



art of commercials

極品廣告片



香港藝術中心節目 HONG KONG ARTS CENTRE PROGRAMME

26.11 ~ 18.12.2011

搜羅全球三百個廣告，釋放腦能量!!
Trigger a creative explosion of 300 world commercials!!

地點 Venue

agnès b.電影院 agnès b. CINEMA

香港灣仔港灣道2號香港藝術中心高層地庫 Upper basement, Hong Kong Arts Centre, 2 Harbour Road, Wan Chai, Hong Kong

票價 Tickets

\$50 / 30*

集體購票優惠 Group Booking Discount for Standard Ticket

\$45 / 27*

每次購買門票6張或以上，獲9折優惠 10% off for each purchase of 6 or more tickets

*全日制學生、六十歲以上長者及殘障人士票價 Tickets for full-time students, senior citizens, aged 60 and above, and physically challenged individuals.

門票於11月3日起於各城市電腦售票處公开发售 Tickets are available at all URBTIX outlets from 3 November

信用卡電話訂票 Credit Card Telephone Booking Hotline 2111 5999

電話留座及票務查詢 Telephone Reservation and Ticketing Enquiries 2734 9009

網上訂票 Internet Booking www.urbtix.hk

節目查詢 Programme Enquiries 2582 0246

網頁 Website www.hkac.org.hk

主辦 Presenter



鳴謝 Special Thanks



art of commercials

香港藝術中心舉辦「極品廣告片」已達廿一年，為大家搜羅數百個來自日本、英國、美國、亞太區及本地抵死過癮的廣告，眨眼間體驗創意無極限!!

Art of Commercials (AOC) is celebrating its 21st Anniversary at the Hong Kong Arts Centre. Featuring winning TV advertisements from Asia, the US and the UK, AOC is a celebration of creativity that is never short of fun and awe!!

極品廣告片

Programme 1 節目一

2010 全日本廣播聯盟廣告精選

Selected from All Japan Radio Commercials 2010
(60 mins)

一級棒的日本廣告必殺技包括：

星光熠熠的巨星陣容—木村拓哉、妻夫木聰、小雪、宮崎葵、堀北真希、新垣結衣、甚至北野武、堤真一、渡邊謙、役所廣司及唐澤壽明等人氣老中青紅星齊齊登場。

超 kawaii — 超可愛的除了少男少女及小童，會說話的動物隨時狂掃笑穴。

超騎呢 — 漫畫化的攞笑人物固然不會少，甚至超紅的 SMAP 亦會演出 chok 爆兼古怪的歌舞。

日式美學 — 向來是不少港人心頭好，要型則型，要詩意又不老土。

總之東瀛 CM 娛樂至強，捧場請早!

First-class Japanese commercials kill you with :

Star-studded lineup — Takuya Kimura, Satoshi Tsumabuki, Koyuki, Aoi Miyasaki, Maki Horikita, Yui Aragaki, or even Takeshi Kitano, Shinichi Tsutsumi, Ken Watanabe, Koji Yakusho and Toshiyuki Karasawa — stars of different generations guarantee timeless glamour.

Deadly cuteness — Apart from lovely young men and women, animals who speak the human tongue will catch you off guard.

Supreme wackiness — Comical figures are core to the formula, while the rocket pop group SMAP nails it with an odd dance — with style of course.

Japanese aesthetics — What's edgy is edgy, and the poetic interludes are justly seasoned to local tastes.

Basically it means entertainment, so act soon!



Programme 2 節目二

2011 亞太廣告節得獎作品精選

+ 2011 美國 AICP 廣告大獎精選
Selected from Asia Pacific Advertising Festival 2011 + AICP Show 2011
(80 mins)

亞太廣告節今次孖住美國 AICP 廣告大獎，帶你一次過橫越半個地球!

泰國廣告歷年來以攞笑出位，在經歷紅黃衫軍之役洗禮後卻交出發人深省之作取得大獎，香港代表以攝影及意象美侖美奐的酒店廣告獲得佳績。騎呢元祖日本施展人體長頸鹿成功搶灘，印度代表以非洲人為主角的一系列攞笑廣告亦帶來意外驚喜。

AICP 從攝影、製作、美指、聲效及視覺特技全方位嘉許優秀廣告人，名車、酒類及運動品牌自然落重本錢精益求精。例如老戲骨 Willem Dafoe 一人分演多角的廣告像迷你小電影，單看他時裝達人上身已值回票價。戰爭大場面效果一流，但為乜事 OL、醫生、地盤佬齊齊上陣打仗? 最佳產品示範首推入選健力士最小定格動畫人物的手機廣告，身體力行以該手機完成拍攝。此外，獲獎的低成本及學生作品亦叫人刮目相看，力證創意不一定要靠錢堆砌。

Coinciding with AICP Show, ADFEST brings us half way around the globe!

Thai commercials have made their name by jaw-dropping fun, yet they finally brought home the grand prize with a thought-provoking ad in the wake of the red and yellow shirts protest. The winning entry from Hong Kong gets a full run with lyrical cinematography of a hotel ad. Japan the king of oddity catches the eyeballs with human-giraffe this time, whose hilarity is only matched by the made-in-India African series. The AICP Show awards the cream of the industry from camera works, art direction to sound effects; cars, wines and sports brands of course gain the upper hand with loaded luxuries. Willem Dafoe's versatile portrayals of multiple characters can pass as a short film; not to mention his phenomenal reincarnation as a fashion icon. War scenes are epic as usual, but why are the office ladies, doctors and construction workers fighting? The best product demonstration has to go to the mobile commercial which entered Guinness World Record for smallest stop-motion animation, shot on the same mobile phone. The low-budget and student productions will also knock your socks off — no matter you spend a dime or a trillion, creativity rules!

