



Kevin On

Associate Director
Ogilvy Public Relations, Hong Kong

An award-winning PR practitioner, Kevin brings with him more than 10 years of combined experience in marketing communications, PR and digital marketing. He currently leads the company's Travel, Tourism and Entertainment Practice in Hong Kong where he is responsible for new business development, PR and digital brand consultancy and strategy and planning for both local and regional clients.

Some of his more recent projects include brand positioning through PR for Sheraton Macao Hotel, the launch of the Space Expedition Corporation brand in Asia, and UFC's expansion into Greater China. He also spearheads the Nestle client relationship for the Ogilvy & Mather HK Group, working closely with Nestlé's coffee, ice cream and infant nutrition business units.

Mostly recently, Kevin was involved in driving Very HK, an independent and community-led initiative dedicated to presenting an innovative mix of arts, design, culture and recreational events in forgotten spaces of the city through the use of public spaces. He also supported the HKFYG to launch their "Neighbourhood First" community initiative aimed at promoting a greater sense of responsibility, unity and care for one another within their community.

In his previous role, Kevin led the Hong Kong Social@Ogilvy team in driving social media thought leadership and new business development across different industries, including technology, FMCG and automotive sectors.

Kevin has won a number of awards for his client work and was also selected as HKPRPA's "Young Professional of the Year" in 2010.