



STORY SCHOOL

ABOUT STORY SCHOOL

Instagram Stories is becoming more and more popular in APAC as an advertising platform. The goal of Story School is to guide creatives to navigate the tools on IG Stories and to familiarize them with the creative possibilities on IG Stories.

3,000 people from 80 brands and 35 agencies have graduated from Story School already. Graduates' feedback:

- 99% find it extremely helpful
- 95% say IG Stories is a compelling canvas
- 88% are likely to pitch Stories to clients

Upon understanding clients' briefs, Creatives can easily decide whether the campaign will require IG Stories to achieve its objectives, helping clients to drive brand equity and product demands.

There are four levels in the Story School Curriculum: from basic tutorial of text and colours to functions on camera and special effects, and finally application of external apps in creating ads.

At the end, we will have a Live Demo challenge for the attendees to create their own IG Stories.

Story School requirement:

1. Attendees should bring mobile phones
2. Each should have an Instagram account

KITTY LUN

Head of Creative Shop, Greater China
FACEBOOK

Kitty started as a copywriter at Leo Burnett and rose through the creative department ranks, eventually leading several international agencies. She also worked for McCann, Euro RSCG, Arnold and Lowe. She is one of the rare creative talents with management experience and have extensive on-ground experience in Hong Kong, Taiwan and China.

In the 1990s, Kitty championed and created a large body of public service advertising including the famous ICAC campaigns and Fight Youth Crime's "No Take 2" campaign. The industry crowned her as "Queen of Public Service Advertising in Hong Kong".

Born in Hong Kong, Kitty studied advertising at Baptist University and then did her master's degree at Syracuse University. She was honoured as distinguished alumna at both Alma Mater: 50 distinguished alumni at SU Newhouse School of Communications 50th Anniversary; and 40 distinguished alumni at HKBU Communication School 40th Anniversary.

Kitty was Chairman/CEO at Lowe China, 2006-2016. In 2016, she turned a new page in her career and joined Facebook as Head of Creative Shop, Greater China.



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At Lowe, Kitty achieved tremendous business growth and led the agency to become the most awarded agency in China in 2014 and 2015, including the world's most awarded campaign in 2015 according to the Gunn Report and agency global rank #30.

Kitty was named many times as top 10 Creative Directors of the Year and top 10 Distinguished Advertising Women of the Year. She received a Lifetime Achievement Award at New York Festival in 2005 and judged/chaired many award shows in Hong Kong, Taiwan, China, Singapore, Korea, Thailand, Indonesia, New York, Canada, etc.

In 2011, Kitty was the organizer and host of the Cannes Lions forum "Beyond Mad Man: Towards Gender Balance in Creative Roles". She was honoured by AdAge as one of the Women to Watch in Advertising in China in 2013. Judged and chaired many international creative awards, Kitty was on the 2015 Cannes Lion Festival Press Jury.

Kitty is the author of "Advertising Without Lipstick". Published in 2013, the book is about her life and experience in advertising.

THE STORY SCHOOL WORKSHOP

Date: Thursday 22nd March 2018
Time: 14.30 – 17.30
Venue: Room PATTAYA 6, Mezzanine Floor, PEACH
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2018
- Registration is free of charge.
- Reservation is strictly **first-come-first-served** & seats are limited.
- To register, please complete the [Registration Form](#) and send to Workshop@ADFEST.com
- Registration is not confirmed until you receive a confirmation notification from ADFEST