



BREAKING RICE STUDIOS

CREATIVE PRODUCTION HOUSE

Helping you find a story worth telling...



BREAKING RICE STUDIOS

CREATIVE PRODUCTION HOUSE

BREAKING RICE STUDIOS

HAS A SIMPLE MOTTO IN ALL OF OUR COLLABORATIONS WITH CLIENTS, CREATORS, AND AGENCIES:

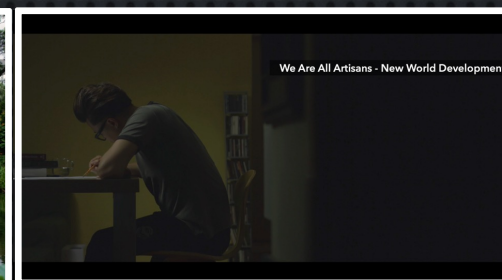
WE HELP YOU FIND **A STORY WORTH TELLING.**

WITH OVER 15 YEARS OF EXPERIENCE IN CRAFTING NARRATIVES FOR TV, FILM, COMMERCIALS, CORPORATES, AND ONLINE CONTENT, **BREAKING RICE STUDIOS** HAS A DEEP UNDERSTANDING OF WHAT IT TAKES TO TELL A GOOD STORY. WE OFFER A VARIETY OF EFFECTIVE WAYS TO CONTRIBUTE TO THE SUCCESS OF YOUR BRAND, PRODUCT, AND CAMPAIGN.

FROM CONCEPT TO COMPLETION, WE LOOK FORWARD TO **BREAKING RICE** WITH YOU.

SERVICES OFFERED

- CONCEPT CREATION
- COPYWRITING [ENGLISH]
- SCRIPTWRITING
- VIDEO + SOCIAL MEDIA CONTENT PRODUCTION
- FILM PRODUCTION (FEATURE + SHORT)
- TELEVISION PRODUCTION (UNSCRIPTED + DRAMA)
- TV COMMERCIALS





DIRECTING THE CREATIVE

A COLLECTION OF IDEAS IN MOTION



CLIENT: MOTI

BRIEF + NOTES

(2021)

- ❖ DEVELOP CONCEPT VIDEO FOR COMPANY LAUNCH
- ❖ CREATED AN ABSTRACT VIDEO THAT COMMUNICATES MOTI VALUES THROUGH POETRY AND MOVEMENT



MOTI

SERVICES PROVIDED

- CREATIVE CONCEPT
- VIDEO PRODUCTION

Video Link:

<https://youtu.be/1AvpNvErk6w>

CLIENT: CITY UNIVERSITY

BRIEF + NOTES

(2020-2021)

- ❖ CRAFT END-OF-YEAR HIGHLIGHTS VIDEO FOR MAJOR STAKEHOLDERS
- ❖ VOICEOVER-LED VIDEO THAT SPOTLIGHTS MAJOR ACCOMPLISHMENTS BY FACULTY AND STUDENTS IN THE CALENDAR YEAR
- ❖ USE OF EXISTING FOOTAGE ONLY



Court Meeting
November 2020

SERVICES PROVIDED

- CREATIVE CONCEPT DEVELOPMENT
- SCRIPTWRITING
- VIDEO PRODUCTION

Video Link: <https://youtu.be/E6llxiyGSaA>

CLIENT: NEW WORLD DEVELOPMENT

BRIEF + NOTES

(2019)

- ❖ DEVELOP CREATIVE MANIFESTO FOR NEW PROPERTY IN HO MAN TIN
- ❖ CRAFT TAGLINE
- ❖ WRITE SCRIPT FOR MOOD VIDEO

TIMBER HOUSE 臻樺



SERVICES PROVIDED

- ENGLISH COPYWRITING
- TAGLINE DEVELOPMENT
- WRITER FOR MOOD VIDEO

Video Link:
https://youtu.be/zb_5kD8VGqs

CLIENT: HKTb

BRIEF + NOTES [via Digital Business Lab]

(2017)

- ❖ CREATE A SERIES OF VIDEOS TO SPOTLIGHT DIFFERENT DISTRICTS IN HONG KONG
- ❖ CRAFT A CAMPAIGN STRATEGY BY REINTERPRETING DISTRICT HIGHLIGHTS INTO CREATIVE CONCEPTS
- ❖ SERIES INCLUDED DISTRICTS OF YUEN LONG, WAN CHAI, KOWLOON CITY, YAU TSIM MONG



**HONG KONG
TOURISM BOARD**



SERVICES PROVIDED

- CREATIVE CONCEPT DEVELOPMENT
- DEVELOP STORYBOARDS
- PRODUCE VIDEOS

THE CRAFT OF WRITING

WORK WITH WORDS



CLIENT: HEARTS ON FIRE

BRIEF + NOTES [via MSL Shanghai]

(2024)

- ❖ CRAFT MANIFESTO FOR BRAND REVAMP CAMPAIGN
- ❖ CRAFT ENGLISH TAGLINE
- ❖ DEVELOP ENGLISH TAGLINE FOR MOTHER'S DAY CAMPAIGN

HEARTS ON FIRE



SERVICES PROVIDED

- ENGLISH COPYWRITING
- MANIFESTO
- TAGLINES [ENG]

CLIENT: HANISON GROUP

BRIEF + NOTES

(2023-2024)

- ❖ DEVELOP TAGLINE FOR NEW INDUSTRIAL BUILDING IN CHAI WAN
- ❖ WRITE MOOD BOOK + LEAFLET
- ❖ CRAFT COPY FOR WEBSITE, HOARDING, PRINT AD, POSTER, BUS BODY, AND FLYERS



SERVICES PROVIDED

- ENGLISH COPYWRITING
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]

CLIENT: CHOW TAI FOOK

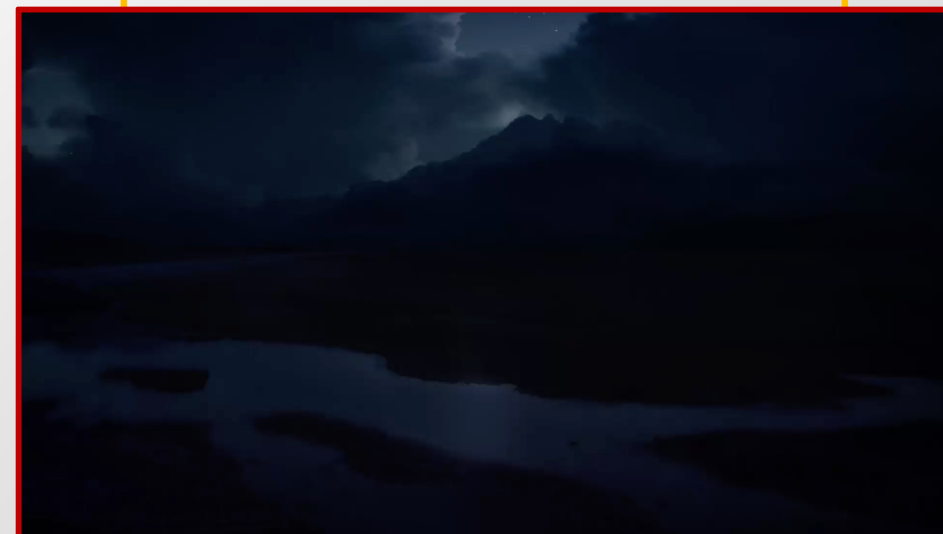
BRIEF + NOTES

(2023)

- ❖ WRITE MANIFESTO FOR CAMPAIGN
- ❖ WRITE [ENGLISH] VOICEOVER SCRIPTS FOR VIDEO CONTENT

周大福

CHOW TAI FOOK



SERVICES PROVIDED

- ENGLISH COPYWRITING
- MANIFESTO
- VOICEOVER SCRIPTS FOR 5 VIDEOS [ENG]

Playlist Link:

