



東風

Rotary Club of



Hong Kong Island East TUNG FENG

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LAST WEEK'S PROCEEDINGS - 28 JANUARY 2015



PP Heman acted as the Luncheon Chair again this week (that's 3 weeks in a row..) and he started the meeting at 1pm sharp by welcoming two visitors, Rotarians, Irwin Cheong and Alice Teoh from the Rotary Club of Petaling Jaya,

KL Malaysia. Pennants were exchanged and a customary photo taken to commemorate. This week PP Heman also welcomed back PP Tim, Charles, John VI and Kevin, and we celebrated the birthday of Rotarian Charles Man with a song, cake and gift.



PP Heman then made the announcements and after which PE William also reminded us that the Happy Lunch with five Choi Jun students will be held this

Friday, Jan 30th, 2015, the venue being Nam Man Ting at Causeway Bay. Rotarian Charles acted as SAA and announced that we had collected \$1,300 as the Red Box contribution for this luncheon.

We then got ready for this week's guest speaker, who wasn't actually a guest but our very own Rotarian and President Nominee Chris Kyme who stepped up to the microphone to give us his views and experiences on Viral Marketing, starting off by explaining that it has nothing to do with contagious diseases but everything to do with



promoting messages on the internet. Chris showed some very interesting and funny showcases, coupled with supporting data in terms of the results and the framework on what makes a successful viral marketing campaign. PP Heman invited Rotarian John VI to present a vote of thanks to our Speaker.



The meeting was adjourned at 14:00 with a toast to the rotary club of Penang, Malaysia, Rotary Club of Island East and Rotary International. Please note that the February 4th meeting will be a dinner, and the guest speaker will be Ms Monita Wong, with the topic "Healthier & Healthier in Harmonious State of Mind"- and her assistant David Au will also demonstrate the practice for participants too.



THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 16340 District 3450 Chartered on 06 April, 1954 by Charter President

PDG (Uncle) John Yuen

SPOTLIGHT ON - Viral Marketing



Viral marketing is basically creating online content and messages for brands or products, which is targeted at consumers, and designed to be so appealing that it 'spreads' across the internet, reaching millions of viewers, without the need to spend millions of \$\$ on buying media space or airtime. When it works, it can be really effective. But how to guarantee

success? Chris's talk began with a very funny showcase, the viral campaign from Burger King in 2004 called 'Subservient Chicken', where viewers could instruct a man in a chicken costume to do whatever he/she commanded via the website, and the customer could see live via streaming of the response. This was a very successful viral campaign to promote Burger King's customized burger offering. Chris then went on to showcase other very funny and attention grabbing viral marketing campaigns from cosmetics launching a product called Perfect C (a breast enhancer) to Evian's viral film with dancing babies, to Carlsberg's Crazy "148 bad men in the cinema" to Dove's stirring



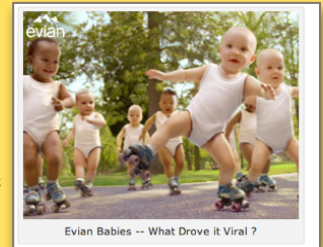
campaign for natural beauty. Throughout the presentation, Chris highlighted the major constituents of a successful viral marketing campaign. They were 1.) Does the viral marketing campaign

align with the objectives of the company? 2.) Does it feel authentic? 3.) Is it humorous, or does it cause social debate or is it relevant? 4.) Is it complacent with the company's overall strategy? 5.) Does it tell a story or surprise? 6.) Is it easy to share? In conclusion, we have learnt what it takes to create a successful viral marketing campaign and we have been shown it is an extremely powerful and cost effective tool to reach and impact a

w i d e audience, as long as it is executed w e l l .

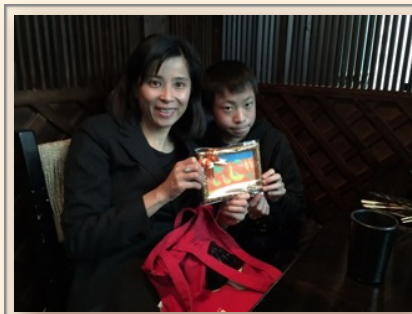


Afterwards Chris answered questions about the topic and about advertising effectiveness in general.



