

美通社
PR Newswire
a CISION company

疫情当下

中国企业海外传播新思考

分享嘉宾



魏晓

美通社海外传播策略部门负责人

资深海外传播实践者，2014年加入美通社以来，专注于企业新闻传播、海外媒体关系管理及整合传播策略等。带领团队成员，长期服务中国各类型领先出海企业，在协助中国品牌快速提升海外品牌力建设方面拥有丰富的实战经验。英国布里斯托大学电视媒体专业硕士。

美通社：全球领先的企业新闻传播和数据分析服务提供商



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全球影响力人群数据库

- 170万+媒体及媒体人
- 9,25亿社交媒体KOL




基于云的监测平台与技术

- 超60种语言的舆情监测
- 全媒体平台覆盖



跨文化内容支持团队

- 北京、上海、深圳及海外，成熟的跨文化内容策略团队
- 国际化视野 本地化支持



疫情爆发 海外舆论关注如何

局部重大社会事件何时走入全球视野？

➤ 事件关联全球不同区域民众的生活及工作

1月30日世卫组织表示，冠状病毒的爆发已成为“全球卫生紧急情况”



报道量从1月20日明显攀升，在1月30日WHO宣布全球进入紧急状态达到关注峰值，之后保持一段时间高关注度，近期逐渐回落

局部重大社会事件何时走入全球视野？

➤ 新闻故事涉及一些全球性的著名品牌

Apple Won't Meet Revenue Target Due to Coronavirus

Bloomberg Markets - TV Shows

February 18th, 2020, 12:30 AM GMT+0000

Mehdi Hosseini, senior analyst at Susquehanna Financial Group, talks about Apple Inc.'s announcement that the company doesn't expect to meet its revenue guidance for the March quarter due to work slowdowns and lower demand resulting from the outbreak of novel coronavirus in China. Hosseini speaks with Haidi Stroud-Watts and

USA TODAY

SOCIAL SECURITY: Check those statements

TAX SEASON MYTHS: These 3 could hurt you

BLUE COLLAR BOOM: Can Trump take credit

News Sports Entertainment Life [Money] Tech Travel Opinion

FOOD

More than 2,000 Starbucks locations in China are temporarily closed due to coronavirus

Dee-Ann Durbin Associated Press

Published 7:28 p.m. ET Jan. 28, 2020



The New York Times

The Coronavirus Outbreak | LIVE Latest Updates | What We Know | How Bad Will It Get? | Mapping the Outbreak

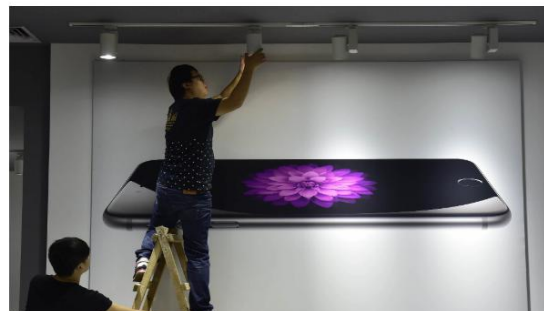
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《纽约时报》：“新冠肺炎”疫情如何影响苹果和星巴克

DealBook Business & Policy

How the Coronavirus Could Hurt Apple and Starbucks



局部重大社会事件何时走入全球视野？

➤ 事件影响蔓延至各行业发展和全球经济环境

汽车行业

THE WALL STREET JOURNAL

English Edition • February 18, 2020 • Print Edition • Video

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BUSINESS | AUTOS & TRANSPORTATION | AUTOS INDUSTRY

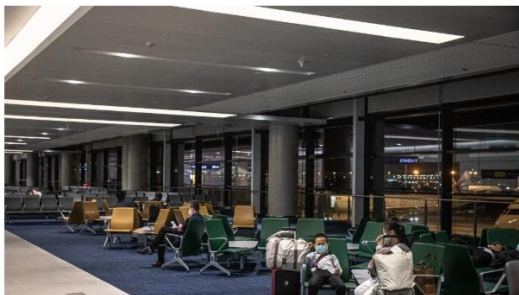
Coronavirus Fallout Threatens Auto Industry's Supply Chain

Idled plants pose another challenge to auto makers already dealing with slowing sales, declining profitability

Coronavirus Disrupts Travel Plans Across Asia

亚洲旅游市场

Some tour operators, travel insurance brokers and even airline employees say they are facing growing numbers of customers who want to avoid the region.



