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**新挑战、新趋势、新思路：海外传播创新指南**



# 魏晓

美通社海外传播策略经理

资深海外传播实践者，11年媒体及品牌公关从业经验，专注于海外媒体关系管理及内容传播领域。长期服务中国领先出海企业，擅长海外传播内容策划、咨询及整合传播方案执行。布里斯托大学电视媒体专业硕士。

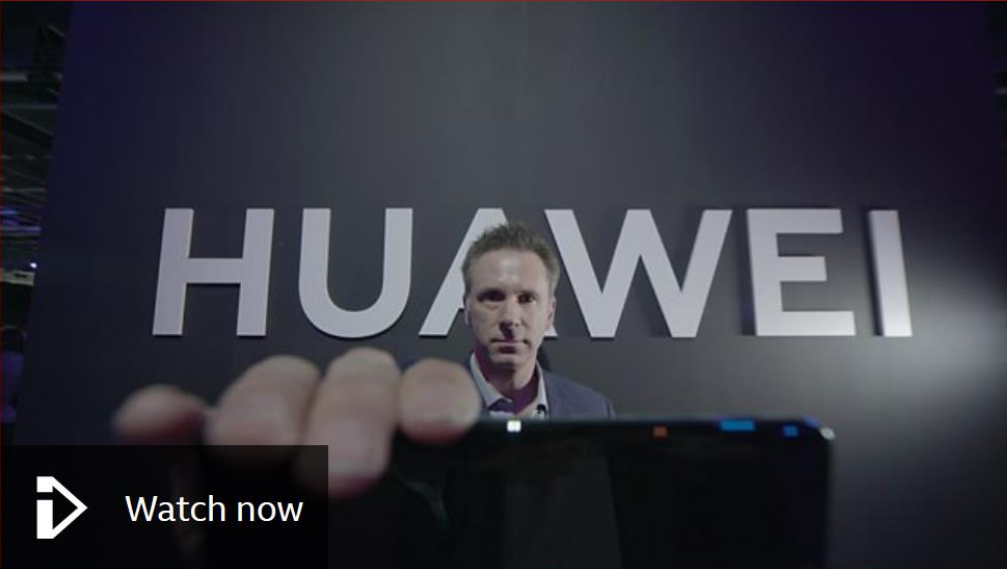
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# 当我们谈论中企海外传播 被动等待正面口碑赢面较低

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Watch now

## Can We Trust Huawei?

As the government prepares to decide who will build the UK's next generation telecoms network, Panorama investigates one of the world's most important and controversial companies.


9 months left to watch  
🕒 29 minutes

## Huawei: 'We stand naked in front of the world'

By Mary-Ann Russon  
Business reporter, BBC News

🕒 10 June 2019

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Don't believe everything you hear.  
Come and see us.

An open letter to the US media



CNN BUSINESS



A Huawei employee rests under his cubicle during his lunch break in Shenzhen, China. This is a common practice at many workplaces in China, photographer Kevin Frayer said.

# A look inside Huawei, China's tech giant

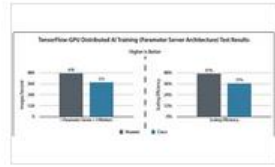


Huawei Enables Smart Finance with "AI+DATA"

2019-04-24 22:11 758



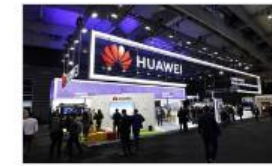
Huawei does not make cars. Focusing on ICT, Huawei aims to enable car OEMs to build better vehicles



Huawei AI Fabric Intelligent and Lossless Data Center Network Passes Tolly's Test with All-Round Leading



Huawei and Gelsenkirchen Sign MoU for Smart City Cooperation at MWC2019



Huawei Launches Digital Platform for Smart Cities at Smart City Expo World Congress 2018



Huawei Enterprise Introduces Digital Platform at MWC19 Debut, Creating Foundation of Digital World



Huawei Positioned as a Challenger in Gartner's Magic Quadrant for WAN Edge Infrastructure



Huawei Customers Recognized for Smart City Achievements at Smart City Expo World Congress 2018



Huawei Chips Unlock New Era of Artificial Intelligence



Huawei Wins Business Transformation Award and Nominated for Innovation Technology Award at the IoT Solutions World