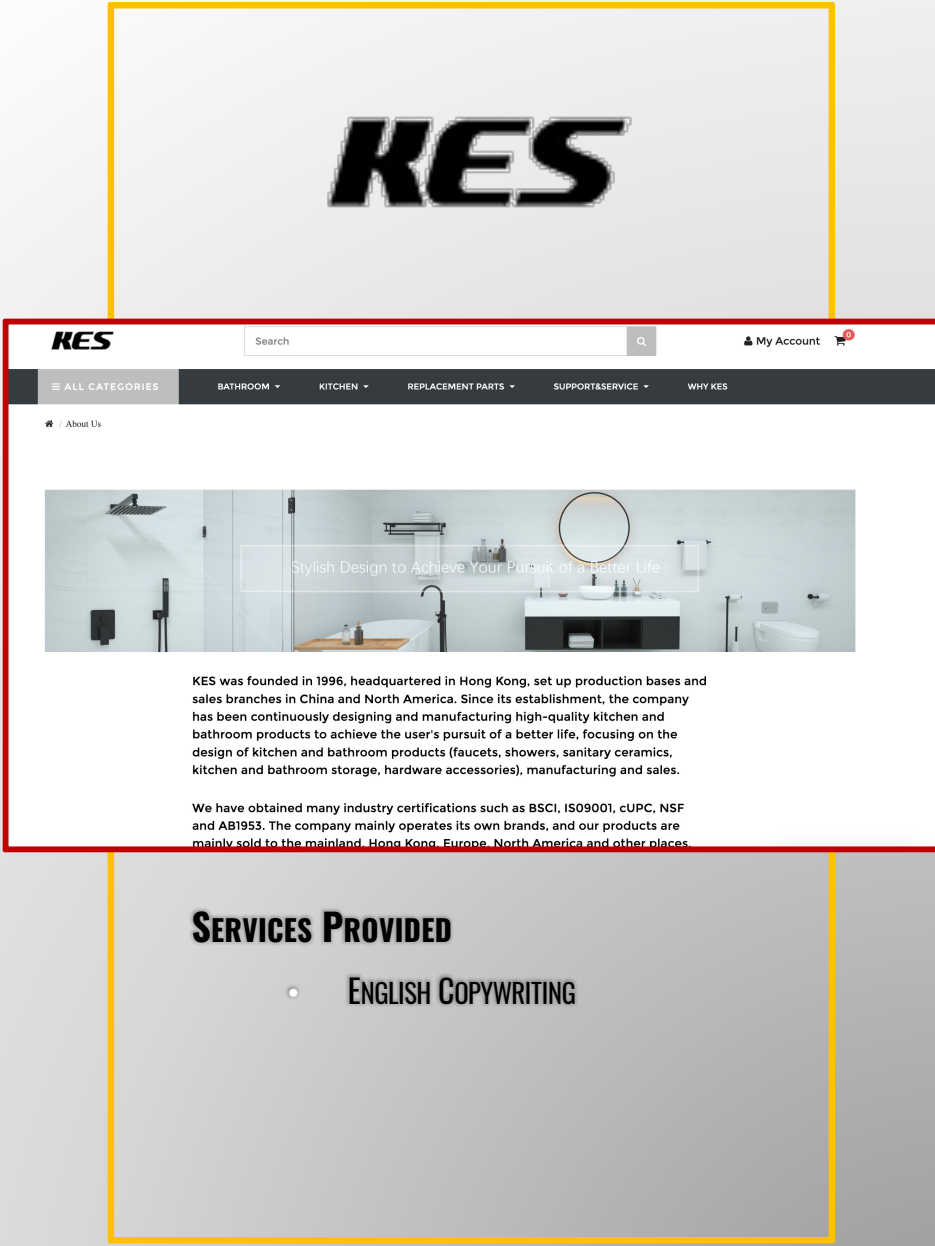
<https://www.youtube.com/playlist?list=PLsqJoZumqJJSjbMzmDZzhNAoiPdJdsbM>

CLIENT: KES HOME

BRIEF + NOTES

(2023)

❖ CRAFT BRAND STORY FOR BRAND REVAMP



SERVICES PROVIDED

- ENGLISH COPYWRITING

Site Link: https://www.keshome.com/about_us

CLIENT: MANNINGS

BRIEF + NOTES

(2021-2023)

- ❖ DEVELOP TAGLINES, DESCRIPTORS, COPYWRITING FOR VARIOUS IN-STORE CAMPAIGNS

萬寧 mannings



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: HKJC

BRIEF + NOTES (via Topix)

(2021)

- ❖ WRITE SCRIPTS FOR RACE PROMOS
- ❖ STORYBOARD, TREATMENT, AND VOICEOVER



SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING
- VIDEO CREATIVE TREATMENT

Video Link:

<https://www.youtube.com/watch?v=coVgKanZYQk>

CLIENT: MANDARIN ORIENTAL

BRIEF + NOTES (via Ogilvy & Mather)

(2021)

❖ CRAFT COPY FOR NEWSLETTER AND EDM FOR ONE CENTRAL MACAU



壹號廣場

one
CENTRAL MACAU

SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: 77-79 PEAK ROAD

BRIEF + NOTES (via wowwowtank)

(2021)

❖ WRITE ADVERTORIAL FOR NEW LUXURY RESIDENTIAL DEVELOPMENT

WHEELOCK PROPERTIES



Nestled in the prestigious locale of The Peak, 77/79 Peak Road raises the bar of supremacy with its highly private residence of 6,000-8,100 sq. ft. in saleable area that is supported by solid security.

"This site is one of the most unique places in Hong Kong – an exclusive enclave with unparalleled view of the city. The project matches that uniqueness in its exceptional attention to detail and quiet sophistication."

Yabu Pushelberg

Unparalleled exclusivity

77/79 Peak Road perches atop a lofty enclave studded with lush greenery – a haven away from the fast-paced hustle and bustle of the city. Owned by The Wharf (Holdings) Limited, and project managed and marketed by Wheelock Properties (Hong Kong) Limited, this exclusive collection of eight coveted homes is the masterly work of the world's foremost architects, interior designers,

SERVICES PROVIDED

- WRITING ADVERTORIAL

Advertorial Link:

<https://www.thestandard.com.hk/section-news/fc/7/227592/The-pinnacle-of-luxury-living-at-The-Peak>

CLIENT: 11 PLANTATION ROAD

BRIEF + NOTES (via wowwotank) (2021)

❖ WRITE ADVERTORIAL FOR NEW LUXURY RESIDENTIAL DEVELOPMENT

WHEELOCK PROPERTIES

11 PLANTATION ROAD

World-Class Living Perched atop the City



Mountaintop villas overlooking Victoria Harbour

11 Plantation Road is a new ultra-luxury residential community in the Peak Collection by The Wharf (Holdings) Limited and managed by Wheelock Properties (Hong Kong) Limited. Home to British nobles during the early years, Plantation Road was named after their great efforts in planting a variety of trees on The Peak. Surrounded by natural beauty, this location is still a prestigious environment for the elite to gather to this day.

This seven-house community offers a 360-degree panoramic view from atop the city. To the north, you can indulge in the iconic Victoria Harbour view with an unobstructed enjoyment of the celebratory fireworks.

These low-density homes sit on spacious lots on a slope. The upper row has three 5-storey villas with a private rooftop while the lower row has four 3-storey villas, each with its own unique characteristics to bely its unique residents.

The sizable master bedroom is designed in straight edges and practical, with up to 1,500 square feet that includes a living room, bedroom, bathroom, study room, and a His and Her walk-in wardrobe, this space truly reflects a private sanctuary. What's more, some wardrobes are also equipped with a dehumidification system for residents to adjust the temperature and humidity levels to ensure their collection of fashionables are kept dry and in good condition.

A masterpiece crafted by Robert A.M. Stern

11 Plantation Road and adjacent clubhouse were designed expertly by internationally renowned Robert A.M. Stern Architects. With a portfolio that spans around the globe including rare and prestigious homes such as 15 Central Park West in New York and Mount Nicholson in Hong Kong. Meticulous in planning, material selection and craftsmanship, the design team combed the world over for the best materials and equipment to use. This is reflected in the beige and gold colour scheme that matches that of the American natural marble Formica Stone used in each house, creating the firm's classic New York style.

Designed by Mr. Robert Stern, this prestigious clubhouse welcome residents to maximize their efforts with Italian techno gym equipment and the 15m indoor heated swimming pool. There is also an outdoor jacuzzi overlooking the sea and mountainscape.



