

About us



Prepared for:

Invest HK Get
Proven



27.01.2023



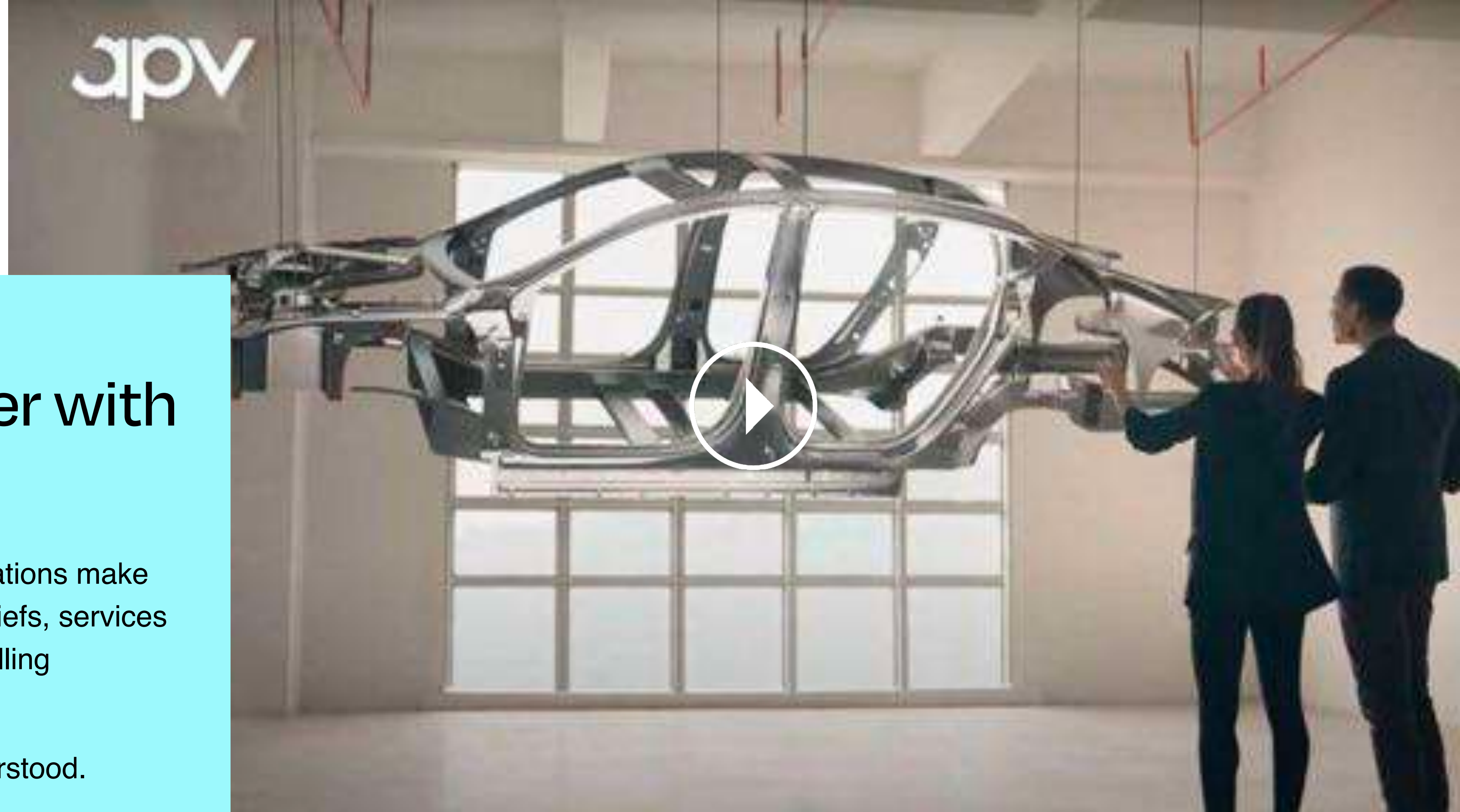
apv

WELCOME

Thinking clever with content.

We help people and organisations make change, interpreting your beliefs, services and products through compelling hardworking video.

Better seen, heard and understood.

