

# 2020 中国品牌海外传播

– 新闻稿传播以及社交媒体趋势洞察

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美通社  
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a CISION company

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# 周子瑄

美通社海外传播策略顾问主管

2016年中加入美通社，针对中国出海项目拥有双向一线经验，擅长挖掘事件新闻价值与海外媒体喜好延展话题匹配；

曾服务客户国家电网、中石化、中国中车、央视网、海尔、伊利、杭州旅委、西安外宣、腾讯系、阿里系等跨行业客户；

2011年曾就职于纽约ICN电视台，报道商业资讯新闻；

2014年后加入国家投资开发集团任新闻办品牌传播经理；

俄亥俄州立大学新闻记者专业学士学位；

纽约理工学院公共关系学硕士。

周子瑄 Zixuan Zhou

美通社 PR Newswire

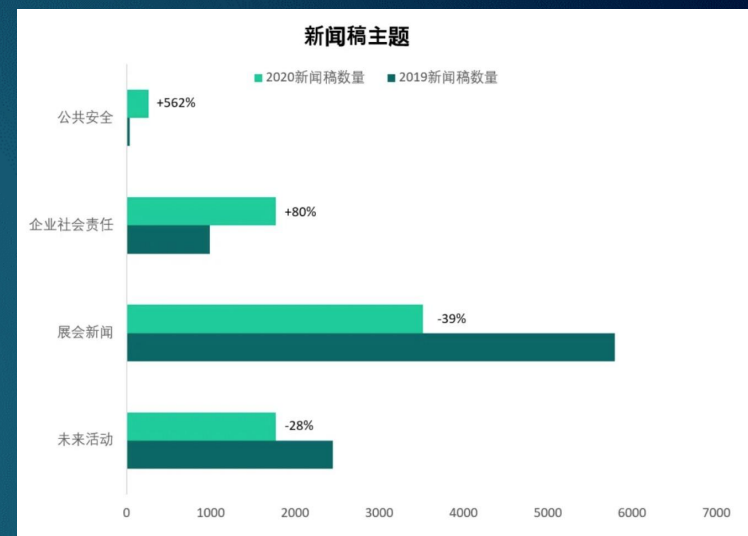
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# 2020美通社亚太区企业新闻发布趋势变化