11 PLANTATION ROAD

地址：山頂德輔道中11號
網址：www.11plantationroad.com.hk
查詢熱線：2118 2118 (香港國際中心)

THE WHARF
HARRIMAN
CHARTERS

SERVICES PROVIDED

- WRITING ADVERTORIAL

CLIENT: UCLOUDLINK

BRIEF + NOTES (via MESH)

(2021)

❖ PRODUCE BRAND VIDEO LED BY VOICEOVER



SERVICES PROVIDED

- CREATIVE DIRECTION FOR BRAND VIDEO
- SCRIPTWRITING FOR BRAND VIDEO

Video Link:

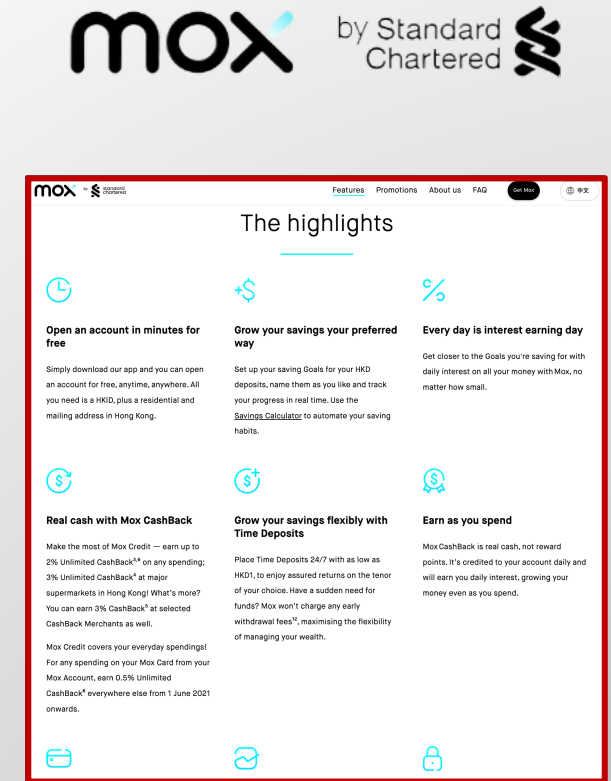
<https://youtu.be/RMRlhZZpNVM>

CLIENT: MOX

BRIEF + NOTES

(2020)

- ❖ CRAFT LEAFLET AND WEBSITE COPY FOR LAUNCH
- ❖ DEVELOP THEMATIC BANNERS
- ❖ WRITE CAMPAIGN VIDEO SCRIPT



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

Website Link:

<https://mox.com/features/mox-at-a-glance/>

CLIENT: TATLER ASIA

BRIEF + NOTES (via Saatchi & Saatchi)

(2019)

❖ WRITE WEBSITE CONTENT FOR GEN T. ASIA SUMMIT 2019

TatlerAsia



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: PUBLICIS GROUPE

BRIEF + NOTES (via Luminous MSL)

(2018)

- ❖ CRAFT “THE POWER OF ONE” VIDEO SCRIPT
- ❖ WRITE EVENT INVITATION EMAIL FOR LAUNCH OF NEW PUBLICIS GROUPE



SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

Video Link:

<https://youtu.be/iQTBJftWvF8>

CLIENT: HSBC LIFE

BRIEF + NOTES

(2018)

- ❖ WORKSHOP WITH CREATIVE HEADS OF AGENCY FOR NEW DIRECTION
- ❖ PROVIDED WINNING CONCEPT FOR HSBC LIFE “A PROMISE IS A PROMISE”
- ❖ WRITE NEW BRAND GUIDELINE FOR HSBC LIFE
- ❖ CRAFT CREATIVE DIRECTION AND SCRIPT FOR TVC (BADMINTON)



SERVICES PROVIDED

- CREATIVE DIRECTION
- ENGLISH COPYWRITING
- SCRIPTWRITING

Video Link:

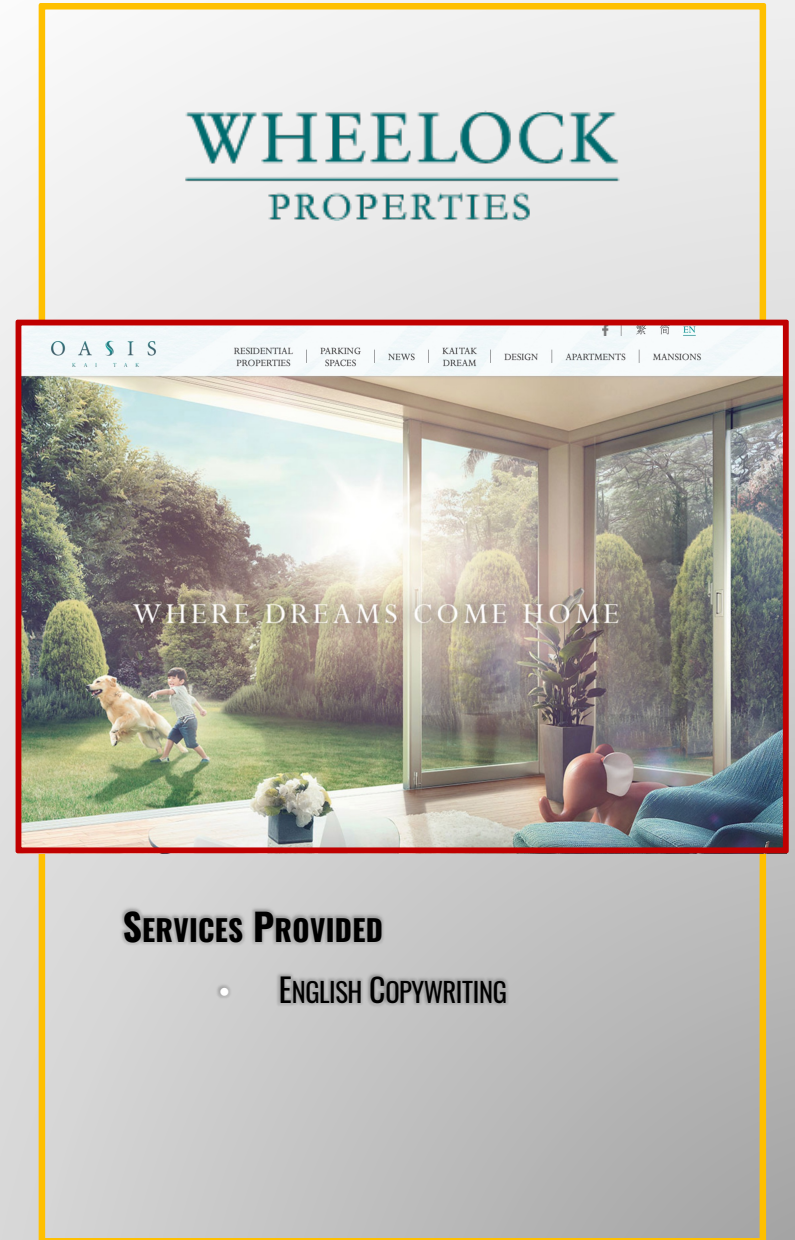
<https://youtu.be/dufYIW6Xhkw>

CLIENT: OASIS KAI TAK

BRIEF + NOTES

(2017)

- ❖ CRAFT A MOOD BOOK FOR NEW RESIDENTIAL PROPERTY OASIS KAI TAK
- ❖ WRITE SHOW FLAT QR CODE LANDING PAGES FOR OASIS AND LOHAS 5



