagement programmes that aim to bridge consumers with celebrities and other movie lovers.

Sue McCusker, general manager of Publicis Hong Kong and one of the judges for the training programme, said all the teams had put in a tremendous amount of thinking and effort to craft well rounded presentations, and that they clearly had a good grasp of new ways of reaching consumers.

"The top two teams were very close, but the Leo Burnett team really brought their approach alive with engagement tactics that genuinely added depth to their brand positioning and creative idea."

"This year's AdSchool-ers are all just starting out in Advertising, and it was pleasing to see that there is so much young talent in our industry here in Hong Kong," McCusker said.