

FOR IMMEDIATE RELEASE

Launch Ceremony for “KOL Favored Brand Award”

(7 February 2018, Hong Kong) Hong Kong Quality Assurance Agency today announced the launch of its new initiative, the “KOL Favored Brand Award”, at InnoCentre. Mr Felix To, Deputy General Manager (Programme and Production) of Television Broadcasts Limited (TVB), and Service Ambassadors, Mr Luk Ho Ming, Ms Kelly Fu, Ms Zoie Tam, Ms Emily Wong and Ms Maggie Wong, attended the launch ceremony.

KOLs Share Experience and Influence Market Trends

Social media has grown rapidly in recent years and online influencers are part of this trend. An increasing number of consumers purchase products and services from the Internet and become followers of Key Opinion Leaders (KOLs). KOLs actively review and share their buying experience in retail stores or restaurants on social media, and their reviews may shape market trends.

Invite KOLs as Mystery Shoppers and Promote on Social Media Platforms

Hong Kong Quality Assurance Agency (HKQAA) strives to develop innovative services to meet market demands and the needs of industry. It has developed the “Bloggers’ Recommended Shop Award” and the premium “**KOL Favored Brand Award**” to recognise organisations that provide outstanding customer service. Big Big Channel Limited (big big channel) is the creative consultant and new media partner of the KOL Favored Brand Award.

big big channel Service Ambassadors of the KOL Favored Brand Award and KOLs will visit participating stores as mystery shoppers and assess their service quality. The visits will be videoed. Participating stores which achieve a satisfactory assessment result will be awarded the “KOL Favored Brand” sticker, which can be placed in the store for publicity purposes. With the merchants’ consent, the videos will be edited and broadcast on big big channel’s mobile app and online platforms such as Facebook and YouTube. HKQAA will recognise and present trophies to awarded stores in an annual award presentation ceremony.

Mr Felix To, Deputy General Manager (Programme and Production) of TVB, said, “We are delighted to act as the creative consultant & new media partner of the KOL Favored Brand Award. By combining the consumer experience of our Service Ambassadors and the creative platform in big big channel, we wish to provide product and service information to consumers in an innovative way and make a contribution to enhance industry-wide service level..”

Demonstrate Outstanding Customer Services to Build Brand Reputation and Awareness

Through the KOL Favored Brand Award, the sharing of big big channel Service Ambassadors’ pleasant buying experiences can help participating merchants demonstrate their outstanding customer service, build a strong brand reputation and enhance brand awareness. Celebrities’ and KOLs’ reviews can help merchants to connect with and understand their target market, and can provide various platforms for enhancing publicity.

During the launch ceremony, Mr Bryan Peng, Assistant Director of HKQAA, said, “We believe that the KOLs Favored Brand Award, in collaboration with big big channel, will utilise the advantages of both sides and achieve synergy. Apart from promotion and brand building, this award can help organisations grow their business and establish a positive image, encourage the industry to enhance the level of service, and ultimately benefit consumers.”

To view the highlights of the launching ceremony, please [click here](#).

Photo captions:

1. Mr Bryan Peng, Assistant Director of Hong Kong Quality Assurance Agency (right 2); Mr Felix To, Deputy General Manager (Programme and Production) of Television Broadcasts Limited (left 5); Service Ambassadors, Mr Luk Ho Ming (left 4), Ms Kelly Fu (left 3), Ms Zoie Tam (left 1), Ms Emily Wong (right 1) and Ms Maggie Wong (left 2) and "big big buddy" (大明猩) at the launch ceremony for the KOL Favored Brand Award.



2. Mr Bryan Peng, Assistant Director of Hong Kong Quality Assurance Agency gave the welcoming speech.



3. Mr Felix To, Deputy General Manager (Programme and Production) of Television Broadcasts Limited, gives the opening speech.



4. big big channel Service Ambassadors of the KOL Favored Brand Award, Mr Luk Ho Ming, Ms Kelly Fu, Ms Zoie Tam, Ms Emily Wong and Ms Maggie Wong, attended the launch ceremony.





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HKQAA Background

Hong Kong Quality Assurance Agency (HKQAA) is a non-profit organisation established by Hong Kong Government in 1989. As one of the leading conformity organisations in the Asia-Pacific region, HKQAA is committed to providing certification and assessment services. Through knowledge sharing and technology transfer, HKQAA helps enterprises enhance management performance and competitiveness. Apart from introducing world-class management systems to Hong Kong, HKQAA has also developed a wide range of innovative services to cope with increasingly diversified market demands and the growing need for sustainable development, bringing benefits to the community. Please visit <http://www.hkqaa.org> for further information.

big big channel Limited Background

big big channel is an online, live stream, multimedia, and social media platform operated by the Television Broadcasts Limited (TVB). With over 600 of TVBs artists, and KOLs from Hong Kong, China, Taiwan, and Korea, all live streaming and uploading videos, sharing their everyday lives, giving users a fresh and innovative viewing experience.