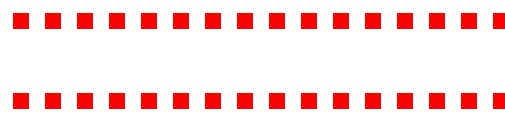


Social Media Marketing Strategy for Brand Building

Dr. Royce Yuen
15.7.2014







Tangible Asset (8%)



Brand Value (56%)



\$ 3.80



\$ 3.80



\$ 4.50



\$ 6.00





DOES BRAND
STILL MATTER ???



Powell's

amazon

LET'S TALK BOOKS "THE FORCE IS STRONG WITH THIS ONE." SHOP NOW

Powell's BOOKS

Discover Used Books Staff Picks Gifts & Gift Cards Sell Books

Special Offers see all

- Summer Reading Sale
- Modern Romance Sale
- Star Wars Sale
- Indispensable #48
- Soccer Sale
- Oxford University Press Sale
- Sock It to Me Socks

Enter to WIN!

Weekly drawing for \$100 credit. Subscribe to Powell'sBooks news for a chance to win.






More at Powell's

- Interviews | Q&As | Essays

SAVE 30% ON OUR HAND-PICKED "NEW FAVORITES"!

CALIFORNIA by Edin Lepucki

Browse, Buy, and Sell Used Books >

				
---	---	---	---	---

amazon Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department - Search Books -

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books Best Books of the Month Deals in Books

Popular Features

- Best Books of 2014 So Far
- 100 Mysteries & Thrillers to Read in a Lifetime
- 100 Books to Read in a Lifetime
- Summer Reading
- Best Books of the Month
- Best Books of 2013
- Award Winners
- Children's Books
- Deals in Books
- Start a New Series
- Book Club Picks

From the Editors

- Editors' Picks, Interviews, and More
- Great American Eats
- 150 Love Stories
- The Amazon Books Blog
- Amazon Books on Facebook
- Amazon Books on Twitter

Textbooks

- Textbooks Store
- Textbook Rentals
- Sell Us Your Books
- Kindle eBooks

More to Explore

- Children's Books for All Ages
- Amazon Kindle
- Kindle eBooks
- Kindle Daily Deals
- All-New Kindle Paperwhite
- Free Kindle Reading Apps

Show results for New Releases

Best Books of 2014 So Far

- Amazon Editors Top 50
- Children's Books
- Mystery & Thriller
- Science Fiction & Fantasy

Best Books of the Month

- Best Books of the Month
- Top Picks for July
- Editors' Picks & Special

50% Off Select Science Fiction & Fantasy Books

Learn more

Best Books of July

- Amazon editors' picks for the best books of the month

Best of 2014 So Far

- The books our editors chose as the year's best (so far)

Summer Reading for Kids

- Save on books and eBooks

Save on Science Fiction & Fantasy

- Save off on select titles

Book Club Picks

- Find your next favorite read

Best Books of 2014 So Far

- Amazon Editors' Top 50
- Children's Books
- Mystery & Thriller
- Science Fiction & Fantasy

Best Books of the Month

- Best Books of the Month
- Top Picks for July
- Editors' Picks & Special

Powell's vs. amazon



Powell's < amazon



VALUES
↓

VISION
←

BRANDING

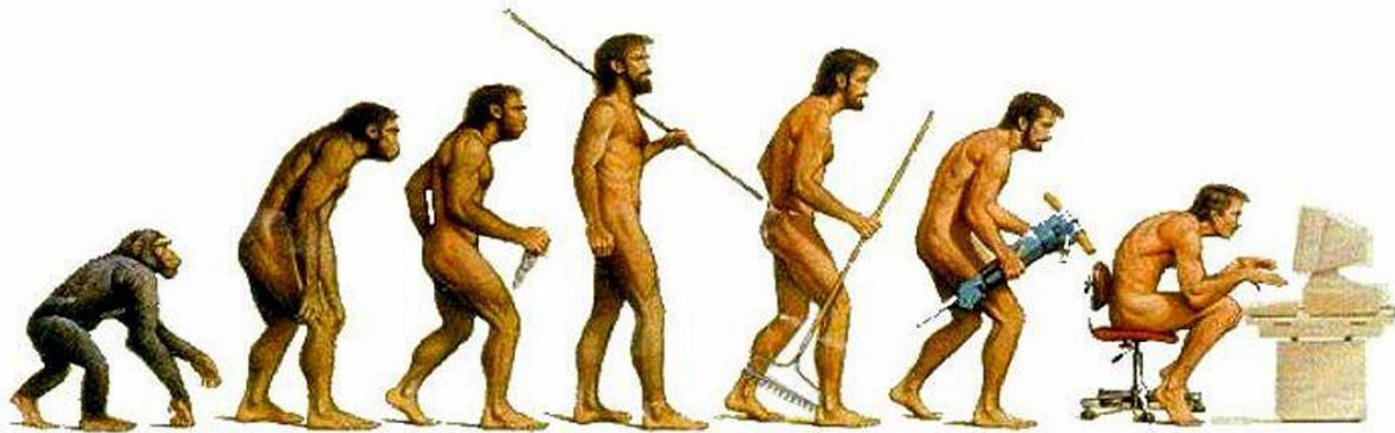
MISSION
↑



**“Medium is the Message.”
- Marshall McLuhan**



EVOLUTION of Media





Paid Media

香港經濟日報 2007年4月19日 星期五 A20

國際焦點

PRADA手機決戰iPhone

外形操作相似 香港3月登場

LG KE850
 價錢：至少9000港元(約10000美元)
 發售日期：(歐洲)2月、(亞洲)6月及7月
 (即將上市)
 內置攝錄：200萬像素
 儲存容量：EOE及3種(GSM 9000/1800/1900) 頻帶
 3G功能：沒有
 尺寸：長8.8厘米、闊4.4厘米、厚1.2厘米
 重量：131克重、200x40x15毫米
 電池：1800mAh、可支持Micro-SIM卡
 3.5英寸：有
 電池續用：3小時(視乎時間)；300小時(視乎時間)
 最新作業系統：可變MP3

iPhone
 價錢：4980港幣至4999港幣(約3,880港幣至3,899港幣)
 發售日期：3月16日(香港)；3月29日(歐洲)
 發售日期：3月29日(歐洲)；3月29日(歐洲)
 儲存容量：2GB(香港)
 電池續用：Wi-Fi、EDGE及4種(GSM 850/900/1800/1900) 頻帶
 3G功能：沒有
 尺寸：長11.5厘米、闊6.5厘米、厚1.1厘米
 重量：135克重、132x66x11.5毫米
 電池：4400mAh(預備)；無配電池自備
 上市時間：有
 電池續用：5小時(預備)；無配電池自備
 最新作業系統：有
 電池續用：5小時(預備)；無配電池自備
 最新作業系統：有

PRADA 第三代掌門人辭職
 特名：馬尼拉 (Manila Prada Month)
 任期：15年

掌門人原本厭惡時裝
 心願改變：PRADA 第三任掌門人馬尼拉 (Manila Prada) 最近宣佈辭職，結束其在該公司長達15年的任期。馬尼拉在1992年加入該公司，當時她還是一名模特兒。她後來成為該公司的副總裁，並在2003年接替了前任掌門人盧西奧·蒙托內利 (Luciano Monteleone) 的職位。馬尼拉在任期間，將該公司從一個主要生產皮包和鞋子的品牌，轉變為一個全球性的時尚品牌。她還將該公司的總部從意大利的米蘭搬到了紐約。

設計疑被抄襲「愛彼岩騰」
 LG KE850 的設計師表示，該手機的設計靈感來自於 PRADA 的某些產品。然而，PRADA 方面則表示，該手機的設計與該公司的產品並沒有任何相似之處。PRADA 方面還表示，該手機的設計與該公司的產品並沒有任何相似之處。

