



Lydia Lu  
VP of Comm, HON Asia HGR

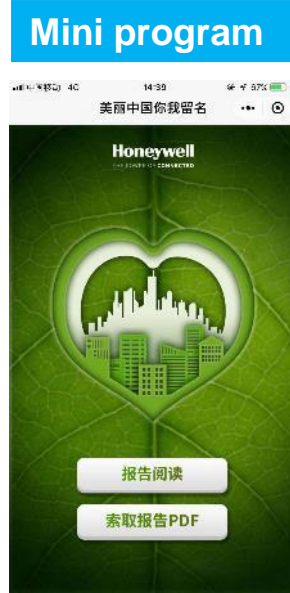
## HON CHINA COMM PRACTICE

**Honeywell**  
THE POWER OF CONNECTED

# Integrated Comm to Support Business Growth – Beautiful China

Given China's environmental challenges and China's goal for a "Beautify China", Honeywell has pulled together resources in an effort to expand business footprint in the environmental space (focusing on air quality).

- Published the "**China Industrial Green Upgrading – Air Quality Management**" report in May 2018, and launched a digital marketing campaign to promote the report with WeChat, website, and Key Opinion Leaders (KOL).
- Held a launch ceremony of the report, generating over **175** positive media clippings with a total circulation of **1,699,521,503**
- Digital marketing campaign (May 22-Jun 7) generated:
  - ✓ Impressions (who were reached by the campaign): **70,265**
  - ✓ Clicks (who have read the infographics of the report): **16,368**
  - ✓ Full Report Reads/Downloads: **851**
  - ✓ Leads (who have provided their contact information and exclude Hon ees): **721**
  - ✓ Questionnaire Responses: **519**



## Paid media

重磅福利 | 霍尼韦尔发布近三万字的产业环保报告！免费领取！



2018年6月1日

重磅福利 | 霍尼韦尔发布近三万字的产业环保报告！免费...



6位朋友读过

【头条】霍尼韦尔发布产业绿色升级报告



4位朋友读过

## Owned media

### Wechat



### Website



**Made The First Step to Establish PMT as KOL for Environmental Topics**

# The 1-9-90 Model of Social Media Influence

1% of People Create Content



## Influencers

- Top opinion leaders – 1% or less who drive the ideas that fuel conversation share with current/potential customers
- Important to focus content and relationships here

9% Share and Repackage



## Advocates

- Second concentric circle of influence – the people who carry the message, and where top influencers source ideas
- Important to surround sound with paid + earned media

90% Listen and Learn



## Enthusiasts

- Reflects what customers read, search and discover online every day. What do they learn? Where are they? How can you connect?
- Important to listen, educate, share and provide unique experiences

Source: Gary Grates (W2O Group), Regina Luttrell (Syracuse University)

# Leverage Big Event to Win Earned Media to Align with Business Objectives

## Objective :

- Uplift Honeywell's awareness in connectivity in China's market
- Demonstrate Honeywell's continuous support and contributions to China's digital economy

## Selected Media Headlines:

CGTN

China Int'l Import Expo: scores of US companies trying to attract Chinese consumers ▶

CCTV



My Impression on the First CIIE ▶

CCTV 13  
新闻

Multinational Companies Grow with Shanghai due to Opening-up ▶

人民日报

CIIE is a Good Opportunity for Global Companies to Strengthen Cooperation with China

新华社  
XINHUA NEWS AGENCY

U.S. Company Sees Great Opportunities in China's National Agenda

CHINADAILY

Honeywell Benefits as a Result of Internet Plus Boost

第一财经

Newly-established Foreign-invested Projects with Double Digit Increase, Multinationals in Shanghai Witnessed from "No" to "No Problem"

## Good Outcome:

- **15+** Most influential Media Outlets, no media event, through written interview before CIIE and face-to face interviews during CIIE
- **100+** In-depth reports from the CCTV, People's Daily, Xinhua News Agency, China Daily, Global Times, China Business News, etc., including one report on CCTV Xinwen Lianbo, which is China's most watched news program
- **100%** positive
- **Total Circulation** 2.6 billion

## Quotes Used by Media from HON spokespersons:



**Shane Tedjarati**, Global High Growth Regions President

– "Honeywell will make every effort to integrate with China's booming economy. That's why we have exhibited the leading connected technologies at the China International Import Expo in Shanghai, the first import-themed national-level expo."