- 企业业务与发展活跃度未降反升，疫情对话题、品牌形象构建影响深远。
- 主动传播、整体声量都有一定程度的提升

主动传播



整体声量

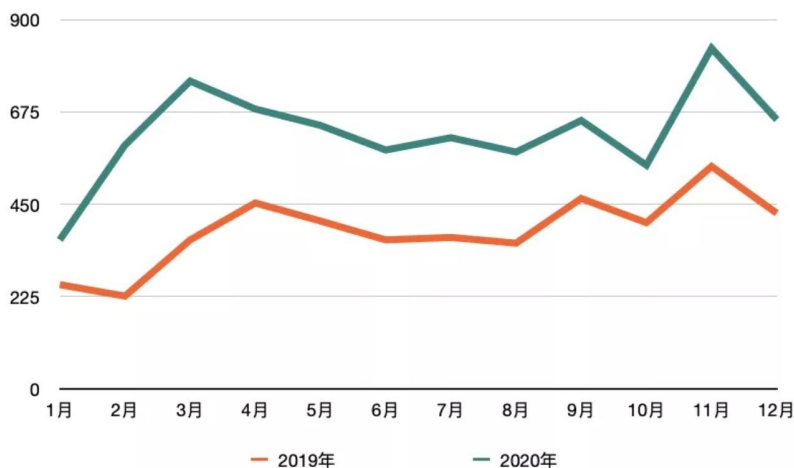


# 2020亚太品牌海外新闻稿传播话题趋势变化

**+60%**

疫苗迎来好消息，中外药企加码合作

医疗健康稿件发布趋势



**7,487 篇新闻稿**

新药/新产品 +104%

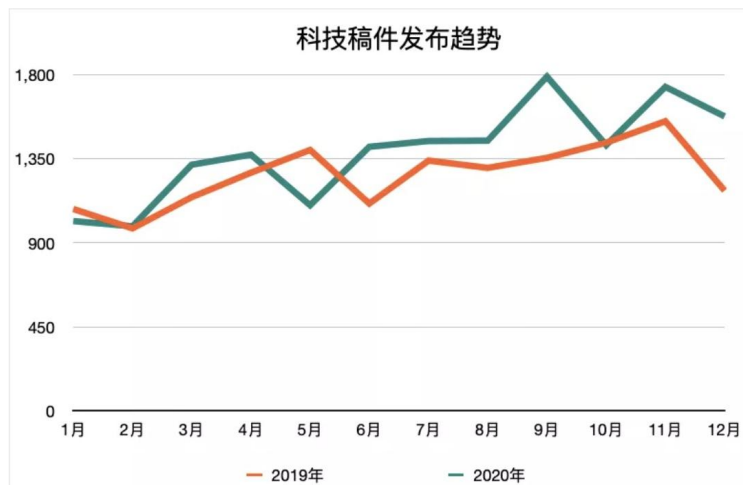
医学研究发现 +65%

新合同 +42%

**+6%**

科技为抗疫提速，助力企业复工复产

科技稿件发布趋势



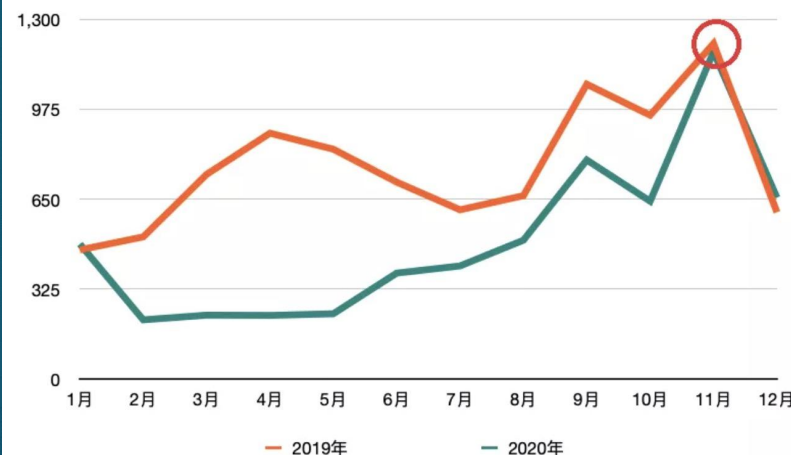
**16,626 篇新闻稿**

疫情应对

**-39%**

展会初期受阻，下半年复苏趋势明显

展会稿件发布趋势



**5,967 篇新闻稿**

新药/新产品 +104%

医学研究发现 +65%

新合同 +42%



# 2020亚太品牌海外新闻稿传播话题趋势变化

**+10%**

疫情+资本寒冬下，并购、融资、IPO依然活跃

并购、融资和IPO稿件发布趋势

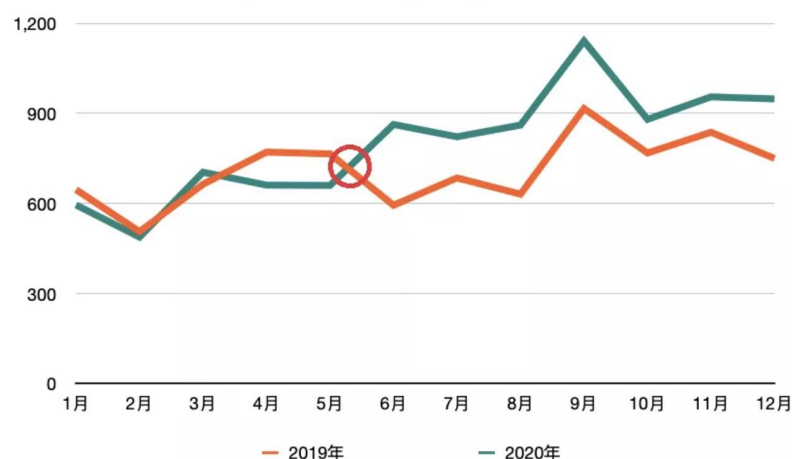


**1,616 篇新闻稿：**  
风险投资 +37%  
并购 +14%  
IPO 从5月后内容动态活跃

**+14%**

疫情推进线上服务进程，消费者更倾向健康产品

新产品和新服务稿件发布趋势

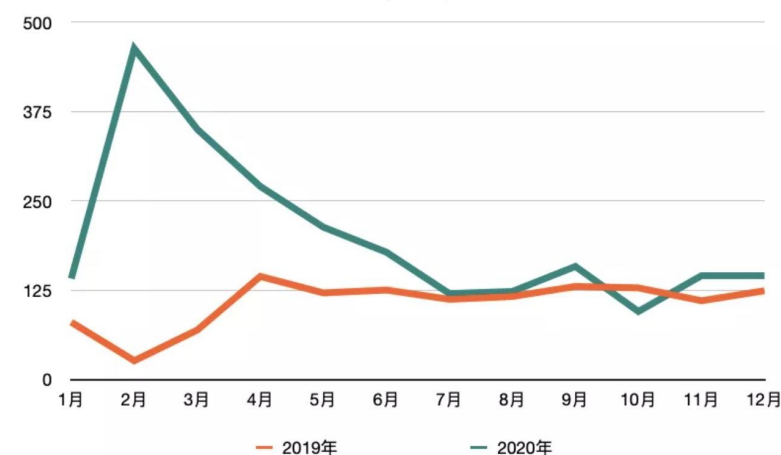


**7,453 篇新闻稿：**  
线上服务势头上升  
对高品质、安全、健康的需求更高  
理性消费

**+80%**

抗疫之路，企业尽显社会责任与担当

企业社会责任(CSR)稿件发布趋势



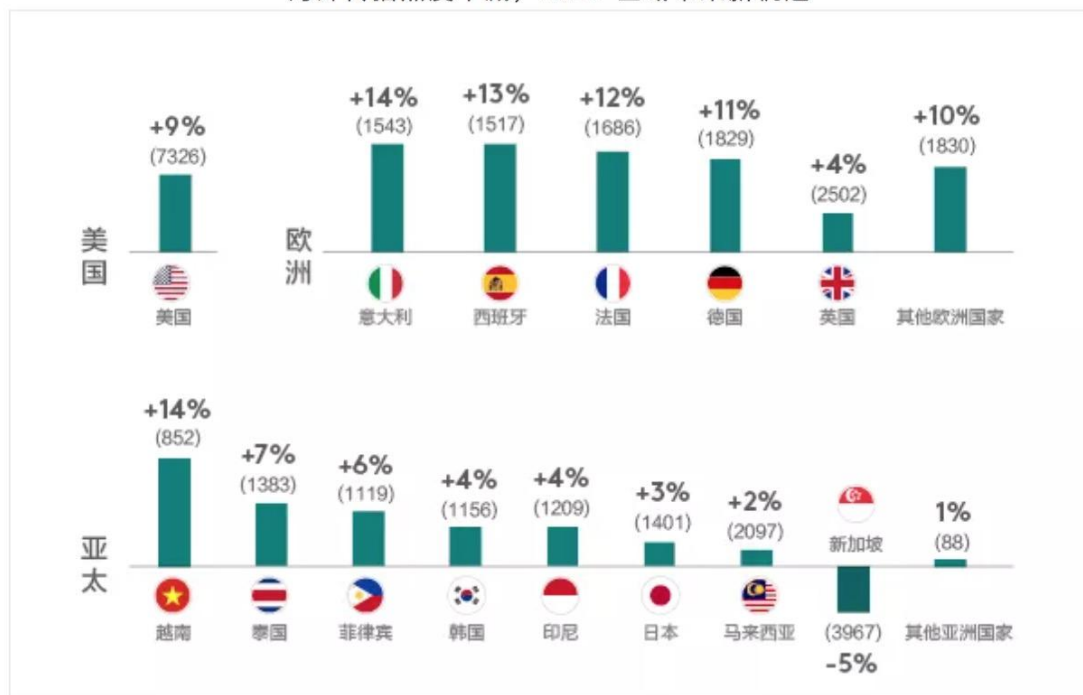
