

盧瑞麟

THOMAS LO

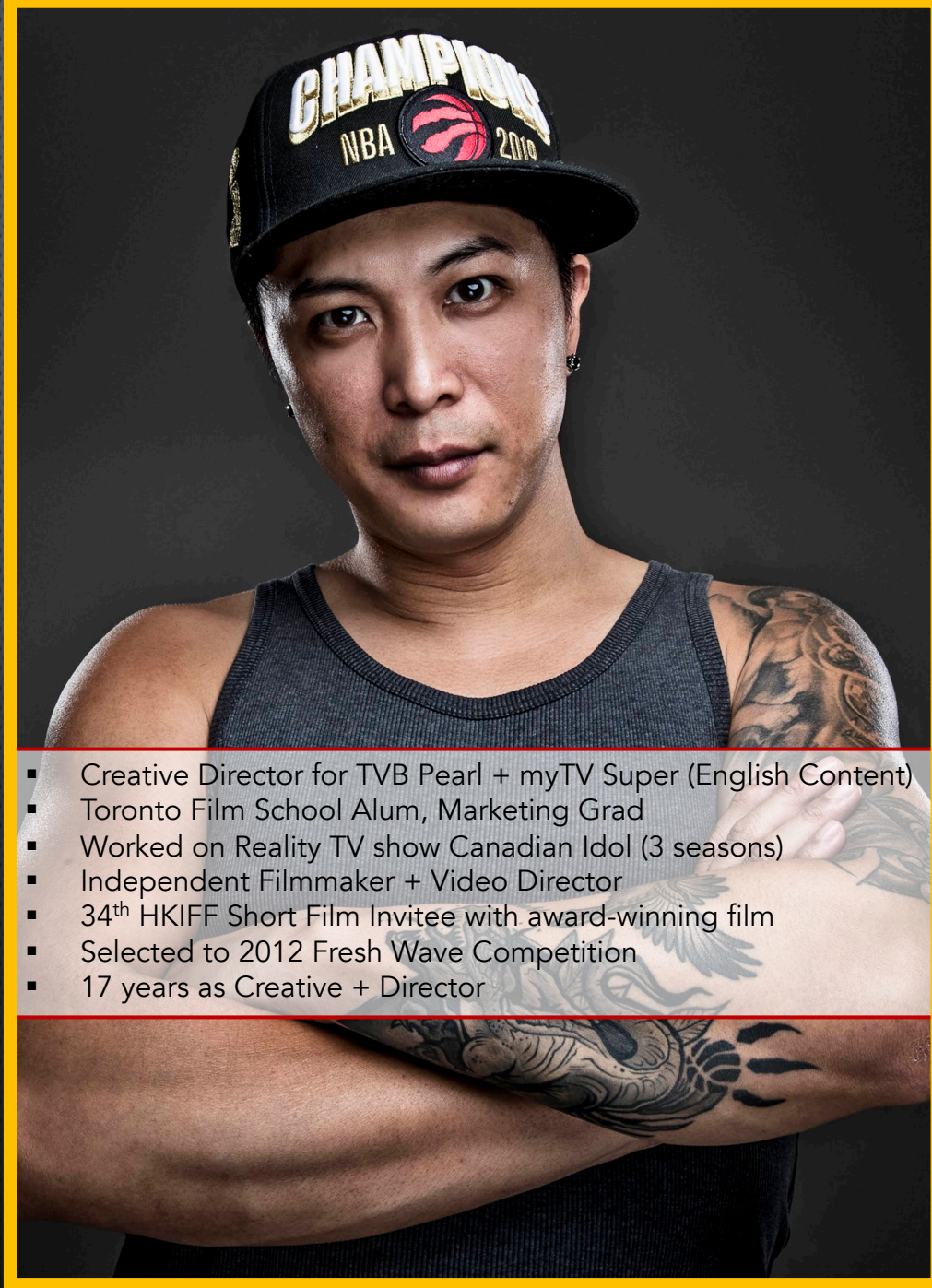
CREATIVE. DIRECTOR. STORYTELLER.

*Helping you find a story worth telling...*

# THOMAS LO (TLO) AT A GLANCE

A SEASONED **STORYTELLER**, TLO'S PROFESSIONAL JOURNEY BROUGHT HIM FROM TORONTO TO HONG KONG AFTER A FEW YEARS OF INDEPENDENT FILMMAKING AND WORKING SEVERAL SEASONS ON CANADIAN IDOL. SPENDING THE FOLLOWING DECADE AND A HALF HONING HIS CRAFT AS A **WRITER, CREATIVE, AND DIRECTOR** IN **ADVERTISING, FILM, AND DIGITAL CONTENT**, TLO WAS BROUGHT INTO TVB FOR ONE SPECIFIC PURPOSE: TO USE HIS STORYTELLING ACUMEN TO **CREATE ORIGINAL ENGLISH-LANGUAGE CONTENT**, A FIRST FOR THE WORLD-RENOWNED TELEVISION BROADCASTER. IN CREATING THIS NEW PLATFORM, HE HAS LED THE CHARGE IN **PURSUING INTERNATIONAL COLLABORATIONS, CREATING NEW SHOWS** FOR TVB PEARL AND MYTV SUPER, AND **ATTRACT ENGLISH-SPEAKING ASIAN TALENT** FROM AROUND THE GLOBE TO HELP PUSH THE ASIAN REPRESENTATION MOVEMENT FORWARD. HE HOPES TO BUILD THIS PLATFORM UP TO GIVE MORE OPPORTUNITIES TO THOSE WHO HAVE BEEN OFTEN OVERLOOKED.