Earned Media



Shared Media



Owned Media

Cartier

系列 品牌 服務

珠寶

腕錶

訂婚及結婚戒指

配件

香水

禮品

CALIBRE DE CARTIER DIVER

潛水腕錶

卡地亞1904 MC型工作坊精製機芯

探索作品系列



+852 8105 3008

Fondation *Cartier*
pour l'art contemporain

Rouge *Cartier*

通訊刊號



香港

使用條款

網站地圖

工作機會

鳴謝

私隱政策



I'm lovin' it®

食得滋味

McCafé

24小時麥麥送

滋味推介

會員資訊

麥當勞派對

香港人的麥當勞

企業責任

誠徵旺舖

加入我們

餐廳地址

分享

English



超值選

款款啱心意

現售

\$9

新



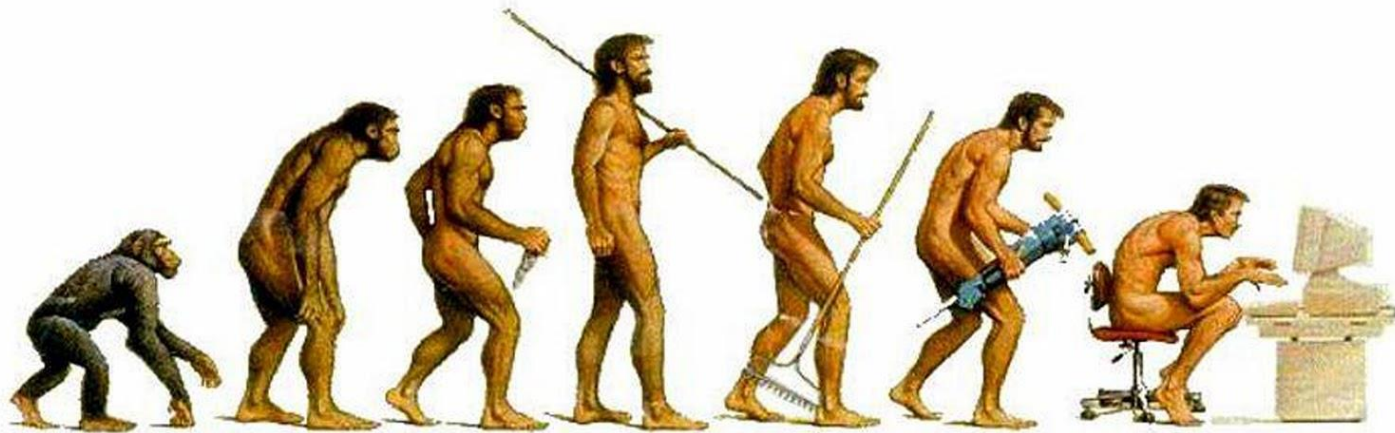
豬柳蛋漢堡™

魚柳飽

麥香雞®



EVOLUTION of Consumer





Consumer



Director



Judge



Reporter



UNBREAKABLE BONDS
It's between you and what's yours.

Name: Roland Burns



His Ride: Custom Bilenky track bike



His Lock:
Evolution Mini



Kryptonite Evolution 2000 U- Lock hacked by Bic pen

by [Phillip Torrone](#), posted Sep 14th 2004 at 5:04PM



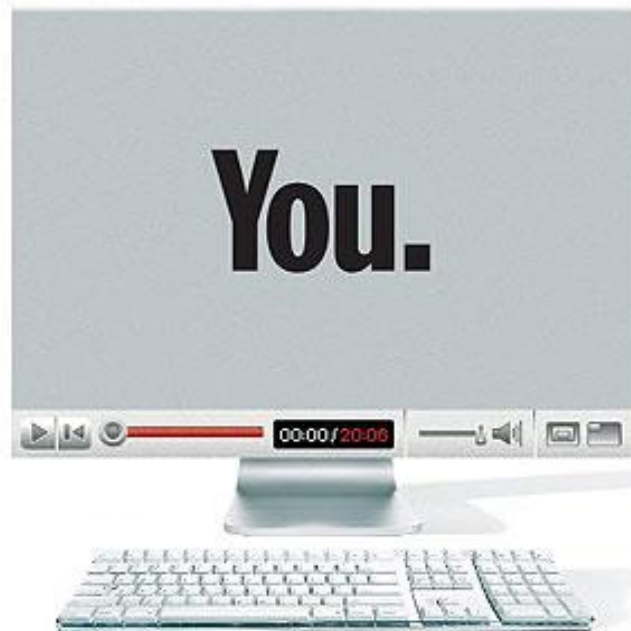
Much to our surprise, we were able to hack our [Kryptonite Evolution 2000 U- Lock](#) with a ballpoint pen. This \$50 lock is supposed to be one of the best for "toughest bicycle security in moderate to high crime areas"—unless the thief happens to have a Bic pen. We *used* to use these to lock up our bicycles, but we're switching to something else ASAP. (Oh, and just to be trite, the pen *is* mightier than the lock.)

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

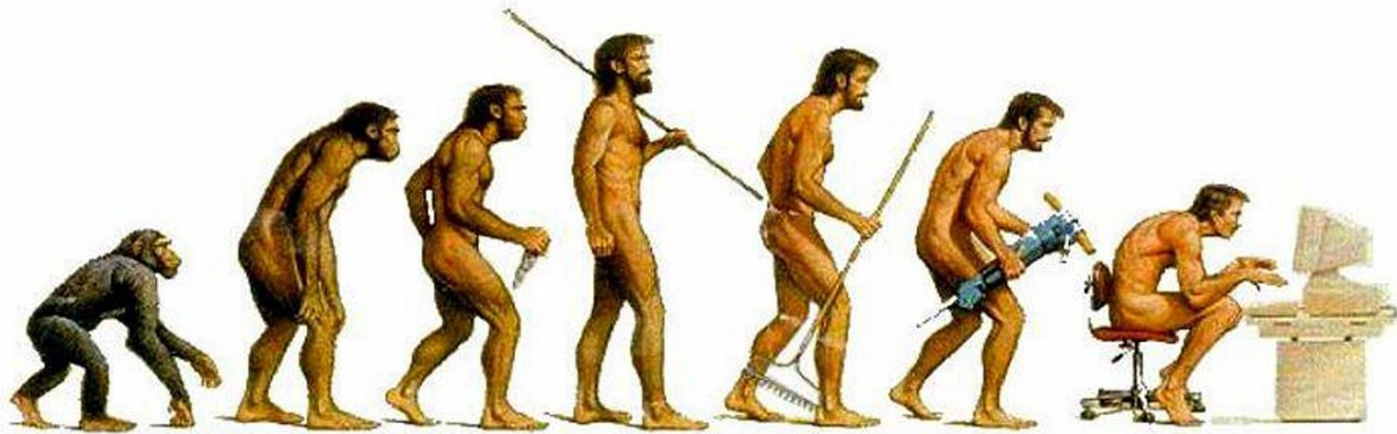
TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