**1,772 篇新闻稿：**  
公共卫生安全 +554%  
常态化话题增加



# 2020中国品牌海外新闻稿传播话题趋势变化

**+5%**

海外传播热度不减，RCEP区域带来新机遇



重要海外地缘政治动向将为未来品牌出海铺路

2020下半年：

- 中国协议签署RCEP（区域全面经济伙伴关系协定）
- 中欧投资协定



# 2020 品牌传播趋势变化



## PR Week与CISION发布的《2020传播报告：量化传播的机遇》

- **85%**的受访海外品牌表示，今年其所在企业的C-level管理人员在做重大商业决定之前，都会**更加依赖传播团队提供的战略咨询意见**。
- “传播团队在对内决策、协同合作时与其他部门的联系也比以往任何时候都更加紧密。”——松下（北美）战略传播副总裁 Alberto Canal
- **95%**的受访者（In-house PR）表示，他们与CEO保持着积极的沟通和互动关系。

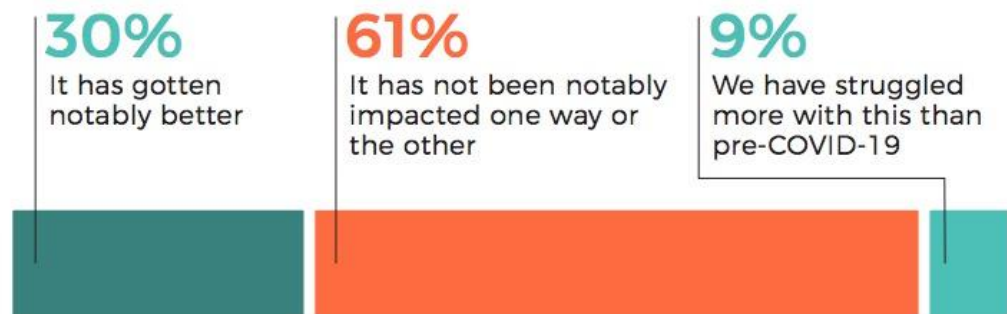


# 2020 品牌传播变化趋势

2020 COMMS REPORT by PR Week and CISION

## TECH ADOPTION

We gave respondents three options and asked them to choose the one that best captures the impact of COVID-19 in their adoption of the latest tech and data tools.



## CONTENT WITH THE CREATIVE PROCESS

Which of the following best captures the biggest change to your content creation process since the start of COVID-19?

