



GVA CREATIVE LTD.

Making Crazy Ideas Happen

The stuff of dreams, this Hong Kong studio's work consistently pushes the boundaries of imagination, as told by HINSON CHEUNG.

Producer Hinson Cheung is a man of few words. On the other hand, beneath the silent exterior are countless ideas, many of which have translated to critically acclaimed and commercially successful projects.

Cheung belonged to a group of talented filmmakers who produced the award-winning sci-fi short, "Gwangong VS Alien". The film, centered on a communist giant fighting robot battling an odd-looking, titanic extraterrestrial being wreaking havoc in Hong Kong, boasts some impressive visual effects for an independent picture. This triumphant work propelled the group to explore further ventures, not wanting to be limited to the movie industry. With that, GVA Creative opened its doors in 2012.

A New Generation of Advertising

The Hong Kong-based creative studio provides comprehensive visual services, spanning live-action video production and visual effects, as well as 2D and 3D animation. The company is dedicated to the use of digital technology, mixed with live-action footage and practical effects to produce videos in its distinct style.

In addition to "Gwangong VS Alien", the company's portfolio also contains a number of other media-draws, including such films as "Zombie Guillotines" and "Hong Kong will be destroyed after 33 years". Several high profile clients from multiple industries comprise its customer base, all compelled by the quality of the company's output.

"The online advertising market is our main market," says Cheung. "To do well in online advertising, you need to be fast as well as creative because online trends



Producer Hinson Cheung and Director Manny Leung of GVA Creative.

are changing every second. We need to work very close with our client to make all our advertising projects in line with the current trend."

The demand for short video has dramatically increased, as a growing number of social media channels take hold of Hong Kong's public, along with millions across Asia and around the world. Companies are looking for meaningful, shareable content to reach consumers, and the budgets for such projects continue to go up.

"This is a relatively new market. Everyone is paying it a lot of attention but not everyone understands its language and culture," says Cheung. GVA Creative, however, is evidently fluent in the process, as its projects garner millions of views on Youtube and Facebook.

The Tastemaker

Imaginativeness and speedy adaptation, Cheung shares, are the qualities that allow players to both survive and distin-

guish themselves in the online market. Having a larger supply of either is what separates the best from the rest.

Maintaining an inventive vision while conforming to the dictates of market trends can be trying, however. Each project the studio releases has to challenge the audience since, as Cheung relates, creativity does not stop. He remains optimistic, given rising market sophistication, as well as GVA Creative's proven record.

"With no signs of the market slowing down, digital advertisers continue to change and evolve, and we do our part in creating content that is more and more suitable for the audience's taste," says Cheung. "We are testing as well as creating this taste." ■

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