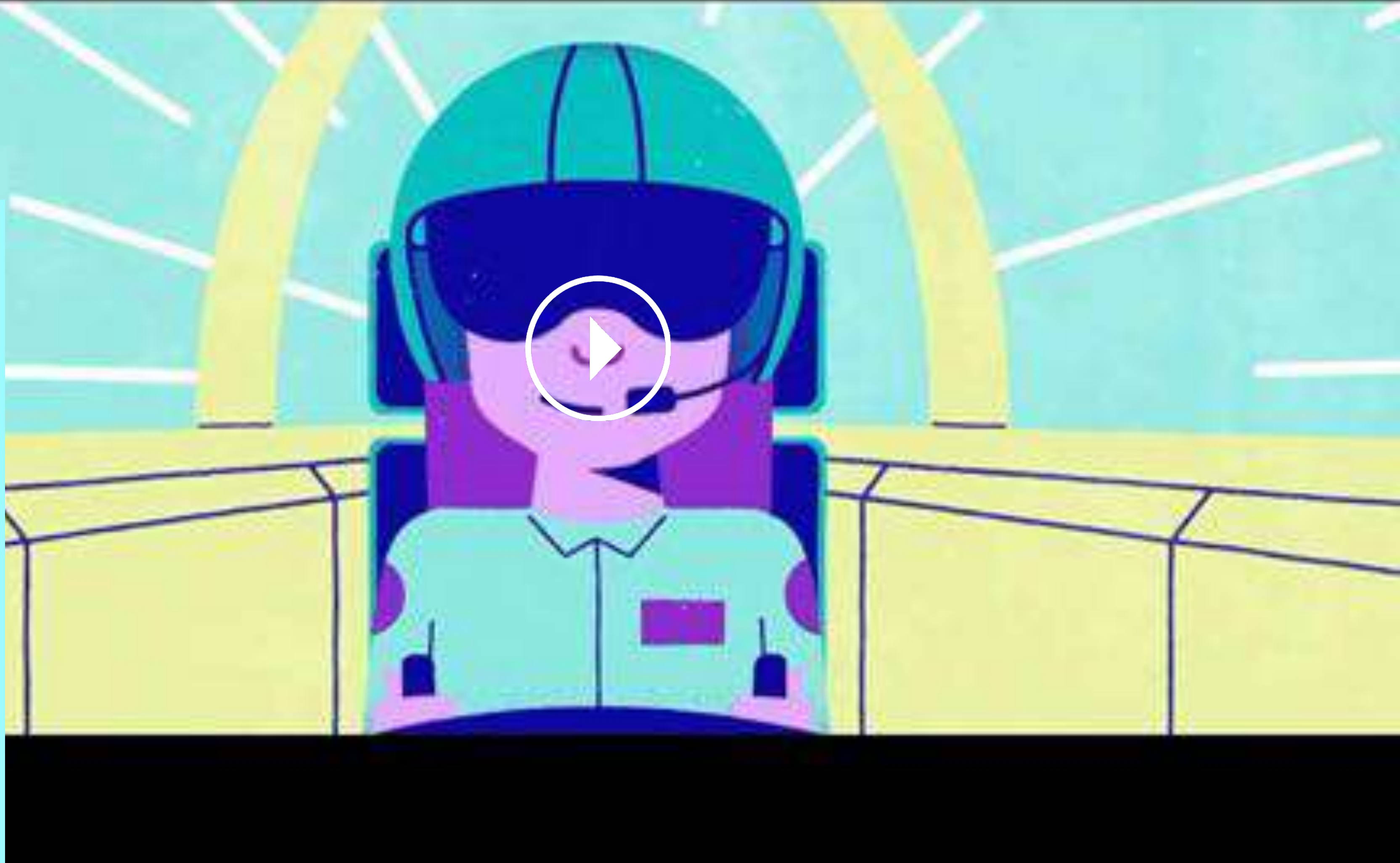


WELCOME

Now part of Casual

Now a key part of global video production agency Casual (with offices in London, New York, Los Angeles, San Francisco, Chicago, Melbourne, Sydney, Amsterdam and Barcelona), APV has a team of highly knowledgeable, experienced staff providing local capabilities, with international efficiencies.

All backed by the groundbreaking production platform, Smart Casual™.



WHY APV?

Experience

For over 30+ years, APV has understood that producing visual stories (film and animation) can be hard, and our clients have trusted to take care of the whole process from strategy, script to final video.

Whether it's feature length or corporate sized documentaries, brand videos, animation, broadcast commercials, internal videos, 360, VR/AR, live events or channel branding and training, APV can turn a company's story into compelling content that moves thinking and drives audiences to action.

Resources

Now a key part of global video production agency Casual (with offices in London, New York, Los Angeles, San Francisco, Chicago, Melbourne, Sydney. Amsterdam and Barcelona), APV has a team of highly knowledgeable, experienced staff providing local capabilities, with international efficiencies. All backed by the groundbreaking production platform, Smart Casual™.

Quality

A long and sustained track-record of delivering effective, quality content for broadcasters, brands and multinational corporations that exceeds expectations and maximises ROI.

Strategy

At APV, we understand it's not just about the video, it's also about getting the video seen and understood by the right audience so they can driven to take measurable action.

So at APV, we don't just turn up with a camera — we'll also create and execute for you an appropriate, high-converting video content strategy.

From strategy through creative, development, production, post-production, animation, social and distribution, we make sure every single campaign we create finds the right audience and gets the love and attention it so richly deserves.





CORE SERVICES

We think...

Strategy & Consultancy

We offer consultancy and strategic services to define how brands can make content that resonates.

Creative

Our in-house creative team come up with ideas to inspire audiences: whether talking to consumers, impressing investors or engaging with staff.



CORE SERVICES



We make...

Animation & Motion

We create all styles of animation, motion graphics and effects: from infographics to stunning pieces of 3D motion design.

Production and Crewing

APV provides full production and crewing services including corporate, documentary, broadcast, news, webcasting, events, commercials, music videos, and more in Hong Kong and across Asia.

Content & Programming

We take care of your content needs across a range of styles and budgets.

