



Yahoo Hong Kong Announces Winners of Yahoo Emotive Brand Awards 2014-2015

HSBC, Ocean Park Hong Kong and Samsung Electronics Hong Kong named “Yahoo Top 3 Emotive Brands” of the year

Hong Kong Airlines, Hong Kong Gold Coast Hotel and Ocean Park Hong Kong earn “Yahoo Best Deals Award” for their popularity among users on Yahoo Deals

New “Spirit of Hong Kong Brand Awards” to recognize brands that truly embody the Hong Kong spirit, with household names Fortune Pharmacal, Kee Wah Bakery and LEE KUM KEE topping the winners’ list

HONG KONG, August 25, 2015 – Yahoo Hong Kong (www.yahoo.com.hk) today announced the results of the Yahoo Emotive Brand Awards 2014-2015, a prestigious annual awards program of the online industry that recognizes the most emotionally appealing brands in Hong Kong. In keeping with this year’s theme, ‘Brand Oscar’, the award ceremony was held in a theatre for the very first time and micro-films were shown at the event to unveil the award results.

This year, the “Yahoo Top 3 Emotive Brand Awards” went to HSBC, Ocean Park Hong Kong and Samsung Electronics Hong Kong. In addition to the customary awards, Yahoo has introduced the “Spirit of Hong Kong Brand Awards” to recognize brands that have successfully lived up to, and demonstrated, the ‘Hong Kong spirit’ in their business, and the first-time winners are Fortune Pharmacal, Kee Wah Bakery and LEE KUM KEE.

Another highlight of the night was the “Yahoo Best Deals Award”, which acknowledged the overwhelming popularity of companies for their online deals on the Yahoo Shopping platform. The deserving winners included Hong Kong Airlines, Hong Kong Gold Coast Hotel and Ocean Park Hong Kong.

Mr. Rico Chan, Vice President & General Manager of Yahoo Hong Kong & INSEA Sales, said, “Today, all the great brands aim for customers’ hearts and strive to achieve business goals by forging personal and meaningful bonds with customers. We are happy to see that all of the winners have pursued their unique strategies to build deeper emotional connections with their customers, gaining valuable new insights while also demonstrating best practices for their peers in the industry.”

Mr. Chan added, “With our strategy fixed on mobile, video, native and social (aka Mavens), the fastest-growing areas of digital advertising, Yahoo is driving towards a dramatic transformation together with brands by leveraging on these touch points to establish a positive emotional connection with Hong Kong netizens.”

Winners' Quotes

"As the fastest growing airline in Hong Kong, **Hong Kong Airlines** strives to provide a 'fresh' and 'localized' flying experience to our passengers. We are happy to partner with Yahoo which shares the same insights with us and grow together. We are honored to be named for the first time as one of the 'Yahoo Best Deals Award' and yet another year as the 'Top Emotive Brand' in the Airline category. Over the years, Yahoo has helped extend the brand's touch points through e-commerce, for example, a record-high flash deals in which a total of 1000 tickets sold in just 5 minutes definitely re-imagined the potential of e-commerce for us. Yahoo has also helped us expand other online channels to reach our target audience and increase customer engagement. We look forward to cooperating closely with Yahoo to further develop and expand our online business opportunities." – **Ms. Ming Chan, General Manager of Corporate Communications, Hong Kong Airlines**

"For over 60 years, **Fortune Pharmacal** has lived by the principle of 'always go one step further' for our customers, and winning the 'Spirit of Hong Kong Brand Awards' and the 'Top Emotive Brand' rating in the Health/Medical category for 3 years in a row highlights our success in doing so. Our collaboration with Yahoo on the "Lion Rock Spirit" Campaign fully showcased the brand's sentiment of love for Hong Kong through curated tailor-made branded content, which was then strategically placed as editorial-like native ads across Yahoo's network. It's part of our efforts to engage young audiences as they are the future for Hong Kong. We will continue to leverage on the power of Yahoo's network to further enhance our connections with the online audience and building positive spirits all over Hong Kong." – **Ms. Angel Choi, General Manager - Business, FP-Healthcare**

The nominated brands from 26 industries were the outstanding brands in its respective industry according to advertising activities tracked by admanGo Limited. Yahoo Hong Kong then invited the entire local online community to show their support for the nominated brands. The award-winning brands were selected by netizens through online voting.

About 250 guests, senior marketers and business leaders from various industries gathered at the award presentation ceremony held at UA Cityplaza today, to witness and celebrate the occasion where more than 80 Emotive Brand Awards from 26 industry categories were presented.