WITH **BREAKING RICE STUDIOS**, HE WILL DO IT ONE STORY AND ONE SHOT AT A TIME.



- Creative Director for TVB Pearl + myTV Super (English Content)
- Toronto Film School Alum, Marketing Grad
- Worked on Reality TV show Canadian Idol (3 seasons)
- Independent Filmmaker + Video Director
- 34<sup>th</sup> HKIFF Short Film Invitee with award-winning film
- Selected to 2012 Fresh Wave Competition
- 17 years as Creative + Director

BREAKING RICE FILMS LIMITED © | THOMAS LO | 2024 | ALL RIGHTS RESERVED ©



# BREAKING RICE STUDIOS

## CREATIVE PRODUCTION HOUSE

### BREAKING RICE STUDIOS

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

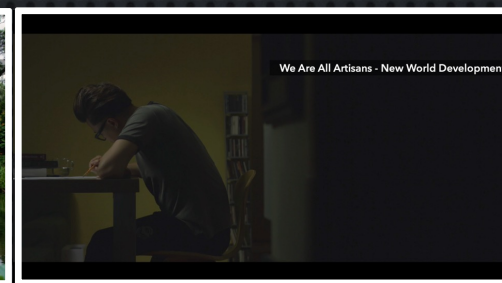
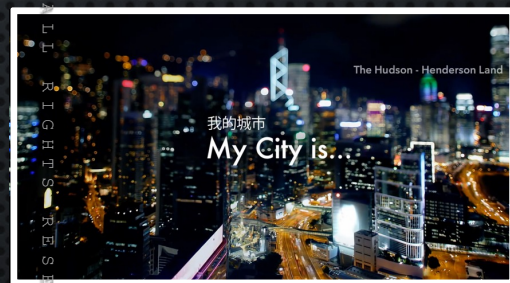
WE HELP YOU FIND **A STORY WORTH TELLING.**

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

# COMPANY:

# MYTV SUPER/TVB

## BRIEF + NOTES

( 2021-PRESENT)

- ❖ LEAD THE INITIATIVE TO BUILD PLATFORM FOR ENGLISH CONTENT
- ❖ FIRST-EVER ORIGINAL ENGLISH CONTENT AT TVB
- ❖ BUILD INTERNATIONAL RELATIONSHIPS AND LEAD COLLABORATIONS
- ❖ PRODUCE CONTENT IN ENGLISH UNDER PEARL ORIGINALS AND MYTV SUPER ORIGINAL BANNERS
- ❖ ASSEMBLE AND LEAD TEAM OF WRITERS AND PRODUCERS



### SERVICES PROVIDED

- CREATIVE DIRECTION
- LEADERSHIP IN INITIATIVES
- CONTENT PRODUCTION

Video Link:

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

# 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: ART TRAM COLLAB

**BRIEF + NOTES** [via Digital Business Lab]

( 2020)

- ❖ CRAFT A CAMPAIGN THAT LEVERAGES HK TRAMWAYS TO PROMOTE DBL'S BRAND AND ITS COLLABORATORS
- ❖ PRODUCE CONTENT TO ATTRACT NEW AUDIENCES TO DBL
- ❖ WORK WITH HKWALLS AND LOCAL GRAFFITI ARTIST XEME



香港電車  
HK TRAMWAYS  
EST. 1904



### SERVICES PROVIDED

- CREATIVE CONCEPT DEVELOPMENT
- LEAD COORDINATION OF COLLABORATION
- CONTENT CREATION – VIDEOS, VISUALS, LIVESTREAM

Launch Video Link:

<https://youtu.be/CU7kH46QfhA?si=fFROoTWfQjVLSpsJ>

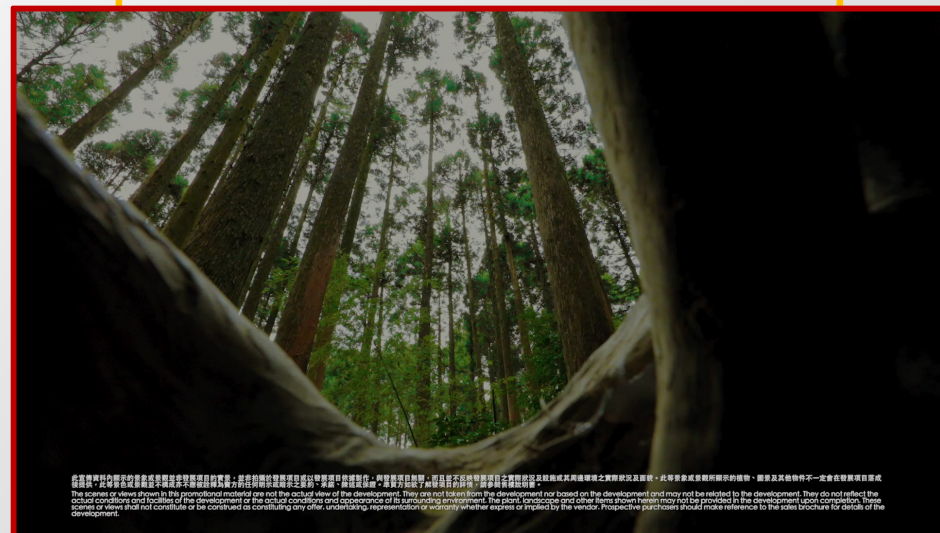
# CLIENT: NEW WORLD DEVELOPMENT

## 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](https://youtu.be/zb_5kD8VGqs)



# CLIENT: INFINITI

**BRIEF + NOTES** [via Digital Business Lab]

(2019)

