

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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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

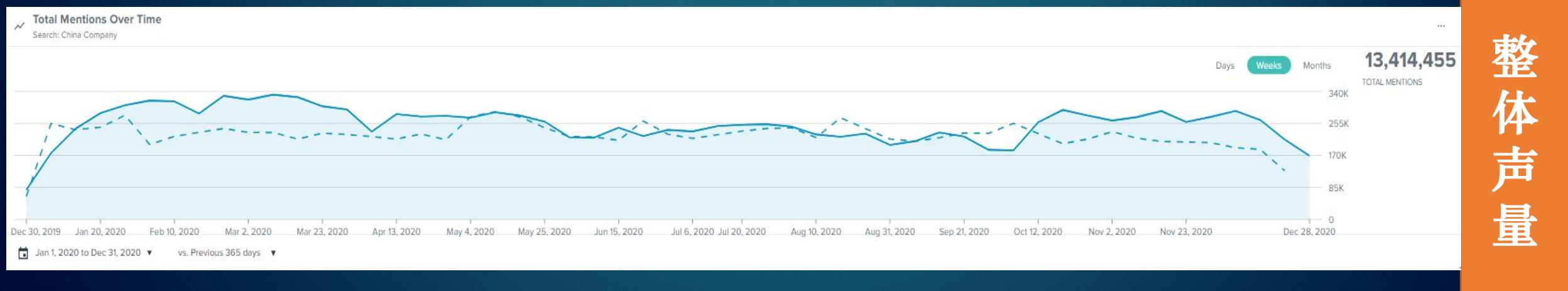
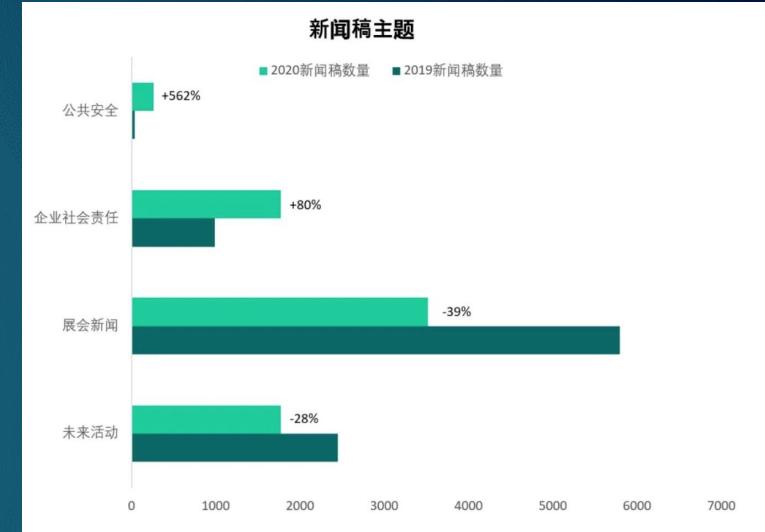
美通社 PR Newswire

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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