About The Yahoo Emotive Brand Awards

The annual Yahoo Emotive Brand Awards program aims to recognize companies with good brand values and strong emotional bonds with their customers. The Awards set out to increase public awareness of quality brands and services, which are key to Hong Kong's success as an international business hub. Yahoo Hong Kong supports and encourages award winners to continually strengthen their brand image and achieve greater business success. Check out the Yahoo Emotive Brand Awards 2014-2015 official website at hk.emarketing.yahoo.net/emotive2015 for more information.

About Yahoo

Yahoo is focused on making the world's daily habits more inspiring and entertaining. By creating highly personalized experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo is headquartered in Sunnyvale, Calif., and has offices located throughout the Americas, Asia Pacific (APAC) and the Europe, Middle East and Africa (EMEA) regions. For more information, please visit the pressroom of Yahoo Hong Kong: pressroom-yahoohk.tumblr.com and Yahoo Corporate: yahoo.tumblr.com.

- End -

For media enquiries, please contact:

Yahoo Hong Kong

Lisa Tam
Senior Corporate Communications
Manager
Direct: 2120 6970
Fax: 2504 3362
Email: lisatam@yahoo-inc.com
Follow us [@YahooInc](#)

iPR Ogilvy & Mather

Marisa Lam
Direct: 3920 7673
Fax: 3170 6606
Email: marisa.lam@iprogilvy.com

Jim Wong
Direct: 3920 7674
Fax: 3170 6606
Email: jim.wong@iprogilvy.com

Appendix

Yahoo Emotive Brand Awards 2014-2015 Results

Yahoo Top 3 Emotive Brand Awards	
Winning Brand	
HSBC	
Ocean Park Hong Kong	
Samsung Electronics Hong Kong	
Spirit of Hong Kong Brand Awards	
Winning Brand	
Fortune Pharmacal	
Kee Wah Bakery	
LEE KUM KEE	
Yahoo Best Deals Award	
Winning Brand	
Hong Kong Airlines	
Hong Kong Gold Coast Hotel	
Ocean Park Hong Kong	
Yahoo Emotive Brand Awards	
Category	Winning Brand
Airline	Cathay Pacific
	Dragonair
	Hong Kong Airlines
Asset Management / Mutual Funds	BlackRock
	J.P. Morgan Asset Management
	UBS AG
Automobile	Audi
	BMW
	TOYOTA
Baby Care	Abbott Similac
	Johnson's baby
	Pampers
Banking / Credit Card	Bank of China (Hong Kong)
	Hang Seng Bank
	HSBC
Beauty Salon / Fitness Center	About Beauty
	ANGEL FACE
	PHYSICAL

Yahoo Emotive Brand Awards	
Category	Winning Brand
Celebrity and Spokesperson	Joey Yung (Broadway)
	Pakho Chau (Watsons)
	Kandy Wong & Ivana Wong (Pricerite)
Cosmetics / Skin Care	DIOR
	LANEIGE
	SK-II
Digital AV	Canon
	LG
	Panasonic
Entertainment	Hong Kong Disneyland
	now TV
	Ocean Park Hong Kong
Fashion	H&M
	Nike Hong Kong
	UNIQLO
Food / Beverage	Coca-Cola®
	Haagen-Dazs™
	Vitasoy
Health / Medical	Brand's
	Eu Yan Sang (Hong Kong) Ltd.
	Fortune Pharmacal
Insurance / Mandatory Provident Fund	AIA Hong Kong
	Bupa (Asia) Limited
	Prudential
Jewelry / Watches	Cartier
	Chow Sang Sang
	Chow Tai Fook
Loan	PrimeCredit Limited
	Promise (Hong Kong) Co. Limited
	United Asia Finance Limited
Logistics / Transportation	KMB
	MTR
	S.F. Express

Yahoo Emotive Brand Awards

Category	Winning Brand
Luxury / Designer Brand	BURBERRY
	CHANEL
	DIOR
Mobile Device	Apple
	HTC
	Samsung Electronics Hong Kong
Personal Care	Dettol
	Tempo
	Oral-B
Property Developer / Agent	Henderson Land Development Company Limited
	MTR
	Sun Hung Kai Properties Limited
Restaurant	Café de Coral
	McDonald's Restaurants (Hong Kong) Limited
	Starbucks Hong Kong
Retail Chain Store	7-ELEVEN
	Circle K
	Toys“R”Us
Shopping Mall	Festival Walk
	Hysan Place at Lee Gardens
	ifc mall
Telecommunications	3 Hong Kong
	CSL
	Netvigator
Travel Agent	EGL Tours
	Hong Thai Travel
	Wing On Travel