- We've notably adapted the tone of our content to better fit current societal realities **44.3%**
- We've increased engagement with our audience **19.1%**
- We've experimented far more with new platforms **15.9%**
- We've become less siloed and are working more with other creative disciplines **12.4%**
- We have not notably changed our content creation process **8.3%**

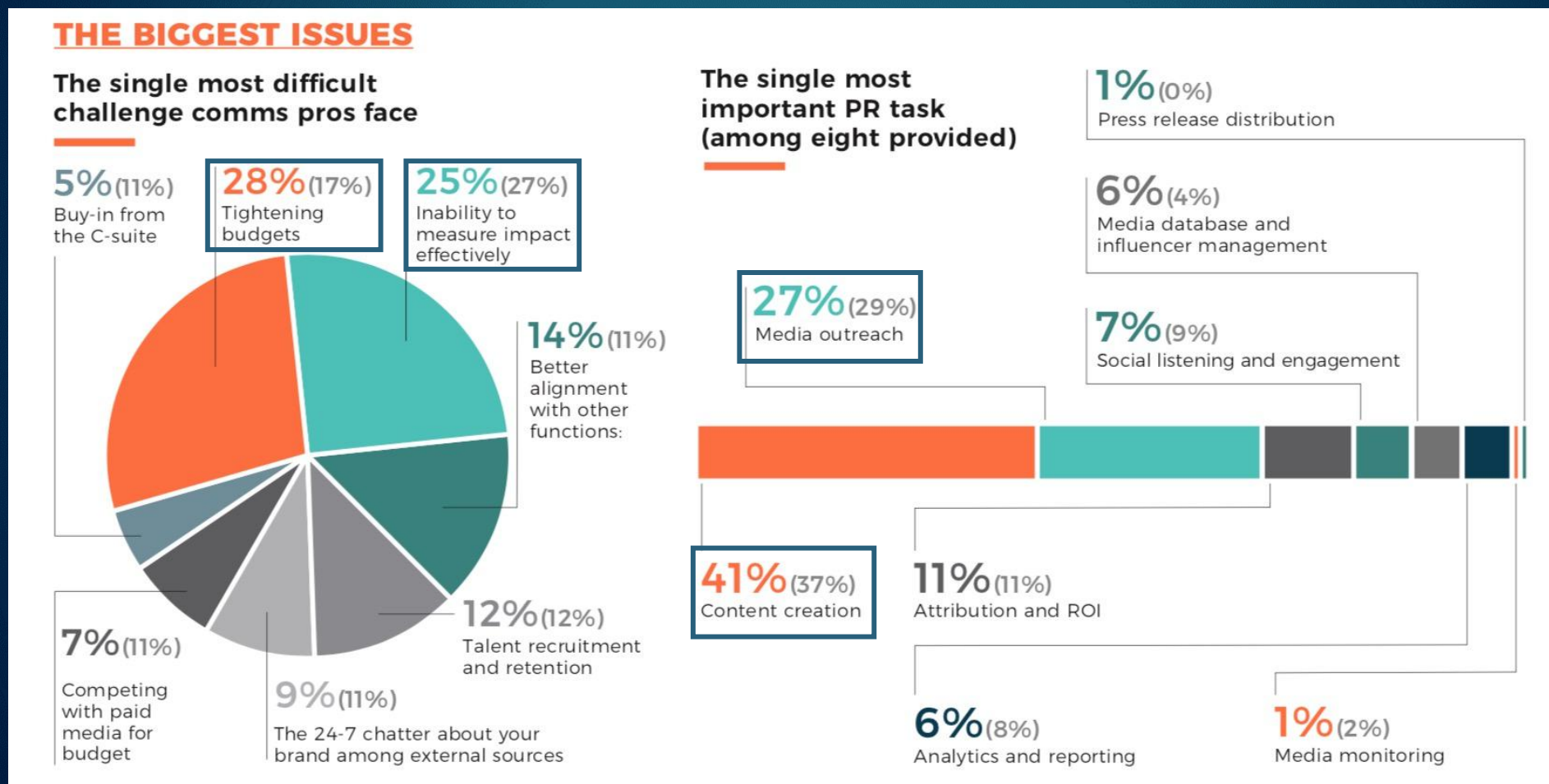


- 44.3% 我们特别调整了内容调性以使其更适合当前的社会现实
- 19.1% (在内容生产环节) 我们提高了与观众的互动性
- 15.9% 我们对新的传播平台进行了更多的实验性 (内容创造)
- 12.4% 我们打破隔阂, 增加与外部其他创造性合作
- 8.3% 我们没有显著的改变了内容创建流程



