

## CASE STUDY

### Air China Expands Wings with PR Newswire's Global Distribution Network and Media Monitoring Services



## 01 THE CUSTOMER

Founded in 1988, Air China is China's exclusive national flag carrier for civil aviation and undertakes the responsibility of providing exclusive flight services for both Chinese national and foreign leaders. It is leading ahead of its domestic competitors in passenger and freight air transport and related services.

## 02 THE CHALLENGE

With rapid business growth and expansion of new routes, Air China needed to consolidate its domestic position as well as further expand its global footprint. Air China's goals were to convey its brand story globally, increase the number of passengers, and highlight its CSR efforts as a national carrier.

Key challenges in communicating with global audiences include outreach to a diverse global media environment, language barriers, cultural differences, and monitoring data on general public opinion, brand sentiment and share of voice.



\* Smiling China 777-300ER by Air China



\* Beijing-Aksu maiden flight by Air China

## 03 THE SOLUTION

Air China leveraged PR Newswire's global media network by distributing news releases to a comprehensive range of traditional media outlets, trade and industry media outlets (aviation, travel/tourism), social media channels, and mobile news apps. The favorable media pickup of Air China's news successfully drove engagement with its target audiences.

To further support Air China's external communications, PR Newswire's media monitoring platform collected real-time data and actionable insights to help Air China optimize its media outreach. Data was collected from thousands of information sources across industry verticals, social media, and mobile channels to track Air China related content including industry news, trending topics, positive and negative feedback from customers. Multidimensional indicators such as volume, reputation, media and user attributes, and quality of communications were analyzed to achieve a comprehensive view of Air China's communication activities.

## 04 THE RESULTS



### Domestic Releases

**900+**  
Press Releases With 6-8  
Releases per month

Coverage on traditional media, online news portal, travel, aviation & financial related media, Weibo, WeChat, mobile, and other social media channels.



**94,800+**  
Online Results Via PR Newswire  
distribution



Content include varying topics such as announcement of new routes, partnerships and service upgrade.

## International Releases

Distributed to **20+** target markets with comprehensive coverage of **122+** million potential audiences.

On average **2-4** releases per month in multiple languages e.g. Chinese, English, French, German, Spanish, Japanese, Korean and etc.

**470+** media pick up including on Yahoo and CNBC and **6,000+** shares per release on average.

Exposed to **200K+** Twitter followers for each press release, and releases appeared at top of the Google search result page.

By using PR Newswire's news distribution service, Air China's news were also successfully published by overseas mainstream media outlets such as CNBC, Reuters, The Wall Street Journal, The Asahi Shimbun, Yonhap News Agency, and trade media outlets in the aviation, tourism, and finance industry.



China Daily (Chinese)



Sina Weibo



Reuters



CNBC (USA)



people.cn

## Media Monitoring

With the support of PR Newswire's monitoring services, Air China was able to consistently optimize its communication strategy and channels to maintain a leading position in the industry in terms of brand recognition and reputation. Based on the monitoring data gathered via PR Newswire's CMM platform, Air China currently has the highest media attention from general media outlets and those that cover transportation and financial news. This demonstrated a positive trend of Air China's growing brand influence among mainstream media.



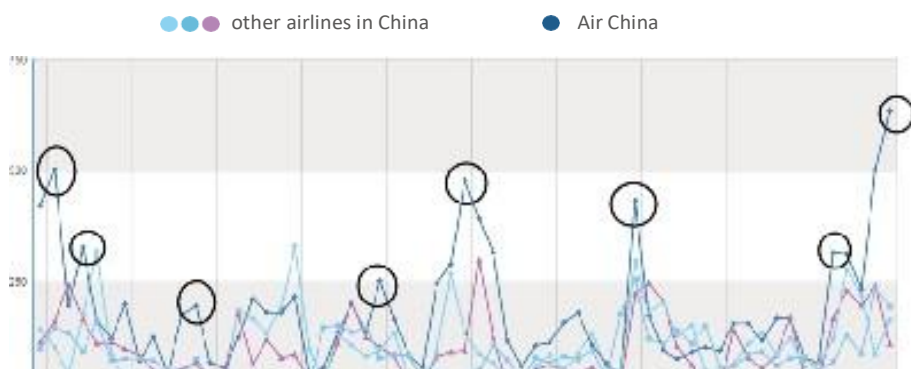
The Wall Street Journal



Condé Nast Traveler



Air Transport World



\* Air China is in the leading position in the industry, in terms of brand name and engagement

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As an airline listed on London, Hong Kong and Shanghai Stock Exchange, Air China has a profound understanding of the importance of communicating its brand and value to the public. Over the years, Air China leverages PR Newswire's global media network to successfully distribute press releases in local languages to more than 20 countries and regions to better demonstrate its brand value to the public. The sincere efforts by the PR Newswire team play a key and positive role in enhancing Air China's brand recognition globally, and we look forward to even broader and deeper cooperation in the future.

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— AIR CHINA