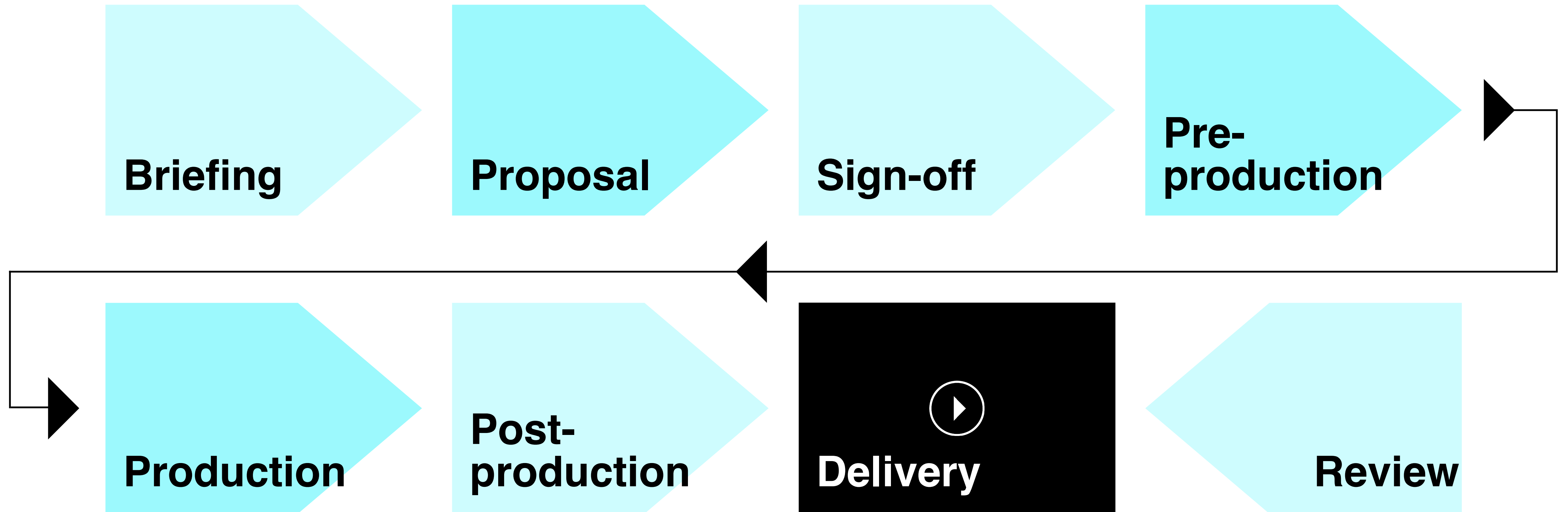
Branding & Identity

We identify a series of brand beliefs and translate them into a visual identity and tone of voice.

Streaming and Events

Trusted by leading brands like HSBC, BASF, Salesforce, AIA and more, APV bring events and streaming to life through memorable executions that get your audience talking.