# 2020 品牌传播趋势变化

2020 最重要的公关任务（单选）

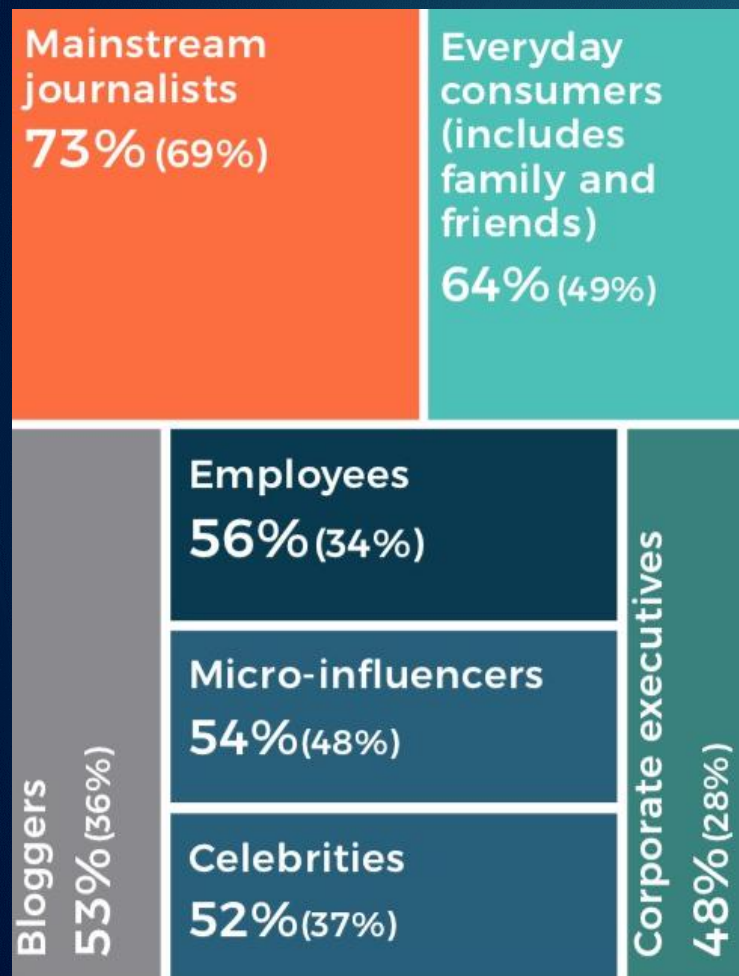


2020 传播工作最大的挑战（单选）

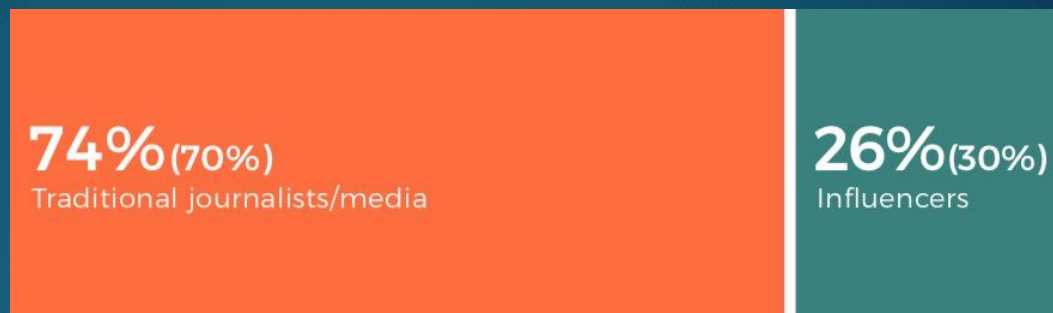


# 2020 媒介变化趋势

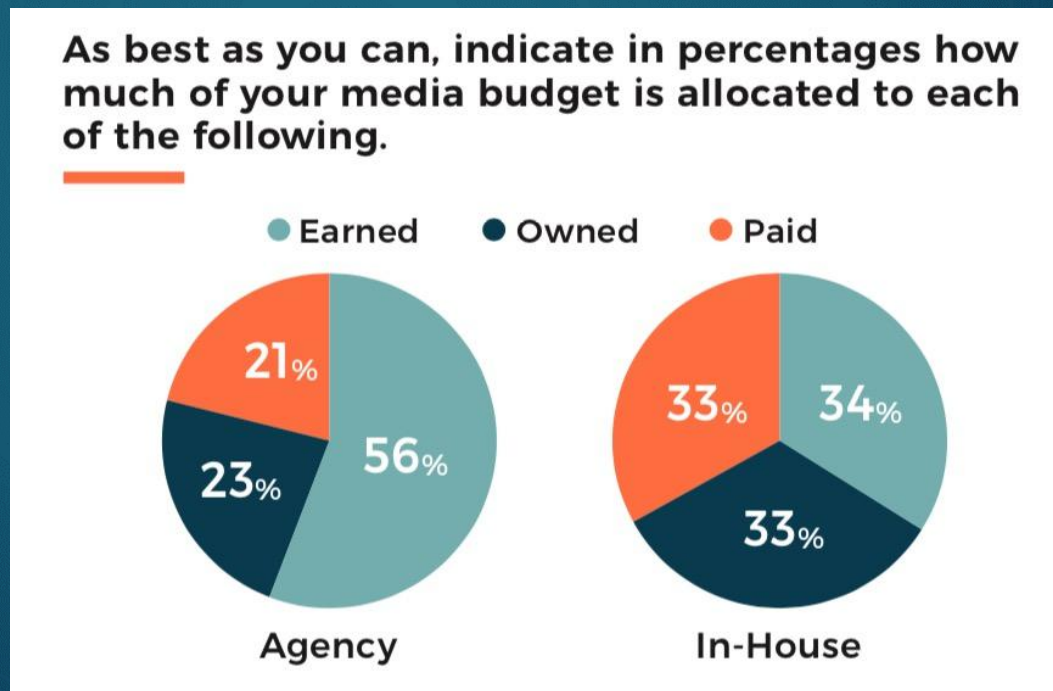
2020 COMMS REPORT by PR Week and CISION



改变受众心智的前四个意见领袖类型



对传统与新兴的两种意见领袖的时间投入



品牌公关预算分配

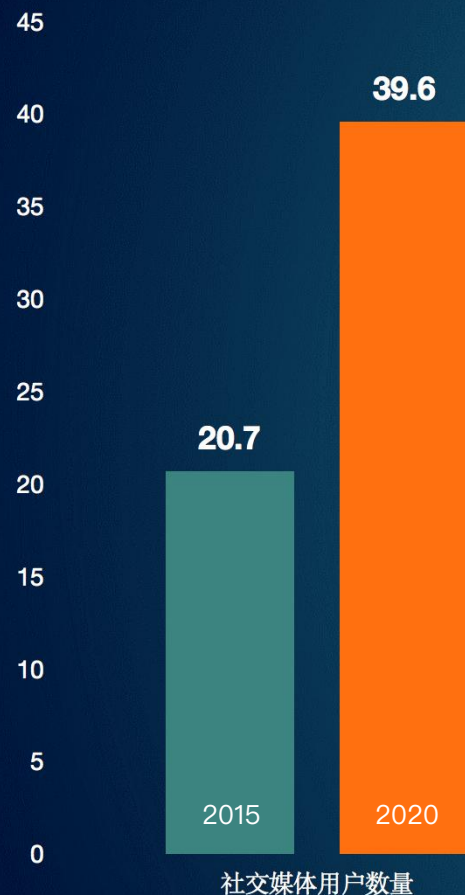


《2020传播报告：量化传播的机遇》

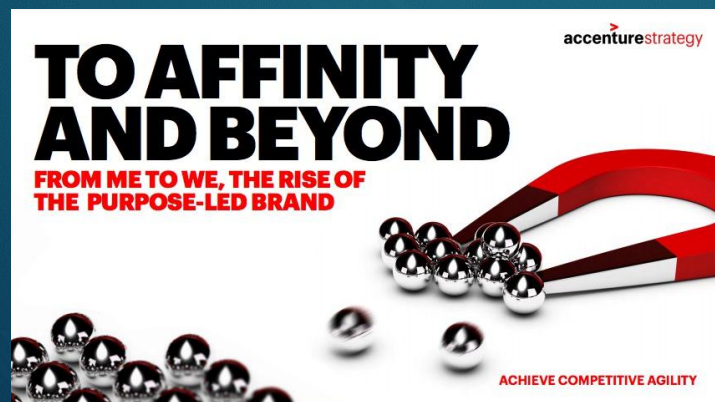