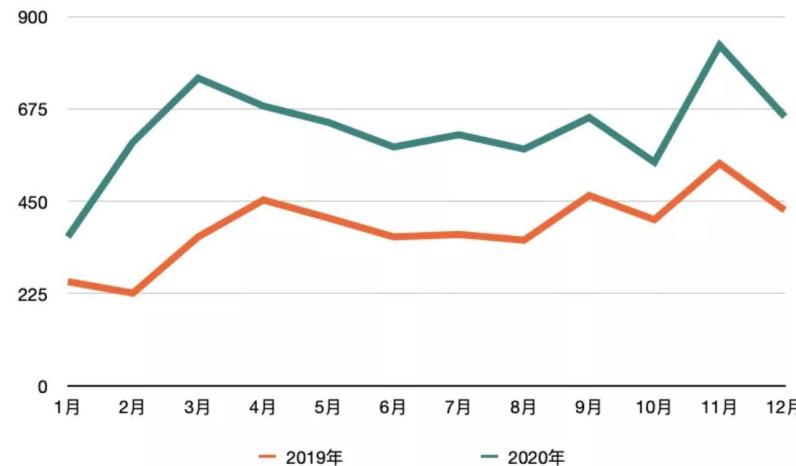


2020亚太品牌海外新闻稿传播话题趋势变化

+60%

疫苗迎来好消息，中外药企加码合作

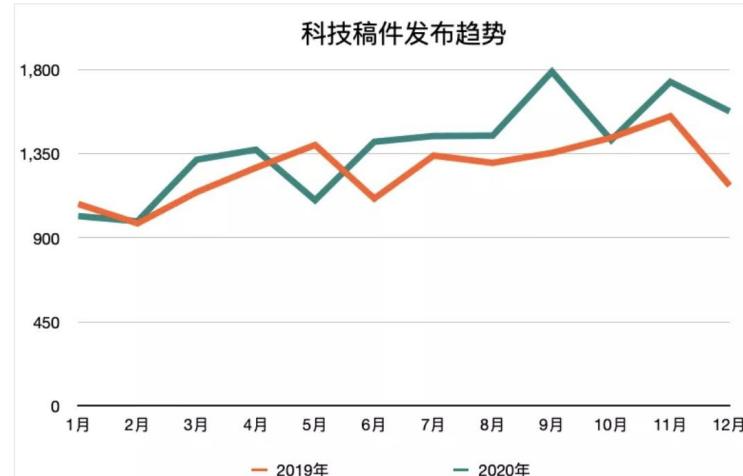
医疗健康稿件发布趋势



+6%

科技为抗疫提速，助力企业复工复产

科技稿件发布趋势



-39%

展会初期受阻，下半年复苏趋势明显

展会稿件发布趋势



7,487 篇新闻稿

新药/新产品 +104%

医学研究发现 +65%

新合同 +42%

16,626 篇新闻稿

疫情应对

5,967 篇新闻稿

新药/新产品 +104%

医学研究发现 +65%

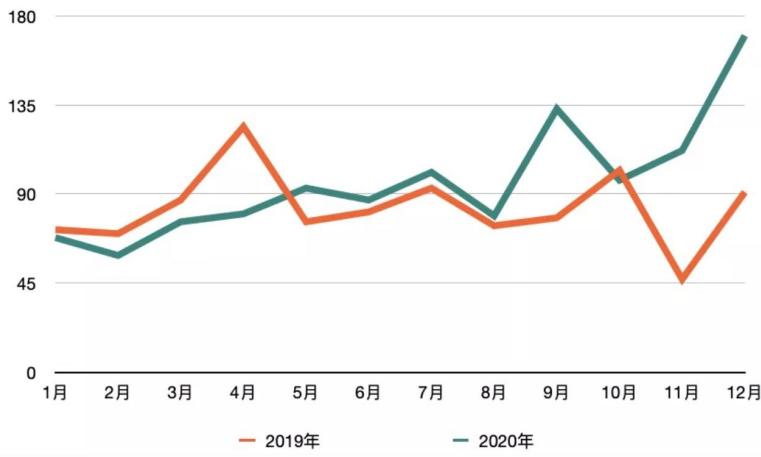
