



Each week until July 31, 2018, we are shortlisting a local corporate figure from Singapore and Malaysia who has demonstrated excellence in a media appearance, in the Hong Bao Media Savvy Awards 2018.

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Evangeline Leong: Effective defense of influencer marketing in radio interview

Many social media influencers have a bad reputation. They get paid to write honest, credible product and service reviews. But they are frequently seen as frauds who bring unwanted attention to the brands they promote.

But our newest shortlisted candidate for the *Hong Bao Media Savvy Awards 2018* shares how she taps influencers to help her market her clients' products and services.

Evangeline Leong, CEO and Founder of Kobe Technologies, appearing on "Mind Your Business" on Money FM 89.3, deals with the critics in a credible way, by acknowledging the downsides and remaining authentic (if you know our shortlisted candidate, please share this with them and congratulate them on being nominated).

Scroll down to see other reasons why we nominated her:

The ***Hong Bao Media Savvy Awards 2018*** resumes with our second round of nominations. At the same time, Hong Bao Media has launched the awards in Malaysia in these categories:

- Best Broadcast Interview
- Best Online Interview
- Best Conference Presentation
- Best Live Webcast

We launched the ***Hong Bao Media Savvy Awards*** to recognise senior local leaders for their communications skills, and to showcase authentic and credible home-grown communicators.

These are shining examples for other local business leaders to follow, and to build a culture of excellence in communication, to maximise the potential of Asian companies in the Asian Century.

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Click on [this link](#) to enter yourself or another Senior Business Leader.

1. **Stories** - It all began three years ago when Uncle Danny, a wanton noodle stall owner in Chua Chu Kang who relocated to Circuit Road, needed help to market his stall. Leong's descriptive

example brought her whole broadcast interview to life, allowing listeners to imagine themselves in her shoes. Story-telling has become imperative to win over audiences, but doing so well requires certain skills. Leong does this well.

2. **Statistics** - Adding numbers made her interview more substantive. Leong was prepared with a variety of statistics, such as her network of 4,000 influencers. Watch the [full recording](#) to pick out other numbers she provided, and see the positive impact this had on her interview.
3. **Candour** - Above all, Leong handled candid questions with the presenter, Howie Lim, seamlessly. Lim's questions about influencers were on the money. But Leong managed to respond credibly without running away from the issues.

Overall, Leong came across as comfortable and conversational, but it was apparent she was well-prepared for the interview, making her a worthy nominee for the *Hong Bao Media Savvy Awards 2018*.

Hong Bao Media provides media solutions for corporate and government clients in the Asia Pacific and Middle East.

Our three core businesses are:

1. Media skills and executive presence training and coaching for senior business leaders
2. Live webcast production from our green screen studios, or on-location
3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

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