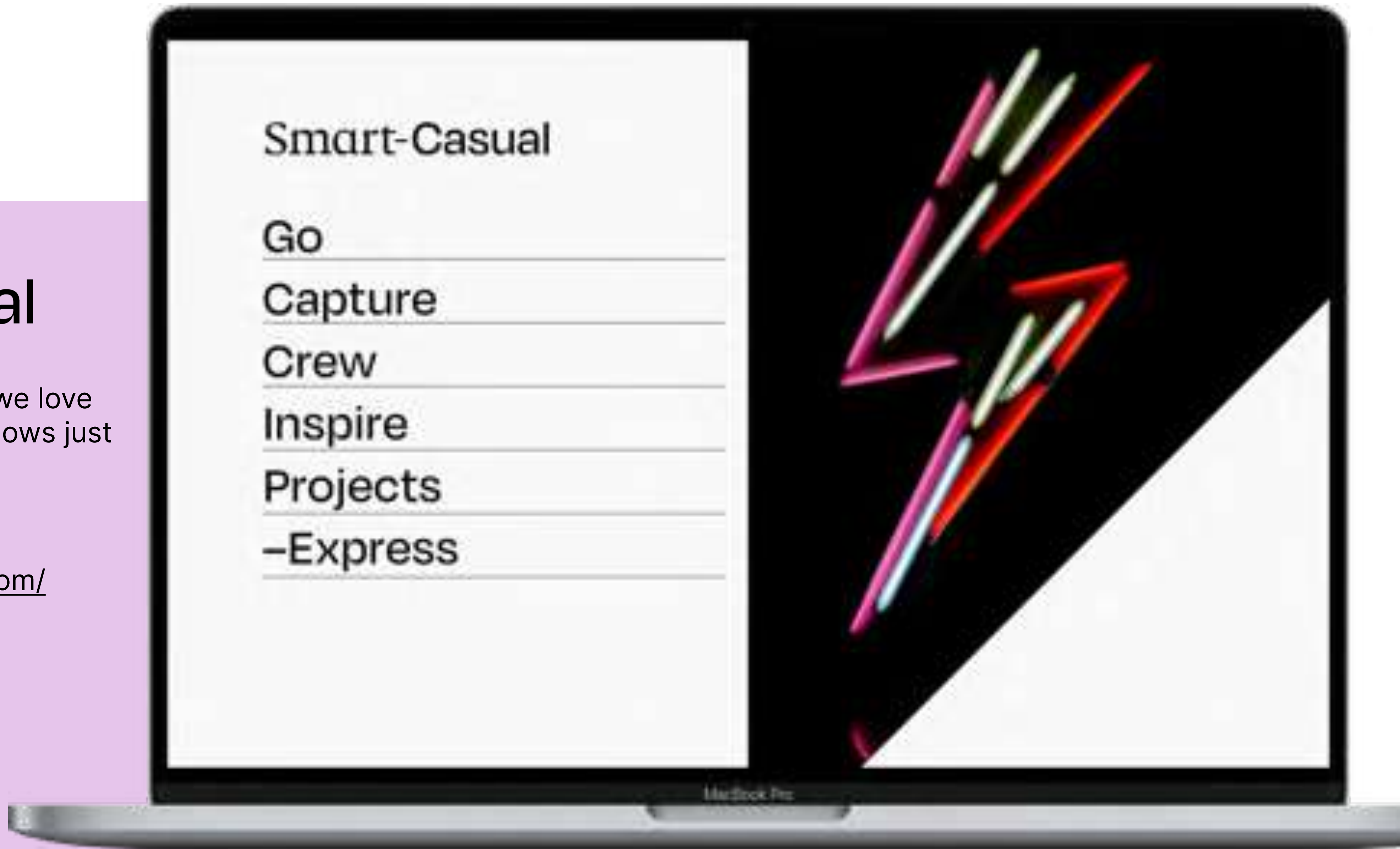
PRODUCTION



Smart-Casual

We love great video. And we love efficient production workflows just as much.

<https://www.casualfilms.com/smart-casual>



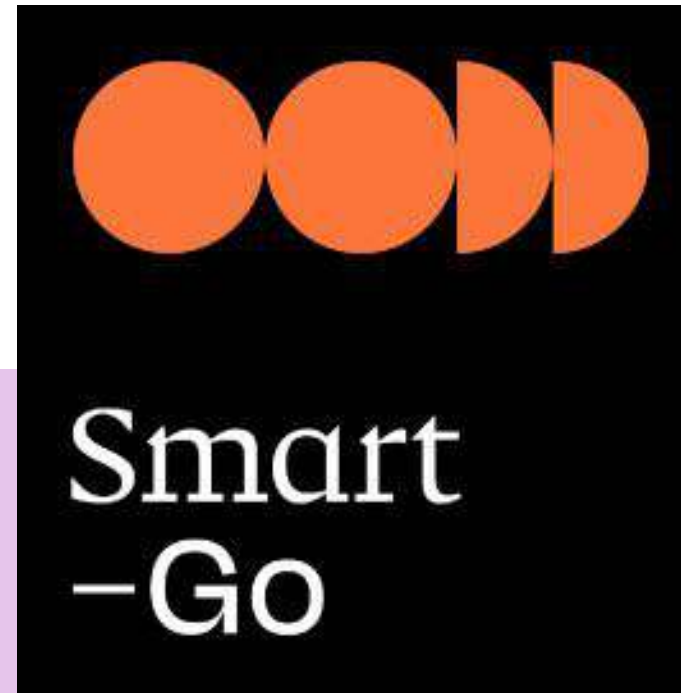
Smart-Casual

Our proprietary Smart-Casual™ platform streamlines production, guaranteeing delivery, and maximising creativity.

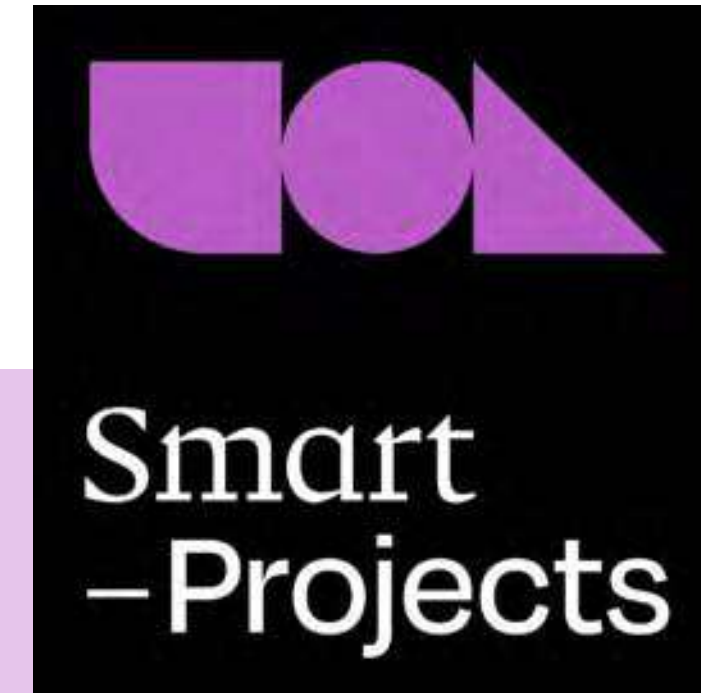
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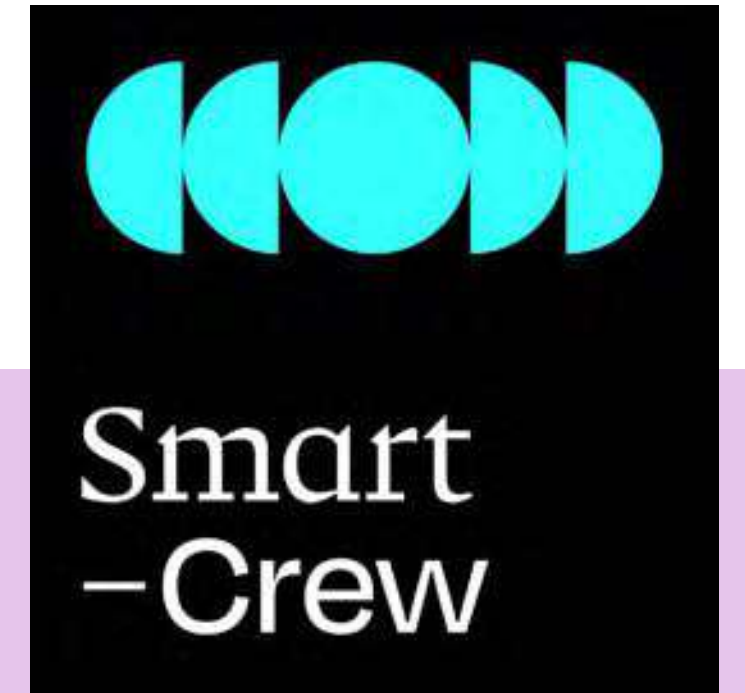
- Intuitive briefing
- Powerful project management
- Global reach
- For every budget