EVOLUTION of Brands





Functional Brand



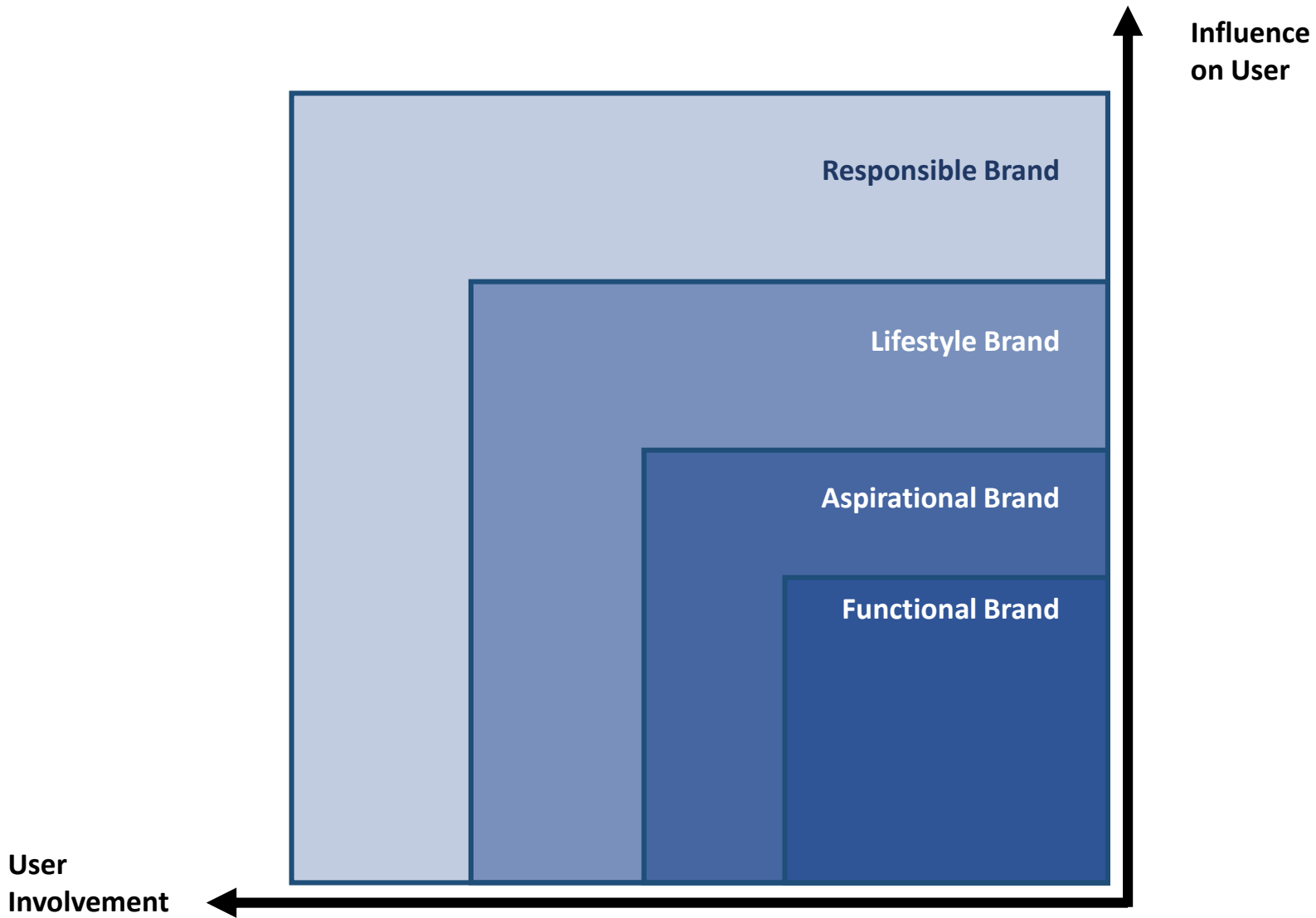
Aspirational Brand



Responsible Brand



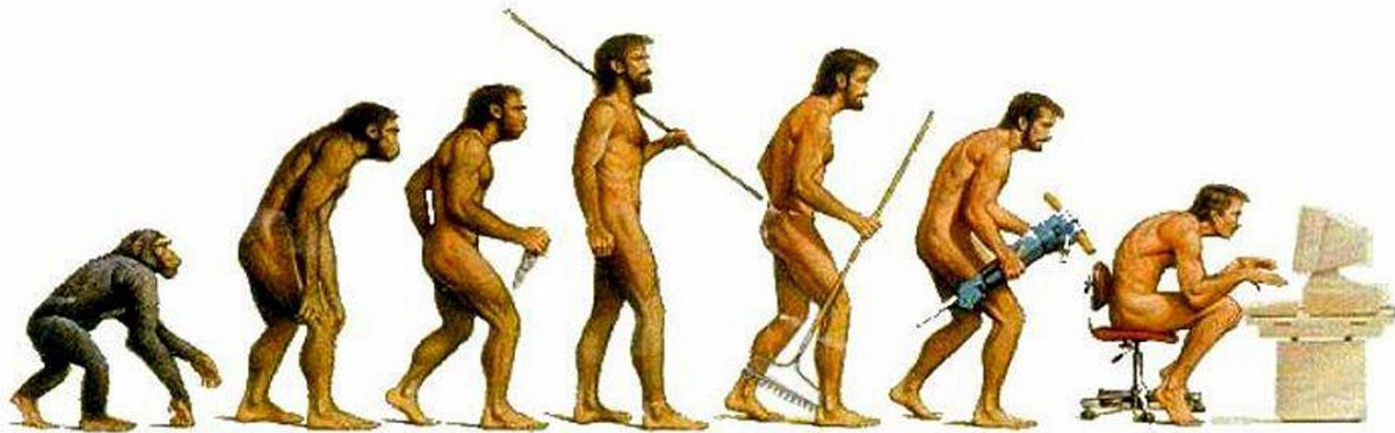
Lifestyle Brand



Brand-building via social media - Virgin



EVOLUTION of Marketing





Mass Marketing

picatinnny's great rates and free services will help you grow money fast.
For starters, we'll double your first \$50 deposit!

That's right! Open your savings, checking, and direct deposit all Picatinnny, and we'll match up to \$50 of your first savings deposit, dollar-for-dollar.*

Our Great Rates and Free Services:
Low 9.9% APY** USA Card with No Annual Fee
Money Order Cash at 99¢, 4800** with no fees (no application, approval, processing charge or attorney fee)
Free Bank Checks — And for 25 checks within your month
Free Home Banking — On-line banking, 24 hours a day
Free Bill Payment — No charges to jump and ending checks with our bill payment
Free Banking by Phone — By South West phone 24/7 from anywhere
Free Direct Deposit — Government pay and other direct deposits

Account	Rate	Min. Deposit	Max. Deposit
Money Market	1.00%	1.00	1.00
Checking	0.50%	1.00	1.00
Savings	1.00%	1.00	1.00
Money Market	1.00%	1.00	1.00
Checking	0.50%	1.00	1.00
Savings	1.00%	1.00	1.00
Money Market	1.00%	1.00	1.00
Checking	0.50%	1.00	1.00
Savings	1.00%	1.00	1.00

**great rates. *
free services. ***

picatinnny
find out how picatinnny will turn this coupon into \$50!

