

STB Greater China TVB's The Miss Hong Kong Pageant (Jul-Aug 2024)

Introduction

The Miss Hong Kong Pageant (香港小姐競選) is not only one of TVB's large-scale productions, but also a high-rated programme that offers advertisers an opportunity to enhance brand image and raise brand awareness. Over the years, many advertisers have leveraged this elegant and exclusive beauty pageant to establish a strong brand connection. The Miss Hong Kong Pageant 2023 generated a total of 2.55 million views. It also entered Weibo's 'Most Searched Hashtags Top 10' with a cumulative reading volume of 343.8 million. Additionally, it created the most socially engaging pageant ever, with 39,678 buzz mentions and 346,969 engagements.

Unlike past years, this year the candidates will be split into several groups for overseas shooting. The program is tentatively named 2024 香港小姐競選- 漫遊世界. The overseas shooting will take place at five destinations, one of which will be Singapore. A group of contestants will travel to Singapore with an artist to explore the city and film segments showcasing Singapore's vibrant culture and latest attractions.

There will be two episodes featuring the contestants in Singapore, each 30 minutes long. The airtime is expected to be between 26 August and 6 September. *STB Greater China* would like to curate the itinerary to introduce the media from Hong Kong to Singapore's experience, accommodation, F&B and entertainment scene to promote cross collaboration opportunities.

Name of Fam Trip	<i>TVB's The Miss Hong Kong Pageant 2024</i>
Dates of Fam	Jul 31- Aug 4
Group Size	15 pax
Country of Participants	<i>Hong Kong</i>
Profile	A mix of artist, contestants, and crew member
Type of Sponsorship	Co-sponsorship of <ul style="list-style-type: none"><i>Attractions and Experiences cater to young women aged 17-27 to showcase their beauty, intelligence, and talent</i><i>Meals & Bars</i>
Information about FAM Participants	<i>While the list is yet to be determined, based on the previous tastemaker trip, some of the participants include:</i> <ul style="list-style-type: none"><i>Contestants of Miss Hong Kong Pageant 2024</i> This year (2024), the "Miss Hong Kong Pageant" is in full swing. After the first two rounds of interviews, over twenty preliminary finalists have been selected. These contestants include individuals from Canada, UK, Holland, and China, showcasing talents in dancing, singing, and playing instruments. Audiences can now get an early glimpse and gain deeper insights into the contestants through the special program 2024 香港小姐競選 誰是入圍者. Voting is open starting today on the online platform to support your favourite candidates.
Eligibility	<ul style="list-style-type: none"><i>All Singapore-based hospitality stakeholders interested in the Hong Kong market are open to apply.</i><i>Stakeholders may wish to propose deliverables for STB considerations (optional)</i><i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i><i>STB reserves the right to decline/accept any sponsorship at its discretion.</i>
Expression of Interest Opens	9 Jul 2024
Expression of Interest Closes	19 July 2024
Point of Contact	<i>For more details and expression of interest, please contact: Joey Chow @ joey_chow@stb.gov.sg</i>