**Lydia Lu**, Honeywell Asia HGR Communications VP

– "We are encouraged to see that China will enter a new round of high-level opening-up. China's import of goods and services are expected to exceed \$40 trillion in total, which will present huge opportunities for global companies like Honeywell."

# Great Results from the CIIE



Honeywell showcased a series of connected solutions at the first CIIE held in Shanghai, with a total of 17 contracts/ LOI signed, 500+ clippings worth of USD 2,000 K + equivalent ad value.

## “全球企业与中国加强业务合作的好机会”

——访霍尼韦尔全球高增长地区总裁沈达理

本报驻美国记者 章念生 吴乐珺

《人民日报》（2018年11月04日 03版）

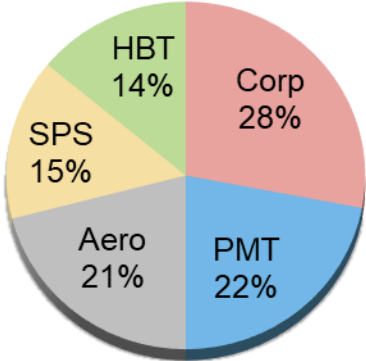
对于即将在上海参展的各国企业而言，首届中国国际进口博览会是一个增强与中国经贸往来的大平台。美国霍尼韦尔全球高增长地区总裁沈达理对本报记者表示：“进博会是全球企业与中国加强业务合作的好机会。霍尼韦尔将携带一系列创新的互联产品和解决方案参加这次盛会，全面展示霍尼韦尔前沿的互联产品和技术，以及在该领域所作出的努力。”

据沈达理介绍，作为全球高科技制造企业，霍尼韦尔正着力推进公司在软件、数据和服务等方面的发展。此次参加首届中国国际进口博览会，霍尼韦尔的展台位于智能及高端装备展区，涉及互联飞机、互联供应链、互联工厂、智慧建筑等。参展期间，参观者可以全面体验霍尼韦尔最新的工业物联网技术。这款互联网货运解决方案，可以将整个货运过程全方位可视化，帮助客户全程掌握货物在运输过程中的状态。参观者还可以体验全新的免持可穿戴技术以及网络安全技术。

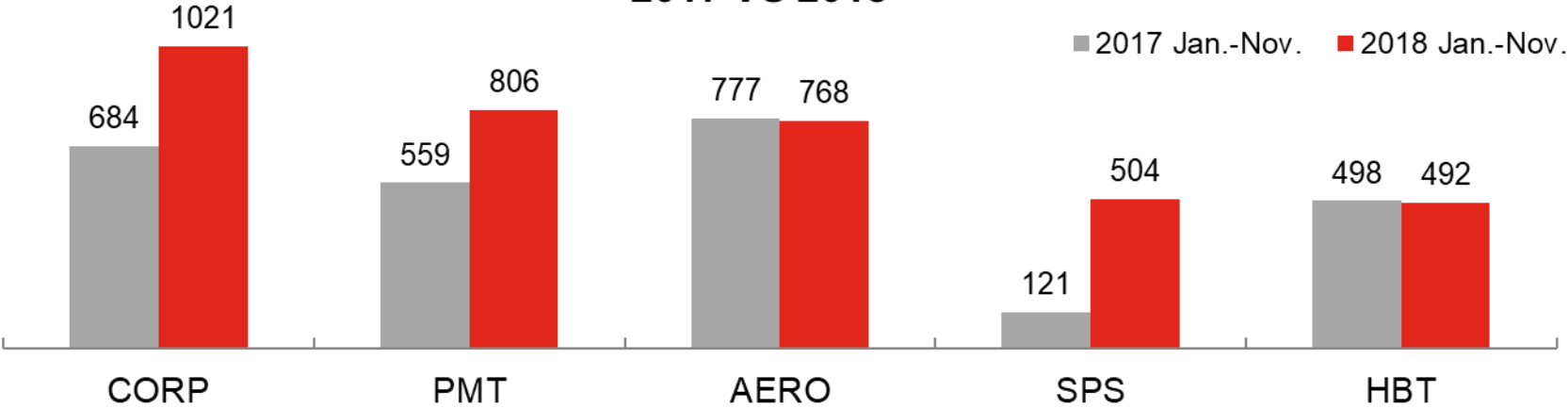
“深耕中国市场”，一直是霍尼韦尔的重要发展战略之一。早在中国改革开放之前，霍尼韦尔就已进入中国市场。“我们把自己定义为一个中国本土的竞争者，而不仅仅是一个跨国公司，我们要成为中国本土的有机组成部分，真正植根于在中国的发展”，沈达理表示。目前，中国是霍尼韦尔在美国市场以外最大的市场。2017年，霍尼韦尔在中国实现了两位数增长，在华员工人数约1.3万名。

