



TIGER MOTHERS, IT'S TIME YOU GAVE YOUR CHILD THE EDGE

Hong Kong, September 2012: Kymechow Communications has launched a new viral campaign for Hong Kong based The Edge learning center, designed to tell Hong Kong parents what NOT to do to drive their children to academic success.

The series of clips features a Tiger Mother 'from hell' who suggests very dubious methods by which to get your child to study harder on his or her way to Ivy League glory. The whole point is that, while some of the tactics might resonate with successful young Asian adults, they really represent an approach which is contrary to The Edge philosophy.

The Edge was launched in 2008 and has fast earned a respected reputation for helping promising students excel and gain acceptance into top overseas educational institutions. The Edge philosophy as coined by Founder and CEO Duc Luu states '*Education should not teach us what to think, but how to think.*'

Kymechow Director Chris Kyme describes the campaign approach as being "*a refreshing way to disrupt the already crowded educational landscape in Hong Kong*". "*Everywhere you look you see advertising which emphasizes results results results and in many ways feeds into the Tiger Mother mentality. The Edge places great emphasis on understanding a child's individual abilities and needs before cramming her or she full of exam studies. It's all about a smarter way to educate. So we thought we could have some fun by satirising the while Tiger Mother cliché in order to make that point*".

Matthew Sears, Head of Institutional Sales at The Edge added "*We're not only committed to working harder, but also finding ways to work smarter, to make learning easier and more fun for students. With this campaign we're hoping to draw attention and poke fun at some of the often painful lengths students are driven to in pursuit of educational goals. We think there's a better way to get there and we're excited to share our approach with students and families.*"

To view the campaign in full go to: <http://www.youtube.com/theedgeedu>

Credits:

Kymechow • Creative Director: Chris Kyme / Lorraine Liu • Art Director: Dominic Chan • Copy: Chris Kyme / Flora Chow
The Media Village • Director: Duc Luu • Producer: Kitty Lau