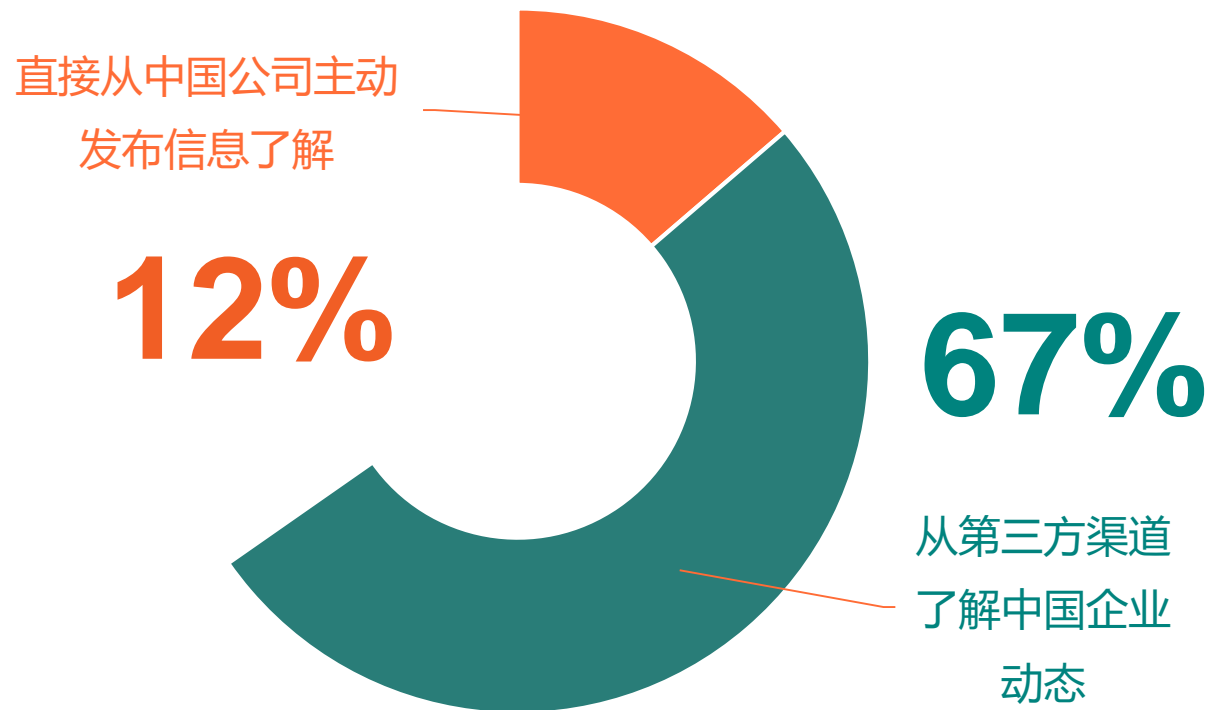
Huawei Helps Customers Innovate with Intelligent Cloud Data Centers



Huawei Deepens Cooperation with Duisburg to Transform Germany's Industrial Heartland into a Smart

# 加强主动发声 更好引导舆论

Q：海外如何了解中国企业新闻动态？



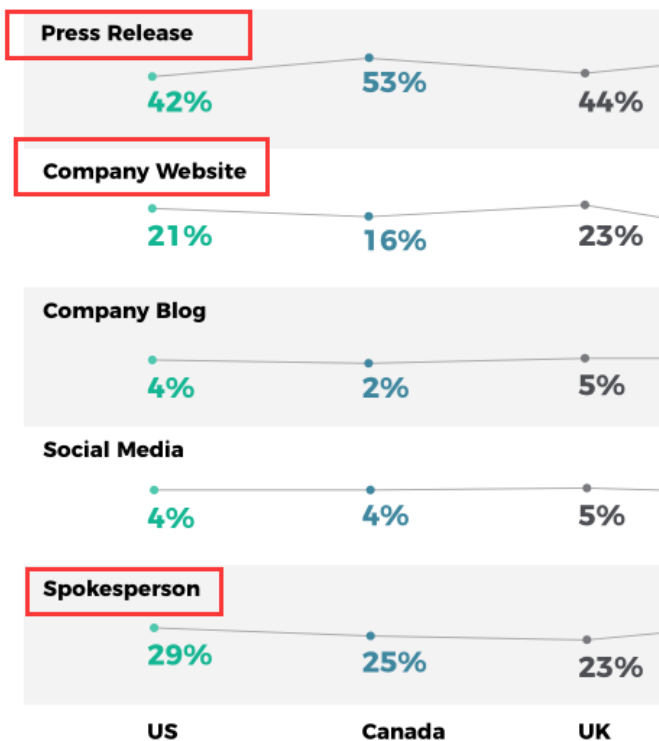
Source: Brunswick New Perceptions of China Going Global 2019



# 第一步：信息全面铺设 削弱认知差异

外媒眼中内容渠道的信任度排名

▶ Here's how media ranked different earned and owned channels for trustworthiness:



## 中国企业海外内容发布频次

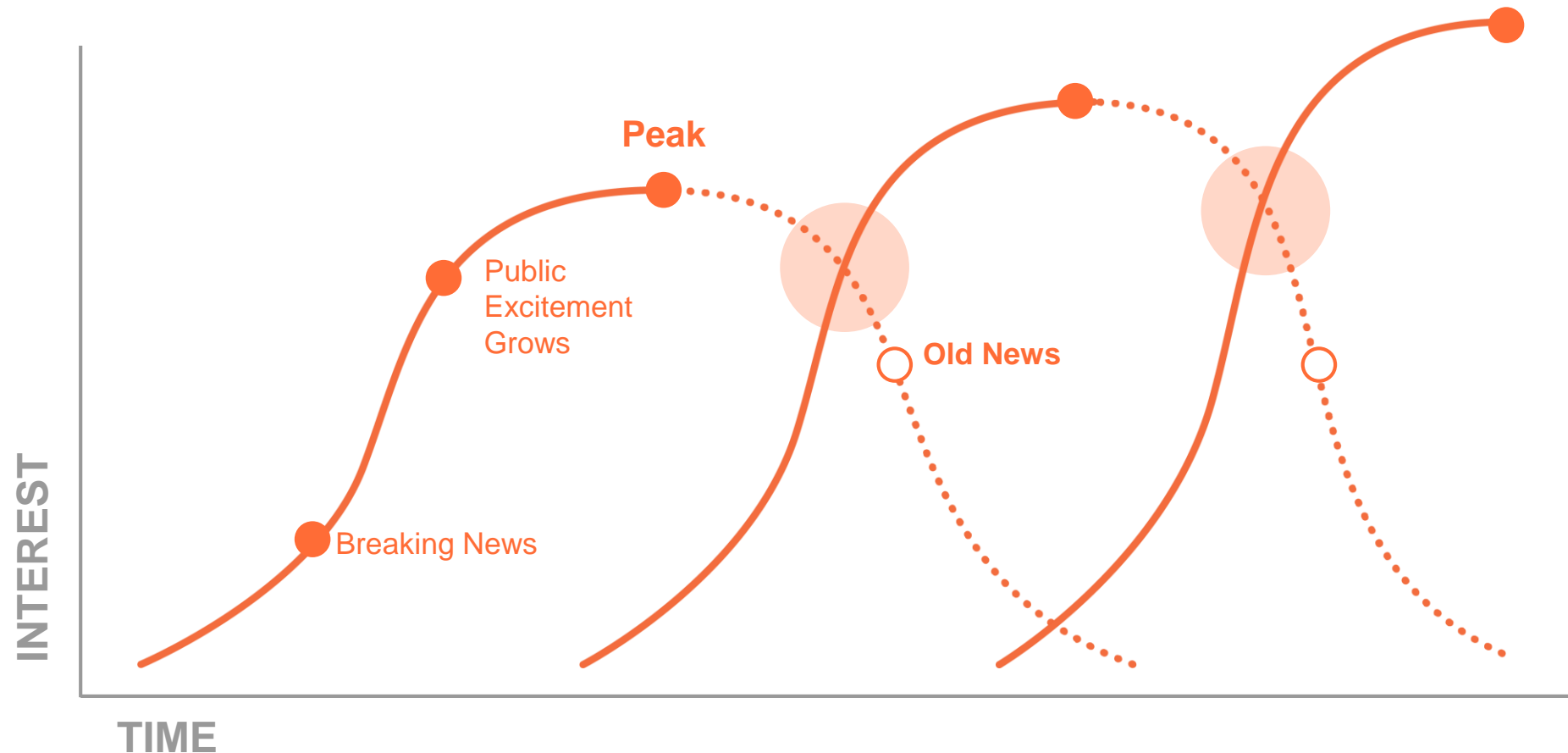


《美通社海外传播白皮书》调查发现58%中国企业向海外发布内容是不定期的



# 持续的发布构建企业互联网品牌内容资产

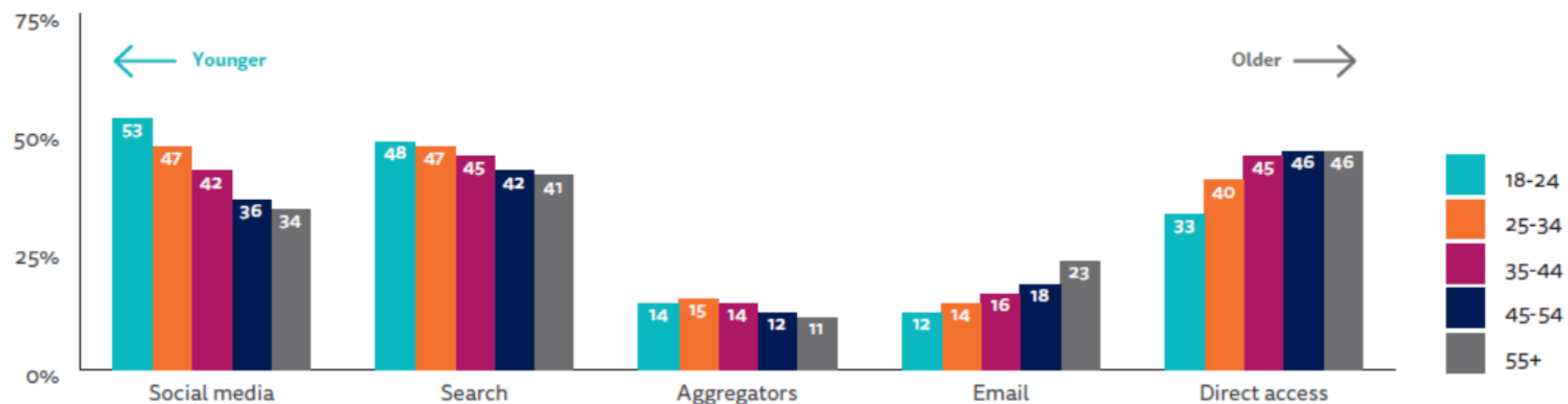
Easily continue to engage with customers to drive action