CNN BUSINESS

Markets Tech Media Success Perspectives Videos

LIVE TV Edition

Oil prices have fallen 10% as coronavirus raises fears for global growth

石油价格

REUTERS

World Politics TV More

WORLD NEWS FEBRUARY 18, 2020 / 12:21 PM / UPDATED 3 HOURS AGO

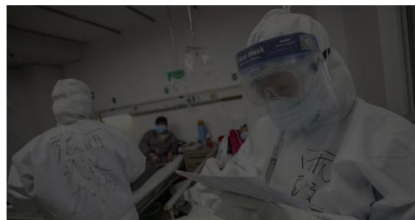
Coronavirus forces delay of trade fairs and conferences

by Google

5 MIN

全球展览会

(Reuters) - Over two dozen trade fairs and industry conferences in China and overseas have been postponed due to travel curbs and concerns about the spread of the coronavirus, potentially disrupting deals worth billions of dollars.



Coronavirus Begins to Sap Growth as Europe's Economy Slows

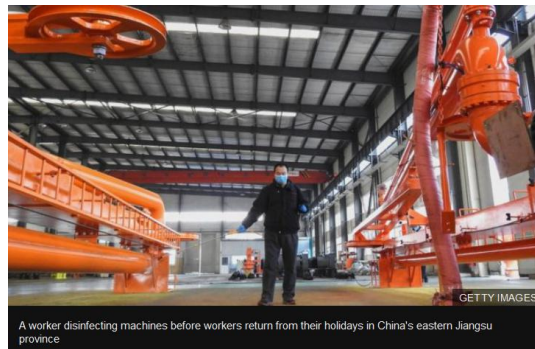
欧洲经济

Germany registered zero growth in late 2019, and the prospects for a turnaround in early 2020 are dimming.



当新冠疫情成为全球关注之后，中国出海企业面临诸多挑战

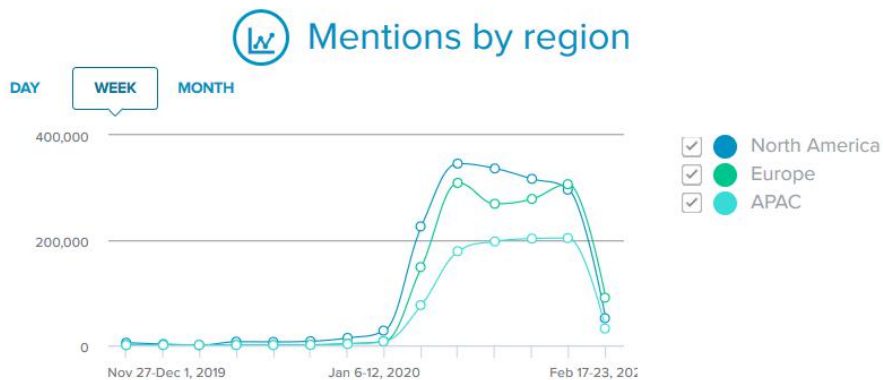
- ◆ 上下游合作伙伴：延迟开工，产业链供需端影响，供应链网络情况，生产线运营情况、工厂关闭影响、人力短缺、产品运输限制等
- ◆ 客户：与“我”相关的服务调整
- ◆ 员工：健康与安全生产
- ◆ ○ ○ ○