picatinnny

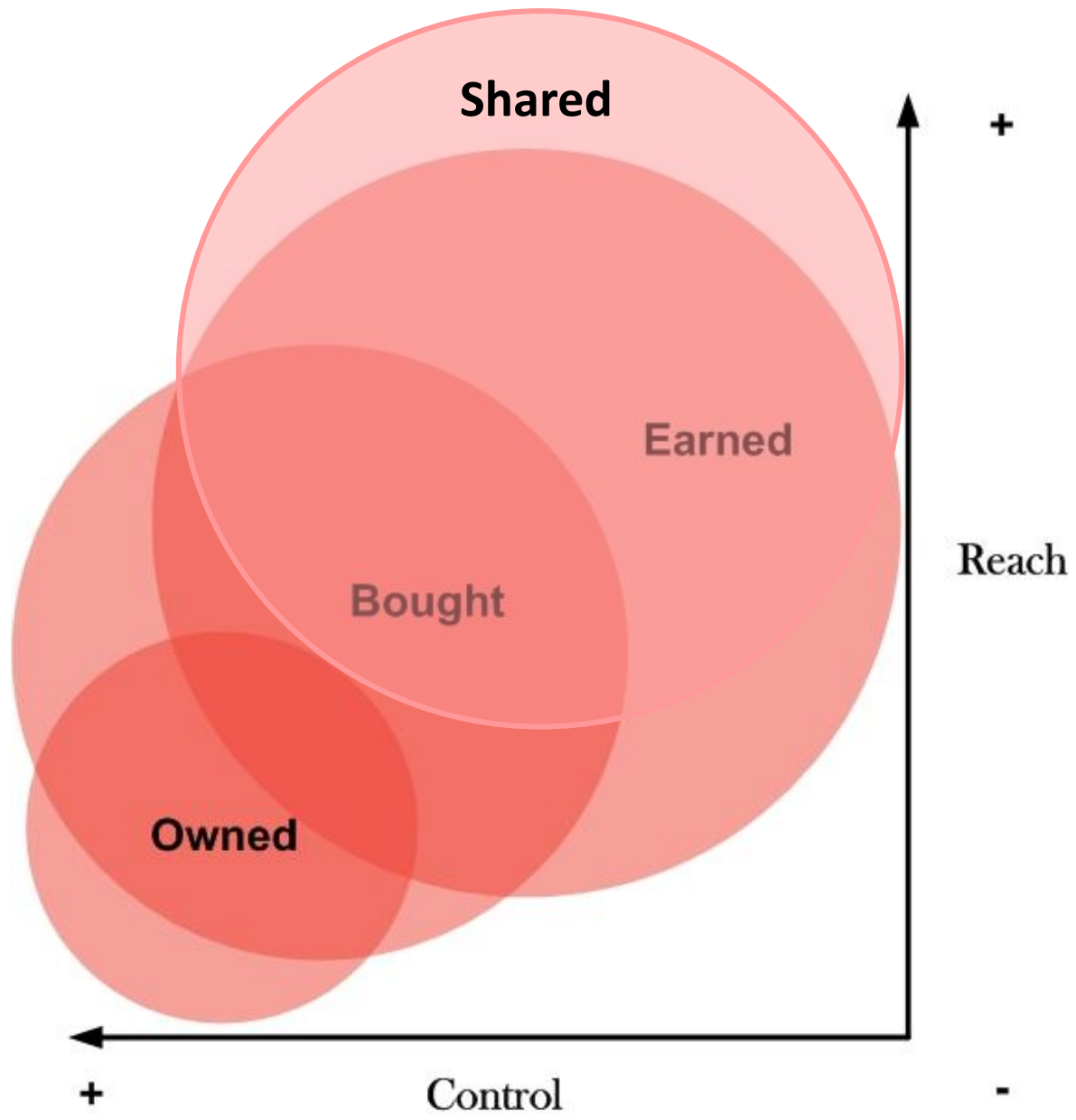
Direct Marketing



Social Media Marketing



Interactive Marketing



Internet and Social Media Users



Social Network

facebook

facebook



Microblog



Video Community



Internet and Social Media Users



Location-based
Community

facebook

facebook



foursquare



Photo Sharing
Community



Pinterest



Mobile Messaging
Community



翠华餐厅

公司介绍

十大名菜

分店资料

十大名菜



铁板京川虾球炒双面黄

创作灵感由京菜「宫保虾球」研究而成，双面黄煎得香脆得宜，炒面及爽口弹牙的虾球渗透宫保酱汁，酸中带甜，啾啾口感层次丰富，就连日本明星都慕名一试！



关于翠华

集团介绍
重要里程
经营概念
奖项及荣誉
企业及社会责任

集团业务

翠华餐厅
翠华概念厨房
翠华宴会

集团资讯

人才理念

联络我们



Earned Media **Isn't** Free





Social media
is
more mass
than
mass media

OWNED MEDIA

websites, customer service,
sales, packaging

SHARED MEDIA

social sites, Twitter, Youtube,
Facebook, Wikipedia



PAID MEDIA

advertising

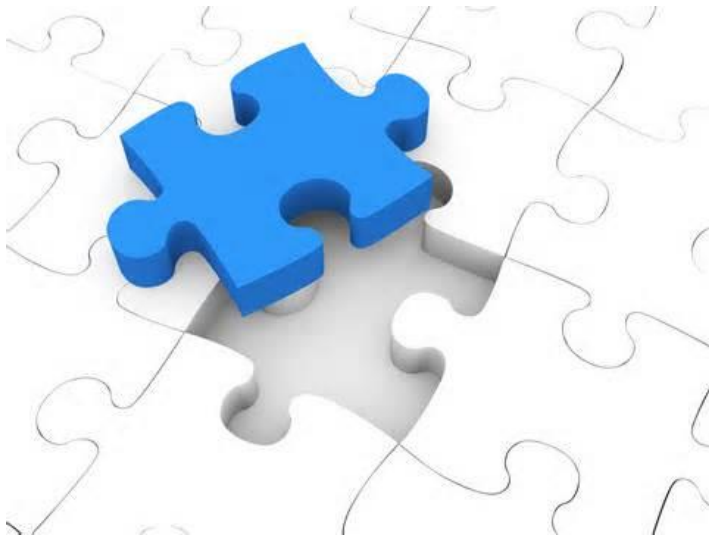
EARNED MEDIA

word of mouth and PR





Social media
is an important piece
but it is not the entire puzzle



**Integration
with other media**

Integration with in-shop experience



Consumers expect you to do so

First, sort out your own website

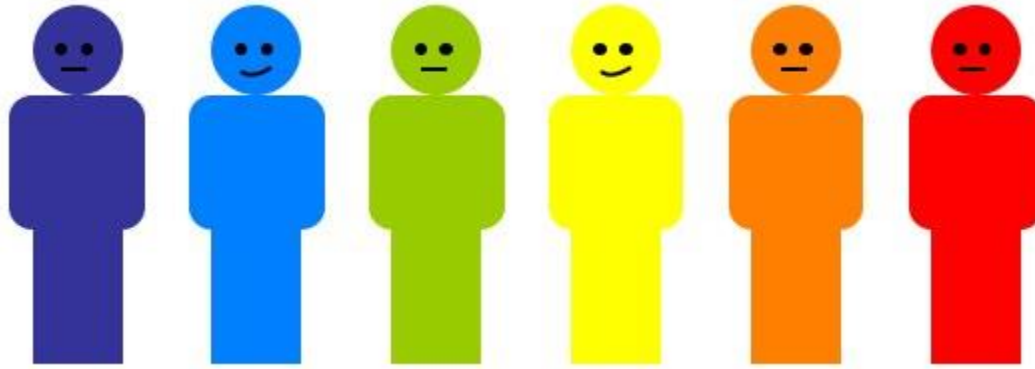
Make it more than an online brochure

How did you last update your content ?

Make sure it contains information the
users want to know rather than what
you want them to know

Capture data and construct your
customer profiling





Multi-dimensional segmentation

Keep your brand fluid











Content is KING

Keep it relevant / customized / current
and invite participation

Chats (21)



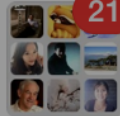
Play Free games now



Andy

Yesterday

[Audio]



财之经政之道

Yesterday

warren: [Link] 被央视永久禁播周立...

Are you enjoying WeChat?

No

Yes



WeChat Team

Friday

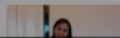
WeChat 5.3.1 新增回收功能! 講咩...



張俊勇 Thomas Cheung

7/3/14

To avoid any ambiguity, I have spel...



Gadys

7/3/14



Chats



Contacts



Discover



Me

A picture is worth a thousand words

“It’s OK. I’m here.”

“It’s OK. I’m here.”



“It’s OK. I’m here.”



Photos attract 53 percent more
104 percent more comments and
84 percent more click-throughs



facebook

posts with questions generate
92 percent higher comment rates than
posts without questions

High-tech, High-touch



Without human interface \neq
downgrading customer experience

The Marco Polo Club

To Me

View in browser | Please do not reply to this email.



HAPPY BIRTHDAY



View your wish, handcrafted by us especially for you.

Dear Mr Yuen,

10 July 2014
Membership No.: 100 XXXX 758

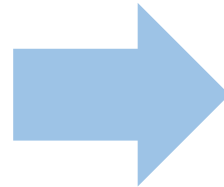
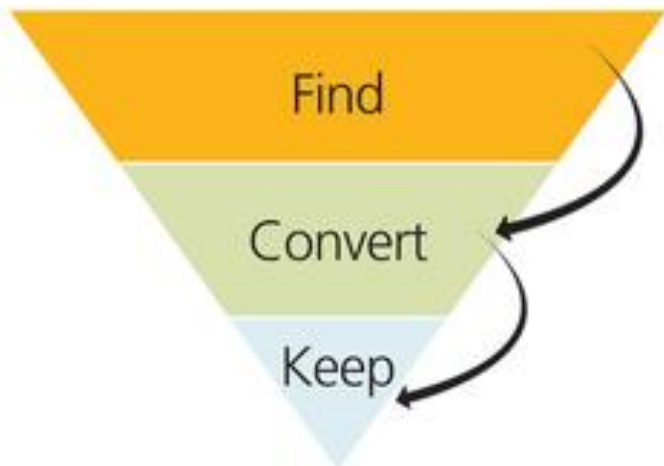
We always welcome the opportunity to add our personal touch to your life.

All your friends in The Club would like to wish you a heart-warming birthday and a wonderful year ahead.

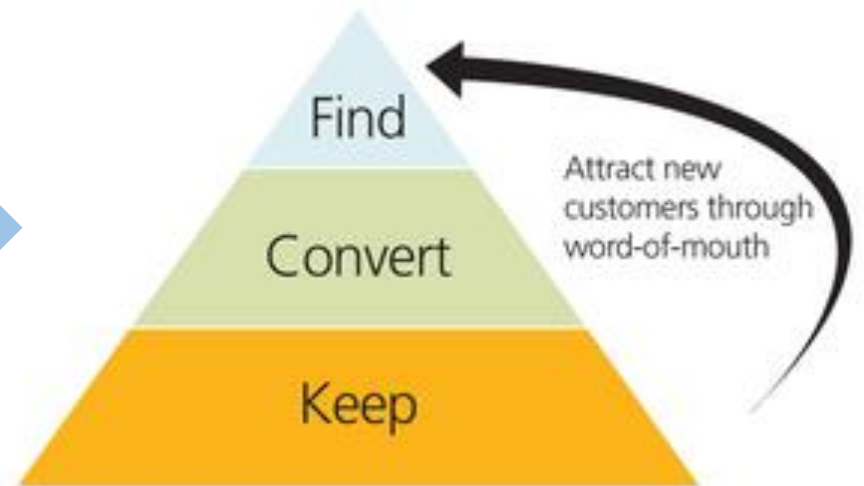
Best wishes,

From understanding your customers to
allowing your customers to understand you

Traditional Marketing



Social Media Marketing





You cannot bribe a relationship in real world,
the same for the virtual world

Case Study

HARBOUR CITY
海港城



harbour city

Web Maps Images News Videos More ▾ Search tools

About 26,100,000 results (0.31 seconds)

Harbour City

www.harbourcity.com.hk/en/ ▾

Home Page. 繁 · 簡 · ENG · VIC Club · 藝 藝 · Main Menu. About Us.

