

## Overview of Link's TV Commercials

- Link's TV commercials aim to bring out the new brand message of "Linking People to a Brighter Future"
- Using a relaxed approach, the TV commercials show that people in all walks of life are linked and that they help each other to enjoy a better life
- Two versions of TV commercials:
  - ✓ Shopping Centre version: Link's shopping centres provide the ambiance and spacious environment for Hong Kong people to enjoy leisure time together
  - ✓ Fresh Market version: Shopping at Link's fresh markets can enhance the relationship between couples

## TV Commercial's Key Personnel

### 1. Director- Wing Chow (aka "cockroach")



- Directed commercials for iconic Hong Kong brands such as CSL, Pricerite, Fortune Pharmacal, Kee Wah Bakery and Ocean Park
- Well-known for his nickname, the "cockroach", because of his penchant for filming in odd holes and corners everywhere

#### Shooting after-thoughts:

When I shot the fish stall scene, the male lead was supposed to pick up a fresh fish. Originally, I intended to shoot his facial expression when choosing the fish, but then the fish decided to play its own lead role by splashing everyone on the set. The effect was great!

### 2. Keira Wong (Shopping Centre - Daughter)



- Five years old, studying in a Japanese school.
- Appeared in the film, *Little Big Master*, as one of the supporting actresses.
- She loves reading on weekdays

#### Shooting after-thoughts:

It is always my mother who urges me to go out on weekdays. So in this commercial when I was the one to want to go out, it was fun to keep asking my "mom" to "hurry"!

### 3. Christine Ke (Shopping Centre – Mother)



- Hails from Taiwan
- Formerly lived in Taipei

#### Shooting after-thoughts:

The scene where myself and my “daughter” eat candy floss together is so touching! There was an on-site candy floss machine manned by the staff that attracted many children who were passing by. They all started lining up to get some. It was a real treat to see them enjoying themselves munching away as we were filming!

### 4. Duncan (Fresh Market – Male Lead)



- Hongkonger, formerly Cheung Chau resident, now living in Taiwan
- Likes to shop at fresh markets. The local fresh markets he visited are rather traditional, crowded and have slippery floors and most shops are closed after his work

#### Shooting after-thoughts:

There is a scene where my “wife” jumps up and hugs me. We had to reshoot the scene 20 times! After the final take, I needed to rest. I could no longer stand up straight!

### 5. Yung Yung (Fresh Market – Female Lead)



- Father is from Taiwan and mother from Shanghai
- Settled in Hong Kong for about 10 years

#### Shooting after-thoughts:

The last scene requires me to hit my “husband’s” chest with my elbow. We have been repeating the same action for over 10 times. After the 2-day shooting of the commercial, my “husband” was exhausted both physically and mentally!