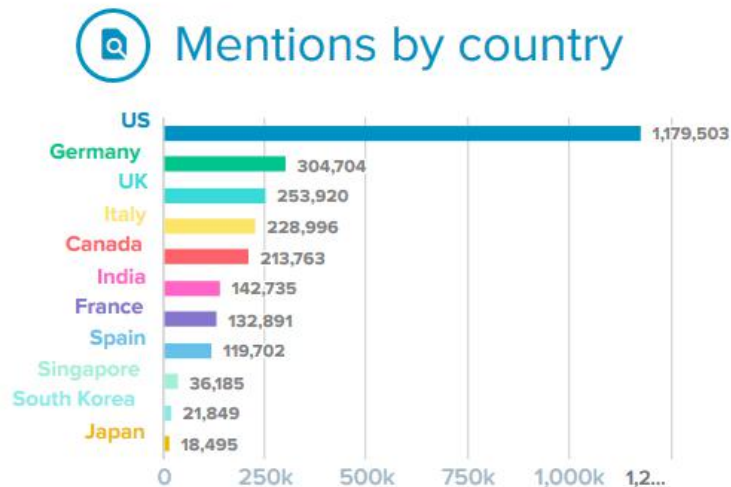
目标市场：谁在关注并报道“新冠疫情”？

海外主要报道“Covid-19”的媒体区域？

哪些海外国家和地区最关注“Covid-19”？



ANALYSIS | Coronavirus over Nov 27, 2019 - Feb 25, 2020



Source: CISION Communications Cloud Analysis | Coronavirus over Nov 22, 2019 - Feb 20, 2020

海外媒体舆论关注焦点是什么？

美通社通过CISION Communications Cloud实时收集海外媒体的信息，分享国际媒体聚焦的话题

外媒关注话题简析：

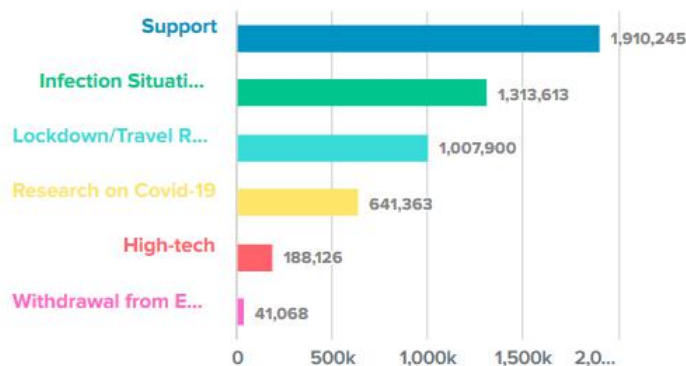
◆ 始终关注：

- 疫情追踪：“疫情发展” (Infection Situation Update)
- 防控现状“援助抗疫”“前线医护” (Aid/Support to Patients and Medical Staff)
- 科研进展：“病毒检测 (Diagnostic and Detection)”，疫苗研制 (Vaccine)
- 疫情影响：旅行限制 (Lockdown/Travel Restrictions) 全球贸易放缓 (Global trade slowdown)

◆ 关注逐渐增强：

- “AI技术应用”“无人机”“远程办公 (Work from home)”、“在线会议 (Video/Online Conference)”及“线上教育 (Online Learning)”
- “援助中小型企业 (Aid/Support for SMEs)”
- “退出展会 (Withdrawal from Expo/Events)”

Key Messages



ANALYSIS | Coronavirus over Nov 27, 2019 - Feb 25, 2020

不同区域媒体的关注 各有侧重



POLITICS

Trump thanks China's Xi Jinping for handling of coronavirus

PUBLISHED FRI, JAN 24 2020-5:05 PM EST | UPDATED FRI, JAN 24 2020-5:28 PM EST

Tucker Higgins

纽约时报中文网

中国

中 双语 英

专家称新型冠状病毒可能成为全球流行病

Wuhan Coronavirus Looks Increasingly Like a Pandemic, Experts Say

武汉进入“战时状态”：封锁力度加强，恐面临人道灾难

China Tightens Wuhan Lockdown in 'Wartime' Battle with Coronavirus

随着肺炎疫情传播，反华情绪也在蔓延

As Coronavirus Spreads, So Does Anti-Chinese Sentiment

“就像中世纪的欧洲”：新冠疫情重创中国经济

'Like Europe in Medieval Times': Virus Slows China's Economy

SARS、禽流感、新冠病毒：为何很多流行病暴发在中国？

Coronavirus Outbreak Risks Reviving Stigma for China

中英文标题均为《纽约时报》报道截图

LE FIGARO

« Sans la liberté de blâmer, il n'est point d'éloge flateur. » Beaumarchais

Accueil > Actualité > Sciences & Environnement

Traitement du coronavirus: la course effrénée des meilleurs chercheurs du monde

Alors que plus de 80 essais cliniques ont déjà été lancés en Chine, quatre pistes prometteuses intéressent les médecins de toute la planète.

