

Incheon Global Campus Showcases the Future of Higher-Education with Multimedia Communications

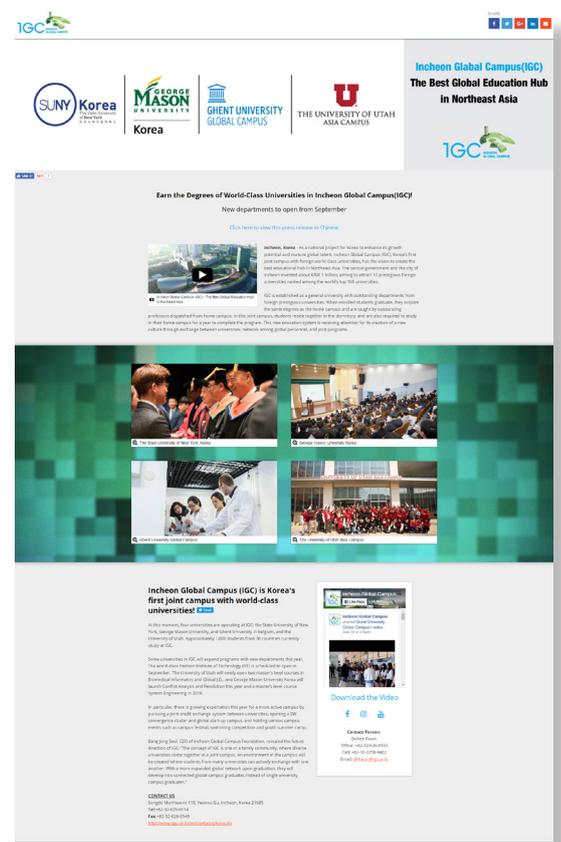


Company Overview

Incheon Global Campus (IGC) is a national project established by the Korean government and Incheon Metropolitan City to create the best educational hub in Northeast Asia. Currently there are four world-class universities operating at IGC - the State University of New York, George Mason University, Ghent University and the University of Utah, with approximately 1,600 students from 36 countries studying at the joint campus.

Objective

IGC aims to host ten of the world's prestigious universities by 2025 to nurture next generation of global leaders in the fields of education, economics, culture and arts. With new universities scheduled to operate at IGC and existing ones expanding programs with new departments, IGC wanted to create greater awareness of its educational curriculum and drive student enrolment globally. To ensure their messages cut through the clutter and resonate with their relatively younger audiences, IGC adopted a multimedia communications approach.



"We are delighted to have PR Newswire as a distribution partner to amplify our reach globally with our first international communication campaign. PR Newswire's Multimedia News Release helps us to deliver our messages in a more interactive and effective way."

Dohee Kwon
Manager
Incheon Global Campus

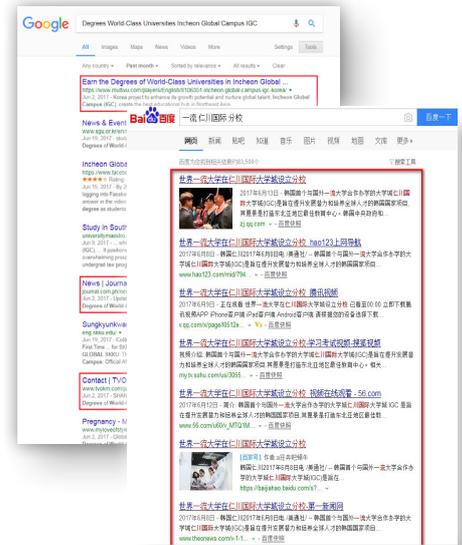
Multimedia News Release of Incheon Global Campus

Solutions & Results

By using PR Newswire's Multimedia News Release (MNR) distribution, IGC is able to showcase the campus's environment and state-of-the-art facilities in multimedia format. IGC can reach out to millennial students, worldwide universities and other stakeholders with an MNR microsite that incorporate press release, videos, logo, photos, documents and social media tools in one single interactive platform.

The MNR was distributed to China circuit and "Global English Only" package which covers regional media in US, Europe, Latin America and Asia. Targeted at media outlets in the business and education trade categories, IGC was able to:

- ✓ Distribute English and Simplified Chinese release to editors and journalists of targeted trade categories from major web portals, newspapers, magazines, trade publications, blogs, radio and television stations.
- ✓ Attract new audiences via PR Newswire's industry-leading online syndication network. The release was featured on close to 400 high-profile online websites globally with over 94 million potential audiences, such as Yahoo! Finance, Market Watch, National Post, Morningstar Asia, Education of HC360(慧聪教育网), Earth Edu(全球教育网), Sina Blog(新浪博客), Sohu TV(搜狐视频) and QQ video platform(腾讯视频) and etc.
- ✓ Receive over 14,000 release views and close to 6,000 video views globally.
- ✓ Access to the leading financial media outlets and terminals including Bloomberg and Dow Jones.
- ✓ Get noticed on mobile by syndicating the content on notable mobile news apps in China such as TouTiao(今日头条), iFeng News(凤凰新闻), Souyue(中搜搜悦新闻客户端), Tencent(手机腾讯网), Sina(手机新浪网) and Baidu News(百度新闻) with a subscriber base of over 4 million.
- ✓ Presence in international and China social media portals, including Facebook, Twitter, WeChat and Sina Weibo, where PR Newswire has more than 800,000 subscribers and followers.
- ✓ Evaluate the results via PR Newswire's Visibility Report and ReleaseWatch Report - the robust and comprehensive reporting that shows exactly where the story was featured online, across social and mobile channels.



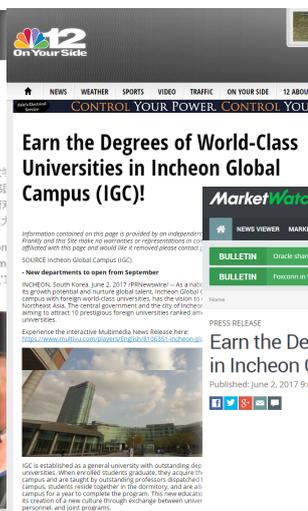
Online Visibility on Google and Baidu



Media coverage on video portal



Feature on popular news app in China - Baidu App



Media pick up on some of the prominent online media outlets