# 第二步：洞察新传播环境下的媒体渠道变化

2019年各年龄段获取新闻的渠道来源 (路透媒体报告)

PROPORTION THAT USED EACH AS A GATEWAY TO NEWS IN THE LAST WEEK BY AGE - ALL MARKETS



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Base: 18-24/25-34/35-44/45-54/55+: All markets= 8179/12922/13672/13369/26052.



# 社交移动算法时代 信息获取渠道更多元



视频 Video

传统媒体

Traditional Media

搜索 Search

影响者 Influencer



实时互动  
Real-time

社交媒体

Social Media



智能算法

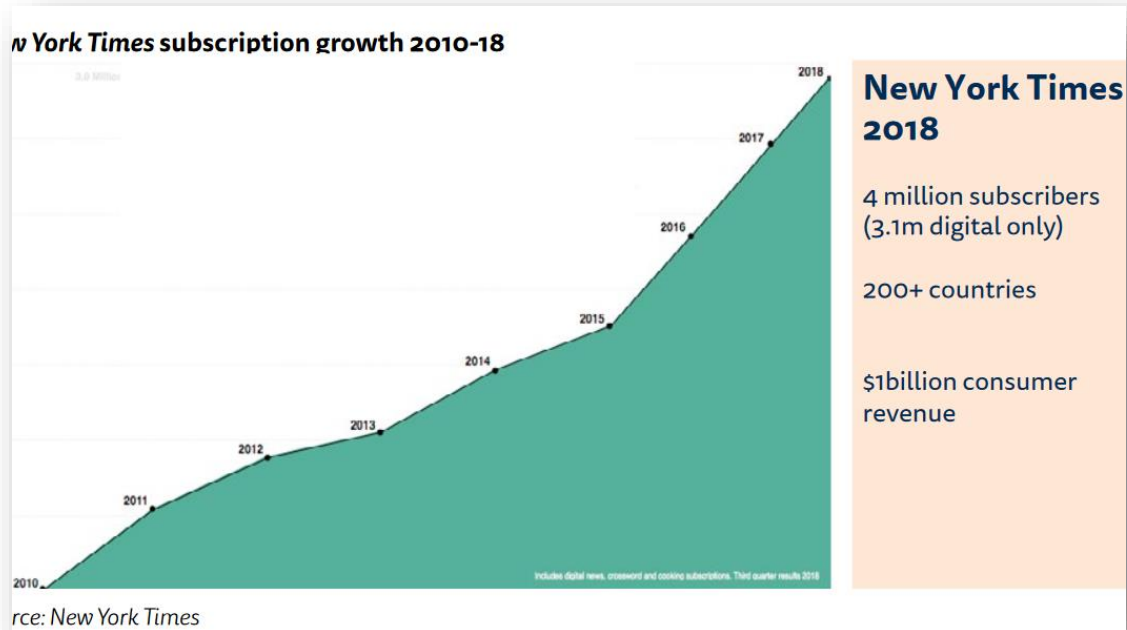
Algorithm

移动化

Mobile

# 传统媒体影响力回归 付费订阅成主要盈利

52%媒体认为媒体主要盈利来自于付费订阅



《纽约时报》2010年至2018年订阅增长情况，目前拥有400万订阅者（310万数字订阅者），其付费墙模式可以称得上成功

数据来源：2018路透数字新闻报告

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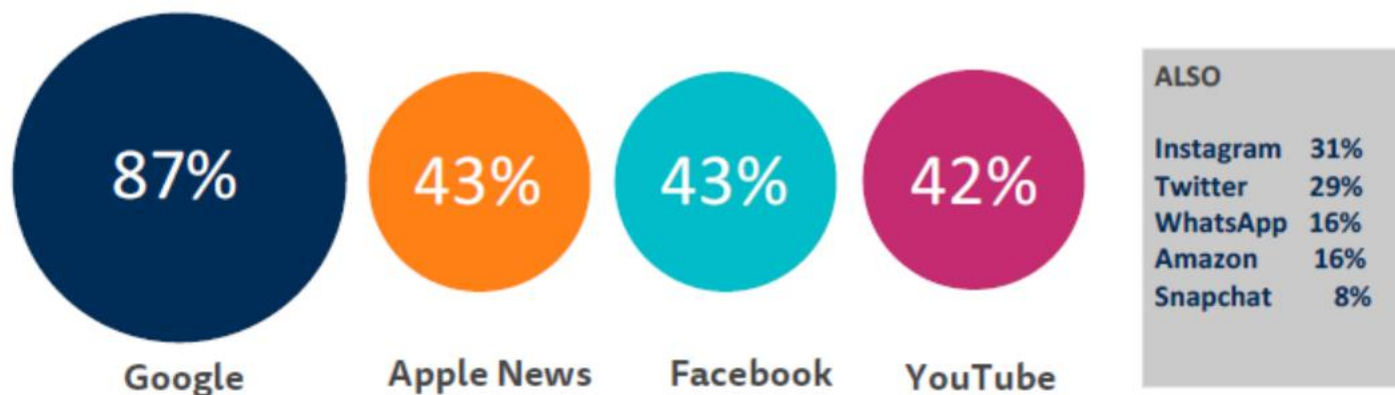
Get more in Obituaries