Briefing simplified.
Upload pertinent information
and meet with your
dedicated Casual team.



**Seamless collaboration
between you and Casual,
keeping everyone up to speed.**
Documents, schedules, approvals.



**Our roster of global video
makers, making Casual even
stronger.** We check, book, and
brief in a flash.



**Low-cost, high-quality
video. Fast.**



Search Casual's back catalogue.
What you like. And what you
don't. Rapid inspiration.



You, the video makers.
On-app instructions and prompts.
Automatic cloud upload.
Easy user generated content.

Meet the team



KEY TEAM MEMBERS



Thomas Elliott

Thomas is our EP, he was featured as a LinkedIn Power Profile for Marketing and Creativity in Hong Kong (currently with 90k followers, Thomas is the most followed Video Creative on the platform).

Thomas brings over 20+ years of international video and animation content making experience to the table every time he receives a new brief and he is a well respected thought leader and innovator in the field of creating Visual Content.

He has won over 86+ international awards throughout his career and is highly sought after as a creative, storyteller, strategist, director, cinematographer, educator, panelist and consultant.



Maggie Choy

Maggie heads up our APV production desk.

She manages large-scale projects from conception to completion, and, as the longest serving member of APV, she has produced countless corporate films, travel programmes and full-length documentaries.

She specialises in webcasting, satellite transmission and on-location broadcast events for broadcasters, banks, hotels, and many others.

Born and bred in Hong Kong, Maggie is fluent in Cantonese, Mandarin and English.

KEY TEAM MEMBERS



Daniel Clarke

Daniel came to Hong Kong in 1994 as a Post Production specialist. Always eclectic, he's edited documentaries, tv shows and commercials with a side order of animation, graphics and viral videos.

From VR to AR to MR and the Internet of Things, Daniel knows how to keep the audience at the core of the story, no matter the format or the distribution channel.

When Daniel isn't up to his elbows in pixels and code you'll find him drawing the old fashioned way, on paper or listening to podcasts across the hills of Lamma Island with his dogs.



Roxanne Hui

Roxanne has over 15 years in TV and news production. She has 13 years at STAR TV as studio technician, video editor, and scheduler. Roxanne oversees budgets, coordination, crew, and equipment needs for productions across the Asia Pacific region.



THOMAS J ELLIOTT
Executive Producer | Creative Director



MAGGIE CHOY
Head of Production



DANIEL CLARKE
Senior Creative | Post Specialist



ROXANNE HUI
Production Manager



RICHIE FOWLER
Filmmaker



HELEN WONG
Project Manager



MARGARET CHEING
Office Manager



BEN CHANG
Finance Manager



ALICIA SING
Assistant Producer



MUN YEE SHUM
Creative | Editor

SNAPSHOT OF OUR WIDER TEAM



NICK
San Francisco



EDWARD
UK



ADAM
Melbourne



LYDIA
Los Angeles



LEXI
Sydney



JONATHAN
Melbourne



MATT
Sydney



GEORGIA
UK



SANICA
Los Angeles



EFA
Los Angeles



NEHAL
Los Angeles



DARREN
London



KATIE
Los Angeles



BRANDON
Los Angeles



MEGHAN
Chicago



ROBYN
Los Angeles



OLIVER
UK



DAKOTA
Chicago



JAMES
Los Angeles



TARRYN
UK



JO
UK



KYLE
Chicago



GISELLE
UK



MATT
New York



AALIA
New York



MARINA
UK



ARRIANA
Barcelona



TASNEEM
UK



CORTNEY
UK



ELLE
New York

**We translate
brand stories
across
markets**



Red Bull

In 2018, we teamed up with Red Bull and Nike Master Trainer/Hong Kong Fitness Celebrity Utah Lee for the summer of female empowerment. Powered by Red Bull and Utah's unbreakable determination, we created a piece that went beyond the glossy Instagram posts and got to the core of what makes an athlete and female role model like Utah tick. This project has been one of Red Bull Hong Kong's most watched videos of 2018 to date.



Reckitt

Reckitt made a bold statement on plastics and wanted to shout about it in a new film that would appeal to both internal and external audiences, encouraging them to do their bit.

We created this sound led, multi award-winning film that has proven itself to be a stand out piece in the FMCG space.