- ❖ TO LAUNCH INSTAGRAM ACCOUNT FOR INFINITI TAIWAN
- ❖ CRAFT STRATEGY TO GENERATE LEADS AND BUILD FOLLOWING
- ❖ CREATE CONTENT FOR LAUNCH
- ❖ MANAGE SOCIAL MEDIA ACCOUNT



INFINITI



## SERVICES PROVIDED

- CREATIVE STRATEGY + CONCEPT DEVELOPMENT
- TAGLINE + HASHTAG DEVELOPMENT
- VISUAL + VIDEO PRODUCTION INCLUDING LIVESTREAM AND INTERACTIVE ONLINE GAME

**Playlist Link:**

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

**CLIENT: HKT**

**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

**Video Link:**

<https://vimeo.com/262947334/6998b01068>

# CLIENT: HENDERSON LAND

**BRIEF + NOTES** (via wowwotank)

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION (THE HUDSON) + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE MOOD VIDEO



## SERVICES PROVIDED

- NAME GENERATION
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]
- WRITER/DIRECTOR FOR MOOD VIDEO

**Video Link:**

<https://www.youtube.com/watch?v=9i6zh4whNE8>

# CLIENT: KERRY PROPERTIES

**BRIEF + NOTES** [via wowwotank]

(2014)

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION (THE ALTITUDE) + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE MOOD VIDEO



## SERVICES PROVIDED

- NAME GENERATION
- TAGLINE DEVELOPMENT
- WRITING MOOD BOOK [ENG]
- WRITER FOR MOOD VIDEO

**Video Link:**

<https://youtu.be/p18KpZxuRAo?si=JdfLcrcF51Q8nVPt>

BREAKING RICE FILMS LIMITED © | THOMAS LO | 2024 | ALL RIGHTS RESERVED ©

# THE CRAFT OF WRITING

WORK WITH WORDS



# 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=PLsqJoZumqkJSibMz\\_mDZzhNAoiPdJdsbM](https://www.youtube.com/playlist?list=PLsqJoZumqkJSibMz_mDZzhNAoiPdJdsbM)

# 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=coVqKan7YQk>

# CLIENT: U CLOUDLINK

**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>

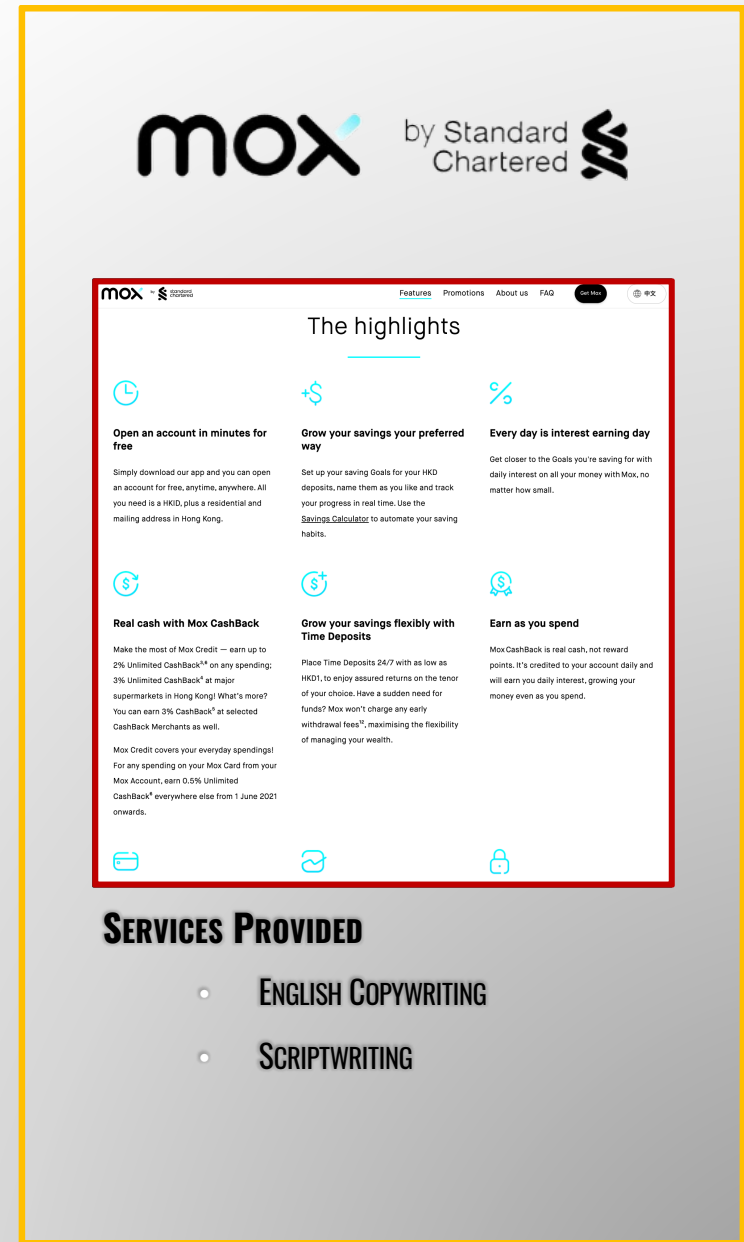


# CLIENT: MOX

## 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: 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: 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)



### 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: 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, 我聽去食甜品囉! 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 Sorbett! 食埋雪花冰都好喇!	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?! 哦!!! 我 知喇, 你同office新嚟嗰個 短裙嘅低胸妹妹有嘢? 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!!! I 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!!! 噢... 唔怪得一個禮拜去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”



**Wetness Indicator**



**Solution: Love notes on Diapers**

Special messages will be shown/ appear once the Diaper get wet.  
Aim to thank you mum, love mum  
Yet kind words & comforting lyrics would speak to the anxious minds of depressed mum.