新合同 +42%

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

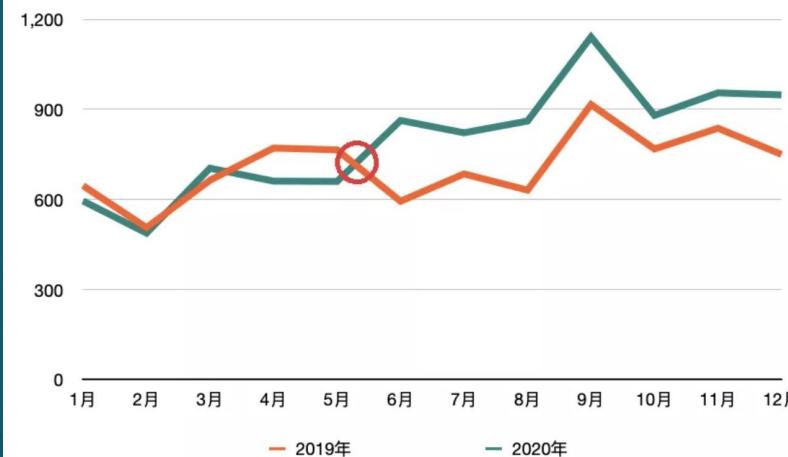
并购、融资和IPO稿件发布趋势



+14%

疫情推进线上服务进程，消费者更倾向健康产品

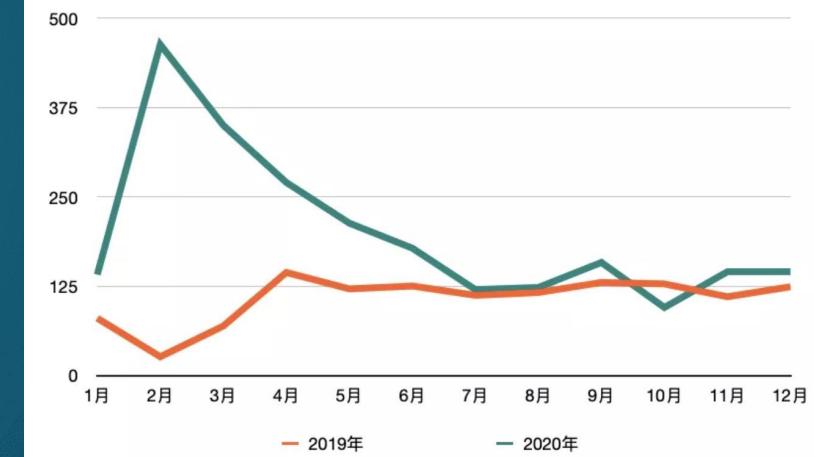
新产品和新服务稿件发布趋势



+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



1,616 篇新闻稿：

风险投资 +37%

并购 +14%

IPO 从5月后内容动态活跃

