

Dedicated Fund on Branding, Upgrading and Domestic Sales  
(Organisation Support Programme)

Final Report of Approved Project

Project ref. no. : BUD12 4 005  
Project title : Promote Hong Kong branding through HKTDC Style  
Hong Kong Shows in Qingdao and Changsha  
Period covered : From 1 May 2013 to 31 December 2013  
(dd/mm/yy) (dd/mm/yy)

## 1. Project Details

(Please mark with "\*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

### Project Reference and Title

Promote Hong Kong branding through HKTDC Style Hong Kong Shows in Qingdao and Changsha

### Project Summary (in not more than 150 words)

Organised by the HKTDC, the Style Hong Kong Show (SHK) is a series of business-to-consumer (B2C) cum business-to-business (B2B) expositions held in various mainland cities, aiming at helping Hong Kong companies expand into the domestic market sales and establish their brand image. The Style Hong Kong Show in Qingdao overlapped The Qingdao International Beer Festival which has achieved wide popularity and influences both at home and abroad. The joyous enthusiastic atmosphere created by various activities such as beer drinking competition, carnival parades and closing evening party helped promote our concurrent Style Hong Kong Show in Qingdao.

Changsha is the capital city of Hunan Province and an important city in Central China with rapid economic development and double-digit growth in retail consumption for the past few years. Together with its neighbouring cities, the combined vibrant retail market bring huge business opportunities for Hong Kong enterprises. Besides, the Hunan International Conference and Exhibition Centre is close to two local theme parks which help to draw many locals to visit Style Hong Kong Show in Changsha and in turn increase the exposures of participating Hong Kong companies.

### Project Objective(s) (in not more than 80 words)

- To assist more Hong Kong companies to penetrate further into the mainland domestic sales market by building effective distribution channels with the help of short-term B2C promotions;
- To enhance Hong Kong brands awareness and the trendsetting image of Hong Kong's lifestyle products;
- To nurture more Hong Kong brand players and encourage OEM/ODM companies to move up the value chain.

### Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Trade Development Council

Collaborating Organisation(s) : N/A

Implementation Agent(s) : N/A

### Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator	Ms. Wanny Hui	HK Trade Development Council	2584-4208/ 2169-9733
Deputy Project Co-ordinator	Ms. Angela Yip Ms. Felice Tam	HK Trade Development Council	2584-4425/ 2824-0249 2584-4173 / 3521-3292

### Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	1 May 2013	31 December 2013	8
Revised (if applicable)			

## Methodology Employed

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- Cross promotion with The Qingdao International Beer Festival (for Style Hong Kong Show in Qingdao)
  - Joint road show with the Beer Festival (promote Style Hong Kong Show riding on the Beer Festival nationwide promotion in major cities such as Beijing and Shanghai).
  - 12 outdoor ads were placed during the Beer Festival
  - Participated in promotion events organised during the Beer Festival with 8 parades were done at the Beer Festival to promote Style Hong Kong Qingdao and lead the traffic to Style Hong Kong Qingdao
  - Set up a promotional booth at the Beer Festival
  - Riding on the network and customer base of Qingdao Beer International Festival, 300K Style HK Qingdao tickets with Beer Festival tickets were dispatched for the visitors promotion

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- Cross promotion with local theme parks, shopping malls and nearby cities (for Style Hong Kong Show in Changsha)
  - 3 Roadshows were conducted in the local and famous shopping malls to arouse local awareness on Hong Kong brands and extend the reach of Hong Kong brands to Changsha's neighboring cities.

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- Above-the-line Media Promotion
  - Highlighted participating brands to increase the brand awareness among local consumers in the hosting city as well as the nearby cities
  - For Style Hong Kong Qingdao, 8 advertorials, 13 TV programs, 7 radio infomercial and 2 ads at social media were arranged.
  - For Style Hong Kong Changsha, 6 advertorials, 10 TV episodes, 4 radio infomercials, 15 text releases at Bulletin Board System (BBS) and weibo were arranged.

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- Media Activities - Incoming Journalists to Hong Kong
  - Mainland journalists were invited to interview the participants at their showrooms /offices in HK for better understanding of the brands

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- Video Featuring Hong Kong Brands
  - A video featuring the participating brands showed at the fairground to increase exposure and enhance brand image of the products

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## 2. Summary of Project Results

### Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

- Attracted 215 and 170 Hong Kong companies to participate in the five-day exhibitions in Qingdao and Changsha respectively, and each show attracted 271,610 and 185,409 visitors.
- Altogether to generate 488 press clippings, media interviews and feature articles on Hong Kong lifestyle image and brands
- Altogether organised 25 media activities to promote the collective image of Hong Kong brands and original designs, including incoming journalists to Hong Kong, media tours, etc.
- Organised 4 roadshows in Qingdao and Changsha in total
- Produced a video featuring Hong Kong brands in Qingdao and Changsha respectively

### Actual Benefits to SMEs/Enterprises

(Please indicate in clear, specific, tangible and quantifiable terms the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

Style Hong Kong Show in Qingdao and Style Hong Kong Show in Changsha attracted 385 exhibitors of which 19 companies from jewellery, 22 companies from watches, 142 companies from fashion & fashion accessories, 59 companies from houseware and electronics, 53 companies from gifts and cosmetics, 85 companies from food and 5 companies from catering were benefited. Altogether 569 business matching were organized.

