

Zippo is a renowned US-based brand of reusable metal lighters.

Writers.HK collaborated with the brand, when it sponsored Hong Kong's Clockenflap festival. We worked alongside the company in developing adverts and advertorials, to be displayed both at the festival and within the festival guidebook.

See below for an example advert.



YOUR MUM



Your Mum Stage, Powered by Zippo

Your Mum has stood out over the past year as one of the hottest music nights in Hong Kong. This year, we've gone full rock star by teaming up with a world renowned lighter brand, for the Your Mum Stage Powered by Zippo.

To show our support, we've even erected a Zippo mini-stage right next to it, for all you would-be rockers out there. Head on down to the photo-booth, bust out your Zippo lighter and pull your best just-don't-care pose, and we'll forever immortalise you as a rock god.

We'll also be handing out Zippo x Clockenflap temporary tattoos to add to your bad-mother vibe. And complete that look by grabbing yourself a Zippo x Clockenflap limited-edition lighter, available for sale at our merchandise tents - check out page 82 for more.

Your Mum 舞臺，由 Zippo 全力策動

身為音樂活動推手，Your Mum 憑藉舉辦多場大受歡迎的演出，在過去一年已成為全城最炙手可熱的名字。今年，我們請來全球知名的打火器品牌 Zippo，為 Your Mum 舞臺打造一連三天的搖滾體驗。除了台上一眾出色的演出單位，我們也在旁邊搭建了一座迷你的 Zippo Stage！拿出你愛不惜手的 Zippo 火機，到迷你台上拍下屬於你的搖滾現場吧。

我們還會現場派發 Zippo x Clockenflap 的紋身水印紙讓你更添 Rock 味，還嫌不夠？到就近的攤位選一個 Zippo x Clockenflap 限量版的打火器，詳情見頁 82。