OUT & ABOUT

The 4th Choi Jun Happy Luncheon was held on Jan 30th at the Nanbantei yakitori Japanese restaurant in Causeway Bay. PE William was joined by PP Kevin, PP Jonathan and Rotarians Teresa and Charles to brighten up the day for some very delighted youngsters.



Incoming district governors excited to 'be a gift'

Posted on **January 19, 2015**

By Ryan Hyland, Rotary editorial staff

Incoming district governors enthusiastically greeted the presidential theme for 2015-16, *Be a Gift to the World*, during a dinner 18 January at the International Assembly, Rotary's annual training event for future district leaders. RI President-elect K.R. "Ravi" Ravindran is asking Rotary members to use their talents, expertise, and leadership in the coming year to transform the lives of others.



Sesame Street Muppet invites you to the World Water Summit



Raya, one of the newest Muppets from Sesame Workshop, is pretty excited about the World Water Summit in Sao Paulo Brazil on 4 June, 2015, immediately before the Rotary Convention. As Raya explains in the video above (with Marga Hewko, wife of RI General Secretary John Hewko, and past RI President Bill Boyd), Rotary is all about clean water and sanitation for children everywhere. This year's summit focuses on water and sanitation in schools, and will provide Rotary members a chance to share experiences, learn, and get support for their club and district projects.

Sesame Workshop introduced Raya last year with support from the Bill & Melinda Gates Foundation to teach the TV show's millions of viewers in Bangladesh, India, and Nigeria about sanitation and hygiene. Look for Raya at the World Water Summit.

- Read [The Rotarian magazine's conversation with Raya and Stephen Sobhani](#), vice president of international projects at Sesame Workshop
- Learn more about the [World Water Summit](#)

ANNOUNCEMENTS

1. District Rotary Day is scheduled on Mar. 1, 2015. It is going to be an Ultra-Marathon of 50km run. We shall organize our Rotaractors to participate. Members are welcome to join part of the run. Please register with Pres. Norman if you are interested to run together with our Rotaractors. We have registered for 1 booth and 2 running team.
2. The ONE Gala dinner is scheduled on Jun 23rd, 2015. RIP Gary and IRIP Ravi will join this party. Anyone interested to join this dinner please register with Pres. Norman so that we can reserve the table asap.
3. The regular meeting for Feb. 18, 2015 is canceled since it is the last day of the Chinese calendar.
4. There will be an Area 3 joint luncheon on Feb 23rd at the World Trade Centre club, 12.30pm with VIP guest speaker Rt Hon Jasper Tsang Yok Sing. Anyone wishing to attend please notify President Norman or PN Chris.
5. An EGM notice has been served. The meeting date is Feb. 25, 2015. We shall vote for the change of meeting schedule.
6. We shall arrange a retirement party for PP Henry in Mar. or April. We shall send notice to members once the date and venue can be fixed.

THE LAST LAUGH

On men and marriage

1. "If you want to change the world, do it when you are a bachelor. After marriage, you can't even change a TV channel"
2. "Listening to your wife is like reading the terms and conditions of website. You understand nothing, yet still you agreed..."
3. "Chess is the only game in the world, which reflects the status of the husband. The poor King can take only one step at a time...While the mighty Queen can do whatever she likes."
4. "All men are brave. Horror movies don't scare them...But 5 missed calls from your wife can strike immediate fear"



I'm going to order a broiled skinless chicken breast,
but I want you to bring me lasagna and
garlic bread by mistake."

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Club postal address : P.O.Box 47064, Morrison Hill Post Office, Hong Kong
Meeting Venue : Regal HK Hotel, Causeway Bay, Hong Kong
Meeting Schedules : Every Wed. 1st week at 7:30 pm. Other weeks at 12:30 pm
Website : <http://hkie.rotary3450.org/>
Facebook : <https://www.facebook.com/RotaryClubHKIslandEast>