*“Don’t blame me for being naughty, I got it from u and dad ☺”*

*“U should get an award for tolerating me. Thx mum”*

*“Forget Superman, Batman, Spiderman... They should make a movie about Supermom. Thx mum for being my hero.”*

## SERVICES PROVIDED

- SCRIPTWRITING
- ENGLISH COPYWRITING

# CLIENT: MAYFAIR BY THE SEA

**BRIEF + NOTES** (via wowwotank)

**(2014)**

- ❖ CRAFT MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ NAME GENERATION + CONCEPTUALIZING TAGLINE
- ❖ WRITE MOOD BOOK
- ❖ PRODUCE TVC + MOOD VIDEO



## SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING FOR MOOD VIDEO

**Video Link:**

<https://youtu.be/l3q5l62ql7s?si=ayo5D9g3pmc63nn4>

# CLIENT: THE GRACES

**BRIEF + NOTES** (via wowwotank)

(2012)

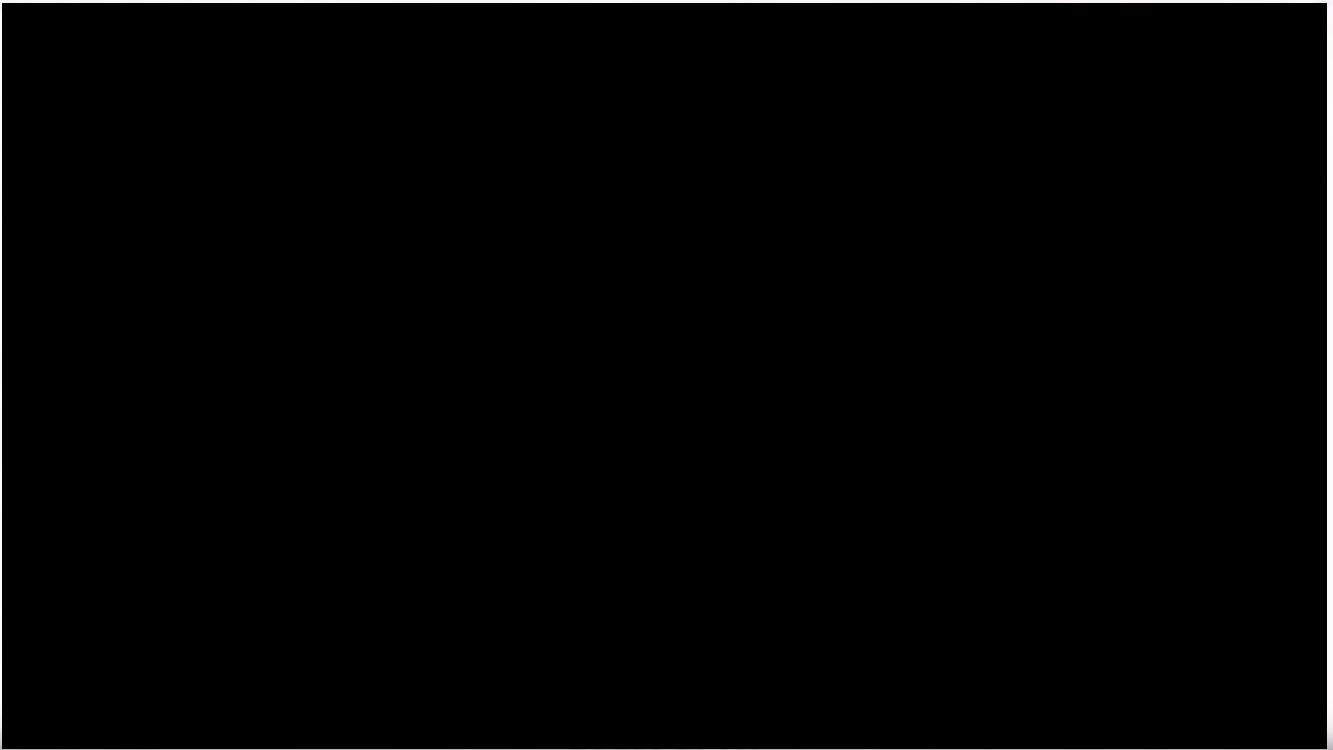
- ❖ CREATE MARKETING CAMPAIGN FOR NEW RESIDENTIAL TOWER
- ❖ CRAFT MANIFESTO FOR CAMPAIGN
- ❖ PRODUCE MOOD VIDEO



## SERVICES PROVIDED

- ENGLISH COPYWRITING
- SCRIPTWRITING FOR MOOD VIDEO

BREAKING RICE FILMS LIMITED © | THOMAS LO | 2024 | ALL RIGHTS RESERVED ©



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

# COCKTAIL DEFINITION

## SYNOPSIS + NOTES

(2010)

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

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

**Full Movie Link:**

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

**IMDB Link:**

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

# LITTLE SISTERS OF THE POOR

**SYNOPSIS + NOTES** (via wowwowtank) (2010)

A SHORT DOCUMENTARY ABOUT DEVOUT NUNS WHO SERVE HONG KONG ELDERLY WHO DON'T HAVE THE FINANCIAL MEANS TO CARE FOR THEMSELVES.

