



精英广告公司成立初期的大合照。
Photograph taken in the early days of
People & Grey Advertising Limited.



摄于家中。
Leonie Ki at home.

极、进取，事业型女强人的形象活现眼前，然而，她对这个称呼却加以纠正，

真的做到「以」然而我希望

Leonie 一向予人的印象就

导他们：她热爱扶掖后晋，对有才干的人一向十分爱护。对于广告事业，她就是那种不计较得与失，为一个理想便去追求、去实行的人。Leonie 是完美主义者那一类。

那过程还是终结呢？我觉得自己做中国市场是一个理想，当中有许多事情要面对，不单是客户或成绩问题，或许由于喜爱教书，我常常觉得要「作育英才」，不单教员工做事，还要教他们做人。在中国三年，的确面对许多困难，十分辛苦，但我不介意路

身作则」。说回理想，我喜欢那个追求的过程，因为挑战就在这里，每次克服困难，会感到很满足、开心，但我不喜欢终结，最终达到又怎样？又要找另一事情去挑战自己，只有这样才能觉得自己灵活而有用。」Leonie 说。

勇于接受挑战、不怕困难、昂步向前，诚然是九十年代最佳女性的写照。作为一个创业女性，Leonie 坦言自己相当幸运，一直以来的发展可算平步青云，而且广告在香港是一种公平竞争的行业，当中没有歧视女性的情况存在，亦没有所谓的「玻璃顶」，只要有能力，便可以担任。



纪文凤参与广告2000年研讨会时摄。
Leonie Ki attended the China Inter Ad '95 in Shanghai Symposium.

纪文凤曾创作多个脍炙人口的广告，「为你做足一百分」的大家乐广告便是其中之一。
One of the well-known commercials Leonie Ki has been responsible for.



这个广告使大家乐服务优良的亲切形象深入人心。
This commercial helped Cafe de Coral create its reputation for good service.

在香港广告界中，相信没有人会对她的名字感到陌生。自踏入广告界廿多年来，她曾开创了四间广告公司，创作了多个脍炙人口的广告，并培育了不少精英人才。从她对工作的全情投入，对人对事的随和真诚，均可见其热爱生命的积极人生观。她，就是广告界的凤凰——纪文凤。

维他奶、「为你做足一百分」的大家乐吗？它们均是纪文凤的经典创作，但不知，原来 Leonie 的广告事业，是由一个「美丽的误会」开始。

大学毕业后，Leonie 本想当一名教师，但刚巧有三个月空闲时间，于是便跑到广告公司当撰稿员，由于其出众的才华及对广告的领悟天分，最终她被挽留下来，继续在这个行业发展。她曾先后效力奥美及威雅广告公司，并成为该两大集团在香港的开国功臣，至一九七八年，她与四名合伙人创办了精英广告公司（现为香港十大广告公司之一），在一九九二年，更与北京国安广告公司合作，在中国成立了精信广告公司，现时两间公司的员工加起来，已有三百人之多。

一直以来，Leonie 本着「以身作则，以德服人」的信条来管理下属，循循善诱去教



纪文凤是个热爱生命的完美主义者。
Leonie Ki is seen as a perfectionist.

全情投入、积极向前的纪文凤

踏入广告界廿多年来，纪文凤曾开创了四间广告公司，

包括成为奥美及威雅广告公司在香港的开国功臣，并且创办了精英及精信广告公司；她创作了多个脍炙人口的广告，并培育了不少精英人才；她对工作全情投入，对人对事随和真诚，在香港广告界中，没有人会对她感到陌生。



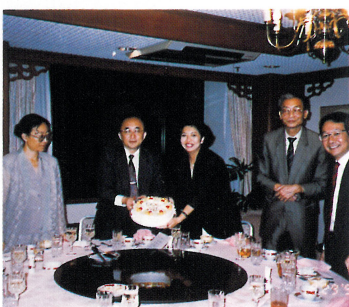
在Grey International的亚洲区会议上，纪文凤与众人的大合照。
Attendees at the Grey International Conference.