OUR WORK



Hotel Jen

A stop-motion film to launch the Shangri-La Group's Hotel Jen properties' new food and beverage brand pillar activation across 10 properties in over 9 different countries.

We wrote, produced and directed a one-minute film accompanied with special cuts tailored for the different markets and social media platforms like Facebook, Instagram, WeChat, among others.

Launched the week of Chinese New Year 2018, our film was one of the many successful social media campaigns for the brand in early 2018.





Shangri-La & National Geographic

Zhang Ziyi Travel Series, created by Shangri-La, is a personal journey with an amazing personality: international movie star Zhang Ziyi. We travel with Ziyi as she explores the edge of the world with the help of local guides. Whether following a herd of wild horses at dawn or dancing with warrior-musicians, Ziyi embraces the cultures she encounters to discover how people nurture their heritage, culture, history, music art and preserve Mother Nature. APV also handled distribution, placing the series on National Geographic.

Money Hero

In creating attractive deals for their products and services, financial institutions have ironically created a lot of confusion and hassle for customers. Looking at all the offers and deals flying from all directions is like facing a giant illusion. Impartial and independent is hard to find when customers are left in the wind by themselves to decipher these illusions and piece together the whole picture.

But what if it didn't have to be that way?

What if there was a powerful and 100% free service that provided the unbiased and up-to-date clarity consumers want?

We helped our client MoneyHero to help customers see the whole picture in a full TVC/Digital/Print/OOH campaign playing off the idea of 'Illusions'.





Luen Fung

Luen Fung is a global technology leader based in China, producing metal work solutions for some of the world's biggest brands. We were tasked in sharing and bringing their story to a global and international audience.

Our videos has been an indispensable asset for Luen Fung's growth. The video has been well-received by customers, suppliers and staff who are proud to work with a company that has such an international vision and a human-centric culture.



We make micro movies



Hong Kong Disneyland

We Thought:

Hong Kong Disneyland gave us an interesting challenge. They wanted to promote the amenities at their theme park for parents with young children. For example, the free push chair, the storage facilities, the delivery of purchased items to their hotels. But how can we do this in an interesting and engaging way?

We Made:

APV created 5 episodes of reality TV-styled webisodes starring China's top actress, Sun Li.

We Inspired:

The campaign was hosted on an exclusive YouKu mini-platform and reached 1.8 million views within a few days of launch.



We create animation





GP Batteries

GP Batteries were looking for a way to communicate to their audiences across Asia that it is time to make the switch from traditional single use disposable batteries to their new Recyko Batteries.

As part of this push we have created a simple and fun series of animations in Simplified and Traditional Chinese (and English) to communicate how users can switch and save.





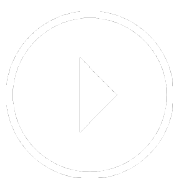
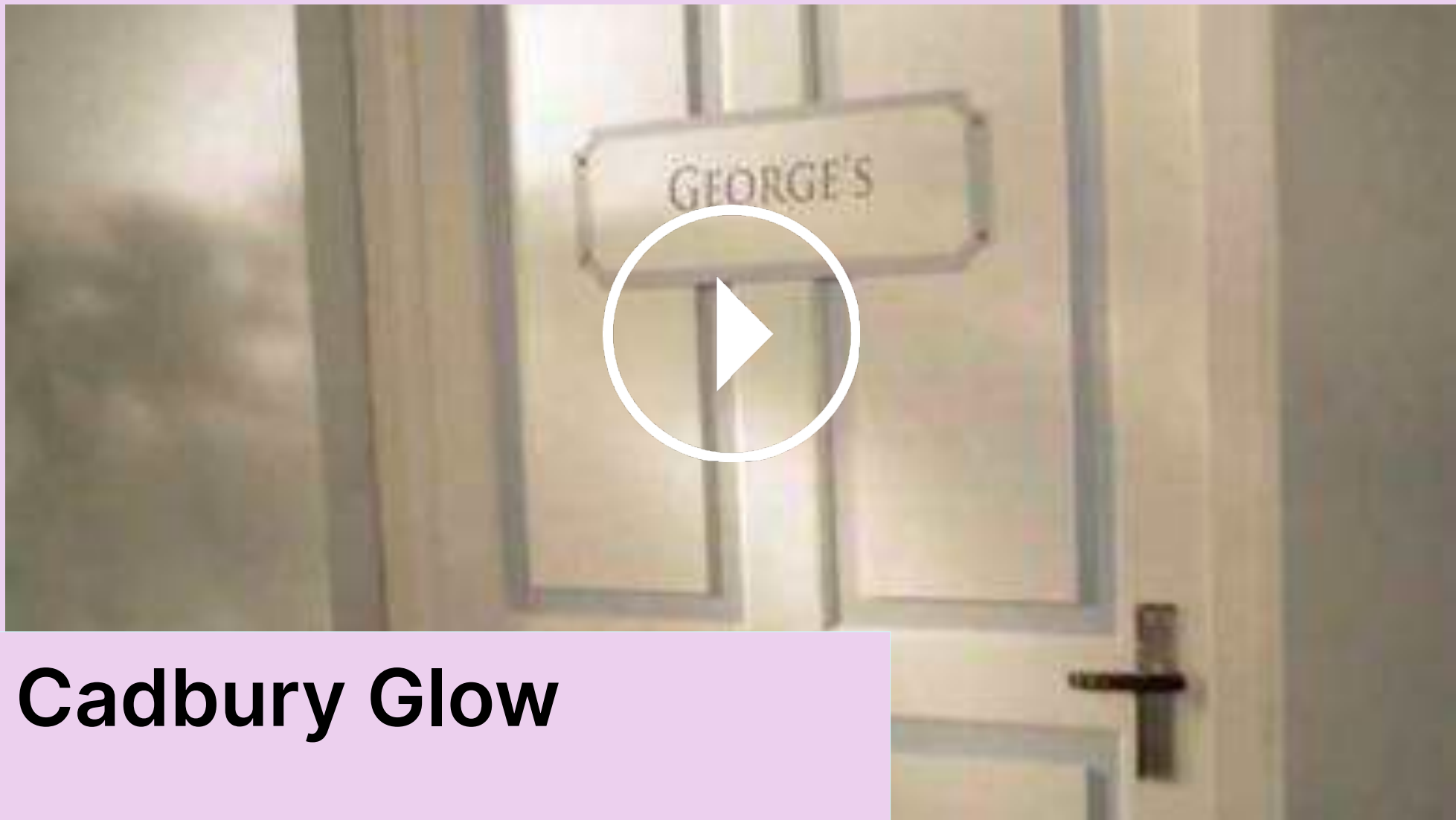
Prudential - ESG



