



# 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: NAB-CUP BEIJING LAUNCH EVENT 2006

National Australia Bank (NAB) is well-established financial institution with franchises in Asia, the UK and the US. In 2006, NAB was the first foreign financial institution to establish a card-acceptance agreement with China UnionPay (CUP).

Government relations, media relations, and event logistics.

In 2006, Allegravita was engaged by NAB to market the newly established agreement between NAB and CUP which made possible for CUP bank cards to be used in Australian and New Zealand ATMS and EFTPOS terminals. NAB asked Allegravita to create activities to announce the partnership and service.

### OUR PLAN:

In preparation for the event, Allegravita was in direct communications with Australian Embassy officials including the Hon. Philip Ruddock, MP, Attorney-General and key Chinese government officials with matched seniority. Allegravita coordinated government and media RSVPs.

Additionally, Allegravita launched a unique awareness media campaign targeted at specific journalists ten days prior to the event. The goal for the media awareness campaign was to introduce the revolutionary ease with which Chinese outbound tourists could now travel to Australian and New Zealand due to this new NAB-CUP agreement.



### IMPLEMENTATION:

For the launch, Allegravita secured the exclusive venue on the western edge of Tiananmen Square, The Great Hall of the People. The Great Hall of the People is used exclusively for legislative and ceremonial activities by the PRC and the Party.

Allegravita was responsible for all event logistics which included transportation of officials, seating and menu, design and copywriting, beautifully branded details in the Hall, gifts, signage, interpretation, AV, video and photography and media relations.

### RESULTS:

Through years of our founding partners' ties to Chinese government, Allegravita has developed and fostered powerful and strategic partnerships. Simon Cousins, Allegravita's CEO, began his tenure in China working for the Beijing Municipal Government Information Office, and Catherine Davis, Allegravita's co-founder and director, worked with the Chinese Ministry of Education. In the same way we advise our clients on doing business in China, we too understand that in China, a partnership is forever. With Allegravita's assistance, NAB had singularly the most successful launch for foreign banking services in China.





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让我们共同见证中国与澳大利亚银行业携手迈向新纪元这一历史性时刻！  
中国银联与澳大利亚国民银行庆祝中澳首次在银行卡业务方面的合作。

2006年9月7日

Welcome honoured guests! We are pleased you are joining us to witness the beginning of an historic new era in Australian and Chinese banking.

National Australia Bank and China Unionpay celebrate the first-ever cooperation agreement in bankcard acceptance between Australia and China.

September 7, 2006