- ❖ SHORT FILM (11MINS)
- ❖ LANGUAGE: ENGLISH
- ❖ DOCUMENTARY
- ❖ ROLE: PRODUCER, WRITER, DIRECTOR

**Full Movie Link:**

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

# 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

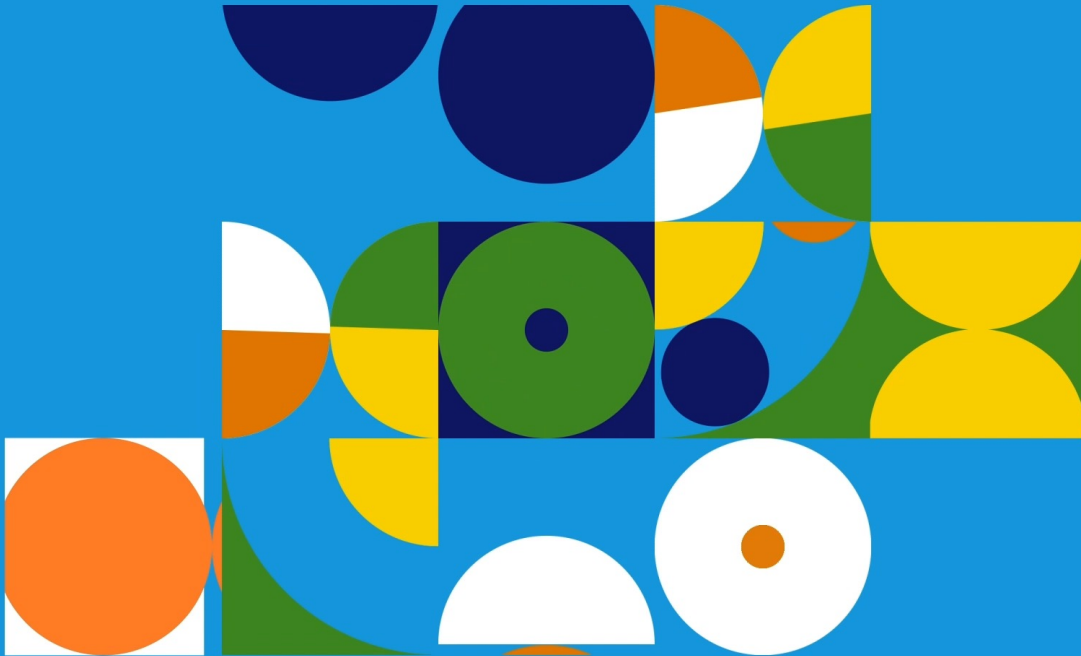
(2024)

### 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>



# CROSS MY MIND

## SYNOPSIS + NOTES (via MyTV Super)

(2023)

IN A HIGH-PRESSURED WORLD LIVES PEOPLE WHO HAVE A DIFFICULT TIME NAVIGATING THROUGH IT. AND AS WE WATCH THE LIVES OF TWO PEOPLE WHO LIVE ON OPPOSITE SIDES OF THE WORLD UNFOLD, A COSMIC PHENOMENON DURING THEIR MOST PANICKED AND ANXIOUS STATES SUDDENLY CONNECTS THEM THROUGH THEIR MINDS.

- ❖ MYTV SUPER ORIGINAL'S FIRST ENGLISH CONTENT
- ❖ AIRED ON MYTV SUPER AND CHIMETV (US) IN 2023 (6 EPISODES)
- ❖ INTERNATIONAL COLLABORATION WITH YOUTUBE SUPERSTARS WONG FU PRODUCTIONS
- ❖ DRAMA WITH APPEARANCES BY MC JIN, GRACE CHAN, MAK LING LING, AND MORE
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

Trailer Link:

<https://youtu.be/6hKVfZjmgIM>

# LOVE MATTERS WITH GRACE

## SYNOPSIS + NOTES (via TVB Pearl)

(2022)

HOSTED BY GRACE CHAN, "LOVE MATTERS WITH GRACE" IS A ROVING TALK SHOW CENTERED AROUND INTIMATE, HONEST HEART-TO-HEART CONVERSATIONS WITH CELEBRITY GUESTS ABOUT LOVE, THEIR EXPERIENCES WITH IT, AND THE INFINITE QUESTIONS IT BECKONS.

- ❖ PEARL ORIGINALS' FIRST ORIGINAL ENGLISH CONTENT
- ❖ AIRED ON TVB PEARL IN 2022 (12 EPISODES)
- ❖ AUTHENTIC CONVERSATIONS WITH CELEBRITIES
- ❖ SHOOTING LOCATIONS INCLUDE LEGOLAND, MONOPOLY DREAMS, AND HK TRAM, AMONG OTHERS
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

### EPISODE 2 – SIBLING RIVALRY

Full Show Link:

[www.mytvsuper.com/lovematterswithgrace](http://www.mytvsuper.com/lovematterswithgrace)





# POLCE VITA

## **SYNOPSIS + NOTES** (via TVB Pearl) **(2021-2022)**

A SHOW FOR YOUNG AUDIENCES TO LEARN HOW THEY CAN ENRICH THEIR LIVES FOR A BETTER FUTURE.

