Examining Hong Kong's Drone Show as Sustainable Publicity Campaign and Effectiveness

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Abstract:

The present study examines the phenomenon of drone shows in Hong Kong in 2024, focusing on their historical evolution, conceptual frameworks, and effectiveness within the realm of public relations. Further, it describes the stages of visual perception of these displays and their roles in advertising. This research also discusses the advantages and disadvantages, technical processes, costs, as well as the technologies adopted for great presentations. The reason for drone shows being called an increasingly sustainable strategy in public relations is also deliberated upon. As per the objectives of the investigation, it aims to evaluate the initial popularity of new-age drone shows as a modern public relations measure, within specific spatial contexts. With a descriptive analytical method, the research assesses the creative dimensions of drone shows in spatial environments. The theoretical framework incorporates a global model analysis, emphasizing the integration of creative elements in drone shows, which leads to the following findings: 1. Experiments involving drones show consistently demonstrate highly favorable audience engagement and responses that transcend cultural and social barriers; 2. The visual attributes of drone shows, particularly the utilization of lighting as a fundamental design element, act as catalysts in the perception process; 3. The design of drones prioritizes energy efficiency and the use of eco-friendly materials, resulting in a diminished environmental footprint in comparison to conventional marketing methods, thereby enhancing their sustainability. In conclusion, the research asserts that drone shows represent a transformative advancement in marketing and public relations, merging visual appeal with environmental considerations.