# Media Coverage by SBG

2018 Jan.-Nov. Coverage by SBG



2017 VS 2018



**2,639** clippings during 2017 Jan.-Nov., **3,591** clippings during 2018 Jan.-Nov.

Steady Coverage Growth In An Evolving Media Landscape



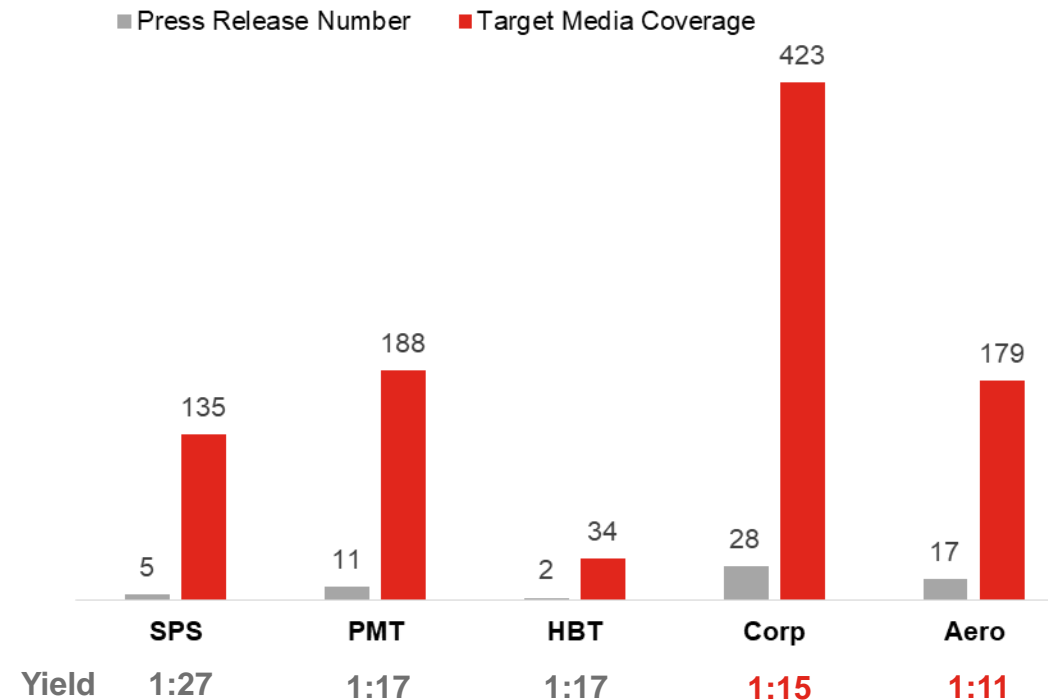
# Press Releases & Coverage

2017 Jan.-Nov. VS 2018 Jan.-Nov.

	No. of Press Release	
	2017	2018
<b>SBG</b>		
<b>Corp</b>	25	28
<b>Aero</b>	25	17
<b>PMT</b>	18	11
<b>SPS</b>	5	5
<b>HBT</b>	5	2
<b>Total Press Release</b>	<b>78</b>	<b>63</b>
<b>Total Coverage</b>	<b>1076</b>	<b>959</b>
<b>Yield</b>	<b>14</b>	<b>15</b>

