



WINAVIA PUBLIC RELATIONS COMMUNICATIONS LTD.

Win Your Success

Director VIVIAN CHAN: “We provide clients with one stop-service in completing strategic communications, from PR to marketing solutions. Through our strong social network, Winavia paves your way to win.”

Since childhood, Vivian Chan immersed herself in communications. “I have always had a strong passion for literature and art,” she says. “When I was small, I was fascinated by all kinds of advertisements, especially those of McDonald’s. I was obsessed with how a brand can achieve such popularity, which drove my decision to achieve something great in the PR and advertising field when I grew up.”

Chan studied Chinese language and literature, journalism, and translation at university, leading to a decade’s tenure with the government. She took part in promoting the Pacific Economic Corporation Council (PECC) International Conference, the 10th anniversary celebration of the Legal Aid Services Council, and the HK Handover Ceremony.

She lived in London and Tokyo, taking further studies, gaining overseas experience and building her network abroad. She returned to Hong Kong with several offers from renowned PR firms waiting. Although intent on pursuing commercial PR, she decided to do so on her own terms, and with a partner established Winavia Public Relations Communications in 2008.

Multiple Specialities

“The need of PR services for international enterprises entering the China market or vice versa has been increasing rapidly. The industry desperately requires bi-literal professionals with deep knowledge of Chinese culture. Our company has a high bi-literacy level, with team members from England, Canada, Korea and Mainland China, including some graduates of Peking University. We have sister companies and media partners in China, Taiwan, Singapore, Macau and Dubai facilitating our clients entering markets overseas,” says Chan.

“To effectively communicate with stakeholders, both excellent copywriting



and creative design serve an important role. In the past, clients often needed to communicate with PR firms and design houses separately, doubling their workload. To fill in this gap, our company provides a one-stop service for clients, saving time and effort.

“Creating diversity and allowing flexibility is our key concern. By offering strategic planning, event management, design, advertising, corporate and marketing communications, interactive multimedia, photography, video production, etc., we can tailor-make suitable marketing strategies and brand architecture. Having a team of experts in different fields makes us fully capable of providing unique, total solutions.”

Strong Network

Winavia serves both public and commercial sectors, including luxury brands, multinationals, Fortune 500 companies, large Chinese corporations, government offices, embassies and universities. The company’s network spans numerous talents, celebrities, models, columnists, media professionals and bloggers. It has a solid record of generating massive media coverage, making a bigger impact for clients.

New Business

“In view of the growing significance of digital and social media marketing, we are currently expanding our team,” Chan shares. “We now have experts specializing in writing mobile apps, building websites and boosting traffic. We have also engaged young, energetic directors to produce micro movies, which have grown increasingly popular for social media channels.

“Recently, we have been invited by corporations and academic institutions to speak on image styling, with such subtopics as hair & makeup, and fashion. We are expanding to provide professional consultation and styling services for companies.”

Caring and Love

Winavia works with many NGOs, and participates as official PR partner, sponsor, marketing and managing PR agency for charity marathons, fund raising activities and similar public service campaigns. Its team members join mentorship programmes at their respective universities and perform volunteer work. The company also offers internships, conducts workshops and gives scholastic talks, to train the next generation of PR professionals.

Vivian Chan shares that her affinity for cultivating grassroots is, as with her own experience, what leads Winavia to success. “Despite increasing operation costs, we managed to expand our client base and obtain remarkable growth, through referrals and most especially to our staff’s devotion. Our team is our most valuable asset. Some of them have worked with us since the beginning. I want to take this opportunity to thank our colleagues, both past and present, for all their contributions, and dedicate this special service award to all of them.” ■

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