7,453 篇新闻稿：

线上服务势头上升

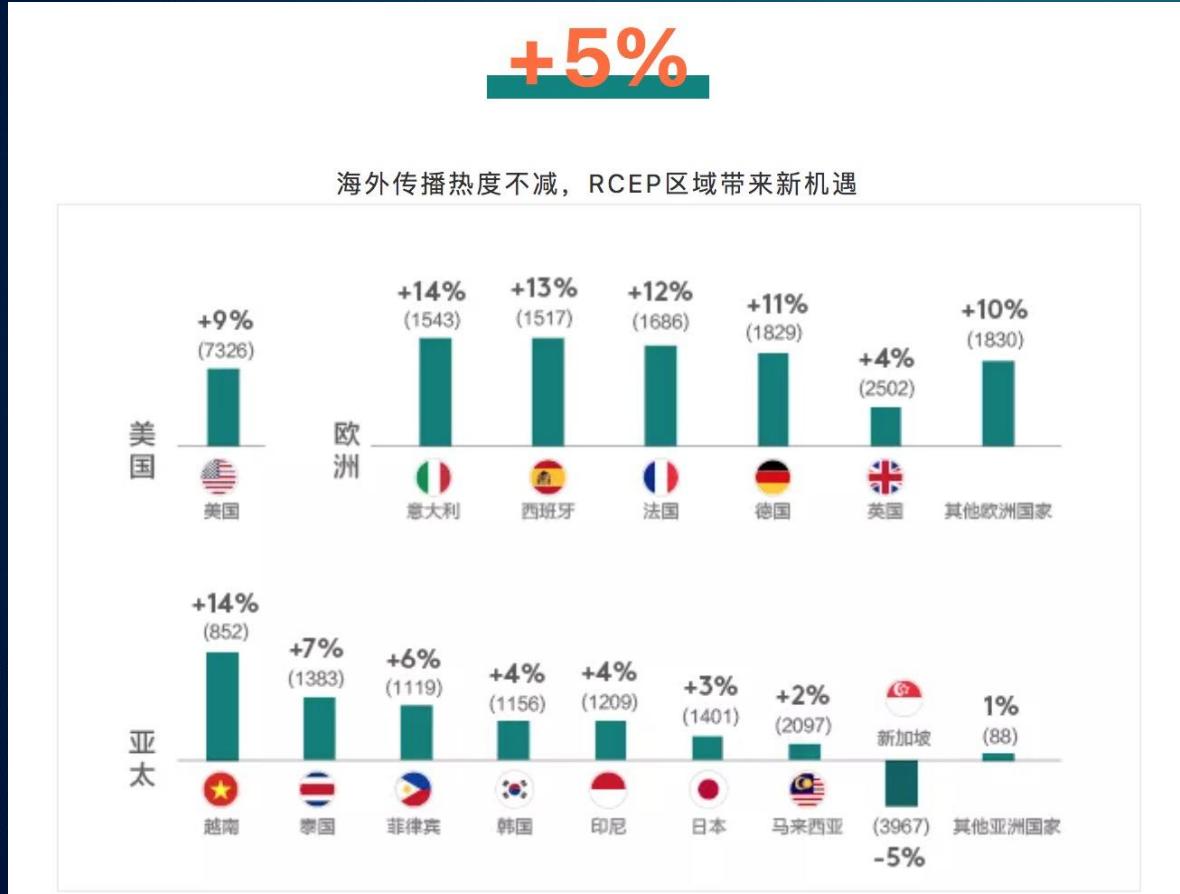
对高品质、安全、健康的需求更高
理性消费

1,772 篇新闻稿：

公关卫生安全 +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



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 CISON

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%**

疫情使更多企业增加技术采用

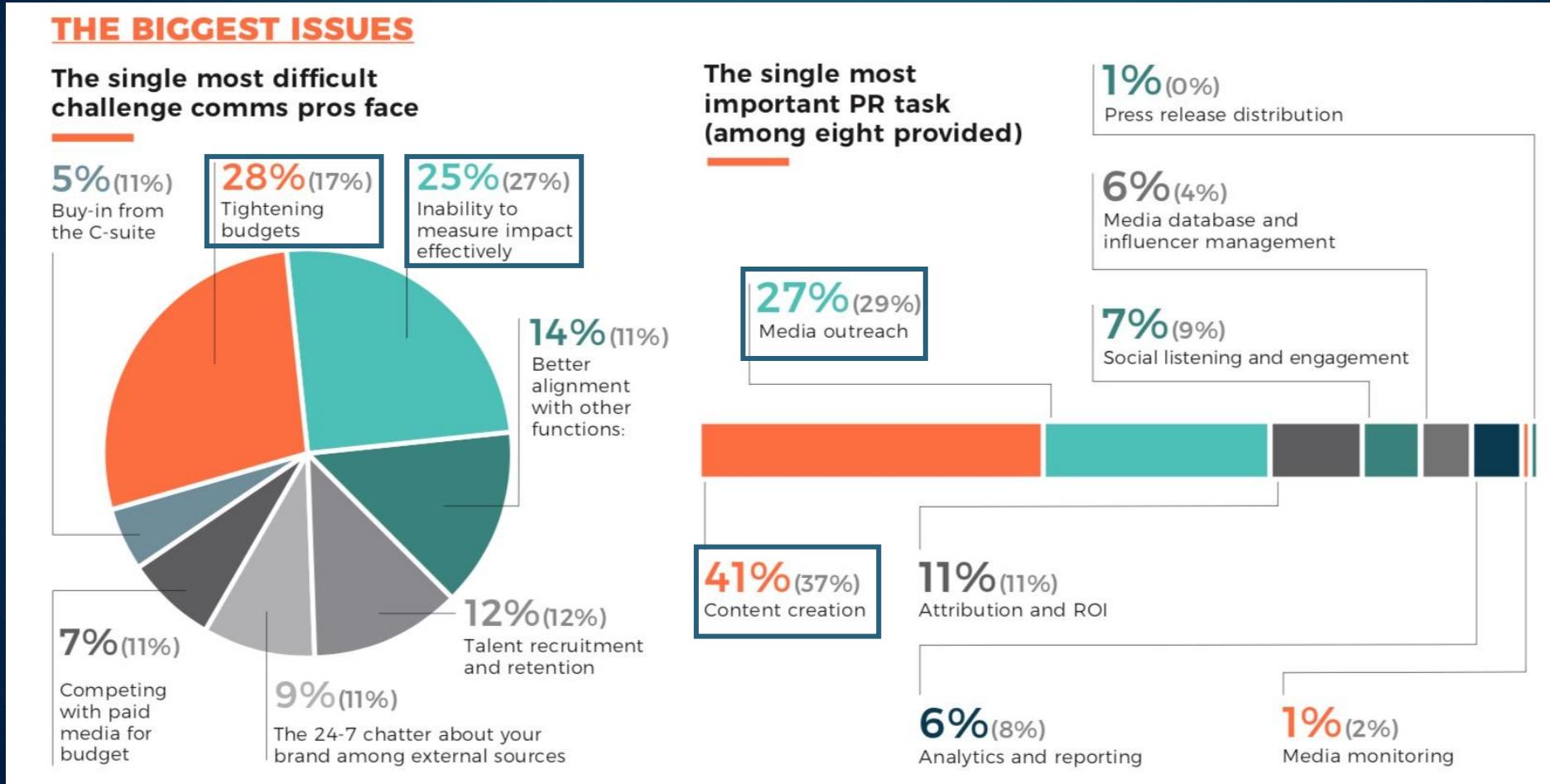
CISION[®]

