



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

WOODS BAGOT™

Similar to the nature of architectural artwork, Woods Bagot learned consistently in their engagements, training, events, designwork, marketing, and PR with Allegravita that all of their messages and strategies would require both bold and subtle cultural sensitivity. Through careful design work and planning, Woods Bagot adapted its unique abilities to the Chinese market.

Fashion and design are the wellsprings of innovation and inspiration in architecture and the structural and urban engineering arts. Allegravita deemed it necessary for Woods Bagot personnel in China to present themselves in major fashion and design magazines, events and photo shoots to build credibility.

Industry titans understood within months that Woods Bagot was a globally established architecture firm with a clearly positioned, powerful message for China. With Allegravita's help, through 2008 Woods Bagot regularly spoke on the subjects of architecture and design at major events and in major publications in China. Their principal, Jason Marriott, became an industry thought leader and spokesperson.

OUR PLAN:

Allegravita developed a unique three-pronged strategy, and executed and iterated it to help drive Woods Bagot's China market entry. This strategy leveraged Allegravita's proprietary PR techniques, design and studio expertise, linguistic and cultural mastery, and many other campaign elements to fully introduce the Woods Bagot brand in China.



CASE STUDY: WOODS BAGOT

As part of its mission, Woods Bagot engaged in sustainable living projects in all of its design-work worldwide. "Green architecture" terms had not yet been introduced to the Chinese lexicon. Allegravita coined the terms in Chinese media, setting the standard for the architecture industry.

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IMPLEMENTATION:

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Though correctly positioned for Western markets, Woods Bagot's media kits needed localization for the Chinese market, who would have difficulty relating to its messages as they were presented. Chinese equivalents used newly-invented terminology that emphasized sustainability values in design, concepts that were not yet understood in China.

Allegravita was responsible for putting Woods Bagot on the map in China in terms of its public-facing events and media coverage. We consistently placed Jason Marriott, Principal of Woods Bagot in China, on public panels for architecture and spoke at public events in Beijing.



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RESULTS:

Allegravita converted Woods Bagot marketing materials to attractive, localized versions, telling their story in a compelling manner to an unfamiliar audience.

Allegravita placed Woods Bagot into more than 40 stories in Chinese print and online media in 2007-2008, thereby creating a solid foundation of credibility for the architecture firm's business development successes.

During the course of the yearlong contract, Woods Bagot went from practically no recognition to being the go-to experts in China on sustainable architecture and design.



A firm's talent is the foundation of its genius, and Woods Bagot had both foreign and Chinese talent on its team with untapped public-facing intellectual and inspirational potential. Allegravita consistently placed local and international Woods Bagot employees in magazine photo shoots, panels and interviews with industry leaders, combined with delicately calibrated cultural positioning. The richness of Woods Bagot personality and talent were regularly on display and on the record telling their stories to a captivated and relevant audience.



Title: Woods Bagot Struts Its Stuff at Urban Development Exhibition

Recently, the Ministry of Construction held its 13th Annual Urban Development Exhibition at the 21st Century Theater. Due to its success and experience in green building designs, Woods Bagot was recently awarded by the British government as an internationally famous Australian architecture firm. This article describes Woods Bagot's experience in green architecture and their employees qualifications in green building design. (January 18, 2008)