Par CECILE THIBERT

Publié hier à 02:22, mis à jour hier à 19:37



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TOP STORIES

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NEWS

Coronavirus containment in Europe working 'so far,' says Germany's Spahn

Germany's Health Minister Jens Spahn tells DW that efforts to hold back the coronavirus in Europe are working, but he cautioned that "things could get worse before they get better."




49th HERALD ENGLISH SPEECH CONTEST

The Korea Herald

National All Politics Social Affairs Foreign Affairs Defense North Korea Science Diplomatic Circuit

S. Korea steps up containment efforts as virus cases jump to 208

CISION



疫情当下，企业海外传播 应对要点

面对社会突发事件 企业对外传播强调 “3C”

特殊时期，媒体、员工和客户都在通过企业的言行收集有关企业文化的信息。



及时的信息沟通：对外承诺我们确保能达成的事务，向媒体、员工和公众提供及时的更新信息。即使我们暂时没有事实信息可以公布，也应该保持沟通。

跨国企业的疫情应对 稿件传播案例

Example Press Releases

NIKE, Inc. Provides Update on Impact of Coronavirus in Greater China

In the context of the evolving dynamics related to the coronavirus in China, NIKE, Inc. (NYSE:NKE), is prioritizing the health and safety of our teammates and partners, in cooperation with local authorities. Similar to others in the marketplace, approximately half of NIKE-owned stores have been temporarily closed, with corresponding dynamics across our partner stores. In addition, we are operating with reduced hours and experiencing lower than planned retail traffic in stores that do remain open. In the short term, we expect the situation to have a material impact on our operations in Greater China. However, NIKE's brand and business momentum with the Chinese consumer remains strong, as reflected in the continued strength of our NIKE digital commerce business.*

"First and foremost, our thoughts are with the people affected and we remain focused on the health and safety of our teammates and partners," said John Donahoe, President and CEO of NIKE, Inc. "Despite this difficult situation, NIKE's long-term opportunity to continue to serve consumers in Greater China with inspiration and innovation remains exceedingly strong. At the same time, we continue to have extraordinary brand and business momentum in all other geographies.** This situation was not contemplated at the time we provided Q3 guidance during our Q2 fiscal year 2020 earnings call. Dynamics continue to evolve and accordingly we will provide an update on the operational and financial impacts on our Q3 earnings call.*

首先表达保证员工及合作伙伴的健康和安全是首要

具体举措：暂时关闭一半门店，其余门店减少开店时间

高层引言：再次强调care + concern, 最关注员工和合作伙伴的健康与安全

延展：将及时更新第三季度运营和财务影响的最新信息

中国企业的疫情应对 稿件传播案例

携程向全球发起“安心取消保障”倡议，加入该倡议的海外酒店订单无损取消

Trip.com Group leads free cancellation initiative

SHANGHAI, Jan. 28, 2020 /PRNewswire/ -- Recently, the emergence of a new strain of coronavirus originating in Wuhan, Hubei province, has seen public health emergency responses and travel restrictions come into force across mainland China, as well as growing concern among travellers internationally.

In order to ensure traveller safety and minimize economic losses, on 26 January 2020, Trip.com Group announced a "Safeguard Cancellation Gurantee" initiative, and reached out to global partners and customers to seek understanding and support in dealing with the unfolding emergency.

As part of the initiative, global partners, including airlines and hotels, offer penalty free cancellations to customers for bookings through to early February. As of 28 January 2020, dozens of airline and hotel partners, including Asiana Airlines, Singapore Airlines, Hilton, Shangri-La, Intercontinental Hotel Group, Marriott, Hyatt, Accor, Melia and Jumerah had joined the initiative, with more continuing to follow suit.

Trip.com Group anticipates that travel industry leaders will offer lenience to customers whose travel plans have been affected by the epidemic.

"Your participation will contribute to global efforts to control and prevent the spread of the disease, and will also be sincerely appreciated by the international community," said Trip.com Group CEO Jane Sun. "Thank you for your understanding and support. We sincerely look forward to your participation in this program at this critical juncture. Let us come together and work as one cohesive unit and play our part in reducing the spread of the coronavirus."