# 2020 社交变化趋势

Falcon 2021 Digital Marketing Trends



- 疫情影响：从社交、互动到购买场景转变，影响购买习惯 [Comms – Marketplace]
- 直播带货趋势渗透海外市场与平台
- 视频为基础的传播在PR 与Marketing之间的转换作用增加
- 品牌端线上流量成本增加 （意见领袖背书、流量广告）
- 短期获单 vs 长期关系
- 展示品牌社会价值立场的趋势增加



“62%消费者希望品牌能对自己关注的话题提出主张；33%的消费者会有意识的购买与自己价值观趋同的品牌产品。具有明确立场的品牌成长态势是其竞品的三倍。”

—埃森哲

144 分钟/每人每天

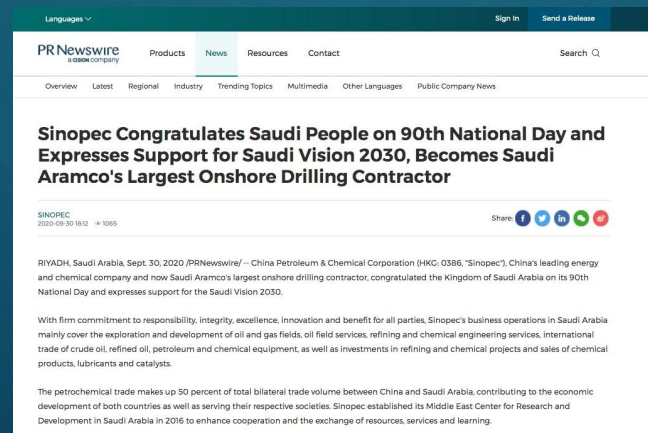
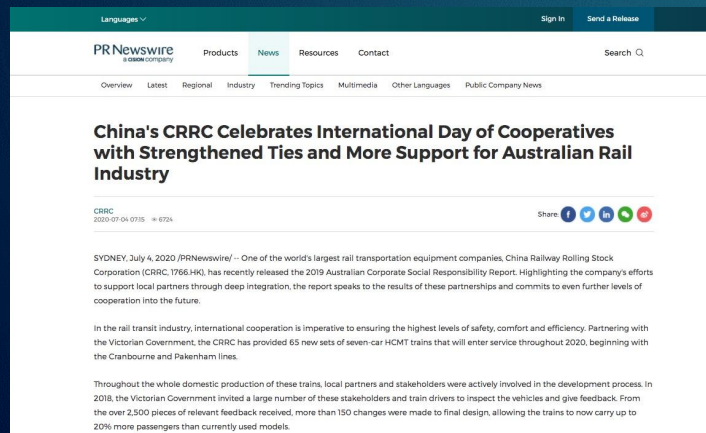