Website Link: <http://www.oasiskaitak.com.hk/en-us>

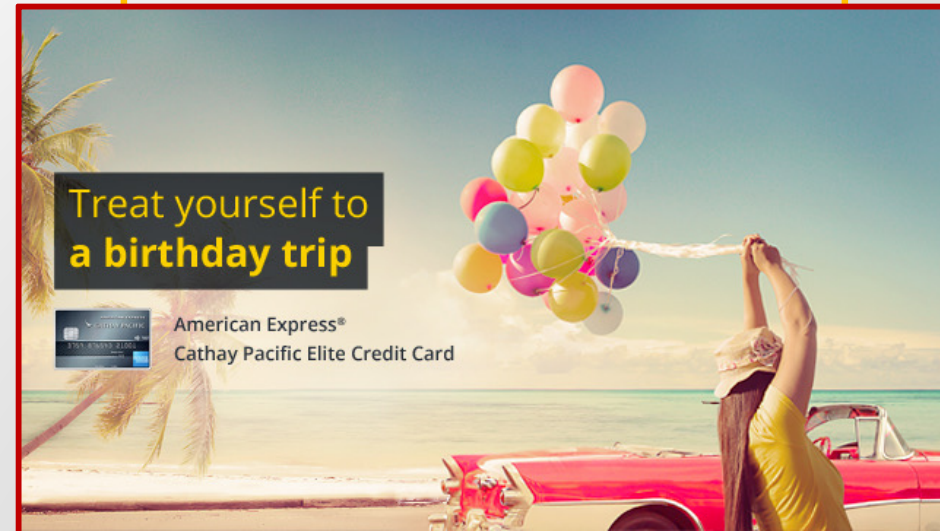
CLIENT: ASIA MILES

BRIEF + NOTES (via Ogilvy & Mather)

(2017)

- ❖ CRAFT COPY FOR ALL CROSS PROMOTION MATERIALS
- ❖ WEBSITE, EDM, BANNERS, POSM, NEWSLETTERS
- ❖ WORKED ON VARIOUS BRANDS SUCH AS AGODA, AMEX, APPLE, ARMANI, AVIS, CATHAY PACIFIC, HILTON, HERTZ, HKIFF, MGM, MONT BLANC, AND MORE

ASIA MILES 



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: ARTISAN HOUSE

BRIEF + NOTES (via wowwowtank) (2017)

- ❖ CRAFT MOOD BOOK FOR NEW RESIDENTIAL TOWER
- ❖ CREATIVE CONCEPT OF CAMPAIGN “ARTISTRY REFLECTED”



REFLECTIONS OF ARTISTRY

The inspiration of masonry.
Stumble across. A pianist, a conductor,
a ceramist, a painter, and an architect.
Coming and going. **Banyan trees canopies**
providing shade. Rooted in the ground
with shades of earth. **In a neighbourhood**
of old yet new. The hipster crowd.
Mingling and mixing. **A building, with mirrors**
that reflect, with design inspirations from
a western concrete jungle. Architectural
heritage, a deep landscape of a timeless
form and an Artisanal community.
Similar yet different. Artistry reflected.

Introduction The Story

SERVICES PROVIDED

- ENGLISH COPYWRITING
- WRITING MOOD BOOK [ENG]

CLIENT: FWD

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ TRANSCREATE TVC SCRIPT FOR FORMULA E RACING EVENT
- ❖ TRANSCREATE TVC SCRIPTS FOR FWD CAMPAIGN WITH RONALD CHENG (鄭中基) + ANDREW LAM (林敏驄)
- ❖ SUPPORT FOR ENGLISH COPY (APP + WEBSITE)

FWD

SERVICES PROVIDED

- ENGLISH COPYWRITING
- TRANSCREATION FOR SUBTITLES

Video Link:

<https://www.facebook.com/newmonday.com.hk/videos/10153930331448220/>

CLIENT: HKRI

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ CRAFT CONCEPT LINES, TAGLINES, HEADLINES, SIGNAGE, SCRIPTWRITING FOR AWARDS SUBMISSIONS FOR HKRI'S SHOPPING DESTINATIONS
- ❖ FOR CHINA LOCATIONS – TAI KOO LI AND TAI KOO HUI



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

CLIENT: VIVO

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ CRAFT SCRIPT FOR STEPH CURRY PROMO VIDEO (PHILIPPINES)
- ❖ COPYWRITING SUPPORT FOR STEPH CURRY CAMPAIGN



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

Video Link:

<https://youtu.be/jl-eV3lqvDw?si=iPb9NQF1vGf6pd8G>

CLIENT: MEAD JOHNSON

BRIEF + NOTES (via Saatchi & Saatchi)

(2016)

- ❖ PROVIDE COPYWRITING AND SCRIPTWRITING SUPPORT
- ❖ HEADLINES, TAGLINES, SUBTITLES, AWARDS SUBMISSION SCRIPTS



SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING

CLIENT: SMS GROUP

BRIEF + NOTES

(2016)

❖ WRITE AN ADVERTORIAL FOR COMPANY HK LAUNCH

SMS | GROUP



SMS EVENT MARKETING (HK) LTD

Unique Concept Hits Sweet Spot

Pragmatic expansion strategy has resulted in slow but steady growth for a young but innovative company powered by JULIANA LO and KRYSTAL LIE.

SMS was founded in 2001, in Taiwan. A few years later, the company grew aggressively and began expanding into the China market.

New headquarters out of Shanghai, it operates in Taipei, Kaohsiung, Shanghai, Beijing, Hong Kong and Seoul. Hong Kong and Seoul are the newest additions to the group, opening offices in 2014 and 2016 respectively.

"Our expansion into various markets have typically begun with a market demand and also it was an opportunity for us to gain greater exposure and expand our current portfolio to not just Greater China but to other international markets," says Juliana Lo, General Manager.

"The China market has always been one of the strongest markets in our portfolio. The only difference is that in recent years, we have expanded our portfolio into other industries, and not limited to just automotive and sports marketing."

Flexibility is Key

"We have a large and strong presence in Taiwan and China, which allows our



Juliana Lo & Krystal Lie
"We also ensure we build a close relationship and get to know our clients better, so as to ensure we understand their needs and their wants."

Hong Kong office to leverage off their experience and their resources. Our local office is small, but we pride ourselves with quick turnaround time, our flexibility in answering client's briefs, our high level of quality service, along with great experience in conceptualizing and managing world-class events. Our team is comprised of producers and designers with extensive experience in various types of events at all scales."

"Our ability to turn around creative

proposals in reasonable time, with greater care and while offering maximum flexibility to clients underscores our commitment to delivering only the best solutions to our clients. We also ensure we build a close relationship and get to know our clients better, so as to ensure we understand their needs and their wants."

Value-Added Service

Hong Kong is a very competitive market with many agencies claiming to offer the same services. There are many big players who have been around for many years, and have had long standing relationships with companies. "Being a new player in the market, our focus for the first couple years was to establish a name and a reputation for ourselves and to build new and old relationships. So we continued to lay low, work hard and stay humble. In the past couple of years, we have started to build a positive name and reputation for ourselves, and competing against some of the biggest players in this market. We will continue to work hard and strive to be the best that we have set out to be," says Krystal Lie.

"We very recently identified some demands in the Korea market, and have begun our expansion plans into the South Korean markets. With the promising outlook of the Korean market, together with our abilities and strong relationships in the market, we trust that the expansion into Korea, and South East Asia in the future will be a fruitful one," Lie says.

"Our plans are to lay low, work hard and stay humble. We will be true to our roots, strive to provide the best solutions to our clients by equipping ourselves with all the resources required to deliver a memorable and positive event every time."



For additional information, please visit www.smevent.cc

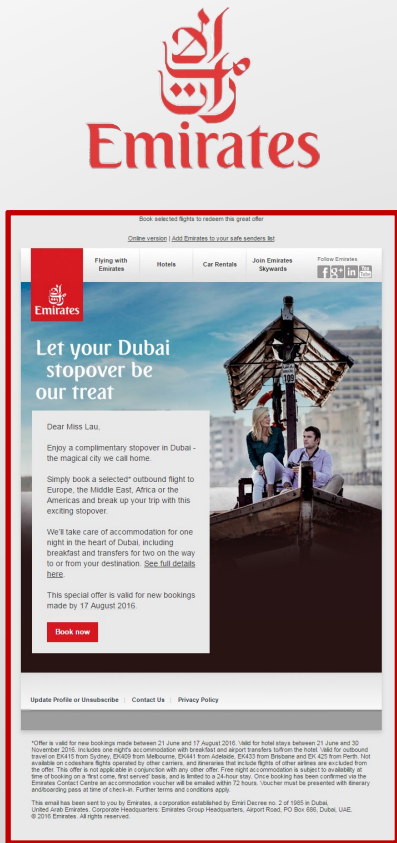
SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: EMIRATES

BRIEF + NOTES (via Saatchi & Saatchi) (2015-2016)