[Shopping](#) - [Ladies' Fashion](#) - [Tourist Guide](#) - [About Us](#)

海港城

www.harbourcity.com.hk/ ▾ [Translate this page](#)

Harbour City. ... of cookies workshop via our website! #Oursnoopy #snoopy #dog #doglover #pet #cookies #instadaily #peanuts #hcart #harbourcity. [查看更多 ...](#)

4.2 ★★★★★ 55 Google reviews · [Write a review](#)



7-27 Canton Rd

☎ 2118 8888

ENG - [商業機會](#) - [Business Opportunities](#)

New / Opening Soon

www.harbourcity.com.hk/en/shopping/all-stores/new-opening-soon ▾

[Shopping](#). [New / Opening Soon](#) · [All Stores](#); [By Category](#). [Ladies Fashion ...](#)

Home - 海港城

www.harbourcity.com.hk/en/home ▾

... [Electronics](#) · [Home and Gifts](#) · [Lifestyle](#) · [Jewellery, Watches and Accessories ...](#)

Harbour City | Hong Kong Tourism Board

www.discoverhongkong.com/eng/shop/where-to.../harbour-city.jsp ▾

Keep the date of your return flight in mind when you enter Harbour City because this place is so vast you might forget about leaving. Hong Kong's largest mall is ...

[Harbour City - Tsim Sha Tsui, Hong Kong - Shopping ...](#)

www.facebook.com/HKHarbourCity ▾

Harbour City, Tsim Sha Tsui, Hong Kong. 11872 likes · 604 talking about this · 27013 were here. This is the official English facebook account of...

[Harbour City \(Hong Kong\) - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Harbour_City_\(Hong_Kong\)](http://en.wikipedia.org/wiki/Harbour_City_(Hong_Kong)) ▾

Harbour City is a large shopping mall in Tsim Sha Tsui, Hong Kong. It is part of a series of office blocks and hotels. It comprises several parts: Marco Polo ...

[Hong Kong Harbour City Mall - Review - About.com](#)

gohongkong.about.com › ... › Hong Kong Shopping Malls ▾

by Rory Boland - Living up to its city billing, Harbour City is a monster of a mall and one of our top five malls in Hong Kong. Stretching for nearly a kilometer along the Kowloon ...

[Harbour City - Gateway Arcade | Malls - iLuv.hk](#)

www.iluv.hk › Shopping › Malls ▾

Gateway Arcade, a part of the Harbour City complex, is a mixture of designer stores and casual brands. The Gateway Arcade also holds a food court with food ...

[Harbour City Estates Limited](#)

www.oceanterminal.com.hk/ ▾

A pier for cruise vessels. Provides an introduction to the terminal, information for passengers, a list of cruise lines and a photo gallery.

 >

1 2 3 4 5 6 7 8 9 10

Next

海港城官网

百度一下

[海港城 - 首页](#)

Harbour City... 前往[海港城](#) 联络我们 购物 所有商店 女士时装 男士时装 美容及个人护理 电子产品 家庭和礼品 生活及服务 珠宝,钟表及配件 运动用品 儿童及孕妇眼...

[www.harbourcity.com.hk/](#) 2014-07-05 ▾ - [百度快照](#) - [评价](#)

[harbour city 海港城 - 首页](#)

Harbour City... 前往[海港城](#) 联络我们 购物 所有商店 女士时装 男士时装 美容及个人护理 电子产品 家庭和礼品 生活及服务 珠宝,钟表及配件 运动用品 儿童及孕妇眼...

[harbourcity.com.hk/](#) 2014-07-12 ▾ - [百度快照](#) - [评价](#)

[香港海港城购物攻略 香港旅游购物 途牛](#)

【图文】 [海港城](#) (英文:Harbour City)在香港九龙尖沙咀,是香港最大面积的购物中心,南至尖沙咀天星码头,北至中港城。[海港城](#)由四个部分组成,海...

[www.tuniu.com/hongkong...](#) 2014-07-09 ▾ [★](#) - [百度快照](#) - [91%好评](#)

[香港海港城购物攻略 【香港游记】 驴妈妈攻略](#)

【图文】 前几天,去香港出差,住半岛酒店,步行到[海港城](#),不过10分钟,实在是让人偷着乐的... 香港官方旅游攻略 第四版 香港官方旅游攻略 版本: 第四版 更新时间: 2014...

[www.lvmama.com/guide/2...](#) 2014-06-18 ▾ [V3](#) | [★](#) - [百度快照](#) - [86%好评](#)

[香港海港城官网www.harbourcity.com.hk/?gb - 香港购物](#)

【图文】 2010年9月14日 - 香港[海港城官网](#),[海港城官网](#),[海港城](#),[赴港消费](#),[赴港购物](#)... 投稿分享给60万粉丝>> 标签:[香港海港城官网](#),[海港城官网](#),[海港城](#),[赴港消费](#),[赴港购物](#) ...

[www.3hk.cn/hk/2010/09/...](#) 2010-09-14 ▾ - [百度快照](#) - [评价](#)



ABOUT US

SHOPPING

DINING

HAPPENINGS

SERVICES & FACILITIES

TOURIST INFORMATION

ECOUPON HARBOUR CITY DOLLARS



Instagram



VIEW ALL >



Facebook Chn



VIEW ALL >



Twitter



VIEW ALL >



Sina Weibo



VIEW ALL >

E-News Subscription

APP:



HONG KONG ASIA'S WORLD CITY



SEE & DO

DINE & DRINK

SHOP

PLAN YOUR TRIP

CRUISE

BEYOND HONG KONG

WHAT TO BUY

WHERE TO SHOP

WHAT'S HOT

WHEN TO SHOP

QTS SCHEME-ACCREDITED SHOPS

Home > Shop > Where to Shop > Malls and Department Stores > Harbour City

Harbour City

Like

8

Tweet

+

Shopping Areas

Malls and Department Stores

1881 Heritage

apm

China Hong Kong City

Citygate Outlets

Cityplaza

ELEMENTS

Fashion Walk

Festival Walk

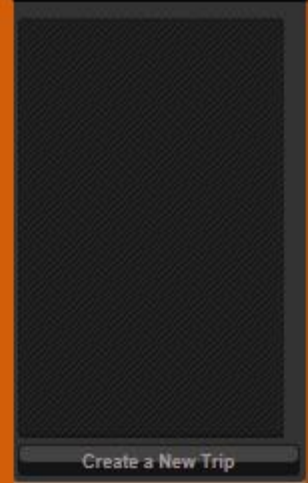


ADD TO MY WISH LIST

Keep the date of your return flight in mind when you enter Harbour City because this place is so vast you might forget about leaving. Hong Kong's largest mall is actually three malls in one: Ocean Terminal, Ocean Centre and Gateway Arcade. The upshot for the shopper is a choice of over 450 shops, around 50 restaurants, three hotels and two cinemas. Fortunately, this mind-boggling selection has been intelligently organised into four distinct zones for kids, sport, fashion, and



MY HONG KONG GUIDE



Create a New Trip

Follow Us



Timeline About Photos Reviews More ▾

PEOPLE >



11,910 likes
27,158 visits


William Chu, Rudi Leung and 21 other friends like this or have been here.