# 社交媒体在新闻传播的影响力 或重要也不重要

媒体认为2019年哪个平台最重要？

How publishers rate platforms going into 2019

% saying each platform was 'very' or 'extremely' important



DIFFERENT TYPES OF TRUST



谷歌搜索对于媒体信息发布的作用“非常重要”，Apple News流量急剧增加，社交媒体仍占据较大比例

2018年，社交媒体（尤其是Facebook）在新闻传播中的消极作用是一个热门议题，路透数字新闻报告调查结果显示，社交媒体上新闻信任度仅为**13%**

# 2019 记者目标：致力于提升内容可信度

比抢头条更重要的是内容百分百准确

媒体加强与假新闻与错误报道的斗争，重新关注读者信任度，使用“新闻营养标签”，对新闻可信度评级

对于你的组织来讲，什么是最重要的？

51%

保证准确性

34%

收益

10%

独家性

5%

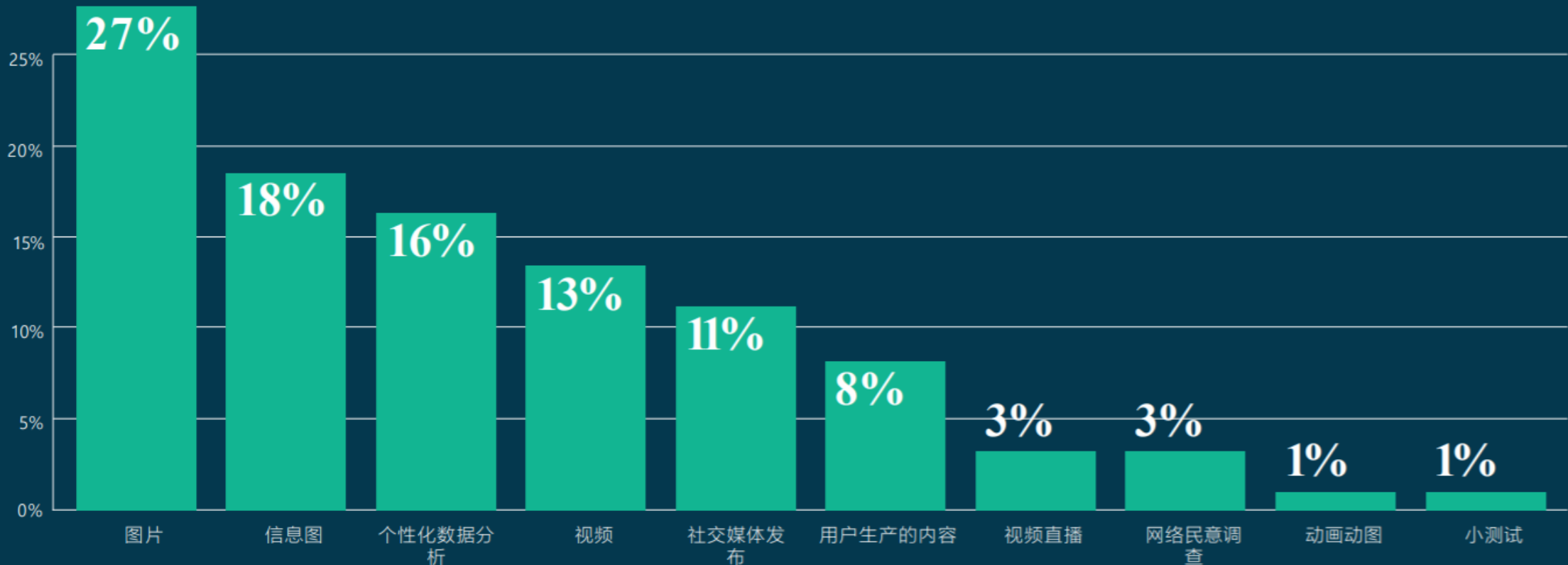
首家报道

数据来源：2019 Cision全球媒体现状报告



# 第三步：丰富内容形式 激发读者行动

最受欢迎的内容包括逼真的视觉效果和数据



# 多媒体方式提升“故事”的可读性



## Lights on! It's time to shine for Vivid Sydney 2019

Simplified Chinese Traditional Chinese German Japanese

Korean Malay Indonesian

SYDNEY, May 24, 2019 /PRNewswire/ -- Sydney will be awash with breathtaking colour and special effects for the next 23 nights, with the lights officially turned on for Vivid Sydney this evening by Premier Gladys Berejiklian.

