

China Nearby

An accessible PR, design
& marketing package to
create visibility in China



We help you being visible in China's creative culture

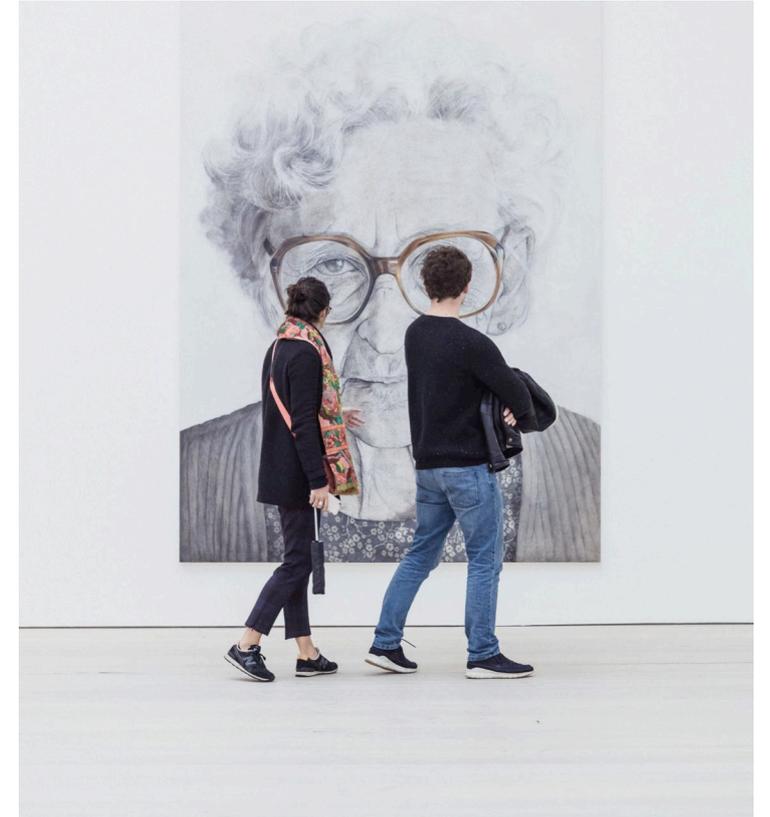
When you work in the European art world or creative industry, it's not that easy to enter the Chinese market. Both European and Chinese cultural institutions run on their own methods. The way we connect with people, build brands, and share our art is completely different in our cultural industries. That's why it's complex for European companies to successfully establish their brand in China. Because where do you start? And how do you build trust?

This is where we can lend a hand. We help European creative industry brands and institutions to become visible in China. Any brand or organization in the field of design, architecture, communication, digital sphere, fashion, film, photography, media, visual arts, museums, galleries, antiquities or music is welcome, as are

projects around cultural heritage, historical buildings, and monumental destinations.

We ensure your cultural brand is understood in the Chinese language and context, guiding you towards presenting yourself accordingly. In every country, different trends and preferences make up online and offline culture. Together, we'll create a matching strategy, creating online and offline content, then branding it and implementing it in (social) media. Communicating your European story to a Chinese audience.

This Chinese audience is not only located in China. Many are living and working in Europe. Besides mainland China, we can also help to engage with reaching out to the Chinese community in Europe.



Joined forces reinforcing you

Public Relations

We know the Chinese way of PR in the art world and in the field of creative industries. Therefore, we can help the European brands in these fields with great connections in China. Our extensive network in China will introduce your brand to new and exciting possibilities. This is what we'll do.

- PR scan and activity plan
- Customized PR-list (30 media outlets)
- Guidance for five press releases
- Clipping report and strategy for follow-up campaign

Brand Design

By ensuring your cultural brand is understood in China, we can make the right connection to the Chinese market and align with local expectations. This will help your brand fit in – and ready for more visibility and success. Including:

- Analysis of existing visual brand and identity
- Sharpening visual brand and identity
- Developing visual concept socials
- Developing design-items

Digital Marketing

Finally, we can improve your online visibility in China by starting up online communication and promotion, boosting your sales through Chinese cross-border e-commerce. Expect matching Chinese content based on your authentic stories.