- 媒体监测
- 社交平台管理
- 媒体沟通

- 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

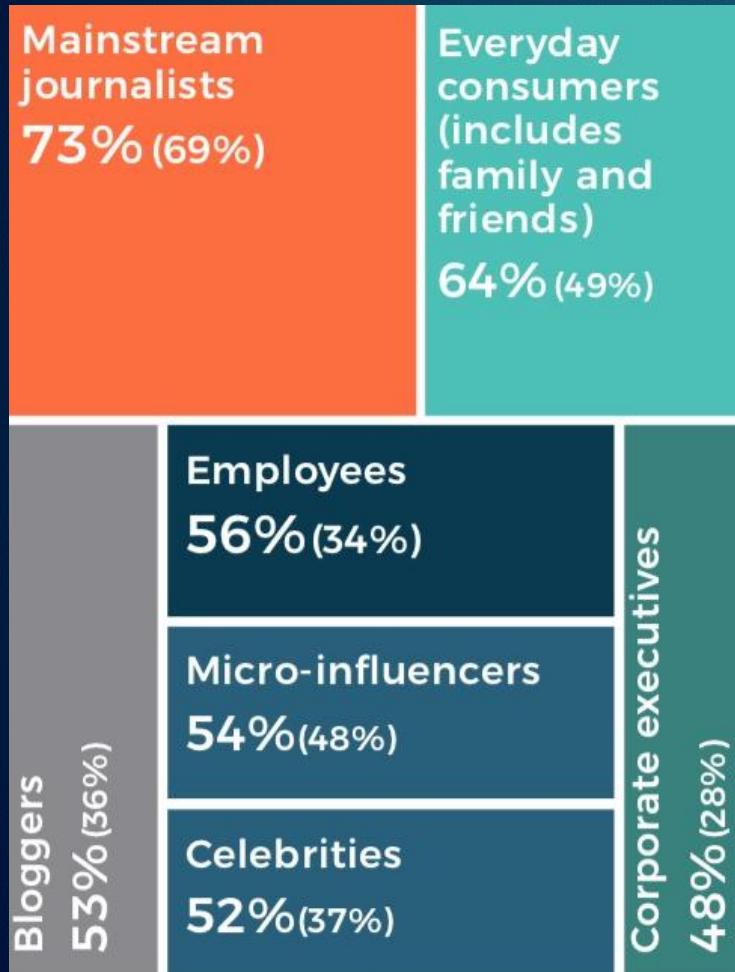
2020 品牌传播趋势变化

2020 最重要的公关任务（单选）

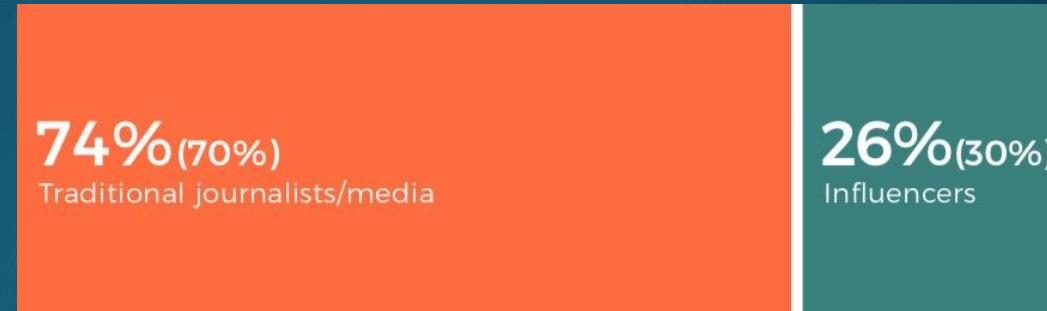


2020 媒介变化趋势

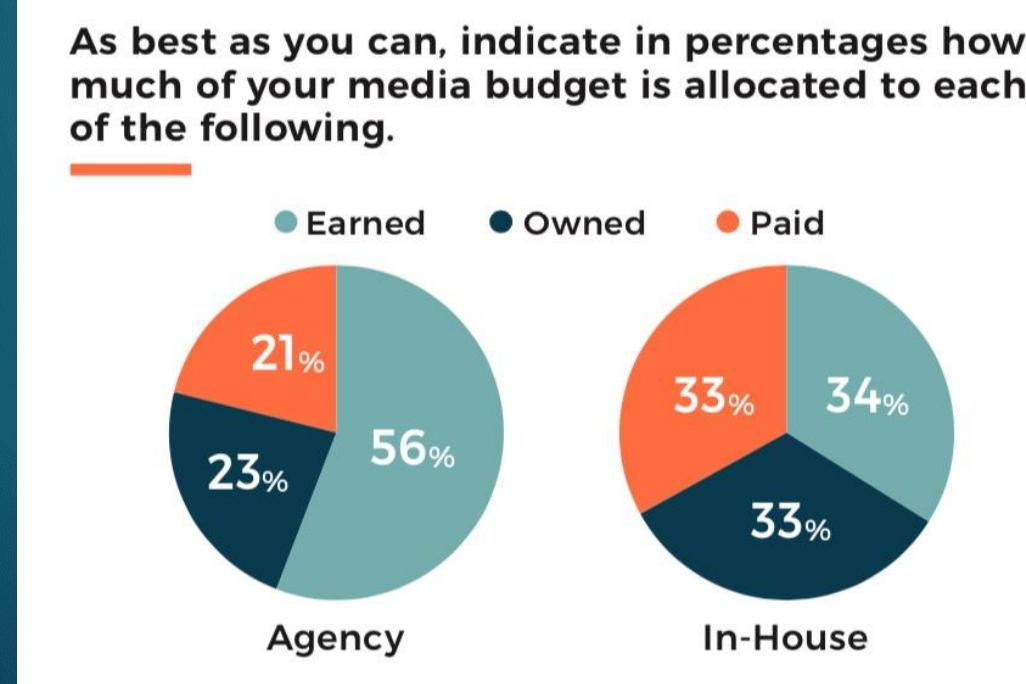
2020 COMMS REPORT by PR Week and CISION



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



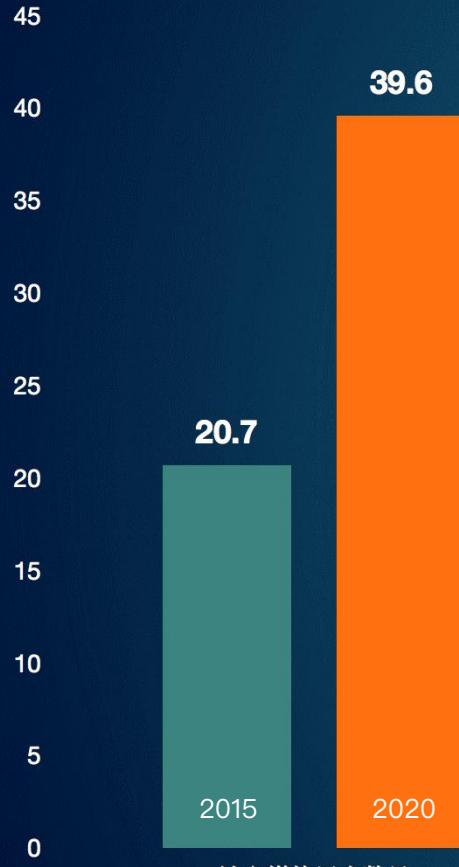
品牌公关预算分配



《2020传播报告：
量化传播的机遇》

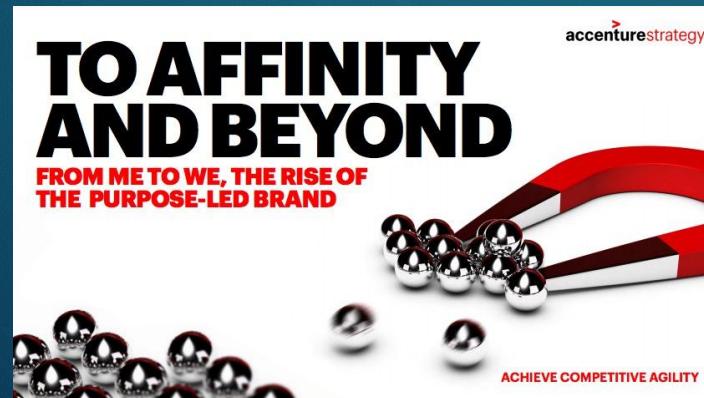
2020 社交变化趋势

Falcon 2021 Digital Marketing Trends



144 分钟/每人每天

- 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

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）

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Overview Latest Regional Industry Trending Topics Multimedia Other Languages Public Company News

China's CRRC Celebrates International Day of Cooperatives with Strengthened Ties and More Support for Australian Rail Industry

CRRC
2020-07-04 07:15 6724

Share: Facebook, Twitter, LinkedIn, Email, Print, Copy

SYDNEY, July 4, 2020 /PRNewswire/ -- One of the world's largest rail transportation equipment companies, China Railway Rolling Stock Corporation (CRRC, 1766.HK), has recently released the 2019 Australian Corporate Social Responsibility Report. Highlighting the company's efforts to support local partners through deep integration, the report speaks to the results of these partnerships and commits to even further levels of cooperation into the future.

