

# Research Grants Council to present public lecture on marketing and branding in Hong Kong on December 15

The following is issued on behalf of the University Grants Committee:

The Research Grants Council (RGC) will present its fourth public lecture this year under the theme "Marketing and Branding in Hong Kong" on December 15 (Saturday) at the Hong Kong Central Library.

The RGC has invited Associate Professor of the Department of Chinese and Bilingual Studies of the Hong Kong Polytechnic University Dr Doreen Wu and Assistant Professor of Marketing and International Business of Lingnan University Professor Vincent Wong to share their research findings and knowledge with the public. Details are as follows:

Time: 2.30pm to 4.30pm

Venue: Lecture Theatre, G/F, Hong Kong Central Library

Language: Cantonese

Admission is free on a first-come, first-served basis.

Emotional branding refers to acts of engaging the consumer on the level of senses and emotions. Dr Wu will deliver a talk entitled "Emotional Branding by Global Brands across Hong Kong and the Mainland" to share with the audience her insights on and analyses of the top global brands which use emotional branding to achieve global reach and local relevance. She will also compare their strategies used in Hong Kong and on the Mainland.

Will consumers respond positively to marketing communications conveying partial reduction of negative product attributes? Professor Wong will deliver a talk entitled "How does partial reduction in negative product attributes influence consumers' responses? The role of consumers' implicit theories" to provide consumers with adequate knowledge to correct their cognitive biases, and to provide marketers with strategies to effectively convey improvement in product attributes.

The public lectures of the RGC aim at arousing public interest in local research developments. Since 2009, the RGC has invited numerous leading scholars to speak at these lectures. For enquiries, please call 2524 3987 or visit the University Grants Committee webpage ([www.ugc.edu.hk/eng/rgc/lectures/lectures.html](http://www.ugc.edu.hk/eng/rgc/lectures/lectures.html)).