The two shows assisted these Hong Kong SMEs to introduce their products to over 457,000 Qingdao and Changsha consumers who had visited the fairs. Besides a number of exhibitors had signed business agreements with Qingdao and Changsha business partners, such as

- Nutri-Nature (International) Limited Company has met with 7 food distributors in the business matching session, and has reached an agreement with 青島米諾娃國際貿易有限公司
- 山東中泉新都匯商城有限公司 reached a cooperation agreement with 2 exhibitors, Simona Group (Greater China) Ltd. and Searange Houseware Ltd.
- Bylicar Co. Ltd (EDO) selected a local food company called 湖南日全食商貿有限公司 to act as its main agency in Hunan province.
- Appolo Ice Cream Co. Ltd's products were sold out since Day 4 of the show despite stock replenishments

Furthermore, there are at least 4 exhibitors who are exploring business cooperation with the local buyers.

### Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

	<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Joint ticket sales with Beer Festival	31 Aug 2013		C
(b)	Joint advertisement with Beer Festival	31 Aug 2013		C
(c)	Parades from Qingdao Beer Festival to Style Hong Kong Show in Qingdao	31 Aug 2013		C
(d)	Set up promotional booth at Beer Festival	31 Aug 2013		C
(e)	Print advertorial/brand supplement at newspaper and lifestyle magazine	31 Aug 2013		C

(f)	Thematic TV programme & infomercial at radio	31 Aug 2013		C
(g)	Brand promotion at social media	31 Aug 2013		C
(h)	Keyword search in popular Chinese mainland search engines	31 Aug 2013		C
(i)	Mainland journalist to Hong Kong	31 Aug 2013		C
(j)	Construction of video wall at fairground	31 Aug 2013		C
(k)	Roadshows and brand promotion in Changsha	27 Oct 2013		C
(l)	Brand supplements distribution	31 Oct 2013		C
(m)	Print advertorial/ brand supplements at newspaper and lifestyle magazines	31 Oct 2013	4 Nov 2013	D
(n)	TV and radio infomercials	30 Oct 2013		C
(o)	Brand promotion at social media	31 Oct 2013	4 Nov 2013	D
(p)	Mainland journalists to Hong Kong	26 Sept 2013		C
(q)	Video featuring Hong Kong Brands	4 Nov 2013		C

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
2 – 11 July	Mainland journalist to Hong Kong for brand interviews	20
1 Aug	Advertorial at 城色雜誌	4
1 – 26 Aug	Brand promotion web page at sina.com	28
6 Aug	Brand supplement at 魅麗雜誌	20
10 – 25 Aug	Dispatched 300,000 SHK Qingdao tickets with Beer Festival ticket	215
10 - 25 Aug	Promotional stand with showcase display at Beer Festival for brand promotions	10
10 – 25 Aug	12 outdoor advertisement for brand promotions	24
10 – 25 Aug	Advertorial in Beer Festival directory	4
10 – 25 Aug	Advertorial in Beer Festival supplement at 魅麗雜誌	2
15 – 24 Aug	7 thematic TV programme at 齊魯電視台	12
16 – 26 Aug	Brand promotion web page at 半島網	19
16 – 26 Aug	Baidu Word Search	215
18 – 21 Aug	8 thematic TV programme at 青島電視台	11
19 – 23 Aug	7 infomercial at 青島交通廣播電台	24
22 – 23 Aug	2 advertorials offered by Beer Festival at 青島財經日報	4
21 Aug	Brand supplement at 齊魯晚報	23
22 Aug	Brand supplement at 半島都市報	18
22 Aug	軟文 at 青島財經日報	23
23 Aug	Advertorial at 青島日報	31
23 Aug	Advertorial at 半島都市報	14
22 – 25 Aug	8 parades by Hong Kong Police Band to lead visitors from Beer Festival to SHK Qingdao	215
22 – 26 Aug	Video Wall at SHK Qingdao venue	48
7 – 27 Oct	800,000 brand supplements dispatched to residents in 長沙、株洲、湘潭 via postal office, press conference and roadshows	36
17 Oct – 4 Nov	Brand promotion at BBS and other social networks	33
18, 25, 29, 31 Oct	4 Advertorials placement on 瀟湘晨報	20
18, 27, 29 Oct	3 Advertorials placement on 長沙晚報	10

18, 24, 31 Oct 1, 4 Nov	5 Advertorials placement on 株洲晚報	30
19-20 & 26-27 Oct	4 Brand promotion on 湖南交通頻道	12
21-30 Oct	10 Thematic TV programmes on 湖南經視	18
23 & 30 Oct	2 Advertorials placement on 晨報週刊	15
26 – 27 Oct	3 Roadshows in 悅坊 ID Mall · 新世界百貨 · 通程百貨	12
31 Oct – 4 Nov	Video Wall at SHK Changsha fairground	170
Total no. of beneficiaries :		<u>394</u>

**Future Plan for Promoting the Project Deliverables**

N/A

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