The largest event of light, music and ideas in the Southern Hemisphere will transform the city into a colourful showcase of illumination, sensational sounds and creative thinking from 24 May to 15 June 2019.



## Great Wall Motor Unveils Three Models in New P Series Pickup Range

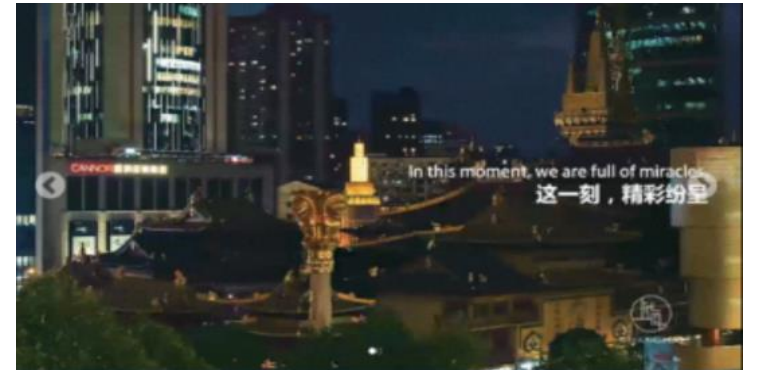
Range includes Heavy-duty Passenger Pickup Truck, Off-road Pickup Truck, and Commercial Pickup Truck

Launch Marks Great Wall Motor's Official Entry into International Pickup Truck Market



SHANGHAI, April 25, 2019 /PRNewswire/ -- Great Wall Motor Company Limited (Great Wall Motor), China's largest SUV and pickup manufacturer, has launched three new pickup trucks as part of their new P series at Auto Shanghai 2019.

The introduction of Great Wall Motor's P series marks the automaker's official entry into the international pickup truck market. Built using the new P71 platform, the P series is the debut release in Great Wall Motor's three-year "S+N" pickup strategy.



## New Discovery Channel Series to Feature Shanghai's 'Amazing Achievements'

SHANGHAI, Nov. 5, 2018 /PRNewswire/ -- The Discovery Channel's new all-access documentary series "How China Works II" hosted by world-renowned architect Danny Foxler has been released. During the three-part series, he gains unprecedented access to the inner workings of China's biggest city, Shanghai.

The new anthology is deeply rooted in the work and life of Chinese entrepreneurs, scientists, officials and ordinary people, giving audiences a panoramic view of Chinese society while presenting the unique achievements and development plans of modern China.



# 第四步：优化传播内容 抓住受众眼球

巧取话题热点 讲好中国品牌故事

1. 寻求品牌传播差异化内容亮点
2. 与公众利益、社会兴趣点结合
3. 与媒体定位，栏目、版面长线需求结合，赢媒体价值
4. 重要活动，展会，峰会媒体传播机会



# 巧取话题 讲好中国品牌故事

➤ 案例：从与（目标受众所关心的）热点有关的角度来切入



我们根据关键词为您整理了以下7月重点，供您参考。

来源/11

- 7.2 国际体育记者日
- 7.4 美国独立日
- 7.6 国际合作日
- 7.11 世界人口日
- 7.15 全球冰淇淋日 Uber
- 7.17 世界表情包日
- 7.30 国际友谊日

### Trending Topics:

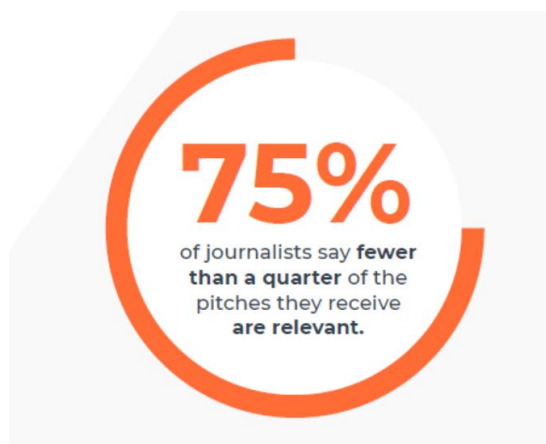
Summer Travel 暑期旅游度假  
Fourth Of July 2019 美国独立日  
Quarterly Earnings Reports 季报  
Baseball Season 棒球季



