

4th East Asian Games (EAG) Prelude to Marketing Strategy Formulation for 5th EAG in 2009



Background & Objectives

Hong Kong won its bid to host the 5th East Asian Games (EAG) in 2009. In fulfilling the goal of being a successful host, a comprehensive marketing strategy has to be developed to rouse public awareness and invite business sponsorships. In response to this initiative, the 4th EAG experience in Macau (held in end October/early November 2005) was provided a potential reference for developing innovative, viable and financially sound sponsorship programmes.

Against this backdrop, MVA Hong Kong Limited (MVA) was commissioned by the Leisure and Cultural Services Department (LCSD) of the Hong Kong Special Administrative Region (HKSAR) Government to conduct the Survey on the 4th East Asian Games (the Survey) in October 2005.



The Survey aims to achieve the following objectives:

- ▶ to understand the profile of the television audience and attendants of the 4th East Asian Games held in Macau; and
- ▶ to evaluate the awareness, interest and level of participation of both the EAG's television audience and attendants.



Key Tasks

- ▶ preparing a sample design in accordance with a scientifically designed sampling method that selects a random sample of respondents;
- ▶ designing tailor-made questionnaires for attendees in Macao and audiences of both Hong Kong and Macao residents;



- ▶ specifying all technical aspects of data collection requirements and logistics;
- ▶ managing the execution of the main survey programme;
- ▶ ensuring quality control throughout the data collection exercise;
- ▶ performing quality checks to ensure validity of results;



- ▶ processing and validating all survey data;
- ▶ performing data analysis and preparing tabulations, including compilation of the estimates of parameters and their associated sampling errors; and
- ▶ preparing all relevant reporting and presentation documents.



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