- ❖ PRODUCED SHOW FOR 2022 (4 SEASONS/50 EPS)
- ❖ REVAMPED SHOW FOR TVB PEARL
- ❖ FIRST SHOW UNDER BANNER “PEARL ORIGINALS”
- ❖ SHOT DURING PANDEMIC (MASK MANDATES)
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

## **EPISODE 12 – MOTOCROSS WITH DESMOND SO**

**Episode Link:**

<https://youtu.be/GhS2TY0Sv6w>

# PEARL ORIGINALS

## **SYNOPSIS + NOTES** (via TVB Pearl) (2021-2022)

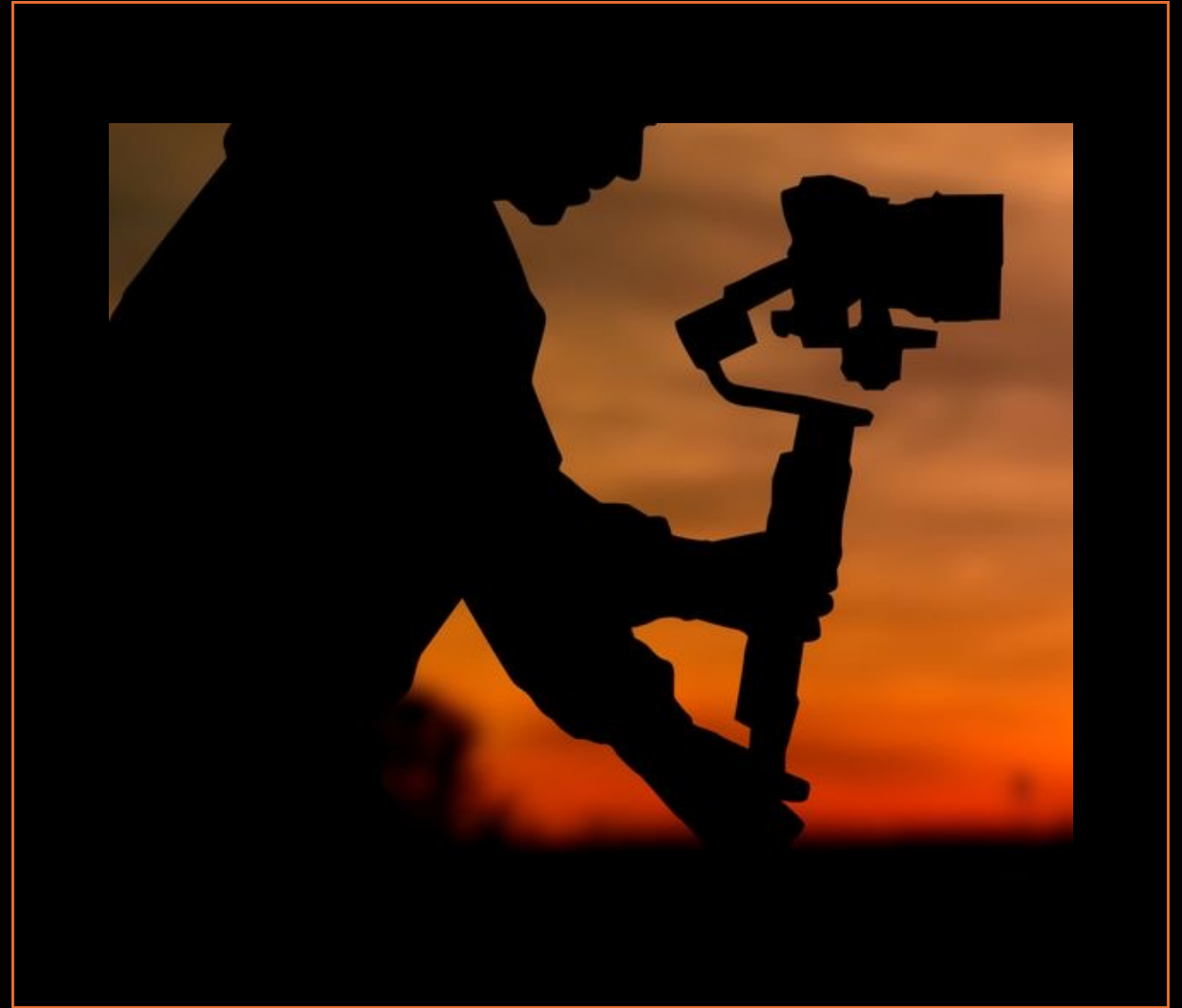
DEVELOPED NEW SHOW IDEAS FOR ANNUAL SALES PRESENTATION AT TVB

- ❖ PRODUCED 6 TRAILERS FOR SHOWS TO BE PRODUCED UNDER “PEARL ORIGINALS” BANNER
- ❖ FIRST-EVER INITIATIVE BY TVB TO DEVELOP ENGLISH CONTENT IN ITS HISTORY
- ❖ SHOWS INCLUDE TALK SHOW, GAME SHOW, COOKING SHOW, SITCOM, MAN ON STREET SHOW, AND INTERNATIONAL COLLABORATION
- ❖ SHOT DURING PANDEMIC
- ❖ LANGUAGE: ENGLISH
- ❖ ROLE: SHOW CREATOR, SHOWRUNNER, DIRECTOR

**Sizzle Reel Link:**

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

# VIDEO PRODUCTION





Full Episode Link:  
[www.Tbd.com](http://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



**Video Link:**

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

# 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

# K-11 MUSEA

**BRIEF + NOTES** (via wowwotank)

( 2016)

**CRAFT A CREATIVE MOOD VIDEO THAT REFLECTS THE  
UNIQUE CONCEPT OF SHOPPING MALL FOR TENANTS**

- ❖ CRAFTED CREATIVE CONCEPT AND TREATMENT
- ❖ MOST ANTICIPATED RETAIL DEVELOPMENT IN ASIA
- ❖ TRAVELLED TO US FOR INTERVIEWS WITH DESIGNERS
- ❖ COMMUNICATED THE BRAND IDENTITY IN VIDEO
- ❖ ROLE: WRITER, CO-DIRECTOR