Invite your friends to like this Page

ABOUT >



 Harbour City
9 hours ago

Sunday's are best spent with family and nothing brings family together like food. Enjoy a plentiful lunch buffet with the fam at Add @ Prince! #hcfood

Add @ Prince
Level 3, Prince's Hotel, Marco Polo Hong Kong Hotel (6 photos)





WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikimedia Shop

Interaction

- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

Tools

- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item

Create account Log in

Article [Talk](#)

[Read](#) [Edit](#) [View history](#)

Search

Harbour City (Hong Kong)

From Wikipedia, the free encyclopedia

Coordinates: 22°17′52″N 114°10′05″E﻿ / ﻿﻿ / ﻿

Harbour City is a large shopping mall in Tsim Sha Tsui, Hong Kong. It is part of a series of office blocks and hotels. It comprises several parts: **Marco Polo Hongkong Hotel**, **Ocean Terminal**, Ocean Centre (with 1980s retro decor), **the Gateway** and the Pacific Club Kowloon. The complex is located along the west side of **Canton Road**, stretching from the **Star Ferry Pier** in the south to **China Hong Kong City** in the north.

Contents [hide]

- 1 History
- 2 Features
- 3 References
- 4 External links

History [\[edit\]](#)

The centre is built on the site of the *Hongkong and Kowloon Wharf and Godown*, one of colonial Hong Kong's original commercial wharfrage and dockside warehousing complexes. Harbour City is still owned by **The Wharf (Holdings) Limited**, which was formed in 1886 to operate the **godown** but has since grown to be a major commercial force in Hong Kong.

Features [\[edit\]](#)

The mall features many branded boutiques, such as MCM (Moto Creation Munich), Louis Vuitton, Salvatore Ferragamo, Chiatry, Ches

Harbour City (Hong Kong)



Harbour City

Simplified Chinese 海港城
 Traditional Chinese 海港城

Transcriptions [\[show\]](#)

Harbour City

General information

Completed 1966, with Additions and Alterations 1969, 1977, 1983, 1999 zh: 海港城

Review of Hong Kong Harbour City Mall and List of Shops

By [Rory Boland](#)

Ads: [Online Shopping Malls](#) [Stores in the Mall](#) [Mall](#) [Travel Club](#) [China Shopping](#)

Living up to its city billing, Harbour City is a monster of a mall and one of our [top five malls in Hong Kong](#). Stretching for nearly a kilometer along the Kowloon waterfront, Harbour City not only boasts more than 400 shops and 50 restaurants but also two cinemas, three hotels, Hong Kong's cruise terminal and a [ferry terminal servicing Macau and China](#). For the true shopping addict, you can even live here in a serviced apartment.

The complex itself is spread out over four separate zones; Ocean Terminal and Ocean Centre are the two primary shopping areas, with shops also in the Marco Polo Hong Kong Hotel Arcade and the Gateway Hotel Arcade. Each section is color coded on Harbour City maps to help you get

Ads

[getAbstract.com](#)

www.getabstract.com

More than 10,000 abstracts. 1 month only \$29.50 Money-Back Guarantee!

[Hong Kong Wholesale](#)

www.hktdc.com

Connect with over 120,000 suppliers from Hong Kong, China and Taiwan

where you need to go. In Ocean Terminal you'll each floor features themed shopping. The ground floor is known as KidsX and is home to the largest Toys R Us in Asia, Jumpin Gym U.S.A, Burberry Kids, and a host of other children orientated stores. The second floor is known as SportsX and boasts many flagship stores from internationally renowned brands such as Fila, New Balance and an Adidas NBA shop. There is also a major [Lane Crawford outlet](#). Up on the third floor is LCX, an upmarket clothing retailer popular with Hong



Instagram



VIEW ALL >



Facebook Chn



VIEW ALL >



Twitter



VIEW ALL >



Sina Weibo



VIEW ALL >

E-News Subscription

APP:





Search Twitter

Have an account? Sign in



TWEETS	PHOTOS/VIDEOS	FOLLOWING	FOLLOWERS	FAVORITES	More
8,698	3,290	1,215	3,752	946	▼

Follow

Harbour City

@hkharbourcity

Harbour City, in Tsim Sha Tsui, is Hong Kong's largest shopping mall. This is our official twitter account with tweets from our enthusiastic PR team.

Tsim Sha Tsui, Kowloon, HK

Tweets Tweets and replies

 **Harbour City** @hkharbourcity · 7h
 Look your Sunday best and pick out a pair of summer sandals from @SteveMadden. ow.ly/i/6c6ov



View photo

Don't miss any updates from **Harbour City**

Full name

Email

Password



追蹤

harbourcity -

Harbour City This is Harbour City's official page. Feel free to share your photos of the shopping mall with us via #harbourcity. <http://www.twitter.com/hkharbourcity>

2,934 posts	24,480 followers	340 following
-------------	------------------	---------------



Harbour City

Harbour City, in Tsim Sha Tsui, is Hong Kong's largest shopping mall. This is our official twitter account, with tweets from our enthusiastic PR team.

Tsim Sha Tsui, Kowloon, HK · www.harbourcity.com.hk ·

17 Boards 2,238 Pins 5 Likes

[Follow All](#) [Send Profile](#)

306 Followers 23 Following

Around Harbour City

426 Pins

[Follow](#)

Around Hong Kong

184 Pins

[Follow](#)

Food/Dessert/ Sweets

772 Pins

[Follow](#)

Fashion (Men)

54 Pins

[Follow](#)

Fashion (Women)

200 Pins

[Follow](#)

Chocolate Trail 2013

39 Pins

[Follow](#)

Chocolate Trail 2014

32 Pins

[Follow](#)

Beauty

103 Pins

Technology/Tech Accessories

32 Pins

Kids

68 Pins

Lifestyle

69 Pins

Art/Design

77 Pins

Accessories

83 Pins

Toys

30 Pins

快速注册, 加入微博 ~ [邮箱注册](#)

我猜您是海外注册用户？[点这里注册](#) | 大陆手机号： 请输入大陆手机号

立即注册

已有帐号登录



16.07 - 12.08.2014

#我们的snoopy#



1125 630488 9660
关注 粉丝 微博

香港海港城 <http://weibo.com/harbourcity>

海港城是全香港最大的购物商场，位处之尖沙咀广东道，更是世界著名品牌旗舰店集中地，一个海港，只有一个海港城。地点：九龍尖沙咀廣東道3-27號

微博认证

香港海港城

行业：商场购物·购物中心

主页

微博

文章

详细资料

相册

关注/粉丝

更多 -

焦点区



门店位置

香港海港城

24429人签到

香港九龍尖沙咀廣東道3-27号





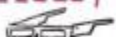
Hi, 这是香港海港城的腾讯微博, 别吝惜你的关注, 赶紧登录, 和TA互动吧!

申请开通

马上登入



HARBOUR CITY



THE GATEWAY



FASHION



HONGKONG SPACE MUSEUM



HONGKONG CLOCK TOWER

TSIM SHA TSUI



香港海港城

@香港海港城

微博 6898

粉丝 1107773

收藏 106

注册时间 2010-04-26

海港城是全香港最大的购物商场, 位处尖沙咀广东道, 更是世界著名品牌旗舰店集中地, 一个海港, 只有一个海港城, 香港海港城 - 腾讯微博: <http://622001682.qqzone.qq.com/>

腾讯认证资料

海港城, 香港最大面积的时尚购物中心。

>> [【海港城搜搜百科】](#)

推荐收听



Lady 嘉嘉



Harmonize Your Style
Hi-Fashion meets Hi-Fashion

全部 图片 | 视频 | 直播

香港海港城: #城中热宠# 即将进行的德国VS阿根廷世界杯总决赛, 你支持哪一队? 德国足球队全体代言的HUGO BOSS, 绝不输T台的男模, 不知道又要俘获多少芳心~ 想知道德国队为何选择BOSS作为出征战袍? 来#香港海港城#亲自感受TA的非凡魅力! 👍



今天 18:35 阅读(8413) 全部转播和评论(13)

转播 | 评论 | 转发

Harbour City Hong Kong

Harbour City in Tsim Sha Tsui is Hong Kong's largest shopping mall. This is our official tumblr account, with photos of people, events and attractions in Harbour City and Hong Kong. For more information, please visit <http://www.harbourcity.com.hk>. We're also on twitter (@hkharbourcity), Facebook (hkharbourcity) and Instagram (@hkharbourcity).

