

press release



UNICEF ENLISTS KYMECHOW FOR SOME INSPIRED THINKING

Hong Kong, 20 December 2011: The Hong Kong Committee for UNICEF is launching a push for its 'Inspired Gifts' programme over the coming holiday season with a specially created television and viral campaign created by local creative agency Kymechow.

The spot features a bored looking Santa Claus at home trying to amuse himself, with the message 'This year, give Santa nothing to do. Donate Inspired Gifts to children in need instead'. It was created and produced by Kymechow with production company Wowwowtank.

The UNICEF Inspired Gifts programme invites members of the public to donate presents that could make a real difference in the lives of children, like healthcare or educational products, instead of giving an ordinary gift to a child less in need. Parents with children who support this now often request that an Inspired Gift be donated instead of something for their own child at gift-giving occasions.

UNICEF Hong Kong has also appointed Kymechow to create its first ever awareness campaign aimed at the Hong Kong public, designed to educate and inform about what UNICEF does and where, in order to clearly distinguish itself from other charity bodies active in Hong Kong. The new campaign is being prepared to launch in the second quarter of 2012.

To view the film, click here: <https://www.unicef.org.hk/igifts/>

Credits:

Kymechow • Creative Director: Lorraine Liu • Art Director: Edward Cheung • Copy: Flora Chow
Wowwowtank • Director: Thomas Lo • Producer: Elvis Lo