* **MGTO - Macao Promotional Video and TV Commercials**

**Aims:**

Showcases Macao’s attractiveness as the “World Tourism and Leisure Center”.

**Target Audience:**

Tourists from around the world.

**Slogan:**

**Experience Macau Different Kind of Smile**

**Overall creative concept:**

Experience Macau wholeheartedly, makes people bloom in smiles.

Different kinds of Macau, different kinds of experience, different kinds of smiles.

**3 Mins Promotional Video** --

Macau is a beauty with many countenances, satisfying the preference of every tourist-Sino-Portuguese culture that touches the soul. Entertainment events that burst in vitality. Creative cuisine that awakens your taste buds. Making travelers show a different kind of smile.

**30 Secs Commercial**

Theme: **" Macau’s Human Warmth "**

Extended slogan: **Experience Macau Different Kind of Warmth**

Young couples quarrel over small matters, then they walk around old streets and neighbourhoods separately. Infected by the overwhelming of human warmth and hospitality, they miss each other more and more. After the reunion, the two smiled happily.

Theme: **"Made in Macau"**

Extended slogan: **Experience Macau Different Kind of Charm**

Silver-haired backpackers experience cultural and creative industries, nostalgic and authentic flavors of Macau, with surprises that make them smiles!

Theme: **"Green Macau"**

Extended slogan: **Experience Macau Different Kind of Greenery**

Parents take energetic children around hotels, parks, and suburbs. The parents were exhausted but smiled at the children's happiness.

Theme: **"Luxurious Macau"**

Extended slogan: **Experience Macau Different Kind of Courtesy**

Highly demanding and classy businessmen, tasting exquisite cuisines, enjoying exceptional hospitality, a satisfied smile always hangs on their faces.

Theme: **"Vibrant Macau"**

Extended slogan: **Experience Macau Different Kind of Vitality**

Young people enjoining different activities while conducting live broadcasts. Making noise from day to night, and everyone can feel the vitality from their smiles!