In the rail transit industry, international cooperation is imperative to ensuring the highest levels of safety, comfort and efficiency. Partnering with the Victorian Government, the CRRC has provided 65 new sets of seven-car HCM7 trains that will enter service throughout 2020, beginning with the Cranbourne and Pakenham lines.

Throughout the whole domestic production of these trains, local partners and stakeholders were actively involved in the development process. In 2018, the Victorian Government invited a large number of these stakeholders and train drivers to inspect the vehicles and give feedback. From over 2,500 pieces of relevant feedback received, more than 150 changes were made to final design, allowing the trains to now carry up to 20% more passengers than currently used models.

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Overview Latest Regional Industry Trending Topics Multimedia Other Languages Public Company News

Sinopec Congratulates Saudi People on 90th National Day and Expresses Support for Saudi Vision 2030, Becomes Saudi Aramco's Largest Onshore Drilling Contractor

SINOPEC
2020-09-30 10:12 3065

Share: Facebook, Twitter, LinkedIn, Email, Print, Copy

RIVADH, Saudi Arabia, Sept. 30, 2020 /PRNewswire/ -- China Petroleum & Chemical Corporation (HKG: 0386, "Sinopec"), China's leading energy and chemical company and now Saudi Aramco's largest onshore drilling contractor, congratulated the Kingdom of Saudi Arabia on its 90th National Day and expresses support for the Saudi Vision 2030.