- ❖ CRAFT ALL EMAIL MARKETING MATERIALS
- ❖ WRITE CO-BRANDED EDMs FOR ALL ASIAN MARKETS



SERVICES PROVIDED

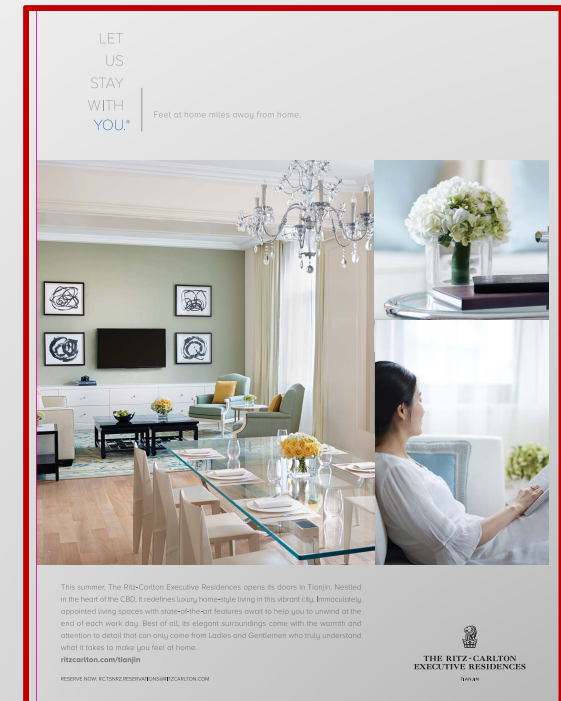
- ENGLISH COPYWRITING

CLIENT: THE RITZ CARLTON

BRIEF + NOTES (via Saatchi & Saatchi)

(2015-2016)

- ❖ CRAFT COPY FOR MARKETING MATERIALS FOR VARIOUS LOCATIONS
- ❖ ALL LOCATIONS – NIGHT SAFARI LAUNCH – EDM AND LANDING PAGE
- ❖ HAIKOU – PRE-OPENING TAGLINE + BROCHURE
- ❖ MACAU – RC MACAU EXPERIENCE MAGAZINE, PRESS RELEASE, EDM
- ❖ CHINA – MICE NEWSLETTER, EDM, PROMOTIONAL ADS
- ❖ TIANJIN – OPENING PRINT AD FOR EXECUTIVE RESIDENCES



SERVICES PROVIDED

- ENGLISH COPYWRITING

CLIENT: HSBC

BRIEF + NOTES

(2015-2016)

- ❖ HSBC FX – EDM, EVENT INVITATION
- ❖ HSBC ALWAYS-ON - EDM
- ❖ HSBC PREMIER – EDM, LEAFLET
- ❖ HSBC FinFit – EDM, PROMO WEB PAGE CONTENT, BANNERS
- ❖ HSBC JADE – EDM, GOLF EVENT INVITATION

HSBC 



SERVICES PROVIDED

- ENGLISH COPYWRITING



CLIENT: PUBLICIS GROUPE

BRIEF + NOTES

(2015-PRESENT)

- ❖ AWARDS SUBMISSIONS FOR VARIOUS CAMPAIGNS OVER PAST 9 YEARS FOR MSL, SAATCHI & SAATCHI (HK + SHANGHAI), LEO BURNETT
- ❖ CREATE SUBMISSION DECKS AND VIDEO SCRIPTS
- ❖ PRODUCE VIDEO SUBMISSIONS
- ❖ BRANDS INCLUDE CITY OF DREAMS, DELIVEROO, FWD, HSBC, AND MORE
- ❖ HAVE LED TO NUMEROUS AWARDS

SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING
- VIDEO PRODUCTION
- VOICEOVER

Video Link:

<https://youtu.be/FeOwrLZj7Ck>

CLIENT: SAATCHI & SAATCHI

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

- ❖ CRAFT CREATIVE FOR INTERNAL SUSTAINABILITY CAMPAIGN
- ❖ CONCEPTUALIZING CONCEPT LINE
- ❖ PRODUCE VIDEO FOR CAMPAIGN
- ❖ WRITE WEBSITE CONTENT



SERVICES PROVIDED

- CREATIVE DIRECTION
- ENGLISH COPYWRITING
- SCRIPTWRITING FOR VIDEO

Video Link: <https://www.campaignasia.com/video/saatchi-saatchi-sets-dogs-and-ghosts-on-staff-to-stem-overwork/393345>

CLIENT: ORAL B

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

- ❖ SCRIPTWRITING FOR RADIO COMMERCIAL CAMPAIGN
- ❖ COPYWRITING FOR E-BANNERS



Client: Oral B
Product: Pro Sensitive
Media: Radio 45"
Date: 16 Dec 2014

Title: "Girl friend"

Original	Translation
女: BB, 我哋去食甜品囉! 有間新開嘅蜂巢雪糕想同你試呀! 定係食雪芭好呢? Oh I love Lemon Sorbet! 食埋雪花冰都好啱!	Girl: Honey, Let's go for some desserts, shall we? I want to try the newly-opened honey comb ice-cream shop with you! Or a sorbet sounds better? Oh I love lemon sorbet! Even better have one more snow shave ice dessert!
男: ...唔去...得...唔得呀?	Boy: Can I...say...no?
女:吓? ...你唔愛我 喇! ...你嫌我肥係咪呀? 好失禮你咩依家?! 噃!!! 我 知喇, 你同office新嚟嗰個 短裙 ^低 低胸妹妹有啱? 係 咪呀!? 食新忘舊呀...(嗚 嗚...)	Girl: What? You don't love me anymore! You think I am a fat and despise me, don't you! Have I disgraced you?! Oh!!! got it, you are having an affair with the fresh low-V-neck girl in mini-skirt in your office, right? Answer me!! You abandoned the old for the new... (boohoo...)
男: 哎呀... BB...	Boy: Oh,my! Honey...
女: 唔通...你同大隻靚仔 Trainer...? OMG!!! 噃... 唔怪知得一個禮拜去8日 Gym咗你!! ! ! OMG...	Girl: Ah, don't tell me you and the big handsome trainer...? Oh my god!!!Oh... no wonder you go to gym 8 days a week!!! Good god...
男: ...(放棄)	Boy: ...(Give up)
VO: 敏感嘅女友我就幫你唔到喇, 但敏感牙齒就有Oral B 全效抗 敏。	VO: For your sensitive girlfriend, I can do nothing for you; as for sensitive teeth, you got Oral B Pro Sensitive.

SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

CLIENT: PAMPERS

BRIEF + NOTES (via Saatchi & Saatchi)

(2015)

- ❖ SCRIPTWRITING FOR CASE STUDY VIDEO “BABY LOVE NOTES”
- ❖ COPYWRITING FOR CASE STUDY SUBMISSION “TOUCHES OF LOVE”



SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

CLIENT: SPCA

BRIEF + NOTES (via Saatchi & Saatchi)