第一时间快速响应，推出具体举措，并联合全球合作伙伴共同应对，表现出对海外市场的同等关心

具体倡议细节和进展，充分体现Competence

引言：感谢合作伙伴共同抗疫

更多企业持续助力抗疫案例

- 全球物流公司**UPS**免邮费向中国**运送**超过200万个防护口罩。
- **霍尼韦尔**（中国）赞助了价值100万美元的**设备**，以支持武汉医院的医疗服务。
- 全球医学影像公司**United Imaging**已向武汉的医院捐赠了价值超过140万美元的**医学影像设备和医疗防护装备**。
- **皇家**捐赠6.8吨爱心**宠粮**驰援武汉

更多美通社发布企业相关稿件案例：[Coronavirus Response – An APAC Communications Round-up](#)

TIPS: 重大社会突发事件海外传播应对要点

What to do and what to avoid


DO

- ✓ 传递对公众有价值的内容
- ✓ 与公众客观交流相关事件对公司业务的影响
- ✓ 保持信息简洁、真实、切题
- ✓ 确保语调充满关怀且富有同理心
- ✓ 问问为什么？我为什么要发送这则新闻？信息将如何帮助受众？我的产品或者服务真的是现在需要的吗？
- ✓ 要客观和负责任。特别是作为全球化企业，公司信息将被多个国家以不同语言阅读，必须为发布的信息做好准备
- ✓ 实时了解内容舆论导向并做好相关计划

DON'T

- ❖ 不要企图贴热点来博取媒体眼球提升品牌关注
- ❖ 不过度夸大为了维持业务运营的应对措施及成效
- ❖ 避免使用过分夸张或过分民族主义色彩的语言
- ❖ 在谈论CSR主题时，不要将CSR与道德责任混为一谈
- ❖ 不要对相关情况进行长时间的评论，在危机时刻，这是媒体和政府的工作
- ❖ 避免浪费媒体资源和时间做不必要或者无关的沟通

*"It takes 20 years to build a brand and five minutes to destroy it" –
Warren Buffet 巴菲特*



**“疫情”过后
如何优化企业海外传播策略**

无论热点社会性话题的整体关注度如何，中国企业作为这些不同话题的一部分，始终会被关注、被报道。



Source: CISION Communications Cloud

正确看待疫情影响 企业海外传播回归初心

- ◆ 品牌愿景，品牌价值，我们的初心，我们的行动力
- ◆ 为社会解决问题，为客户创造更美好生活（不仅是国内，是每个目标市场）
- ◆ 企业社会责任，不仅仅是捐赠，是更多战略层面的社会价值，需要持续进行（特别是在海外市场开拓）

China pushes all-out production of face masks in virus fight

From carmakers to oil producers, companies gear up to make essential item

SHIN WATANABE, Nikkei staff writer
FEBRUARY 19, 2020 01:23 JST

Chinese companies moving into face mask production



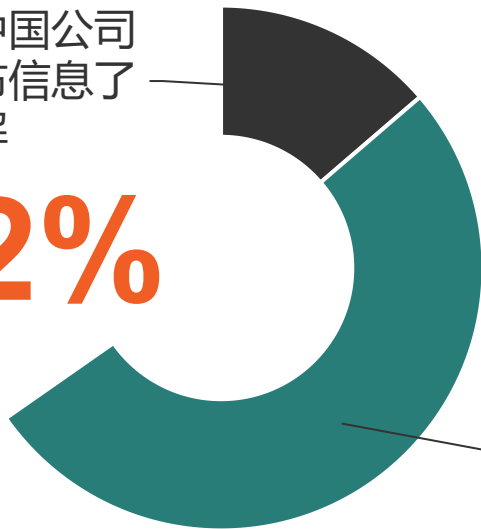
Company	Sector	Release date	Daily mask production (in millions of units)
BYD	Automobiles	Feb. 17	5.0
Shanghai Electric	Power generation	Feb. 20	0.1
SAIC-GM-Wuling Automobile	Automobiles	Feb. 26	1.7 or more
Foxconn Technology Group	Electronics	Late February	2.0
DaddyBaby	Baby goods	Late February	4.2
China Petroleum and Chemical	Petroleum	Mar. 10	1.0 or more

加强主动发声 重视品牌信任度建设

Q: 海外如何了解中国企业新闻动态?

