



ALLEGRAVITA
北京乐微塔营销咨询有限公司
PR & STRATEGIC COMMUNICATIONS
FOR CHINA AND THE WORLD
公关传媒·专注中国·服务世界



CASE
STUDY

ADX

Minneapolis-based ADX is a consumer electronics and internet services company with a decade of impressive revenue success. Operating with an ethical network marketing structure, the company's products and services have enhanced the lives of millions of consumers worldwide.

In 2018, Allegravita was engaged by ADX to help bring about an orderly Chinese marketplace profile, to launch a verified WeChat channel, to generate positive media coverage in Chinese communities worldwide, to demonstrate full compliance with China's strict consumer protection and online marketing laws, and to position the company for a successful NASDAQ IPO.

All communications objectives were met and, in the case of the official WeChat channel, were dramatically exceeded.

In the consumer electronics industry, winning and retaining loyalty from one's customers is arguably the single most important (and challenging) objective.

Without a positive reputation, a sustained and profitable business is impossible.

ADX had been successfully building a deep well of customer loyalty for nine years before the company engaged Allegravita. A global network of more than 100,000 highly motivated sales distributors, configured in an ethical network marketing structure was yielding ADX excellent growth and profitability.

The China market, however, had attracted not only enthusiastic sales distributors, but in some cases overly-enthusiastic sales distributors. These individuals had independently developed sales and marketing materials which were confusing the marketplace, and in some edge cases, actively misinforming the marketplace.

ADX engaged Allegravita to develop a plan for a whole-China market consolidation of official messaging and communications. Naturally, we built and launched a verified WeChat channel once the company's confused localized branding was brought under control.

The launch of the official ADX WeChat channel was the most successful in Allegravita's history, growing from 0 to >6,400 real followers in the first thirty days. At the six month point, >12,700 real followers had elected to sign up for the ADX WeChat channel.

Allegravita continues to manage the ADX WeChat channel, writing 100% original content and proactively growing engagement. After six months, >111,000 unique content reads had been logged.

In addition to the Chinese social media, Allegravita has led excellent positive media coverage for the announcement of the upcoming IPO, and a wide range of targeted market research to empower ADX to achieve official message and brand compliance.

