

Press Release

Hong Kong Life Fully Supported “《The Emoji Movie》 Gala Premiere”

3 August 2017 - Hong Kong Life Insurance Limited (“Hong Kong Life”) supported “《The Emoji Movie》 Gala Premiere” held at Admiralty Pacific Place on 1 August. 500 guests were invited to be the first batch of audience to watch this 3D animation.

During the opening ceremony, all guests put the colorful Emoji icons on the heart-shaped podium which symbolized the philosophy of Hong Kong Life “Care at all times! TOUCH you always!”. After that, three dubbing talents Ekin Cheng, Louisa Mak and Jerry Lamb joined the toasting for the success of the movie.

All three talents shared their experience and happiness during the dubbing on stage. Emoji were popular among adults and children and widely used to express love. Other guests such as Celine Tam, Tracy Chu, James Ng, Angel Chiang, Lorretta Chow, Irene Wang, Colleen Lau and Mok Hoi Him were also invited to support the event. They thought that it was an interesting idea to turn Emoji into cartoon characters in the movie.

Hong Kong Life Chief Marketing Officer Micky Cho stated, “Hong Kong Life is glad to support ““《The Emoji Movie》 Gala Premiere””, which is the first step for promotion held in the second half of the year. Micro film, outdoor advertisement and triathlon race will be launched one after another. Please stay tuned.”



Representatives from Hong Kong Life participated in the opening ceremony of the Gala Premiere.



Representatives from Hong Kong Life, Ekin Cheng (4th from right), Louisa Mak Ming-Sze (center), Jerry Lamb (4th from left) and the main character Kei (off the stage) toasted for the success of the movie.



Ekin Cheng (2nd from right), Louisa Mak (2nd from left), Jerry Lamb (1st from left) and the main character Kei (1st from right) gave an autographed souvenir to Hong Kong Life General Manager Raymond Chang.