**Video Link:**

<https://www.youtube.com/watch?v=dzSX9Ezt9KU>

# NEW WORLD DEVELOPMENT

**BRIEF + NOTES** (via wowwotank)

(2016)

**PRODUCE VIDEO TO LAUNCH “THE ARTISANAL  
MOVEMENT” RE-BRAND CAMPAIGN**

- ❖ TO PROMOTE A CULTURAL SHIFT WITHIN NWD
- ❖ INTRODUCED REAL EMPLOYEES AS ARTISANS
- ❖ VIDEO USED TO OFFICIALLY KICK-OFF MOVEMENT AND REVEAL “WE ARE ALL ARTISANS” CONCEPT
- ❖ ROLE: WRITER, DIRECTOR, EDITOR



There is an Artisan in Everyone...

**Video Link:**

<https://youtu.be/HWRrRHkmTG4>

# 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>



UNICEF

**BRIEF + NOTES** (via wowwotank)

(2011)

PRODUCE TVC FOR UNICEF'S "INSPIRED GIFTS" CAMPAIGN THAT DEPICTS SANTA WITH NOTHING TO DO OVER CHRISTMAS

- ❖ INSPIRE AUDIENCES TO PARTICIPATE IN GIFT-GIVING PROGRAM FOR CHILDREN IN NEED
- ❖ AIRED FOR 4 CONSECUTIVE YEARS OVER HOLIDAYS
- ❖ MENTIONED IN MARKETING MAGAZINE, CAMPAIGN BRIEF ASIA, BESTADSONTV.COM
- ❖ ROLE: WRITER, DIRECTOR



**Video Link:**

<https://youtu.be/zA-u4tFzkhU?si=262di1ugEfLYaeBf>



# SOCIAL MEDIA/ ONLINE CONTENT



**Video Link:**

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

# 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



**Playlist Link:**

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

# INFINITI

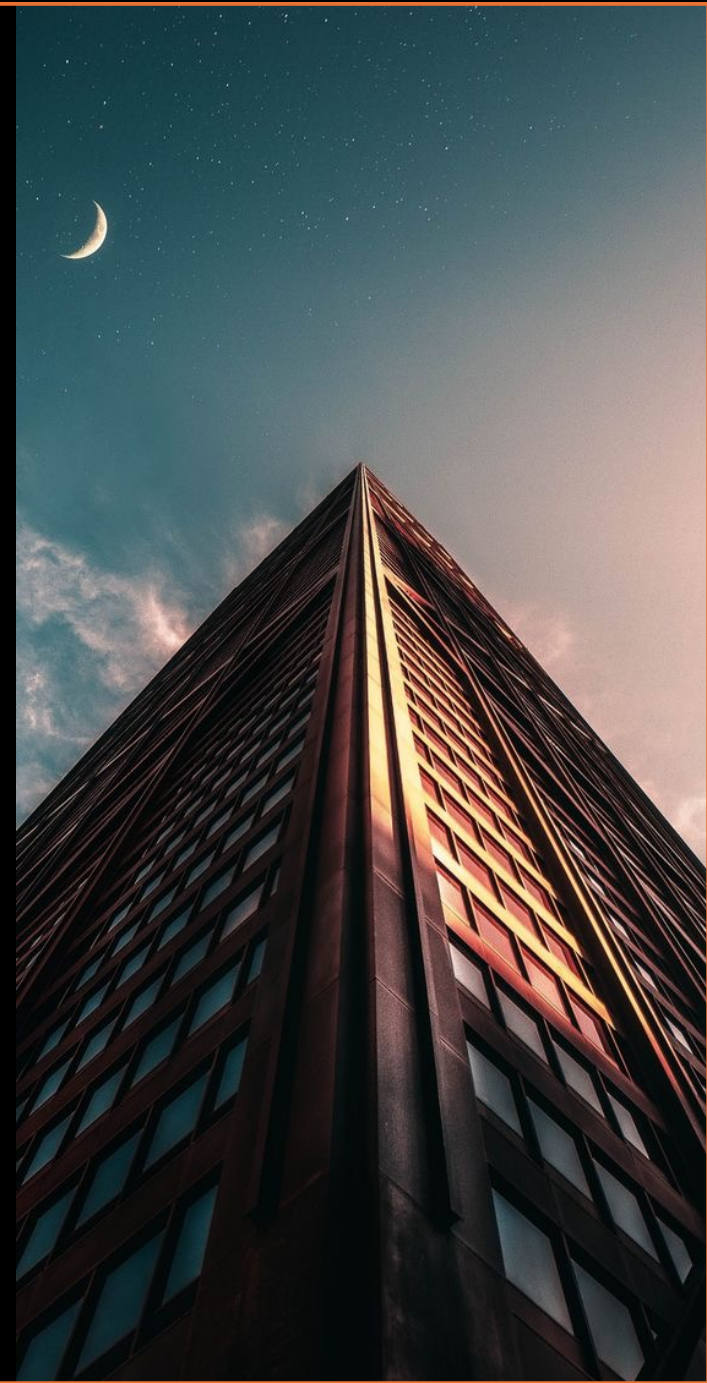
**BRIEF + NOTES** (via DBL)

**(2020)**

**TO CRAFT A SOCIAL MEDIA AND CONTENT STRATEGY FOR TAIWAN BRANCH INSTAGRAM LAUNCH**

- ❖ CREATED OVER 100 PIECES OF CONTENT
- ❖ COINED “TRIFECTA” POSTS OF 3
- ❖ PRODUCED LIVESTREAM & ONLINE INTERACTIVE GAME FOR CAMPAIGN
- ❖ SERIES INCLUDE KOL TESTIMONIALS IN TAIWAN
- ❖ LANGUAGE: MANDARIN
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