With firm commitment to responsibility, integrity, excellence, innovation and benefit for all parties, Sinopec's business operations in Saudi Arabia mainly cover the exploration and development of oil and gas fields, oil field services, refining and chemical engineering services, international trade of crude oil, refined oil, petroleum and chemical equipment, as well as investments in refining and chemical projects and sales of chemical products, lubricants and catalysts.

The petrochemical trade makes up 50 percent of total bilateral trade volume between China and Saudi Arabia, contributing to the economic development of both countries as well as serving their respective societies. Sinopec established its Middle East Center for Research and Development in Saudi Arabia in 2016 to enhance cooperation and the exchange of resources, services and learning.

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Products News Contact

Shanghai Electric's First Combined Cycle Power Plant (CCPP) Goes Online in Bangladesh

上海电气

NEWS PROVIDED BY Shanghai Electric 10 Apr. 2020, 16:52 BST

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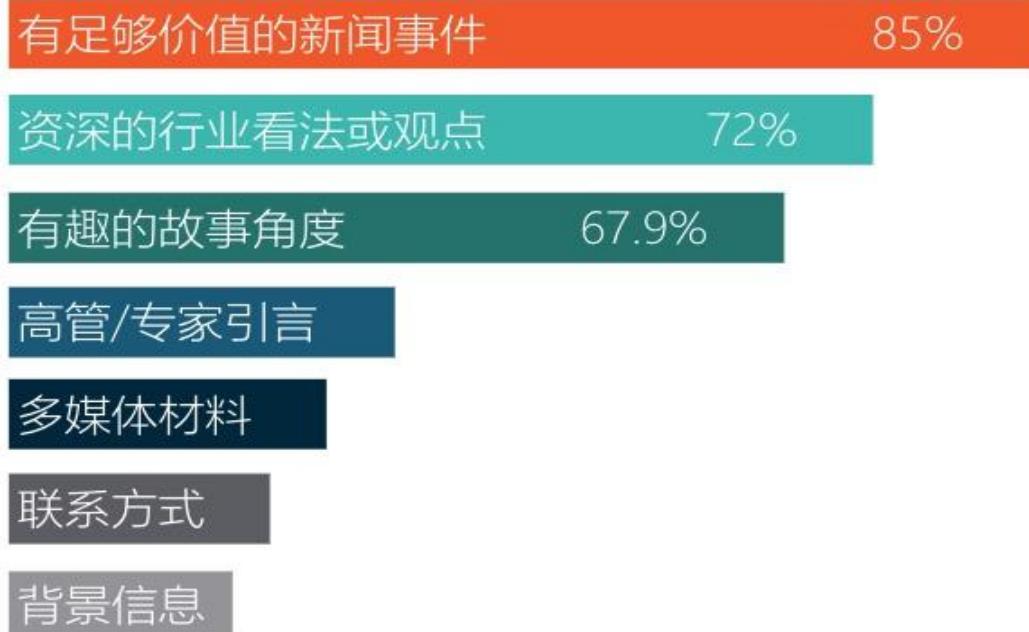
The project featuring patented air-cooled generator will increase the national electricity output by 640 million kWh annually.

SYLHET, Bangladesh, April 10, 2020 /PRNewswire/ -- Shanghai Electric Group, the world's leading manufacturer and supplier of power generation and industrial equipment, announced today that its first combined cycle power plant (CCPP) in Bangladesh has entered into commercial operation. Converted from a 150MW simple cycle gas turbine power plant, the 225MW combined cycle power plant in Sylhet is projected to continuously meet electricity demands in the eastern region of Bangladesh.

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**



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

中国企业海外新闻传播内容主题分布



2021 中国品牌海外传播机会

媒体洞察 & 选题追踪

Bloomberg: Future of Work

FT: Future of AI & Digital Healthcare

Forbes: The Money Issue: Investment Guide, FinTech Blockchain

CNBC: IOT: Powering the digital economy

Bloomberg
Green:
Green Home

TechCrunch: TC Early Stage Startups

WSJ: Outlook of 2021

Companies to comment on their employee equity plans

Deadline: 21/1/22 上午3:00

Pitch Recipient: query-bsu1@helpareporter.net

SEND PITCH

Opportunity

I'm writing an article about how employee equity is a great lever for growth.