# 巧取话题 讲好中国品牌故事

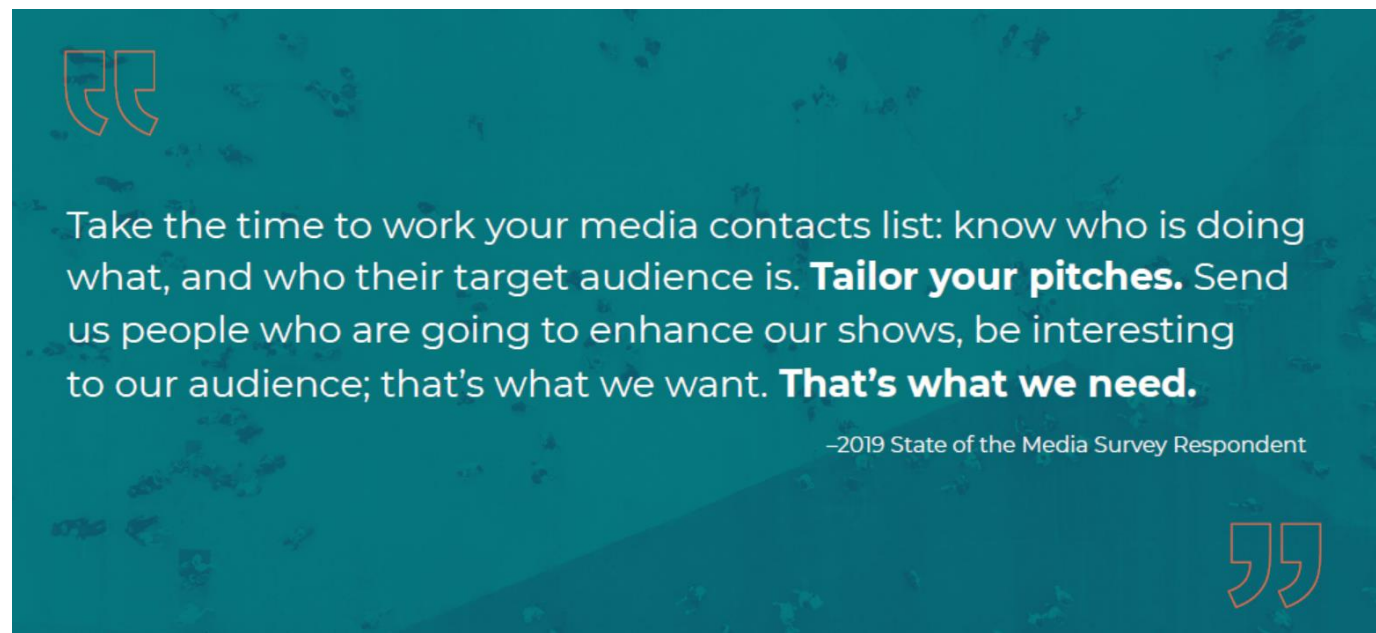
➤ 案例：与媒体定位、栏目、版面长线需求结合，赢媒体价值

- 媒体人眼中的价值内容：提供媒体正在关注的相关信息



海外媒体记者与企业PR沟通的困境：

2019 Cision全球媒体现状报告显示：  
75%海外记者表示大部分Pitch邮件内容缺乏相关性且重点不突出。。



# 巧取话题 讲好中国品牌故事

## ➤ 案例：海外展会亮相 抓住媒体传播机会

### At bauma 2019, XCMG Builds Towards A Better Future with Smart Equipment and Solutions

**MUNICH, Germany, April 25, 2019** -- XCMG has concluded a successful exhibition at bauma 2019 in Munich, Germany, highlighting new technologies, cutting-edge products, complete construction solutions and Intelligent Manufacturing (IM) achievements at the world's largest construction trade fair.

Its activities included:

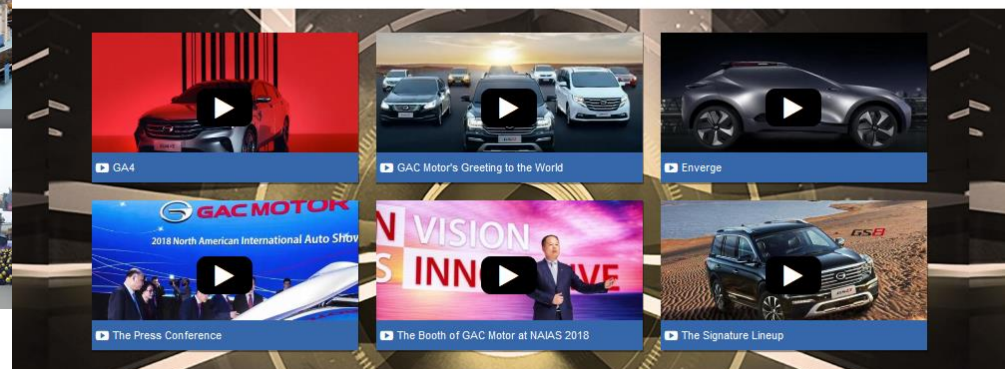
- Hosted an opening ceremony
- Delivering a batch of rough terrain-wheeled cranes to NITEK of represents the highest level of Chinese cranes, to Josef Buller G
- Announced that the bulk export of XCMG's equipment to Europe machinery market.
- Presented the Best Partners in Europe award to XCMG's Polanc

### GAC Motor's World-class Quality and Innovative Products Highlighted at NAIAS 2018

**DETROIT, Mi, January 17, 2018**

GAC Motor, China's fastest-growing automaker, showcased its complete product lineup on the opening day of the 2018 North American International Auto Show (NAIAS) in Detroit, Michigan. The signature lineup includes GAC Motor's latest GA4 sedan, and a brand-new concept car, the Enverge.