Manulife - ALC

We make it personal





Cadbury Glow



TESCO

Why personalise?

Video drives engagement

Video can convey tone, personality, emotions and messages in an instant. According to Forrester Research's Dr James McQuivey: one minute of video is worth 1,800,000 words.

Attract attention

Personalised content stands out and generates buzz. Recipients will watch to the end. And re-watch.

Conversion & ROI

A personalised video can significantly increase clickthrough rates and build a deeper connection with a brand.

Analytics are better than ever before

You can track view counts, minutes watched, type of device, country. You can identify which parts people re-watched. You can split-test e.g. different splash screens or email copy. You can set up email gates, forms, calls-to-action in the middle, beginning, end of your video.

Internal communications experience



Manulife Journeys

Award Winning Bi-Monthly Series

The concept behind Manulife Journeys was to create internal stories that could also be shared externally, that would be just as interesting to employees and those within the organisation as those outside of it. Every day, Manulife celebrates their people and the noble work they do for their customers. In this new Manulife Journeys series, they focus on a few of the many inspirational people they are fortunate enough to work with who dare to share their humanity.



Jet Set TV by Cathay Pacific

100+ Episodes Produced by APV

Our in-house creative team come up with ideas to inspire audiences: whether talking to On-Boarding, Training Content, Roundtable Discussions, Behind-the-Scenes, Company News, Tailor-Made/Bespoke Content Based on Any Objective, Turned Around Quickly by APV., impressing investors or engaging with staff.



HSBC Now Asia

100+ Episodes Produced by APV

Company News, Feature Stories, Events,
Tailor-Made/Bespoke Content Based on Any
Objective, Delivered by APV On-Time and
Fast.

HSBC



AIA WE Channel

Bi-weekly videos

Company News, Feature Stories, Events, Tailor-Made/Bespoke Content Based on Any Objective, Delivered by APV On-Time and Fast.



Feeding the need for relevant content.

It's simple, we create byte-sized content to be consumed by staff for learning and growth based on your brief, and we turn it around quickly.



Subject suggestions:

- Company News
- Product Information/Upcoming Launches
- Employee Profiles/Senior Management Profiles
- Message/Leadership Updates from CEO/GM
- Quarterly/Annual Recap Videos
- Celebrate Success Stories
- Share Community/Charity Involvement
- Upcoming Events/Celebrate Past Events
- Market News/International Office News
- Polls/Interactive Posts & Calls to Action
- Company History/Fun Facts/Case Studies

We can cater to different languages with subtitles and/or voice overs.