2018 Jan.-Nov. Press Releases & Coverage by SBG

**63** Press Releases distributed through PR Newswire,  
**959** Clippings on target media

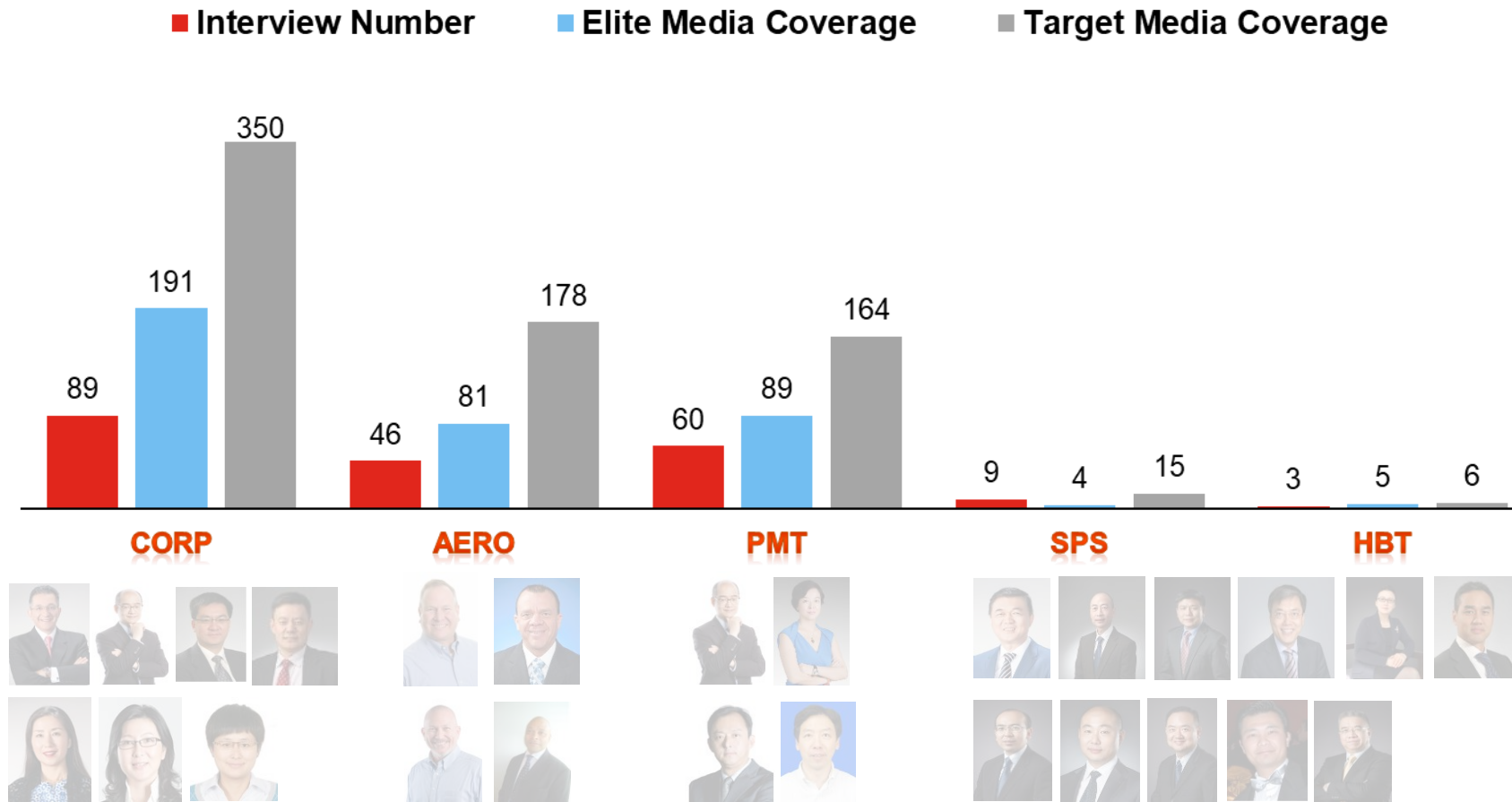


**Press Releases Continue To Be A Key Tool**

# Executive Interviews & Coverage

2018 Jan.-Nov.: **207** Executive Interviews, **713** clippings on target media, **370** clippings on elite media

(2017 Jan.-Nov.: **117** Executive Interviews, **326** clippings on target media, **110** clippings on elite media)



**Proactive & High Profile Executive Interviews**



**Honeywell**

THE POWER OF **CONNECTED**