直接从中国公司
主动发布信息了
解

12%



67%

从第三方
渠道了解
中国企业...

品牌信任依旧是企业国际化传播的重要挑战

Trust really matters for brands

Product attributes	Quality	85
	Convenience	84
	Value	84
	Ingredients	82
	I must be able to trust the brand to do what is right	81
Brand and company attributes	Supply chain	79
	Customer before profits	78
	Good reviews	77
	Reputation	73
	Values	72
	Environmental impact	71

Source: Brunswick New Perceptions of China Going Global 2019

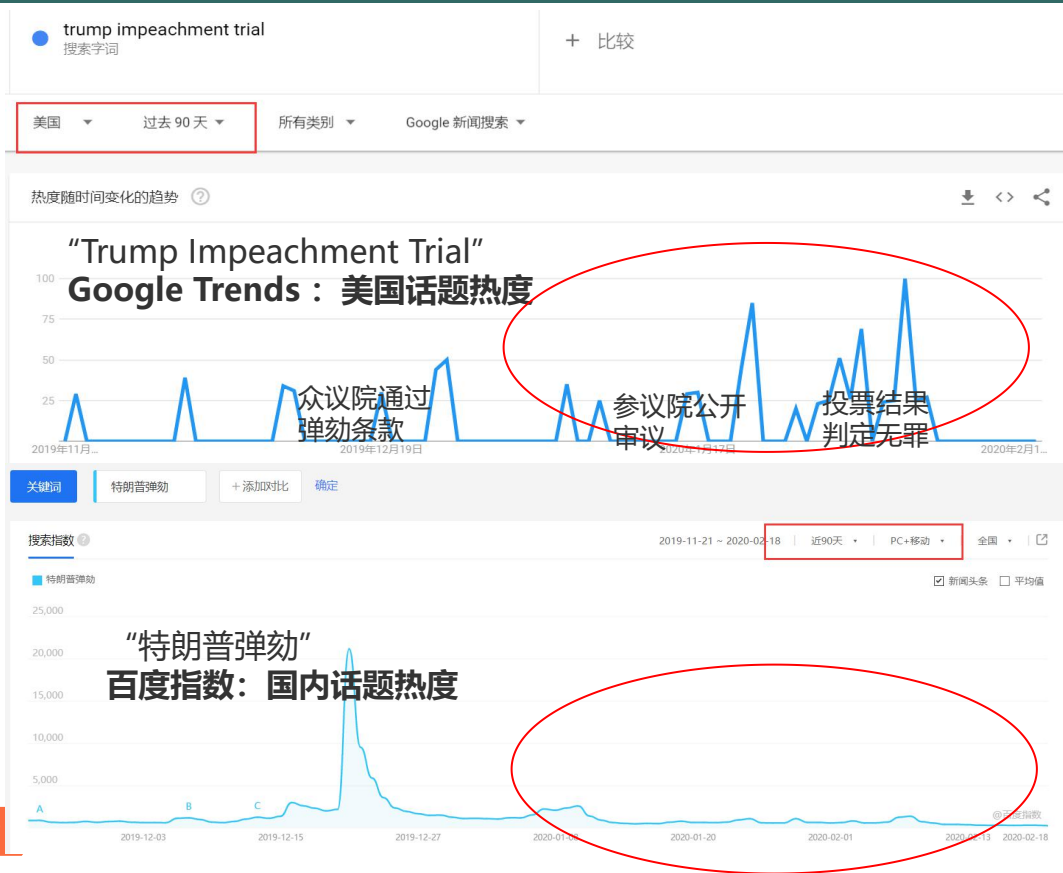
Source: 2019爱企查品牌信任度调查

提升海外传播内容关联度 抓住海外受众眼球

不管是否在特殊时期，企业都要认真地考虑：**我的内容，对我所关心的海外受众们来说，是否有实际价值？**

- **站在海外受众角度，选择与海外受众关联度高的切入点，提供对他们有价值的信息，就应当始终是企业为海外传播选择内容时的首要标准。**
 - 积极复工：向海外的员工、合作伙伴或其他利益相关方告知企业的有效应对措施，生产经营逐步恢复正常，供应链情况，海外供货能力，稳定海外市场信心。
 - 海外业务更新：及时更新海外新品上市计划，海外展会或活动参与情况
 - 业绩情况：疫情影响下公司Q2,Q3业绩数据，以及今年的整体海外业务目标调整等

