

Stepworks



A new era for a beloved Hong Kong icon

HK Tramways – Brand revitalisation

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Protecting and progressing HK's beloved trams

In operation since 1904, Hong Kong's trams are an essential part of the Hong Kong experience. Affectionately known as *Ding Dings*, they are both a valuable public transport service, and a treasured icon of a remarkable city.

Ding Ding network operator HK Tramways teamed up with Stepworks to get more value from their brand.

Value created

Increased visibility – The branding initiative included a comprehensive signage system designed to cut through Hong Kong's legendary visual clutter.

Stronger affinity – Many Hong Kong people and visitors have expressed their love for the revitalised brand. It helps entrench the trams as indispensable to the city.

New IP opportunities – The brand is designed to facilitate licensed merchandising and crossover opportunities. The integrity of Tramways' intellectual property is protected by detailed usage guidelines.

Branding

Advisory
Identity
Logo
Product & packaging
Spatial
Story
Strategy



Brand model

Purpose	We protect and progress Hong Kong's beloved trams
Attributes	Iconic. Caring. Clever. Convenient.
Reasons to believe	Unique short-distance transport mode = Easy & affordable Unique experience with a real soul = Friendly & blue Uniqueness in Hong Kong = Iconic & memorable
Personality	Easygoing. Friendly. Cheerful.
Brand DNA	Catch a ride, Catch a smile

“The narrow gauge double-decker tram holds a special place in the hearts of Hong Kongers, and the new logo beautifully reflects our DNA, which showcases Hong Kong craftsmanship at its best.”

Emmanuel Vivant
Managing Director, HK Tramways

▶ The old logo dates back to 1974



香港電車

HONG KONG TRAMWAYS

▶ Now friendlier in every way



香港電車

HK TRAMWAYS

EST. 1904

HK Tramways – Brand launch campaign

Rebrand launch instantly adds value to transport network

The launch of HK Tramways' new brand was managed for maximum impact. The preparations for DD Day (Ding Ding Day) brought the entire Tramways team together to give Hong Kong a big surprise.

Overnight, a smile appeared on the company's 163 trams. The new brand was unveiled at a media event and publicised via owned media. The launch generated considerable earned media. All signage was changed within two weeks.

Value created

Enhanced positioning – Tram bodies are an effective advertising medium valued by luxury global brands. The new brand helps position the trams as a premium channel.

Positive publicity – The launch of the rejuvenated brand stimulated significant favourable comment from media and public.

Campaign
Activation
Advertising
Strategy



▶ The launch campaign put a smile on trams and people alike

Passengers were invited to catch a ride, catch a smile



Designed for effective merchandising and crossovers, the Tramways brand makes for popular souvenirs





中環四海
一聲笑！
#dingdingsmile



細聲港
大聲笑！
#dingdingsmile



不知北角
嫣然一笑！
#dingdingsmile



快活谷
爆笑！
#dingdingsmile

快活谷
爆笑!
#dingdingsmile

#dingdingsmile

hktramways.com

hktramways.com

HK Tramways – Brand communications development

Transport service rebrand signals commitment to change

Simple isn't easy. The development process for Tramways' corporate identity involved many months of research and experimentation. Numerous parties were involved and multiple directions were considered.

Out of the deliberate process came the final logo and associated graphics. The corporate identity expresses the brand DNA with balanced emotion.

Brand guidelines mandate the correct application. The Tramways team became deeply involved in the new brand rollout as it was applied to every aspect of the organisation. Through this process they were made aware of the parent company's commitment to the service.

Value created

Raised team morale – The brand relaunch sparked enthusiasm among the entire Tramways team, from workshop technicians and motormen to senior managers.

Strengthened perceptions – The refreshed brand is a tangible expression of the many innovations introduced by the network operator to streamline and modernise the service.

Communications
Corporate
Employer branding
Video & motion graphics



▶ The new corporate was applied to every aspect of the operation

總站
Tsui Terminus



東行
Eastbound

石塘咀總站
Shek Tong Tsui Terminus

東行
Eastbound

搭電車咁易! Tram so easy!

1. 查一下目的地地圖
Check the destination panel
2. 在電車後座落座
Sit on at the rear entrance of the tram
3. 在電車前座下車時，以八達通卡或現金支付車費
Pay the exact fare when alighting at the front exit in cash or with Octopus card

劃一車費 Flat fares

\$2.30	成人 Adult
\$1.20	小童(五歲至十二歲以下) Child (Aged 3+ and under 12)
\$1.10	長者(六十五歲或以上) Senior Citizen (Aged 65+)

查閱下三班電車
Check the next 3 trams



服務時間 Service hours

往來	第一班	最後一班
往來 皇后大道東	05:46	05:56
往來 皇后大道西	22:40	23:16
往來 上環	05:58	06:02
往來 中環	00:56	23:26
往來 上環	07:20	07:00
往來 中環	19:10	19:10



The rebranding initiative included a new wayfinding system with a route map that is much easier and faster to use

Every detail counts when leading change

