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

**Objective**

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

展示澳門作為「世界旅遊休閒中心」的吸引之處。

**Target Audience**

Tourists from around the world.

各地遊客。

**Slogan**

**Experience Macao Laugh unlike others**

**感受澳門 不一樣的笑容**

**Overall creative concept**

Experience Macao wholeheartedly, makes people bloom in laugh.

Different kinds of Macao, different kinds of experience, laugh unlike others.

感受澳門，全情投入，讓人笑容綻放。

與別不同的澳門，引發獨特感受，展現不一樣的笑容。

* **Director Treatment**

The 3-minute promotional video will be a guide for tourists from all around the world, leading the audience to experience and feel Macao’s unique attraction.

Different from the past, where we simply show the culture, food, and entrainment of Macao, this time we want the audience to be able to form a deeper connection with Macao. That’s why we use “Laugh unlike others” as the theme, to refocus on human’s feeling.

In addition to the use of the lens to find different angles to present various traditional and innovative attractions and activities in Macao. At the same time, we hope that the image will be more humane, such as the meticulous emotions of tourists enjoying a quiet moment after some eventful entertainment, or the passionate emotions of the local people in Macao when they are dancing, or that satisfy laugh from eating street food that no luxury could bring. We hope that with a variety of in-depth experiences, we will bring an intimate and different experience of Macao to the audience.

In order to express the diversity of Macao, the composition of the picture and the use of lighting will change according to different scenes. We mainly want to use natural light, and at the same time, we will use lighting to create an atmosphere in some scenes. We hope to make the image picturesque while staying faithful to the basics and present a natural and authentic Macao.

In terms of music, I would like to use a melody that is simple, yet able to be flexible in different style, a stylish and memorable melody will pass through the film. At the same time, the design of sound effects will be of great importance, such as the sound of wind blowing through the leaves in the woods, the sound of racing engines on the runway, the laughter of people on the street, the sound of tourists taking a bite of food, and various sound effects in conjunction with the picture and the melody, hoping the audience to achieve a sense of synchronization between the characters in the film.

The 30-second TV commercials are based on the emotions of different protagonists.

Through simple plots, it is possible to explore the streets and alleys with the audience

and truly experience the many aspects of Macao.

* **Director Treatment**

3分鐘宣傳片以數名來自世界各地的遊客為嚮導，帶領觀眾遊歷和感受澳門與別不同的地方。

相對以往單純呈現澳門文化、美食和娛樂，今次會讓觀眾有更深的「感受」，故以「不一樣的笑容」為主題，將重點放回人的感情上。

鏡頭會嘗試尋找不同的角度，展現澳門傳統及創新景點、活動。畫面亦將更有「人味」：如遊客在多姿多采的娛樂活動後，享受片刻寧靜的細緻情感；或被澳門人的熱情感動後，一同起舞的澎湃情感；奢華之外的一口街頭美食，煥發滿足的笑容……各種深度體驗，為觀眾帶來零距離、不一樣的感覺。

為表現澳門的多元性，畫面構圖及燈光運用會因應不同場景改變。自然光為主，配合特定場景運用燈光營造氣氛。唯美畫面同時忠於基本，呈現自然和真實的澳門。

音樂方面以一個既簡單卻有無限變化可能、時尚而有記憶點的旋律貫穿全片。同時亦非常重視音效設計，如樹林內風吹樹葉聲，跑道上賽車引擎聲，街道上人們的歡笑聲，遊客咬下一口美食的爽脆聲音。各種聲效配合畫面與旋律交融，達到觀眾感官上與片中角色的同步感。

30秒廣告片則以不同主角的情感出發，透過簡單情節，與觀眾一同遊歷大街小巷，真切感受澳門的多個面向。

**3-minute Promotional Video**

Macao 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 laugh unlike others.

澳門姿采滿布，**滿足旅客喜好** ─ 觸動心靈的中葡文化、活力爆發的娛樂盛

事、喚醒味蕾的創意美食，讓旅客**展現不一樣的笑容**。

**30-second TV Commercials**

Theme: "Macao’s Human Warmth"

Extended slogan: **Experience Macao Warmth unlike others**

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 boyfriend gave a small gift to his girlfriend innocently, and his girlfriend laughed happily.

主題：「澳門人情味」

延伸口號：**感受澳門 不一樣的情味**

年輕情侶因小事吵架，各有各的遊走老街與社區。在濃厚人情味感染下，越發思念對方。重逢後，男友傻傻地為女友送上小禮物，女友綻放幸福的笑容。

Theme: "Made in Macao"

Extended slogan: **Experience Macao Charm unlike others**

Silver-haired backpacker experience cultural and creative industries, nostalgic and authentic flavors of Macao, full of surprises. Later, due to the actions of young lovers, evoke the best memories of the past, which make her laugh!

主題：「澳門製造」

延伸口號：**感受澳門 不一樣的風韻**

銀髮背包客體驗文創、懷舊與道地風味，過程滿載驚喜。及後因年輕戀人的一舉一動而勾起往日美好回憶，不期然流露甜美笑容。

Theme: "Green Macao"

Extended slogan: **Experience Macao Greenery unlike others**

Parents take energetic children around hotels, parks, and suburbs. The parents were exhausted but laughed at the children's happiness, show a relaxed and comforting laugh together.

主題：「綠色澳門」

延伸口號：**感受澳門 不一樣的綠意**

父母帶著精力旺盛的孩子穿梭酒店、公園、郊外。父母雖筋竭力疲，卻因孩子樂透、倦極而睡，一起展露輕鬆欣慰的笑容。

Theme: "Luxurious Macao"

Extended slogan: **Experience Macao Courtesy unlike others**

Highly demanding and classy businessmen, tasting exquisite cuisines, enjoying exceptional hospitality. Later, he tried the traditional taste, he was surprised that Macao is brilliant, a satisfied laugh always hangs on his face.

主題：「豪遊澳門」

延伸口號：**感受澳門 不一樣的禮遇**

高要求、富品味商人，細嚐精緻美饌，享受優越禮待。及後再試道地真味，驚覺澳門如此多姿！滿足的笑容即時浮現。

Theme: "Vibrant Macao"

Extended slogan: **Experience Macao Vitality unlike others**

Young people enjoining different activities while conducting live broadcasts. Making noise from day to night, and everyone can feel the vitality from their laugh! At night, everyone waiting for the sunrise at Long Chao Kok, but fell asleep naturally; only the protagonist feels a sense of peace in silence. At the moment of dawn, he turned off the live broadcast and enjoyed the most wonderful moment of nature.

主題：「活力澳門」

延伸口號：**感受澳門 不一樣的活力**

年輕族群一邊參與豐富活動，一邊進行線上直播，由日到夜喧鬧不停，從每個笑容亦能感受澎湃活力。夜深，眾人在龍爪閣靜待日出，卻自然而然睡著了；唯獨主角在萬籟俱寂間，頓感身心平靜。在曙光乍現一刻，他關上直播，靜享大自然最美妙時分。