If you would like to share your philosophy and results, please respond with:

- 1) Company and brief bio
 - 2) Overview of employee equity plan
 - 3) Details of results

K-12 STEM Instruction Anywhere

Contact: Calvin Hennick
Outlet: EDTECH: Focus on K-12
Deadline: 2/1/23 上午8:00
Pitch Recipient: query-bstz@helpareporter.net

PITCH

Opportunity

Technology is helping to push the boundaries of when and how students experience STEM instruction. It's not just about chemistry labs, calculus classes or web development. Students enrolled in agriculture and other vocational classes are also using high-tech equipment that now are industry standards. In this article, we highlight the technology that is helping schools and districts expand the concept of STEM and how distance learning might help give more students access to these courses.

This story should answer these questions:

- What are the key challenges with translating STEM in a remote or virtual environment and which technologies help overcome them?
 - While there are downsides to the remote environment for STEM, what are the upside(s)? Particularly since it seems like adding a remote or virtual component can extend the reach to students who couldn't have attended those classes in-person before.
 - What are the real-world benefits and forces driving school districts to invest and innovate with their STEM instruction?
 - What lessons or best practices can other school districts draw from these schools? Keep in mind that school districts might be complete novices or advanced in their STEM evolution.

The most creative partnerships to come out of the pandemic

contact: Jamie Killin
outlet: Business Insider
deadline: 21/1/20 上午8:00
itch Recipient: query-bsf@helpareporter.net

END PITCH

Opportunity

I'm looking for creative partnerships that have formed through the pandemic. For example, local coffee shops opening in a music venue or a restaurant partnering with a movie theater on an outdoor entertainment venue.

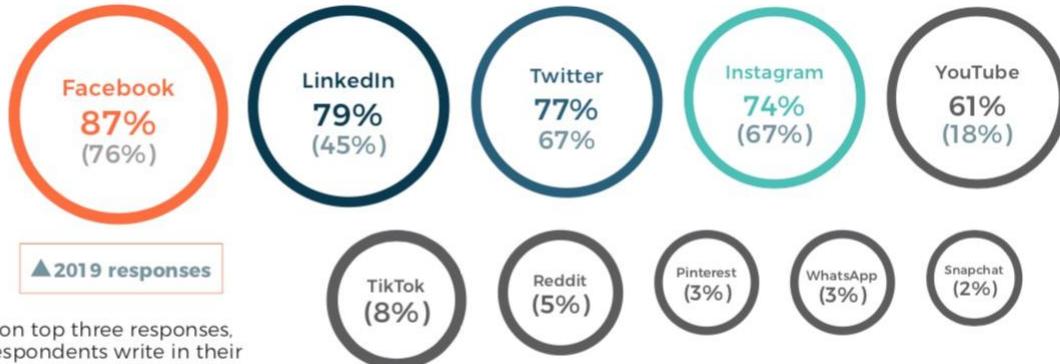
Requirements

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.

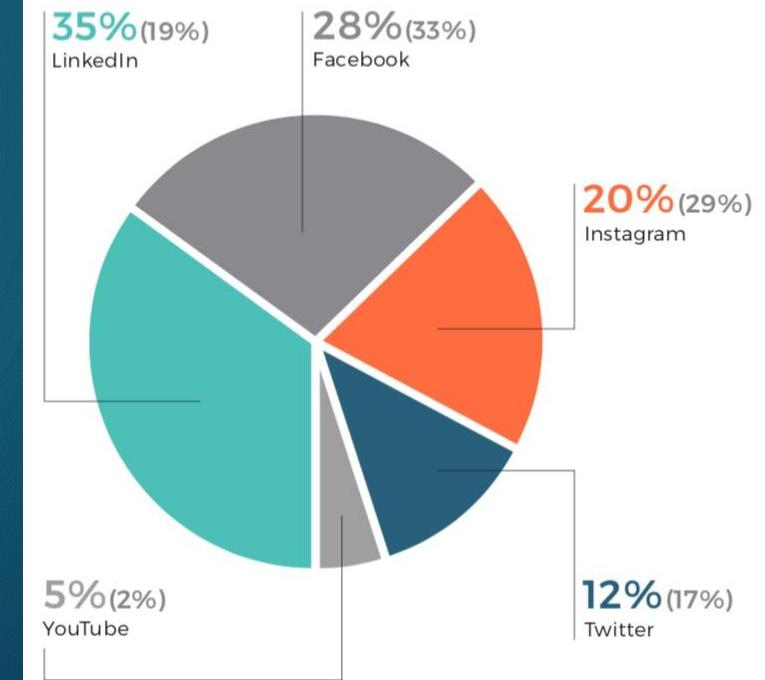
善用社交

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



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