Programme 3 節目三

2011 British Arrows 廣告大獎精選

Selected from British Arrows Awards 2011
(60 mins)

換上新名字的 British Arrows 廣告大獎繼續為大家送上最佳的英國電視廣告，招牌英式冷幽默絕不會令捧場者失望! 表面斯文，實則賤到飛起、浮誇到爆的笑料源源不絕。以金髮笨女郎比較不同智能手機只是熱身，騎師到欖球場踩場夠估佢唔到，至於失驚無神的機場大合唱就夠真又夠 Fun。英國動畫固然不可小覷，幾年年入圍的 Sock Monkey 更盡顯英國人對品茶及傳統長情的一面。驚世大劫案原來是一針見血的政府廣告，可見政府或社關廣告不一定老土，謝絕平霸毋須說教擺脫慘情才是王道。

Refashioned with a new name, British Arrows continue to offer the best television advertisements of the year with its signature understated humour. Soft-spoken sarcasms and over-the-top gags pervade: Smart phones dumb blond test is just a starter; jockeys' invasion to the rugby pitch is the odd main, while the grand flash-mob airport chorus moves you with genuine fun. Don't miss the latest animations, though the frequenter Sock Monkey puppet also shows the distinctively British lingering on tea and tradition. The public service ad in shocking robbery's guise is definitely the highlight, who said PSAs have to be didactic and sentimental?



Programme 4 節目四

2011 CLIO 廣告大獎精選

+ 2011 香港廣告金帆廣告大獎精選
Selected from CLIO Awards 2011 + HK4As Kam Fan Awards 2011
(70 mins)

想看國際大趨勢，梗要吼住有廣告界奧斯卡美譽的 CLIO 廣告大獎。來自世界各地的得獎作品擺明創意大晒，影星奇雲培根飾演奇雲培根粉絲好玩無難度，賣車賣到出動埋星戰黑武士都得，甚至大玩 powerpoint 同 emoticon 一樣好得! 用超低科技無聊測試推銷新科技原來效果仲突出，當然亦有重本雲集 C 朗、朗尼等貴價球星的大場面大製作看門口，保證百貨百客! 同場加料有香港廣告商會金帆大獎作品，本地薑的港式風味，特別有親切感。

Looking for international trends? Then the CLIO Awards which is known as the Oscars of advertising is not to be missed. Winning entries from all over the world take pride in creativity: Kevin Bacon playing Kevin Bacon's fan effortlessly cooks up a comedy, while there are cars that take Darth Vader to sell, not to mention the crazy powerpoint and emoticon adventures! You will also find low-tech test could be the best promotion for high-tech gadgets, but extravagance is never in short supply with blockbusters starring C. Ronaldo, Wayne Rodney and more! HK4As Kam Fan Award-winning works will also be presented. Imbued with local flavor, it could be so intimate.

「廣告大包圍：跨媒體的崛興」座談會/Talk

這邊廂 3D 熱潮方興未艾，那邊廂 4D 已於廣告界掀起革命；加上戶外廣告、網絡影片、游擊推廣等裡應外合，跨媒體廣告往往憑奇招突圍。現任壹傳媒集團創作總監畢明將羅列環球頂尖案例，以聲音圖畫加錄像，細看這股新勢力的興起。

Consider melting 4D, viral videos, guerilla advertising in a pot — cross-media advertising has often been a source of surprise nowadays. We have cordially invited Budming, the Creative Director of Next Media, to give an in-depth analysis on this new and burgeoning phenomenon.

日期及時間 Date & Time **4.12.2011** 4:30pm ~ 6:30pm

地點 Venue **agnès b. 電影院** (香港藝術中心高層地庫)
agnès b. CINEMA (Upper Basement, Hong Kong Arts Centre)

講者 Speaker **畢明 Budming** 粵語主講 Conducted in Cantonese

票價 Tickets **\$20** (於各城市電腦售票處公开发售 Available at all URBITIX outlets)

「香港廣告拍案驚奇」分享會/Sharing Session

從幾乎絕跡的廣告歌 (Jingle) 談到我城獨步全球的超現實樓盤廣告，畢明與你縱橫古今，剖析本土廣告創作的當下面貌。

Budming will take us through time and bring us up to date by dissecting the inner workings of our contemporary creative advertising industry.

日期及時間 Date & Time **18.12.2011** 4:30pm ~ 6:30pm

地點 Venue **何鴻章排練室** (香港藝術中心低層地庫)
Eric Hotung Studio (Lower Basement, Hong Kong Arts Centre)

講者 Speaker **畢明 Budming** 粵語主講 Conducted in Cantonese

免費入場，先到先得 Free Admission. First-come-first-served.

放映時間表 Timetable

Date \ Time	2:30pm	4:30pm	6pm	7:30pm	9pm
26/11 (Sat)	Prog 2	Prog 1	Prog 3		
27/11 (Sun)	Prog 1	Prog 2		Prog 3	Prog 1
03/12 (Sat)	Prog 3	Prog 2	Prog 1	Prog 3	Prog 2
04/12 (Sun)	Prog 2			Prog 3	Prog 2
11/12 (Sun)	Prog 3	Prog 2	Prog 1	Prog 1	Prog 3
15/12 (Thu)				Prog 4	Prog 4
16/12 (Fri)				Prog 4	Prog 2
17/12 (Sat)	Prog 4		Prog 4	Prog 1	Prog 4
18/12 (Sun)	Prog 4		Prog 4	Prog 3	Prog 1

● 4:30pm ~ 6:30pm Talk at agnès b. CINEMA ● 4:30pm ~ 6:30pm Sharing Session at Eric Ho Tung Studio