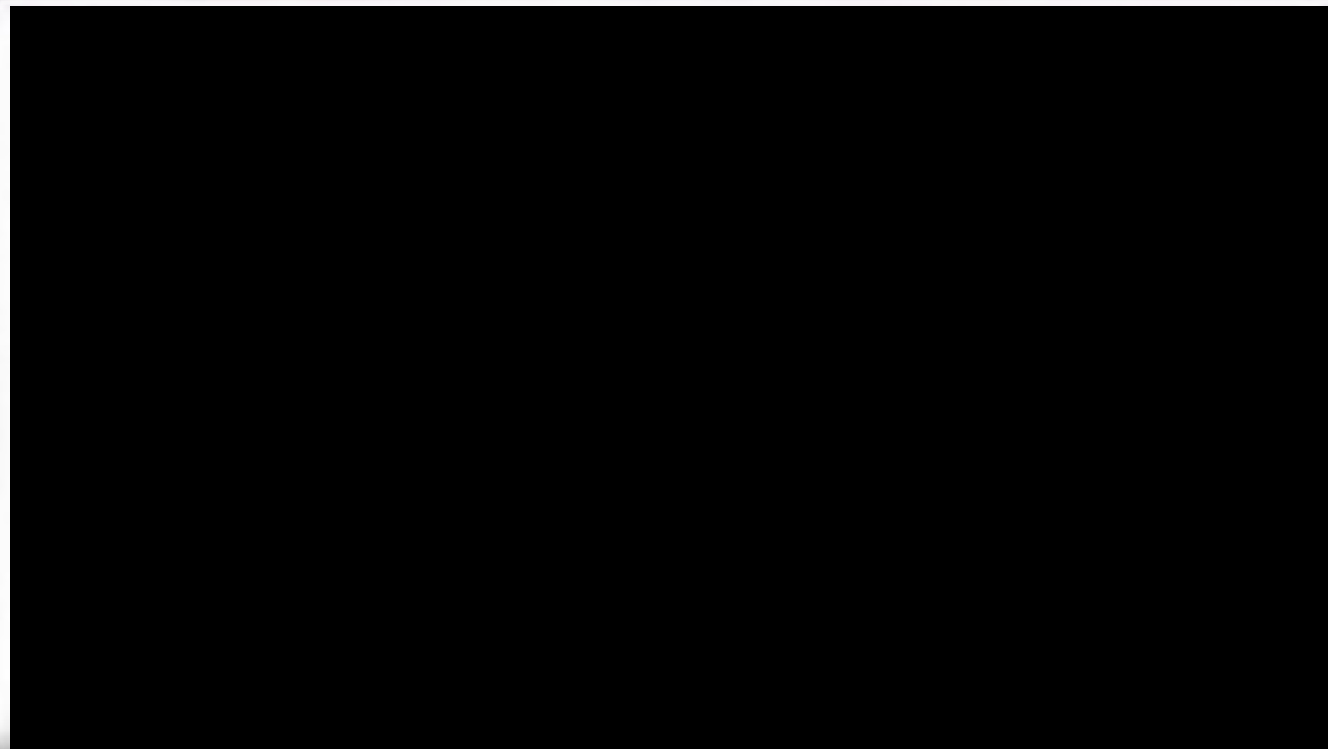
(2015)

❖ CRAFT PRINT AD COPY FOR DOGATHON EVENT



SERVICES PROVIDED

- ENGLISH COPYWRITING



PRESS PLAY

PRODUCED CONTENT

TELEVISION + FILM + VIDEO

Showreel: <https://vimeo.com/440858343>



FILMOGRAPHY



FRESH WAVE

SYNOPSIS + NOTES (via HKTDC)

(2013)

A SHORT DOCUMENTARY FOLLOWING FILMMAKERS OF COMPETITION TO FAR EAST FILM FESTIVAL WITH THEIR WINNING PROJECTS.

- ❖ SHORT FILM (10MINS)
- ❖ LANGUAGE: CANTONESE AND ENGLISH
- ❖ COMMISSIONED BY FRESH WAVE FILM FESTIVAL
- ❖ FOLLOWED WINNERS TO UDINE, ITALY
- ❖ ROLE: DIRECTOR, CAMERAMAN, EDITOR

Full Movie Link:

<https://youtu.be/Cd3waDj6jek>

SHADES OF ROGUE

SYNOPSIS + NOTES

(2012)

THE DAUGHTER OF HK'S INFAMOUS ROGUE COP, MABLE IS DEVASTATED WHEN HER FATHER'S OLD DEBTS LEAD TO THE MURDER OF HER MOTHER. WITH THE HELP OF A MYSTERIOUS GUARDIAN, SHE UNCOVERS THE TRUTH BEHIND HER FATHER'S PAST, COLOURING HER REALITY WITH SHADES OF ROGUE.

- ❖ SHORT FILM (31MINS)
- ❖ LANGUAGE: CANTONESE
- ❖ FRESH WAVE COMPETITION (OPEN DIVISION) ENTRY
- ❖ INSPIRED BY TRUE EVENTS IN HONG KONG
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

Full Movie Link:

<https://www.youtube.com/watch?v=R3OPwGbZHvA>

IMDB Link:

https://www.imdb.com/title/tt3003508/?ref=nm_knf_c_1

SILENT KILLER

SYNOPSIS + NOTES

(2011)

A HONG KONG HITMAN CHOOSES A UNIQUE METHOD TO FINISH HIS TARGET.

- ❖ SHORT FILM (3MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ PICKED UP BY THE CLEAN AIR NETWORK
- ❖ WINNER OF ONE-MINUTE FESTIVAL
- ❖ ROLE: CO-WRITER, DIRECTOR, EDITOR

Full Movie Link:

<https://youtu.be/TJkNzMBIZBg?si=CtwmtttTd8AO3F3H>

IMDB Link:

https://m.imdb.com/title/tt1909342/?ref=nm_knf_c_2

When Hunch Comes To Shove

Full Movie Link:

<https://youtu.be/Nuqvh0YJrBY?si=eNtgDDsni2j7bJ2e>

WHEN HUNCH COMES TO SHOVE

SYNOPSIS + NOTES

(2011)

SOMETIMES JUST A "HUNCH" IS ALL YOU NEED TO KNOW SOMETHING IS WRONG...DEAD WRONG.

- ❖ SHORT FILM (7MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ DRAMA | DARK HUMOUR
- ❖ ROLE: PRODUCER, DIRECTOR



Full Movie Link:

<https://www.youtube.com/watch?v=vJvHP4q9-aQ>

IMDB Link:

<https://m.imdb.com/title/tt1773344/?language=de-de>

COCKTAIL DEFINITION

SYNOPSIS + NOTES

(2010)

A HAIRDRESSER AND A BARTENDER SET OUT TO FIND
A PARTICULAR COCKTAIL.

- ❖ SHORT FILM (8MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ SELECTED TO 34TH HKIFF SHORT FILM PROGRAMME
- ❖ WINNER OF 48HR FILM CHALLENGE
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

BUCK WILD

SYNOPSIS + NOTES

(2008)

A USED-CAR SALESMAN WITNESSES A KIDNAPPING AND DECIDES TO BLACKMAIL THE NABBERS TO GET SOME EASY MONEY.

- ❖ FEATURE-LENGTH (88MINS) FILM
- ❖ SHOT ON SUPER 16MM FILM
- ❖ BUDGET CA\$22,000 (SELF-FINANCED)
- ❖ LANGUAGE: ENGLISH
- ❖ PRODUCED IN TORONTO, CANADA
- ❖ ROLE: CO-WRITER, PRODUCER, SUPPORTING ACTOR

Full Movie Link:

<https://www.youtube.com/watch?v=soFLVmySDq8>

IMDB Link: <https://www.imdb.com/title/tt1466447/>

TELEVISION





BRIEF + NOTES

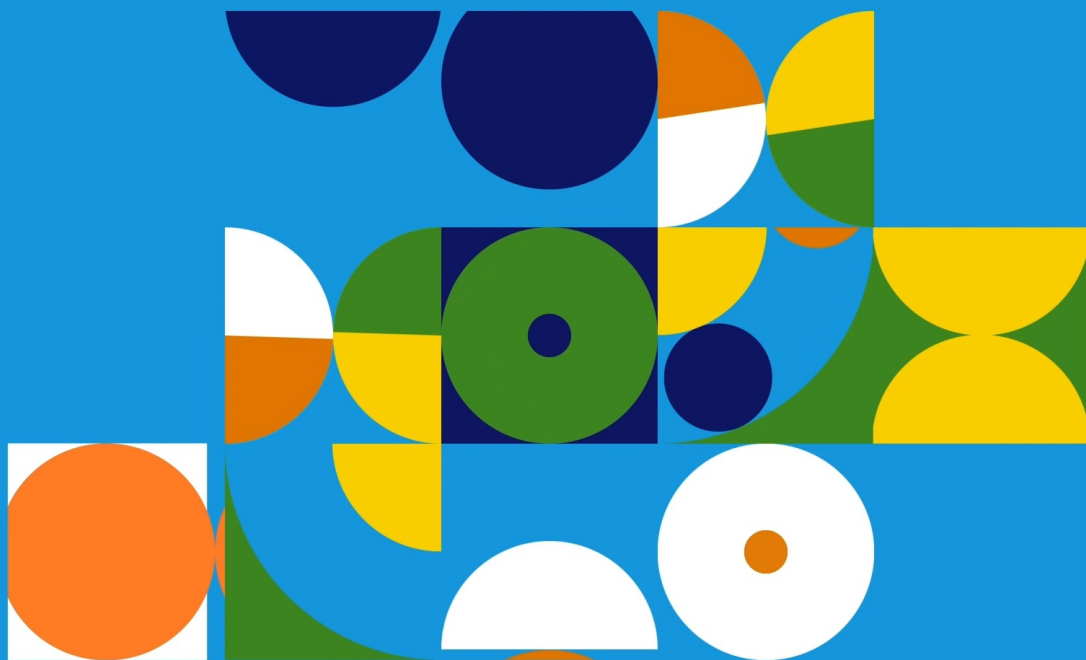
(2024)

