

Other development initiatives for talents and start-ups sponsored by Create Hong Kong



Microfilm Production Support Scheme (Music)

Organiser: Hong Kong Association of Interactive Marketing

Introduction: The "Microfilm Production Support Scheme (Music)" provides participating advertising production start-ups and their directors with subsidy, professional guidance, training and promotion in order to produce their own microfilms in order to demonstrate their creativity, while local young singers/groups are also invited to participate in these microfilms, with a view to providing more performing and exposure opportunities for them. The Support Scheme was launched in 2013 to support advertising production start-ups established with no more than 6 years (it was for start-ups established for no more than 4 years in the first 2 editions) and no more than 8 staff. The participating start-ups will receive a maximum of HK\$80,000 subsidy to produce an original microfilm of at least 4 minutes and its promotional trailer. The participating advertising production start-ups will also receive training and mentorship to enhance their skills and knowledge related to microfilm production, and they will be invited to participate in a premiere cum award presentation ceremony of the Best Microfilm Awards, as well as to promote and showcase the microfilms produced under the Support Scheme at the Hong Kong International Film & TV Market (FILMART) to attract potential clients. The microfilms will also be broadcast on the website of the Support Scheme, local TV channels and online microfilm channels for more audience to appreciate Hong Kong's original microfilms.

Website: www.microfilm-music.hk