

COLLECTIVE MEMORY, CULTURE AND ADVERTISING

Abstract

Despite its popularity as a desired response to advertisements, nostalgia--an individual's yearning for an idealized past--has received surprisingly little academic research attention in the sociological or advertising literature. Simon Fung, an advertising creative veteran who has won more than 100 advertising awards, is most well-known for his nostalgic ads which make people cry. He is especially strong in creating popular local brands, like Fortune Pharmaceutical and HK Ocean Park, by linking them with Hong Kong identity, collective memory and social change. This webinar will address the following questions: Why and how does nostalgic ad work? How is collective memory used in advertising? Can advertisements in HK create collective memory? What is the role of creativity in memory making and culture construction? What can be the role of advertising in shaping HK identity building?

About the Speakers

Simon Fung is an advertising veteran with over 20 years of advertising experience, over 10 years as creative head. He is the former executive creative director of Grey advertising and the Co-founder and Executive Creative Director of Metta advertising. His intelligence is well-recognized as he won hundreds of local and international advertising awards. He is especially strong in creating popular brands like Fujifilm, HK Broadband and Mannings. His eagerness & persistence in keeping a high creative standard for Metta has won the most creative power house for 5 consecutive years in the TVB advertising award.

Veronica Sau-Wa Mak is an Assistant Professor in the Department of Sociology at the Hong Kong Shue Yan University. Her research interests focus on consumption, media, heritage and politics in China and Hong Kong. She is the author of *Milk Craze in China: Body, Science and Hope* (University of Hawai'i Press 2021). Veronica has also published professional papers in academic journals, such as *Ecology of Food and Nutrition*, *Food and Foodways* and *Asian Anthropology*, and contributed chapters to *Globalised Eating Cultures, Mediatization and Mediation*, eds. Jörg Dürrschmidt and York Kautt (Palgrave Macmillan, 2019), and *Chinese Food and Foodways in Southeast Asia and Beyond*, ed. Tan Chee-Beng (NUS Press, 2011).

Speakers



Simon Fung
Founder of Metta communication



Veronica S.W. Mak
(Sociology Department)

July 8 (Thursday)
2:00pm (HKT)

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