We provide Workshops

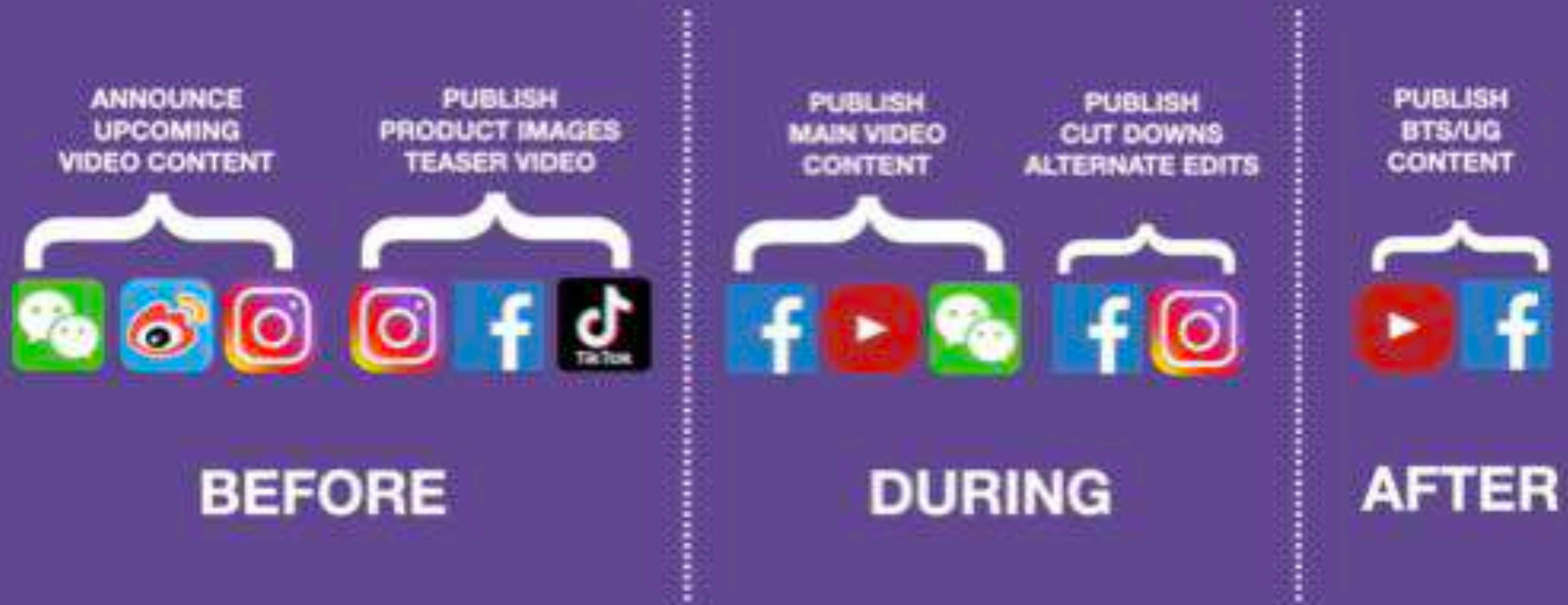


WORKSHOPS TO GET YOU STARTED

1	How to figure out your video marketing strategy	Half day
2	Presentation and communications skills	1 day
3	On-camera presenting: for TV, Facebook Live, webinars, skype interviews and more	1 day
4	Media Training	1 day
5	The power of video for internal communications: a practical guide including useful case studies	1 day
6	How to create personal brand videos with just a smartphone and a selfie stick	1 day
7	Creative coaching: how to help your team get their creative project done	1 day
8	Using video to engage and grow your audience: how to supercharge your video content	Half day
9	A starter guide to Search Engine Optimization (SEO)	1 day

**We help you
distribute &
reach your
audience**





**We craft
award
winning work**



WE CRAFT AWARD WINNING WORK

29 of our most recent
awards for work
created for our
clients.



Recent Work



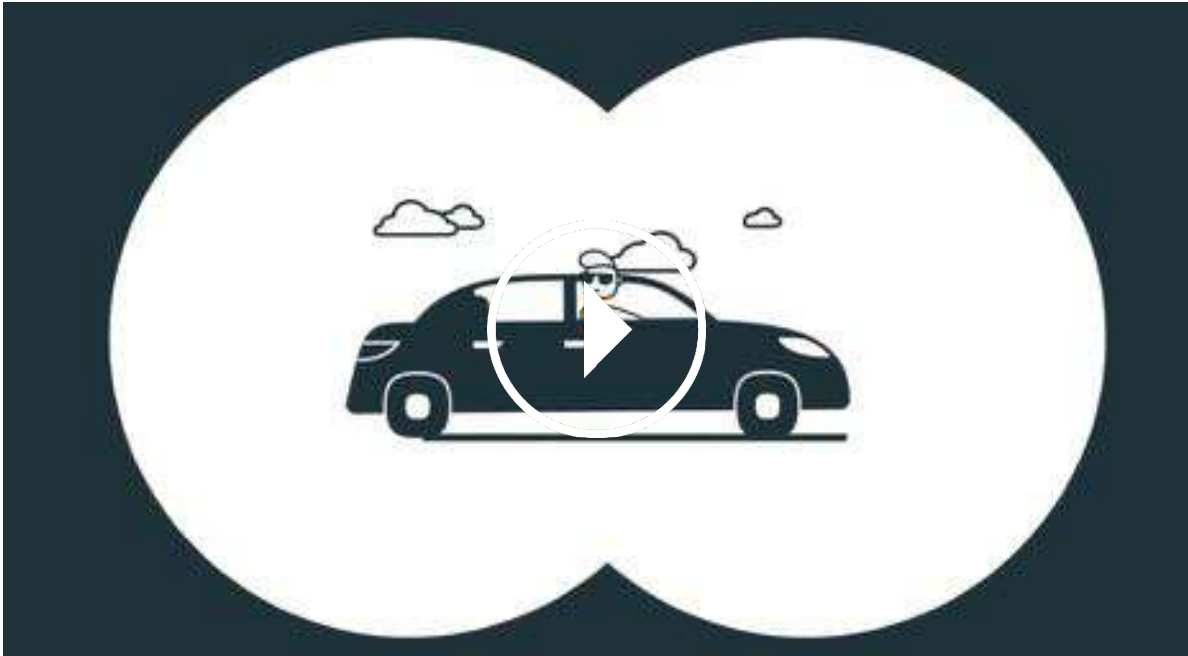
RECENT WORK EXAMPLES



RECENT WORK EXAMPLES



RECENT WORK EXAMPLES



Thomas Elliott

Executive Producer & Creative Director

thomas.elliott@apv.asia

Thank you

apv.asia

apv