# 2021 中国品牌海外传播机会

## 主动释放

多元地缘政治、多边经济格局引导：

- RCEP辐射国家商贸便利 – **区域产业经济、社会民生福利贡献**
- CAI (中欧双边投资协定) 将为更多中国品牌走近欧洲市场提供政策便利 – **支持产权的保护、管理透明度、劳工标准与福利、可持续发展**等板块都会是撬动关注的重要话题
- 一带一路 – 科技、加工制造、基础设施建设；带入**先进技术**（42%）、**新的资金投入**（40%）、**就业机会**（40%），**推动产业结构调整**。（调研：《2020年度中国企业海外形象调查分析报告》，2020.7）

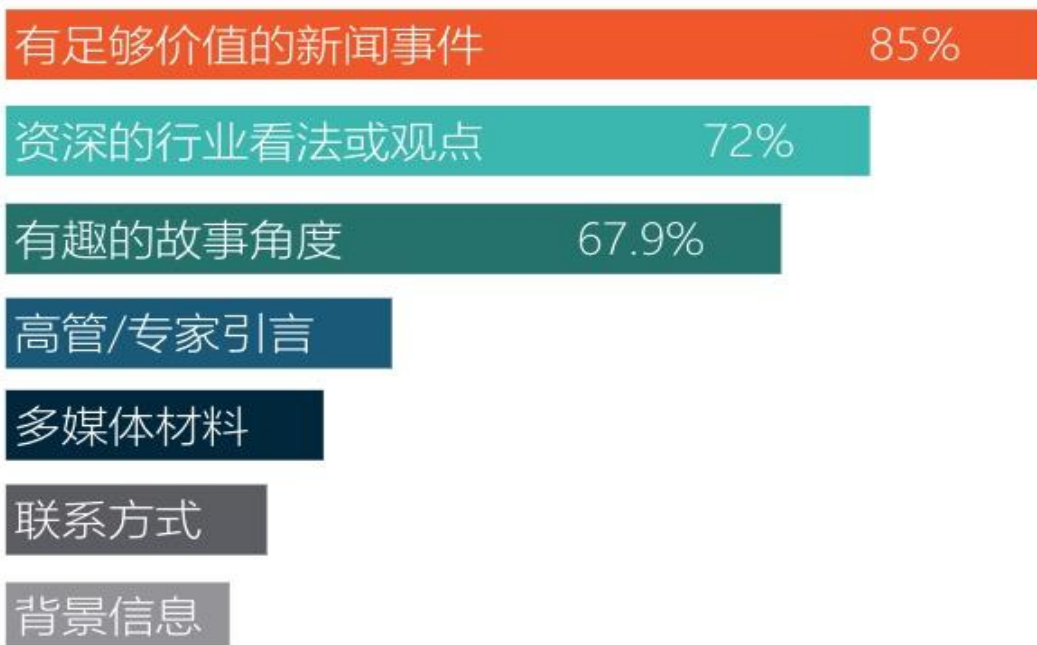




# 2021 中国品牌海外传播机会

## 媒体思维

Q：记者更喜欢企业新闻稿中包含或提供何种信息？ 绝大多数的中企海外传播内容聚焦经营动态



中国企业海外新闻传播内容主题分布



本地关联度

独特性：新业务、新趋势、潜在空间

具象思维：数据新闻、案例说明

行业观点：视角、问题、解决方案

CSR 友好



## 媒体洞察 & 选题追踪

Month	Bloomberg	Bloomberg Green	Bloomberg Markets	Bloomberg Businessweek	FT	TechCrunch	Forbes	CNBC: General Interest	WSJ:	ZDNet: General Interest
Jan	World Economic Forum, Davos Bloomberg Power Players				Corporate Change & Technology Cyber Security & Society			NRF 2021: Retail's Big Show Evolve: how do legacy comp The Path Forward: Covid-19 Tech Executive Council: me	Year End Review Future of Work Outlook 2021 Wealth MGT	Enterprise Software Security Hardware Innovation
Feb	How to Spend Your Bonus			Strategy	Luxembourg Data & Innovation The Future of AI & Digital Healthcare			CNBC Global CFO Council Invest in You: Ready, Set, C ETF Edge: fastest growing trend in investing Earnings Roundup: Investors Audience Target	Future of Energy Work from Home E-commerce Tech Industry Microsoft	Developer Security Hardware Innovation
Mar	Bloomberg Businessweek Special Batteries Bloomberg Invest Bloomberg Equality Sustainable Business			Solutions: Future of Work Auto Special Food Special Strategy	Health at Work 2021 - Microsoft Women in Business 1 The Future of Energy The Future of AI & Digital Healthcare Early List Publication - FT Asia-Pacific High Growth Companies		The Money Issue: Investment TC Early Stage: p arups	Powering the Future The New Future: Covid-19 Small Business Playbook: e What's Next: best and worst Health Returns: top health	Workplace Techno Future of Sports 5G: Wireless Tech Nutrition Millennials	Apple Cloud Microsoft
Apr	Solutions: Future of Work				FTm Special: Infrastructure Invest #Tech FT: Ethical Business & Big Tech FT Asia-Pacific Health FT The			CNBC Disruptor 50: next g Your Money, Your Future: Workforce Wire: Adaptation At Work: growth of automa		
May	Emerging Breakaway							Tech Trends: Upending eve Tech Drivers Davos: World Economic Fo CNBC: Upstart 100 Shaping the Future: IoT, Healthcare, Finance... Rising Risks Investing in Supertrends IoT: Powering the digital Holiday Special	Climate Future of Every Sports & Tech 2021: What's Next for Busi Home Office Tours Managing AI and ML in th	
Aug	Fall Fashion	Green Homes								Personal Journal
Sept					FT Wealth 2021 - Sept Chile	TC Disrupt 2021: How founde early market interest	Self-Made Women: Just 100, Survivors/Thrivers	Health Care Small Business Future of Transportation Encore: Retirement Management Top 250 Future of Privacy Big Issues: Personal Finance		
Nov	The Year Holiday Gift Guide									
Dec	The Bloomberg 50						30 Under 30: Healthcare			