PRODUCE HIGHLIGHTS VIDEO OF HKJC'S INSTITUTE OF PHILANTHROPY (IoP) LAUNCH EVENT

- ❖ USE EXISTING FOOTAGE TO CRAFT A HIGHLIGHTS VIDEO THAT EXEMPLIFIES THE SPIRIT OF THE EVENT
- ❖ WRITE ENGLISH VOICEOVER NARRATION
- ❖ HIGHLIGHTS VIDEO TO BE AIRED ON TELEVISION
- ❖ CLIENT: I-CABLE, HOY.TV
- ❖ DURATION: 22MINS
- ❖ ROLE: WRITER, PRODUCER

Playlist Link:

<https://www.youtube.com/playlist?list=PLsqJoZumqJSOwpATcaCFccxZ63EMf3rW>



VIDEO PRODUCTION





Full Episode Link:
www.Tbd.com

TATLER ASIA

SYNOPSIS + NOTES

(2024)

A PILOT SERIES OF EXPLAINER VIDEOS THAT DELVES INTO INTRIGUING STORIES EMANATING FROM ASIA.

- ❖ FIRST EPISODE IS ABOUT THE FUTURE OF MONARCHS IN ASIA
- ❖ CRAFT A STORYLINE AND VISUAL TREATMENT TO TELL THE STORY
- ❖ SOURCE EXISTING AND STOCK VISUALS TO SUPPORT CONTENT CREATION
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR

TAG AVIATION

BRIEF + NOTES

(2020)

CREATE A CONCEPT VIDEO FOR ARRIVAL OF BRAND
NEW G600 PRIVATE AIRCRAFT IN HONG KONG.

- ❖ SHOT ARRIVAL AT HONG KONG INTERNATIONAL AIRPORT
- ❖ COORDINATING WITH PILOT + AIR TRAFFIC CONTROL
- ❖ ONE-TAKE SHOOT WITH 4 CAMERAS
- ❖ ROLE: PRODUCER, DIRECTOR

Video Link:

<https://youtu.be/i7l0uHAX5ds>

APPS1010

BRIEF + NOTES (via Spookytree Productions) **(2016)**

PRODUCE TVC FOR APPS1010 TO PROMOTES ITS BRAND AND EDUCATE AUDIENCES ABOUT KEY PRODUCT BENEFITS

- ❖ IN COLLABORATION WITH SPOOKYTREE PRODUCTIONS
- ❖ CLIENT: HKC ENTERPRISES
- ❖ AIRED ON TV AND IN CINEMAS
- ❖ ROLE: WRITER, DIRECTOR



Video Link:

<https://www.youtube.com/watch?v=MZ8-gnfmUAY>

PUBLICIS GROUPE

BRIEF + NOTES

(2015-PRESENT)

PRODUCE VIDEOS FOR AWARDS SUBMISSIONS FOR SEVERAL DIFFERENT CAMPAIGNS

- ❖ PREFERRED VENDOR TO PRODUCE VIDEOS AND CRAFT SUBMISSION DECKS
- ❖ CREATED OVER 15 SUBMISSIONS IN LAST 10 YEARS THAT HAS RESULTED IN SEVERAL AWARD WINS
- ❖ WORKED ON CAMPAIGNS BY HSBC, FWD, CITY OF DREAMS, JOBSDB, AND MORE
- ❖ ROLE: WRITER, VIDEO PRODUCER



Video Link:

<https://youtu.be/XTVz5-tJBGg>



SOCIAL MEDIA/ ONLINE CONTENT

WALL STREET JOURNAL

BRIEF + NOTES

(2021)

DEVELOP ONLINE VIDEO SERIES “FUTURE SHAPERS”
IN COLLABORATION WITH TECH MAHINDRA

- ❖ INTERVIEWS WITH TECHNOLOGY LEADERS AROUND THE WORLD ON THE TOPIC OF DIGITAL TRANSFORMATION
- ❖ REMOTE SHOOT DURING PANDEMIC
- ❖ CLIENT: WALL STREET JOURNAL, TECH MAHINDRA
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

Video Link:

<https://partners.wsj.com/tech-mahindra/in-the-future/build-innovation-strategy/>

to Inn

Q&A with M

Mo Katibeh tells In The

投資世界 睇唔透？

Playlist Link:

https://www.youtube.com/playlist?list=PLsqJoZumqkJRkvIJqnzZZIG_ESCNorMv8

BANK OF CHINA

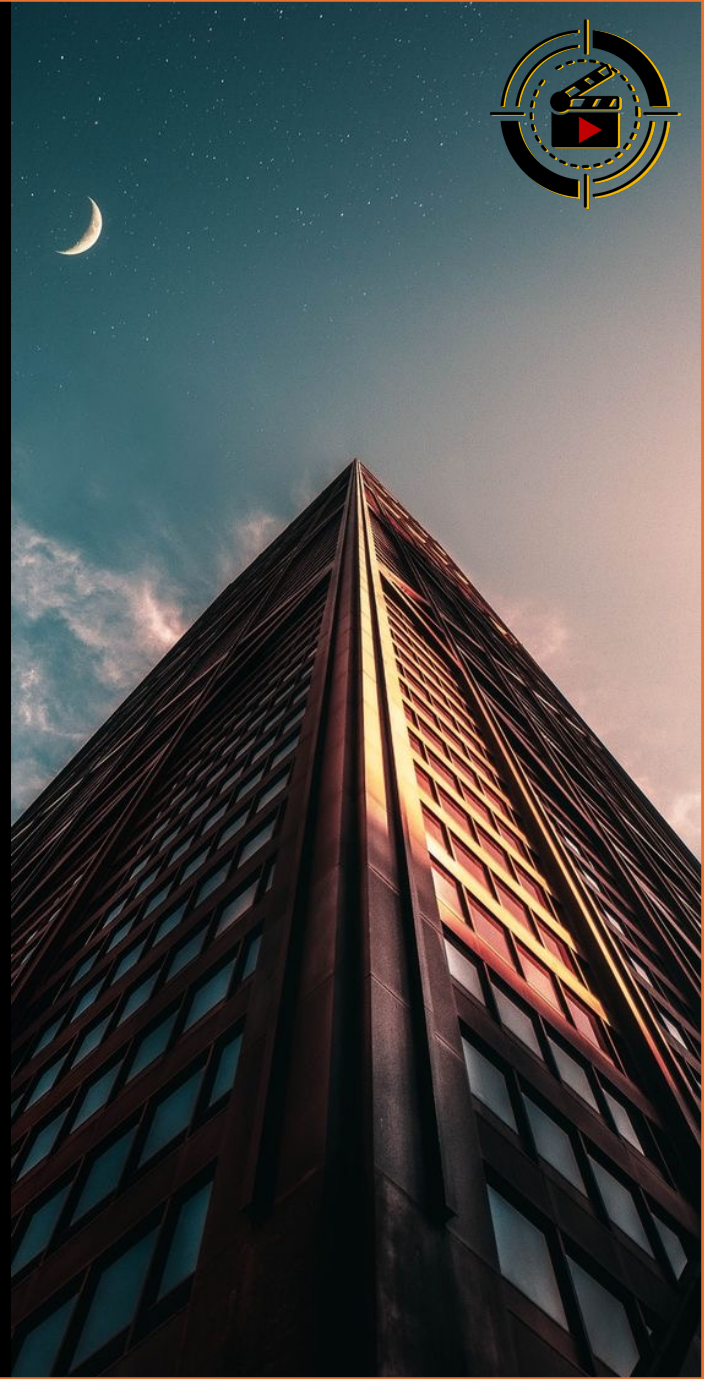
BRIEF + NOTES (via Omakase)

(2021)

PRODUCE A SERIES OF CONTENT FOR NEW PRODUCT CAMPAIGN THAT FOCUSES ON WELLNESS

- ❖ SHOT 2 TV SPOTS FOR “LIVE NEXT LEVEL” CAMPAIGN
 - ❖ AMASSED OVER 2M VIEWS IN 2 WEEKS
- ❖ CREATED 6-PART ONLINE SERIES TO PROMOTE FITNESS AND WELL-BEING
- ❖ LOCALIZED CONTENT FOR HONG KONG AUDIENCES
- ❖ LANGUAGE: CANTONESE
- ❖ ROLE: DIRECTOR

PROPERTY VIDEOS





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Video Link:

<https://www.youtube.com/watch?v=Gz8-Z2Va0xQ>

ARTISAN GARDEN

BRIEF + NOTES

(2019)

PRODUCE PRODUCT STORY VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN TO KWA WAN.

