

The Dark Culture and Communication: A Preliminary Examination of Hong Kong Urban Marketing Effect

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Abstract

The purpose of this study originates from the existing urban marketing strategies, including Shanghai Exposition, Guangzhou Asian Olympic Games, and Taipei Flora Exposition in 2010, reflecting health, technique and development of the cities. However, may dark culture also sell the city?

For understanding the urban marketing strategies and effects, this is a case study of Hong Kong Halloween Treats making Hong Kong a dark city. Continued from the researcher's analysis of cinematic city, this study aims to answer the following questions: (1) What is dark culture? What is the relationship between dark culture and communication? (2) What is urban marketing? How and why does Hong Kong government apply dark culture into urban marketing?

In October 2010, this study completed a focus group investigation of Taiwanese tourists and the observations of the passengers' responses to the giant advertisement of Disney's Dark World at Central Station of Hong Kong subway. This study finally conducted a preliminary survey in January 2011.

This study as a result has found: (1) The role of the city governance, individual factors, cultural implications, and integrated marketing communications play important roles in the process of urban marketing. (2) The

Hong Kong government, accurately and efficiently, invites international commercial advising groups to establish city brands. It is found that the gothic culture is acceptable to Hong Kong citizens. The theme of the Dark World at Disneyland may attract young people but not the elderly.

The number of tourists increased seems to be an exciting result for Hong Kong government. It implies that darkness is no longer horrible in Hong Kong. As a result, is it necessary to re-define dark culture? Do the annalists of colors have to re-evaluate the effect of darkness and dark culture? At least it is the case in Hong Kong.

Keywords: urban marketing, dark culture, governance