Bloomberg:  
e of Work

FT: Future of  
AI & Digital  
Healthcare

Forbes: The  
Money Issue:  
Investment  
Guide, FinTech  
Blockchain

WSJ:  
Outlook of  
2021

Bloomberg  
Green:  
Green Home

TechCrunch:  
TC Early Stage  
Startups

CNBC:  
IOT: Powering  
the digital  
economy

No experts or commentary needed. Just small businesses please!

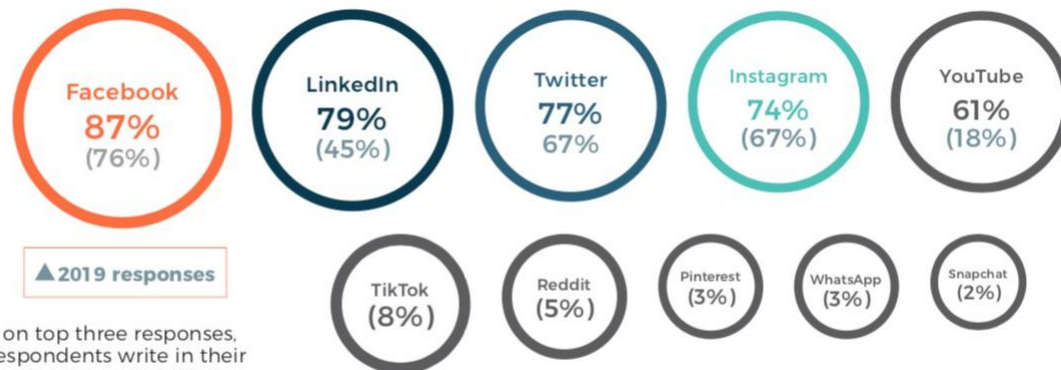


# 2021 中国品牌海外传播机会

## THE FANTASTIC FOUR (OUT OF TEN)

The percentages indicate how many respondents chose that social media platform among their top four most important in terms of their broader content strategy.

Note: Last year, the data compiled only focused on top three responses, not top four. In addition, last year's survey had respondents write in their answers, as opposed to this year's, in which a list of options to choose from was provided.



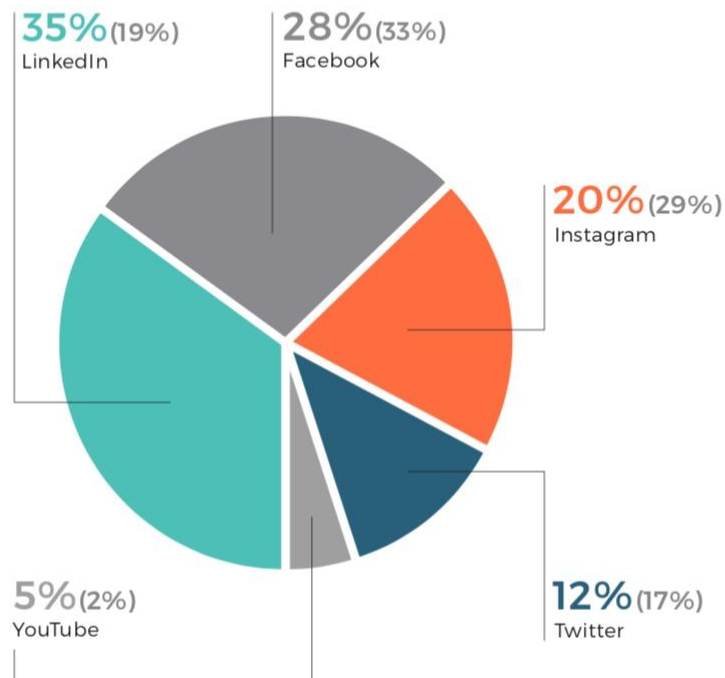
## 善用社交

LinkedIn在社交板块中的重要性快速提升:

- 专业性长内容
- 触及行业受众
- 雇主形象

## THE ONE AND ONLY

The percentages below indicate how many respondents chose that social media platform as the single-most important one to their broader content strategy. (The numbers in parentheses indicate last year's responses.)





# 2021 中国品牌海外传播机会

延续调性，善用多媒体传播，增加线上传播形式多样化

#2021digitaltrends

In 2021, people will spend an average of 100 minutes per day watching online videos.

MarketingCharts

Falcon: 2021 Digital Marketing Trends

- 拓展故事视角
- 独特性标签关联
- 增强交互性 (Two-Way)
- 打破渠道壁垒