国际公众对新闻重视程度取决于故事发生的地点



How Trump Wins Again



国际公众：与我们有直接关联，对我们有价值的，才是我们最关注的

美国为例，近期更多企业话题趋势

CISION
PR Newswire

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Search 

News in Focus

Business & Money

Science & Tech

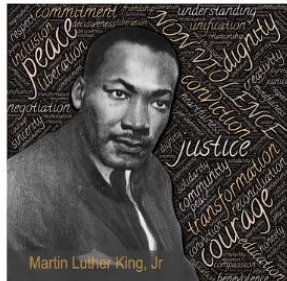
Lifestyle & Health

Policy & Public Interest

People & Culture

Trending Topics

Topics reflect news with domestic or international importance based on their late-breaking, newsworthy status, and will cover various topics as those news stories take shape in real time.



Martin Luther King, Jr.

Black History Month

This package contains releases related to Black History Month.



American International Toy Fair

This package contains releases related to American International Toy Fair.



South by Southwest

This package contains releases related to South by Southwest.



Tax Season

This package contains releases related to income tax-filing season.



Coronavirus Outbreak



Quarterly Earnings Reports

Quarterly profit and loss statements from major, publicly traded corporations.

全球为例，近期更多公关话题趋势

美通社公关月历 PR Calendar

海外媒体记者采访选题HARO

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1 Federal Territory Day (Malaysia) Sydney 75	2
3 Beginning of Spring (Japan) Founding Day of the Vietnamese Communist Party (1950)	4 Farmer's Day (Taiwan) World Cancer Day	5	6	7	8 Thaipusam (Malaysia) Lantern Festival (China & Taiwan) Cap Go Meh Festival (Indonesia)	9 The Oscars Hong Kong Marathon 2020 Indonesia's National Press Day

3月重要公关日:

- ◆ International Women 's Day
- ◆ International Day of Happiness
- ◆ Earth Hour
- ◆ First day of Spring

Coronavirus preparations: are we ready?

General

Helena Oliviero, The AJC

Deadline: 20/2/27 上午4:00

Should I cancel my trip because of coronavirus?

General, Travel

Chris Elliott, King Features

Deadline: 20/2/28 上午8:00

How to prepare tech startups to withstand major disease outbreaks -- like Corona

Business and Finance, High Tech

Sani Abdul-Jabbar, Forbes

Deadline: 20/2/28 上午11:00

What policies (if any) has your company implemented to protect employees from

Business and Finance

Lyssa Test, Namely

Deadline: 20/3/8 上午8:00

创新传播方式，积极尝试线上发布

线上发布 The Show Must Go On!

- **多媒体展示**产品亮点，重视图片及视频的内容制作和传播
- 利用企业内部专家或第三方专家背书，表达行业**趋势观点**，提升专业性及行业影响力
- 发布**战略信息**，可配合提供全面的数据信息图表等
- 充分利用在线互动方式，重视交流过程中的**内容共创**

您在推广新产品或重要企业动态时，经常会用到的手段有哪些？



2020美通社亚太企业传播报告:挑战、多元化渠道与新闻偏好

海外传播小工具 推荐

英语新闻稿评测

The screenshot shows the CISION website interface for press release analysis. At the top, the logo 'C:ISION' is on the left, and 'PR Newswire' and 'Get Started Now' are on the right. The main heading is 'How effective is your press release?' with a sub-heading 'Complete the sections below'. There are two input fields: 'Headline' and 'Body Text', each with a small circular icon to its right. Below the 'Body Text' field, there is a note: 'This release will include at least one high quality image that complements the copy of the press release.' At the bottom of the form is an orange 'ANALYZE' button.



Your press release requires some minor optimisation. Please review our comments and recommendations below and adjust accordingly.

Heading



Your heading is 82 characters, which is the optimum length.

Body



Your press release contains 717 words, perfect length.

Contact



We recommend including two contacts with phone numbers and email addresses to extend your organisations profile.

Quotations



Your text contains quotes, which is great.

Images



You have not stated that you will include an image. We recommend that you do so, because journalists rarely run stories without them.

Keywords

The most commonly used words are:



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