Developed on the GAC Cross-Platform Modular Architecture (G-CPMA), the GA4, satisfies consumers' appetite and expectations for a high-quality driving experience, is expected to become the new mainstream of the A-Class sedan market in the future. The GA4 will officially enter the market on January 18 in Shanghai, China.



Another highlight was a first glimpse of GAC's brand new Enverge concept car, a new exploration by the company in the field of electric crossover vehicles. As GAC's first compact new-energy concept SUV developed for the North American market, the Enverge has a pioneering style and is supported by core technological achievements in the new energy vehicle (NEV) field to demonstrate the innovative allure of NEVs.

In addition, GAC Motor's complete layout of luxury C-Class vehicles, including its first high-end minivan GM8, the luxurious seven-seat GS8 SUV, and the company's flagship GA8 sedan are also on display. These three models highlight why GAC Motor has been continually recognized as China's most innovative automaker. It is a major milestone for GAC Motor as the company begins to transition to a new era of Chinese-led global

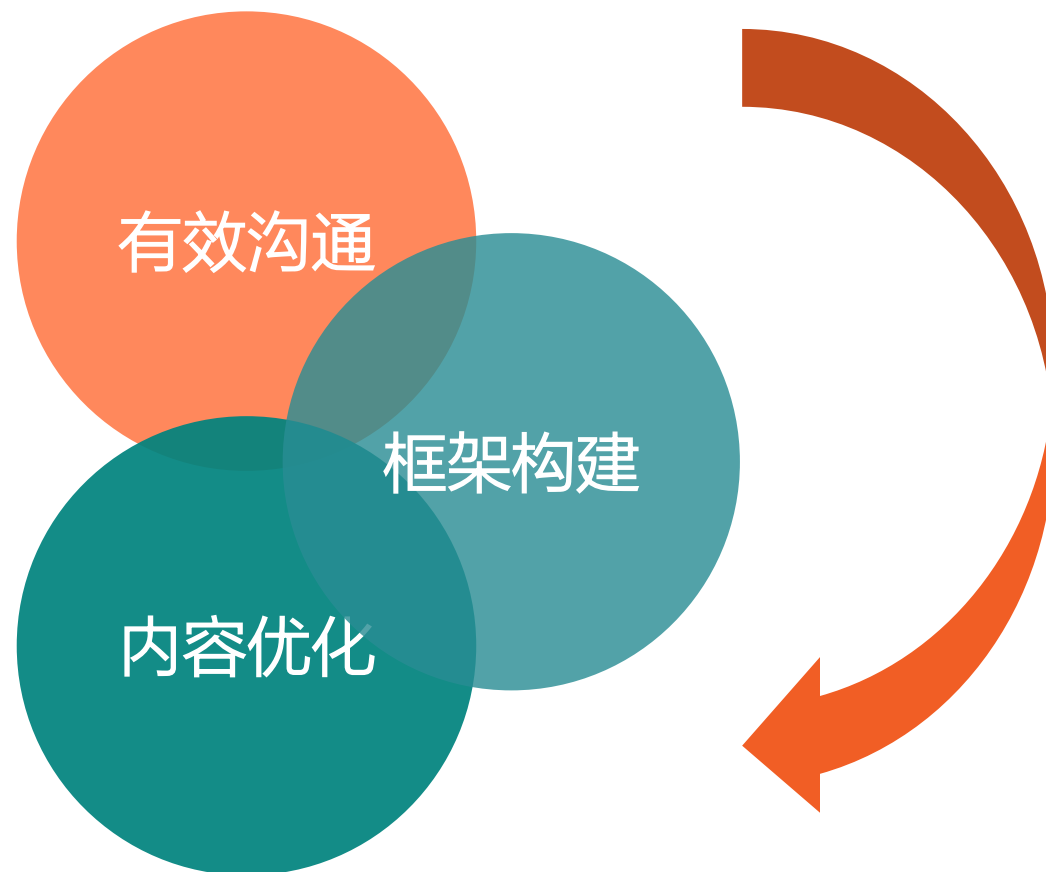


# 总结

## 把握三点

- 1、新闻稿是企业传播定调的重要基石，比以往任何时候更有价值
- 2、重视自有平台信息建设 打造内容“起点”
- 3、持续优化传播 沉淀品牌内容资产

**TIPS**：英文新闻稿撰写模板 帮助快速梳理传播思路





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Thank You