# PROPERTY VIDEOS



# AURORA

## **BRIEF + NOTES** (via DBL)

( 2020)

**PRODUCE MOOD VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN TSUEN WAN.**

- ❖ **SOLD OUT ON FIRST DAY OF RELEASE**
- ❖ **CLIENT: BILLION DEVELOPMENT**
- ❖ **PROMOTE SURROUNDING LOCATION AND UNIQUE OFFERINGS**
- ❖ **ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR**

**Video Link:**

<https://youtu.be/rnqLsrWD0mc>

# 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



此宣傳資料內顯示的圖象或景觀並非發展項目的實景，並非拍攝於發展項目或以發展項目為依據製作，與發展項目無關，而且並不反映發展項目的實際狀況及設施或其周邊環境之實際狀況及設施。此等圖象或景觀所顯示的植物、荷葉、顏色、設計、擺設、裝飾物、裝飾特色及其他項目不一定會在發展項目落成後提供。此等圖象或景觀並不構成任何明示或暗示之合約、承諾、陳述或保證。請參閱發展項目的銷售、招標或招標。貴方亦應請貴方到發展項目地點作實地考察，以該發展項目地點、其周邊地區及附近的公共設施作最佳了解。The scenes or views shown in this promotional material are not the actual view of the Development, they are not taken from the Development and may not be related to the Development. They do not reflect the actual conditions and facilities of the Development or the actual conditions and appearance of its surrounding environment. The plant, landscape, colour, design, decorative items, decorative features and other items shown herein may not be provided in the Development upon completion. These scenes or views shall not constitute or be construed as constituting any offer, undertaking, representation or warranty whether expressed or implied by the vendor. Prospective purchasers should make reference to the sales brochure for details of the Development. The Vendor also advise prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Video Link:

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

# 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>



# FLEUR PAVILIA

**BRIEF + NOTES** (via wowwotank)

(2016)

**PRODUCE SOFT-SELLING SALES VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN NORTH POINT.**

- ❖ INSPIRE POTENTIAL BUYERS WITH AN ASPIRATIONAL LIFESTYLE
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ SEAMLESSLY REFLECT THE PROPERTY'S FEATURES
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR

**Video Link:**

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





**Video Link:**

<https://www.youtube.com/watch?v=9i6zh4whNE8>

# THE HUDSON

**BRIEF + NOTES** (via wowwotank)

**( 2016 )**

**CRAFT A CREATE CAMPAIGN FOR NEW RESIDENTIAL DEVELOPMENT IN KENNEDY TOWN.**

- ❖ CAMPAIGN INCLUDED NAME AND TAGLINE GENERATION
- ❖ CRAFT THE MOOD BOOK CONCEPT + ADAPT TO VIDEO
- ❖ VIDEO CONCEPT EMBODIES NEW YORK CITY VIBES
- ❖ CLIENT: HENDERSON LAND
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

# HACAMAR

**BRIEF + NOTES** (via wowwotank)

**(2015)**

**PRODUCE MOOD VIDEO FOR NEW RESIDENTIAL DEVELOPMENT IN SAI YING PUN.**

- ❖ INSPIRE POTENTIAL BUYERS WITH AN ASPIRATIONAL LIFESTYLE
- ❖ CLIENT: HENDERSON LAND
- ❖ PART OF THE RENOWNED “H COLLECTION” HOMES
- ❖ ROLE: CREATIVE DIRECTOR, VIDEO DIRECTOR

**Video Link:**

<https://www.youtube.com/watch?v=mvGxknQ40t0>

# PARK SIGNATURE

**BRIEF + NOTES** (via wowwotank)

**(2013)**

**SIT DOWN WITH WORLD-RENOWNED DESIGNER  
ERNESTO BEDMAR**

- ❖ CONVERSATION WITH CLUBHOUSE DESIGNER OF NEW RESIDENTIAL DEVELOPMENT PARK SIGNATURE
- ❖ MOOD VIDEO REFLECTS THE DESIGN PHILOSOPHY
- ❖ CLIENT: NEW WORLD DEVELOPMENT
- ❖ ROLE: CREATIVE DIRECTOR, WRITER, VIDEO DIRECTOR

To write poetry in architecture  
means romancing the landscape.

— Ernesto Bedmar  
Clubhouse Designer

**Video Link:**

[https://www.youtube.com/watch?v=MEEW6ICK\\_8g](https://www.youtube.com/watch?v=MEEW6ICK_8g)

# CORPORATE VIDEOS

---



# 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](https://youtu.be/WMy_Xk_Bf5o)



## BRIEF + NOTES

(2014)

PRODUCE A 007 PARODY FOR AIA ANNUAL EVENT  
STARRING AIA C-SUITE EXECUTIVES & EMPLOYEES

- ❖ DEVELOPED SCRIPT WITH AIA
- ❖ PLAYED TO LIVE AUDIENCE OF AIA EMPLOYEES
- ❖ LANGUAGE: ENGLISH, CANTONESE
- ❖ CLIENT: AIA
- ❖ DURATION: 5MINS
- ❖ ROLE: WRITER, DIRECTOR

**Video Link:**

<https://youtu.be/rRi22ZEexuk>

多謝。

THANK YOU.

LET'S TALK ABOUT YOUR NEXT STORY.

*Helping you find a story worth telling...*