

Acquity Group is a leading global brand e-commerce and digital marketing agency. They are partnered with Li-Ning to bring the Chinese sportswear giant to the US, under the brand name Digital Li-Ning.

Chinese media training, Chinese media relations and strategy, urgent requirement.

Acquity Group were given last minute notice of a press visit by three of China's leading media outlets in February 2012. The agency's senior management had only a day and a half to prepare for the Xinhua, Caixin and China Daily visit where they would be covering Acquity's efforts as joint-venture partners on bringing the Chinese sportswear brand, Li-Ning to the US.

OUR PLAN:

As Acquity was unfamiliar and unexperienced with Chinese media, Allegravita immediately responded with overviews of the three media outlets and their likely story outlines. Full talking points and recommended story angles were developed and presented. In Chicago, Allegravita also provided a half-day Chinese media training session for their key spokespeople, Acquity Group CEO, Chris Dalton, and VP of Marketing, Sales and Merchandising for Digital Li Ning, Craig Heisner. Allegravita's media training included assisting Acquity in structuring the visit, meeting etiquette, and recommendations on how to present Digital Li Ning to the Chinese media.

IMPLEMENTATION:

To ensure that accurate facts, favourable story angles and good translations would be used in the articles, Allegravita produced bilingual (English-Mandarin) media backgrounders for the reporters. We also provided creative direction for an inhouse photo shoot so that Acquity would have high-appeal photos to accompany the mini press kit.







CASE STUDY: ACQUITY GROUP



Allegravita's Beijing-based media team supported the media plan by reaching out to the three journalists and providing our customary support for story background, storylines and postinterview liaison.

RESULTS:

The media conferences were a success, and both Digital Li-Ning and Acquity Group received positive media coverage highlighting their efforts as a US-based company which is changing the perception of Chinese made products as being cheap and of low quality. The media story clippings generated have helped Acquity to further develop a good reputation in the Chinese market.



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