纪文凤摄于一九八二年。
Leonie Ki in 1982.



纪文凤热爱扶掖后晋，踏足广告界廿多年来，培育了不少精英人才。
With over twenty years' experience in advertising, Leonie Ki has trained many advertising professionals.



纪文凤与中国体委伍绍祖主任及魏纪忠秘书长合照。
Leonie Ki with Wu Shaozu and Wei Jizhong.



摄于精信广告有限公司开幕典礼上。
The opening of Grey China.



纪文凤接受电视台访问时摄。
Leonie Ki interviewed on television.

Leonie Ki — Advertising Success

It is fair to say that anyone working in the advertising field will probably have heard of Leonie Ki. With over twenty years' experience in the business, Ki has established four advertising agencies and been responsible for many acclaimed commercials. She has also trained many top professionals in the field.

Ki originally wanted to be a teacher, but started work on a temporary basis as a copywriter in an advertising agency. Her obvious creativity prompted the agency to ask her to stay on, and she decided that advertising was the career for her. In 1978, she set up Grey Advertising Hong Kong Ltd with four partners, and by 1992 it had achieved such success that the operation was expanded to include Grey China Advertising Co Ltd.

Ki has always been interested in developing the China market. In the three years after Grey China was set up, she faced a lot of difficulties, but now says it was all worthwhile for the end result. Her goal was to establish a joint-venture

「我喜欢工作，但并非一个很有野心的人，有时候路是这样，你没有办法不走，所谓『人在江湖，身不由己』，我个人有很多矛盾，出生于重男轻女的传统潮州人家庭，一方面要否定做女性的地位，但另一方面又要肯定自己，做回一个人的存在价值，所以，我不认为人需要分男女，而应是人人平等。」

不错，路就是如此，人生多少带点无奈。在感情方面，Leonie同样贯彻了其乐天、爽朗的性格，她说：「感情生活并非没有，但问题可能是别人觉得我很有成就，因而吓跑了很多人。所以，我常说不想那么成功，亦不想那么高调。不过，我做每样事情都是不悔的，做人应该正面，向前望，我觉得自己的做法有好有不好，但没法子，我选择了这条路、这个取向，我便开开心心地前进，一切随缘！」

展望未来，Leonie除了学懂随遇而安外，她其中一个愿望是在香港宣传安定繁荣，她坦言很想在一九七七年七月一日的庆典上，一起参与这个历史性的时刻，「我很希望透过我所知所懂，灌输一些正确的思想给他人，其实，我最大的抱负是为中国塑造国家形象，建立更高威信而出力，并非为了金钱去做，所谓『人到无求品自高』，那时候，可以的话，真正去做一些自己喜欢的事，活得开心！」Leonie再报以爽朗一笑。

访问：文洁芳 摄影：蔡育德



纪文凤与中国外经贸部部长吴仪合影。
Leonie Ki with Wu Yi, minister of foreign economic relations and trade for China.

enterprise that would be respected and welcomed by China and by foreign companies working there. If there is one thing Ki does not shy away from, it's a challenge.

The fact that Ki is a woman did not appear to make her job any more difficult. She says she never encountered sexual discrimination in her years in the business. "I think the role of women in business has already been recognized and opportunities exist in society that anyone can take advantage of if they are competent," she explains.

Is Ki a workaholic? She says no, but does not deny that she likes to work hard. When it comes to relationships, she admits that her success has a tendency to set her apart from many people. But she has no real regrets.

Although Ki has now moved on from Grey China and Grey Hong Kong, she says her greatest desire is still to be able to contribute to the prosperity and stability of Hong Kong, and, accordingly, is now pursuing other interests and seeking new challenges. With her wealth of experience and a string of successes behind her, it looks like she won't have any difficulty fulfilling this challenge.