- ❖ SOLD OUT ON FIRST DAY OF RELEASE
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ SHOWCASED ON 22-FOOT LONG SCREEN
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR

NOVUM EAST

BRIEF + NOTES (via wowwotank)

(2017)

PRODUCE A SALES VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN NORTH POINT.

- ❖ DOUBLE EXPOSURE CONCEPT REFLECTS THE “TWIN” TOWER (NOVUM WEST) DEVELOPMENT
- ❖ SHOWCASED ON 4 PILLARS AND A BACKWALL SCREEN
- ❖ CLIENT: HENDERSON LAND
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

Video Link:

<https://youtu.be/tuQrx5SLvtE>

CORPORATE VIDEOS



FWD HIVE ARENA

BRIEF + NOTES (via Filament Live)

(2021-2023)

DEVELOP EVENT ASSETS FOR VIRTUAL EVENT

- ❖ PROVIDING SUPPORT FOR HYBRID EVENT HELD FOR SEVERAL ASIAN COUNTRIES DURING PANDEMIC
- ❖ ASSETS INCLUDE STINGS, OPENING VIDEO, VIRTUAL CHOIR, TRIBUTE VIDEO, AND PRE-RECORDED FIRESIDE CHAT, AMONG OTHER ITEMS
- ❖ CLIENT: FWD
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR



Video Link:

https://youtu.be/r9MMu3_SX-Y

URBAN LAND INSTITUTE

BRIEF + NOTES

(2021-2023)

DEVELOP EVENT ASSETS FOR VIRTUAL CONFERENCES

- ❖ GLOBAL COLLABORATION DURING PANDEMIC
- ❖ PRODUCE VIDEOS TO HIGHLIGHT AWARD NOMINEES AND WINNERS IN PROPERTY DEVELOPMENT SECTOR AROUND THE WORLD
- ❖ CLIENT: URBAN LAND INSTITUTE (ULI)
- ❖ PRODUCED VIDEOS FOR DIFFERENT CHAPTERS OF ULI GLOBALLY OVER 3 YEARS
- ❖ ROLE: WRITER, PRODUCER, DIRECTOR

SHARE YOUR FAVOURITE
#ULIAPSUMMIT
MOMENTS ON SOCIAL
AND OUR ***EVENT FEED***



Video Link:

<https://youtu.be/3JwyriDmJBU>

GOOGLE CXO EVENT

BRIEF + NOTES (via Filament Live)

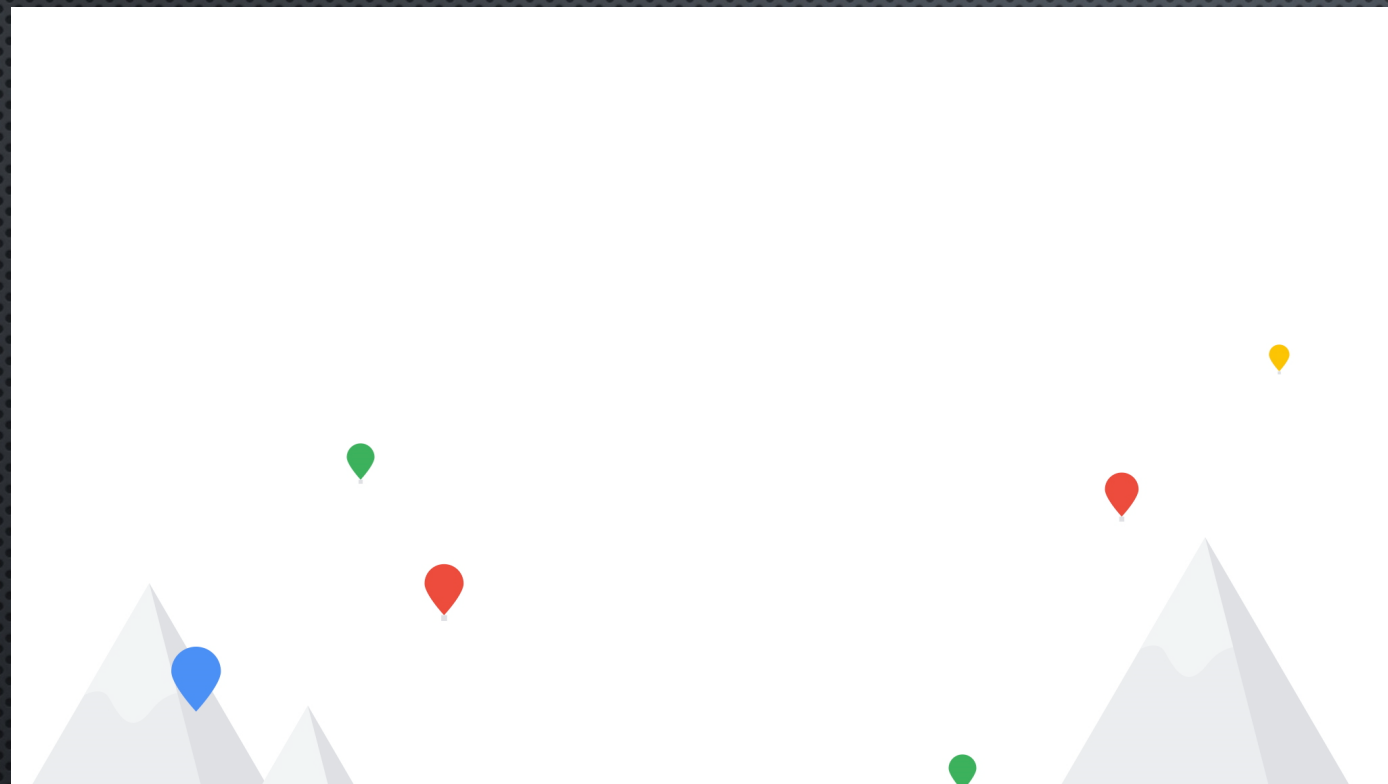
(2021)

DEVELOP EVENT ASSETS FOR HYBRID CONFERENCE

- ❖ GLOBAL COLLABORATION DURING PANDEMIC
- ❖ ASSETS INCLUDE STINGS, LOOPING ANIMATIONS, COUNTDOWN CLOCK, AND PRE-RECORDED PRESENTATIONS, AMONG OTHER ITEMS
- ❖ CLIENT: GOOGLE
- ❖ ROLE: WRITER, PRODUCER

Video Link:

<https://youtu.be/XHyutyR5Jok>



CITY UNIVERSITY OF HONG KONG

BRIEF + NOTES

(2020-2021)

PRODUCE END-OF-YEAR HIGHLIGHTS VIDEO FOR
MEETING WITH TOP-LEVEL STAKEHOLDERS

- ❖ CRAFT CREATIVE CONCEPT AND TREATMENT FOR VOICEOVER-LED NARRATED VIDEO
- ❖ PRESENTED THE SCHOOL'S MOST NOTABLE ACCOMPLISHMENTS BY STUDENTS, AND FACULTY
- ❖ PRODUCED VIDEO FOR 3 YEARS
- ❖ ROLE: WRITER, DIRECTOR

Court Meeting
November 2020

CityU

Video Link:

https://youtu.be/WMy_Xk_Bf5o

多謝。
THANK YOU.
LET'S TALK ABOUT YOUR NEXT STORY.



Helping you find a story worth telling...