[HOME](#) [ARCHIVES](#) [RSS](#)

POSTINGS



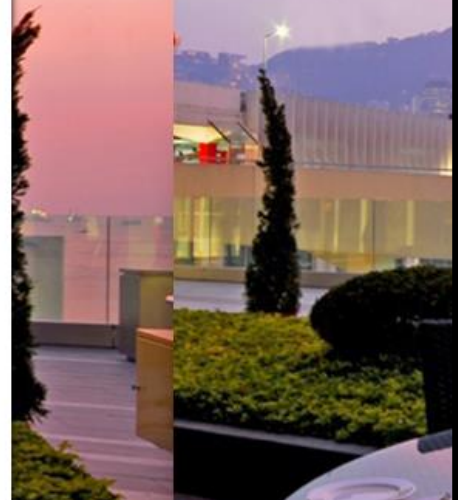
OFFICIAL WEBSITE

Harbour City
3 - 27 Canton Road, Tsim Sha Tsui, Kowloon
Hong Kong
852-2118-8666

HOURS

Mondays - Thursdays 10 AM - 10 PM
Fridays 10 AM - 10 PM
Saturdays 10 AM - 10 PM
Sundays 10 AM - 10 PM

HARBOUR CITY



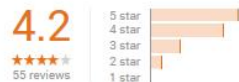
Contact Information

7-27 Canton Rd
2118 8888 - harbourcity.com.hk
Stores and Shopping, Shopping Mall - Today 10:00 am - 10:00 pm

Edit details

Review Summary

Write a review



Photos



At Harbour City

- | | |
|---|---|
| Al Molo | Birkenstock - The Gateway |
| BLT Burger | BLT Steak |
| Cafe De Coral - Harbour City | Cafe Marco |
| Crystal Jade - Tsim Sha Tsui | Godiva Chocolatier |
| Greyhound Cafe | House of Jasmine |
| Ladurée | Lane Crawford Lane Crawford - Canton... |
| Louis Vuitton | Muji |
| Nha Trang Vietnamese | Niji Bistro, Noritake - Gifts |
| Rice Paper - Tsim Sha Tsui | Spasso Italian Bar & Restaurant |
| Super Star Seafood Restaurant -...Toys "R" US (Tsim Sha Tsui) | |
- [More at Harbour City \(500\)](#)

See inside



Reviews from around the web

[foursquare.com](#) - [travelmuse.com](#) - [rankinsider.com](#)

Is this your business?

Manage this page

Visit this place

Meet here with friends
Create a Google+ event

All reviews

Most helpful



Brian LI
★★★★★ reviewed 6 months ago

It targets all kind of customers. Should you are looking for luxury retails shops like LV, Gucci, Hermes, they all located on street level which is convenient for shopping lovers.

But like me, a local foodie, who has no interested on shopping, I would also get indulged as there are varies of selections. And most of them are located at Ocean Terminal which is part of the Harbour ...



riten 86
★★★★★ reviewed a month ago

wow, huge harbour city
been there last weak with my wife. anyways I like it.



Mark Chan
★★★★★ reviewed a year ago

Good shopping experience, lots of choices and have an awesome combination of everything you need. Customer service is an asset to this location.



ryan h
★★★★★ reviewed 2 weeks ago

We watched A Symphony of Lights from here!



Domrongpon Tanpaibul
★★★★★ reviewed 10 months ago

Expensive brand name on G floor but higher floor has brand with reasonable price.



Alex LI
★★★★★ reviewed a year ago

A huge mall built by different buildings near the harbour. The place is very nice but so.stones a bit tiring since the mall is so large. The pricing for normal products could be a bit more expensive than store outside. Famous shops like Louis Vuitton and Chanel could have a long queue outside due to the amount of Mainland tourists visiting everyday. You can get great views of the harbour at some places in and outside the mall.



香港海港城

WeChat ID: hkharbourcity

Intro

香港海港城

Official Account



海港城位於尖沙咀廣東道，是香港最大型的購物中心，世界知名品牌林立，更是潮流薈萃之地。一個海港，只有一個海港城。

View history



Follow



香港海港城

WeChat ID: hkharbourcity

Intro

香港海港城

Official Account



海港城位於尖沙咀廣東道，是香港最大型的購物中心，世界知名品牌林立，更是潮流薈萃之地。一個海港，只有一個海港城。

View history



Receive Messages



Messages



Unfollow



The BIGGEST in Asia!

由超過200塊裁片組成，用上超過1,630平方米橡膠物料

要製作如此巨大的橡皮鴨，要用上200塊不同大小形狀的裁片。雖然橡皮鴨裡面是空氣，但不包括底部的浮床和風機，單是用上1,630平方米的橡膠物料便超過600公斤，絕對是超重量級！

Over 16M Tall!



19.2m 16.5m

16.5m

The FIRST in HK!

這次既是香港首次舉辦海上藝術展，也是橡皮鴨幾次亞洲之旅之中最大的一隻，更是目前世界第二大的橡皮鴨，超過16米高，比今年初大家在facebook見到澳洲站的橡皮鴨還要大！

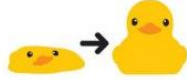
1 PVC Body

橡皮鴨的輪廓由超過200塊裁片組合而成，無額外支架，每一塊裁片都是由藝術家Florentijn Hofman精心設計，造出橡皮鴨的溫暖外型。



2 Life is in the AIR!

空氣就是小鴨的活力之源！為了令沒有支架的橡皮鴨可以長期保持脹卜卜的可愛體態，特別於橡皮鴨的浮台裝上風機，全天候為它「打打氣」！



3 Secret Entrance?

橡皮鴨的尾部設有拉鏈入口，進去就是巨鴨的心臟地帶-浮台。不過入口只供工作人員專用，定期入內為橡皮鴨做Body Check!



4 Let it Float!

為甚麼橡皮鴨可以在維港海岸優遊悠哉？全賴底部有一個直徑超過13米的浮床，讓橡皮鴨可以遨遊維港。

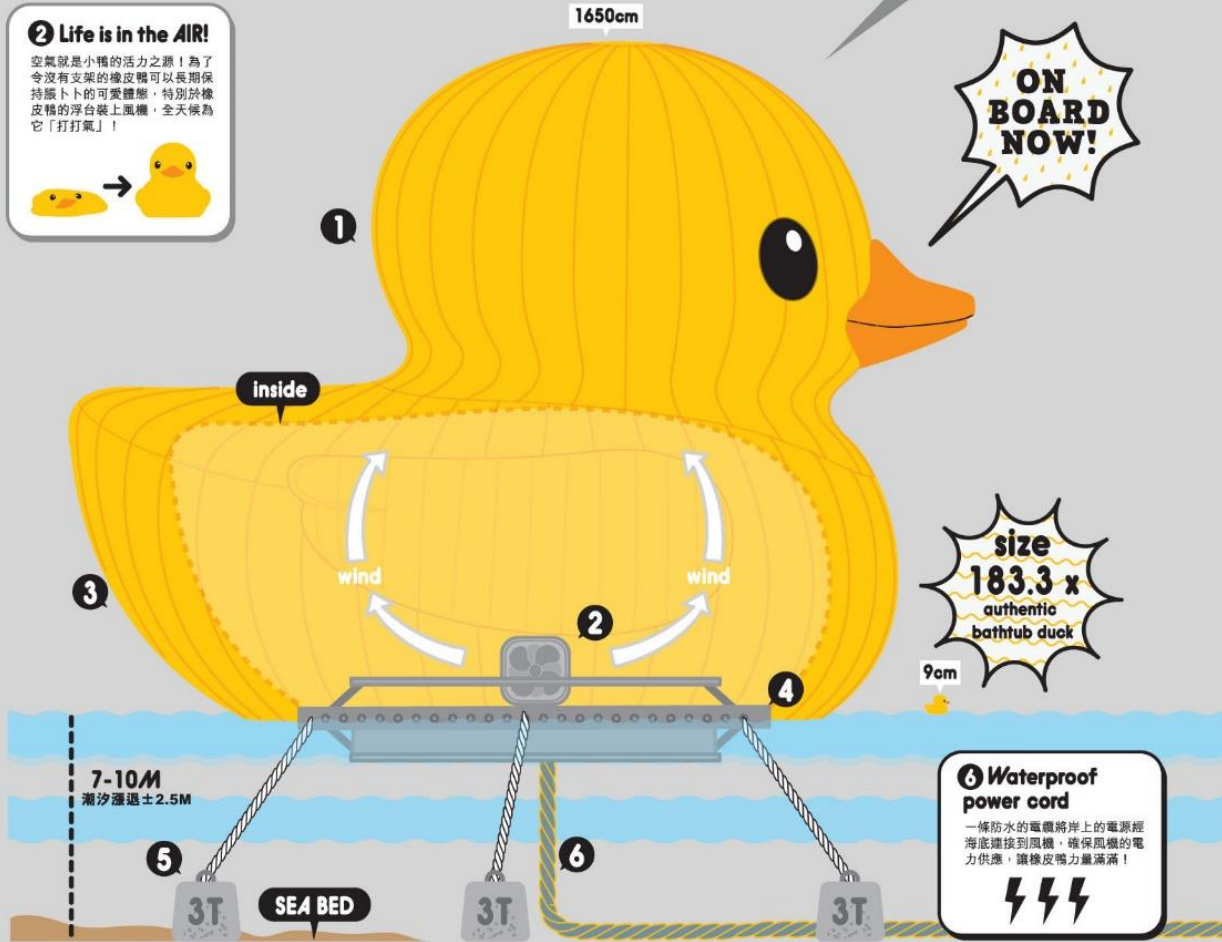


5 3x3 tonnes concrete anchor

輕輕的它來了，可不能讓它輕輕的走！為了將橡皮鴨固定於海中，籌的是3個特別製作，達3噸重的混凝土石壘，不用擔心巨鴨會悄悄飄走！



ON BOARD NOW!



