



Get your fans voting in the Sassy and Sassy Mama Best of Hong Kong Reader Awards 2019!

What are the Best of Hong Kong Reader Awards?

For the past decade the team at Sassy Media Group has scoured the streets to find and share the best of what Hong Kong has to offer, but now it's time for us to hear what our readers think, and to give them the chance to celebrate their favourite Hong Kong brands and businesses!

For the first time in four years, and in honour of Sassy Media Group's tenth anniversary year, we are launching our **Sassy Best Of Hong Kong Reader Awards**. The awards will give the Sassy and Sassy Mama audience the opportunity to tell us about all your go-to businesses and brands, in return for the **chance to win** a two-night stay in Koh Samui courtesy of The Luxe Nomad.

And as no awards is complete without a celebration, we'll be throwing a big bash in central Hong Kong in June 2019 for the winners, with complimentary F&B, prizes, plus the chance to rub shoulders with some of the cities movers and shakers.

What do the winners get?

If your brand or business is a Best of Hong Kong Reader Awards category, you will receive:

- Inclusion in the winners announcement article on Sassy Hong Kong or Sassy Mama Hong Kong, which will be supported by a dedicated eDM, social media marketing and display advertising.
- An invite (with plus one!) to the winners party in June
- Sassy Hong Kong/ Sassy Mama branded physical and digital 'Winner' assets for you to display in your outlets and on your website
- A featured listing on the Sassy Hong Kong or Sassy Mama Hong Kong for one year

Leverage your fanbase on social media and in your stores

We want to give Hong Kong brands and businesses the chance to get their fans voting for them, so have designed a range of digital and print graphics for you to use in on your social media channels and in your physical stores. If you'd like us to send you some A3 posters or A6 flyers, please email marketing@sassymediagroup.com with your address and how many you'd like and we will pop them in the post.

Social media assets

Please use the enclosed video and static social media graphics on your Facebook and Instagram page to encourage your fans to vote. Use this suggested wording as a guideline to make sure you're sharing the key information with your audience:

Sassy Hong Kong

'Vote for us in the Sassy Hong Kong Best of Hong Kong Reader Awards for a chance to win a two-night stay for up to 16 people in a luxury villa in Koh Samui. Head to www.sassyhongkong.com/readerawards to vote for us as Hong Kong's best 'suggested category'. Voting closes on 3rd May 2019.'

Sassy Mama Hong Kong

'Vote for us in the Sassy Mama Hong Kong Best of Hong Kong Reader Awards for a chance to win a two-night stay for up to 8 people in a luxury villa in Koh Samui. Head to www.sassymamahk.com/readerawards to vote for us as Hong Kong's best 'suggested category'. Voting closes on 3rd May 2019.'

Brand guidelines:

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