size 183.3 x authentic bathtub duck

9cm

6 Waterproof power cord

一條防水的電纜將岸上的電源經海底連接到風機，確保風機的電力供應，讓橡皮鴨力量滿滿！



HK TOUR

Rubber Duck Project

hello HK!!



橡皮鴨出沒注意！由荷蘭藝術家Florentijn Hofman創作的16米高的橡皮鴨浮游於維港，為香港帶來一個充滿童真的海景。如此巨大的橡皮鴨當然身藏不少有趣的小秘密，由體積到製作都充滿意想不到的知識，又點止吹氣鴨仔咁簡單！

size 1/10 of the duck



RUBBER DUCK-INFORMATION FOR HONG KONG 2013

12:19 am HKT
May 22, 2013

CHINA REAL TIME

Big Yellow Duck Is Revived in Victoria Harbor

ARTICLE

SLIDESHOW

COMMENTS (3)

FLORENTIJN HOFMAN

HONG KONG

TOURISM



Email



Print



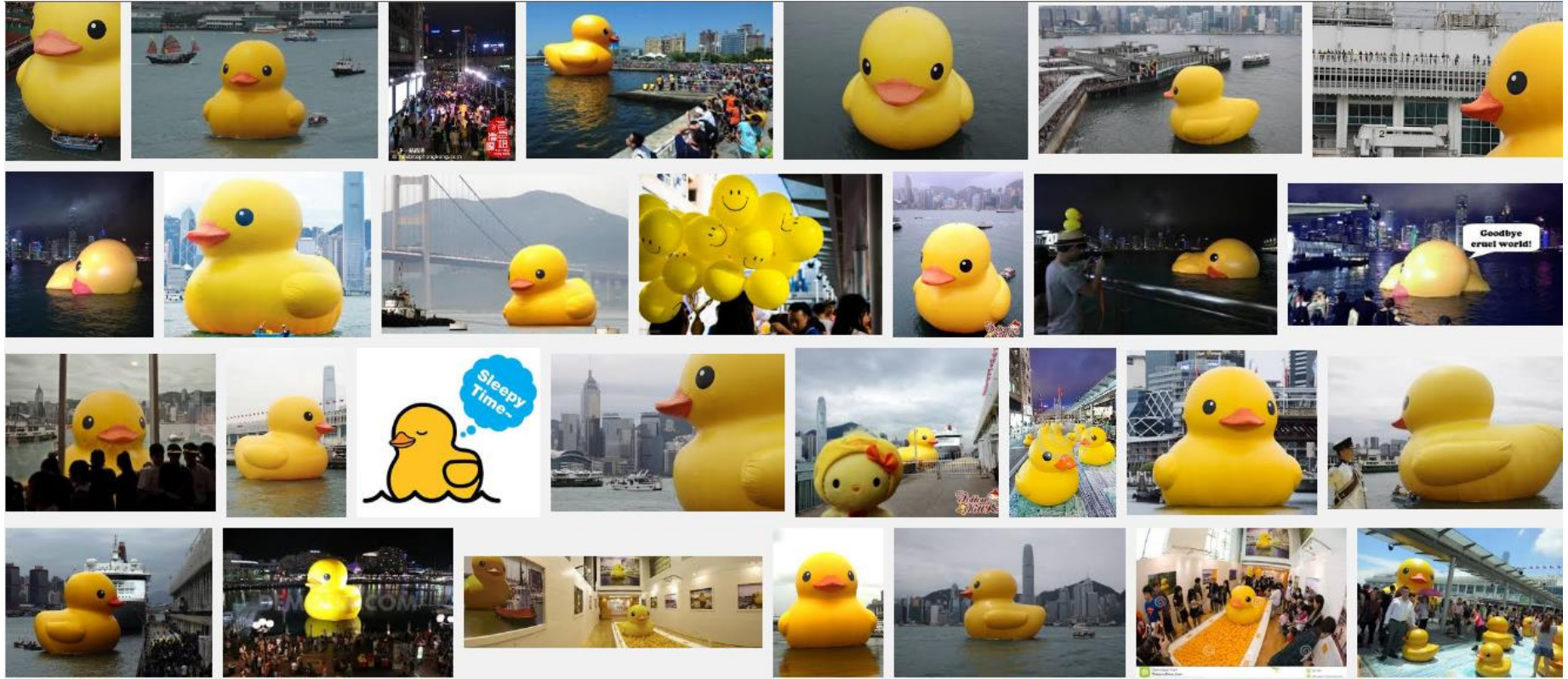
After a lightning storm and sheets of heavy rain drenched Victoria Harbor this week, Hong Kong celebrated the return of its much-beloved giant inflatable yellow duck Tuesday night.

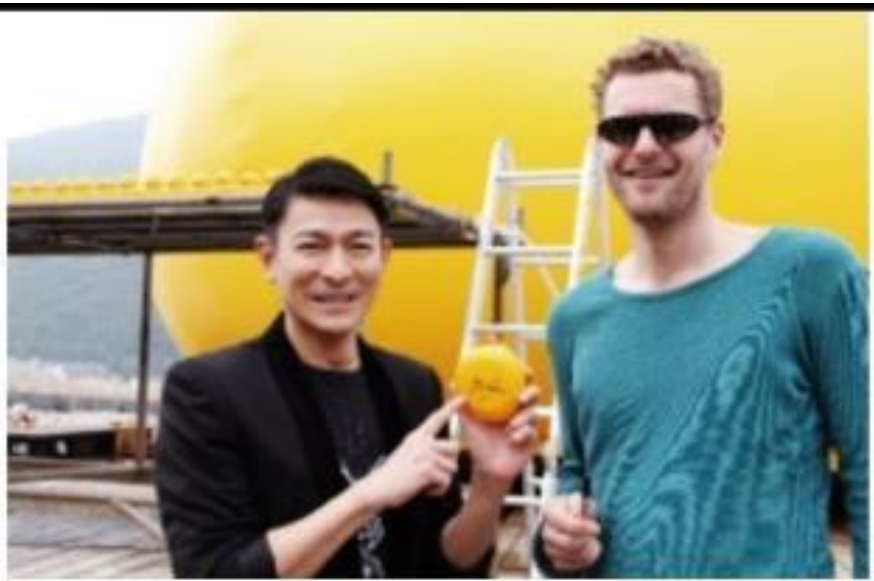


— Reuters Rubber Duck by Dutch conceptual artist Florentijn Hofman floats near Ocean Terminal at Hong Kong's Victoria Harbour on May 2. The duck was deflated for maintenance reasons on May 14. [See more](#)

Crowds of several hundred gathered in the afternoon armed with cameras and tripods to watch the six-story duck—an installation by Dutch artist Florentijn Hofman—get re-inflated at its perch outside Harbour City mall, which commissioned the project. The process took several hours as the duck slowly unfurled and swelled again with air as it was held aloft by a crane.









Rubber Duck Project

橡皮鴨游世界·香港站

2013.5.2 - 6.9
Harbour City

Branding on Social Media

- Monitor
 - Go to where consumers “hang out”
 - Use tools to listen to what is important
- Respond
 - Respond to counter negative comments and reinforce positive ones
- Amplify
 - Design marketing activities that have an inherently social motivator that spurs broader engagement and sharing
- Lead
 - Proactively lead consumers towards long-term behavioral changes

Social Media Marketing Strategy for Brand Building

Dr. Royce Yuen
15.7.2014