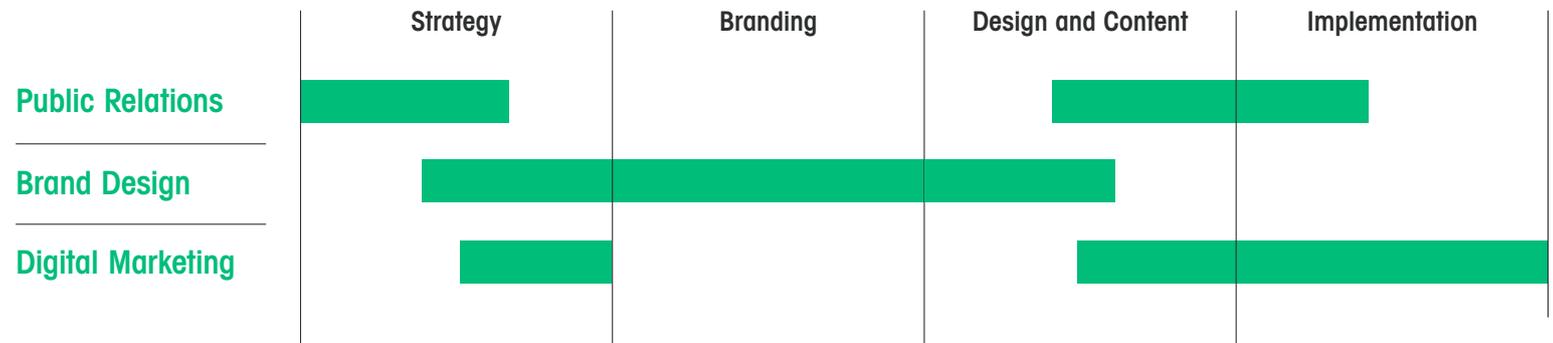
- WeChat Official Account Set-up
- WeChat Content creation and operation
- WeChat promotion & campaigns
- E-commerce & social commerce set-up and operation

We connect you to China

Nice to meet you! We are three Amsterdam based companies with a long track record in working with Chinese and Western clients. We're excited to help you promote your brand in a completely different culture. How? By creating content, branding it and implementing it in social media.

From our specializations, all three of us have a lot of experience working in the Chinese art, cultural and creative industries, leading to a deep-rooted network in China. With our varied backgrounds and expertise, we'd gladly partner up with you to create a clever and effective strategy. As a group, we've worked together many times. We know where we overlap and how we can reinforce each other. This allows us to offer you an attractive range of services, tailored to your needs in the cultural and creative industry.

Joined forces reinforcing you. This is how it works.



Public Relations

Step 1

PR scan and activity plan

What we do

We want to make PR in China accessible to European creative industry brands, art institutions and other art related organizations or individuals. This can mean anything from a cultural 'destination' like a monumental building or historical city in Europe, to brands in the world of design, architecture, communication, digital sphere, fashion, film, photography, media and music. Every story deserves publicity and a platform: We think China is ready to welcome yours.

Our goal

Mapping PR possibilities and setting up an activity plan in line with the overall strategy.

You receive

A thorough analysis and activity plan for the Chinese market.

China Nearby

Step 2

Customized PR-list

What we do

Deciding on a strategy, we match your expectations with the possibilities regarding public relations in China. Next up, we use our relevant network to help you get your message heard, online and offline. When the right newspapers or luxury lifestyle magazines write about you, your visibility will increase, your brand awareness will be strengthened, and people will start to trust and be excited about your brand. We will focus on finding the right media match for your message.

Our goal

Seeing your cultural brand or institution in the best fitting media, online or offline.

You receive

An extensive PR-list (online media, influencers and offline media) for the Chinese market.

Step 3

Guidance for the first five press releases

What we do

As European creative industry brands and institutions, you have intriguing and new stories to tell. Often, if these aren't told in a Chinese tone of voice, they might be difficult to convey – and miss the boat. That's why we'd like to share our knowledge and help you bridge the cultural differences to create the right connection to the Chinese market. In whichever country you want.

Our goal

Creating catchy press releases that respect their European story and background. We translate these into strategically timed messages that will be received well in the appropriate European context.

You receive

A customized PR-list (30 media outlets)
Guidance for five press releases

Step 4

Clipping report and strategy for follow-up campaign

What we do

Strategy wise, we believe it's important to monitor your PR activities to build towards the desired impact. To measure what we've achieved, we will provide you with a 'clipping overview'. Next to that, we'll give you suggestions to increase your visibility based on our recent media outcomes.

Our goal

Realizing a clear overview of what's been achieved and could be achieved next.

You receive

A Pdf including a clipping report + the next steps for the Chinese market.

Brand Design

Step 1

Analysis of existing visual brand and identity

What we do

In the next phase, we're focusing on your brand design. When a company enters a new market, it is essential to know whether the visual identity is suitable. Is the message getting across and is your identity distinctive enough from competitors? Will Chinese find your look attractive? In this step, we analyze your visual brand.

Our goal

Mapping out whether the visual identity offers enough tools to create online visibility, sharpening it where necessary.

You receive

A (concise) study on the visual analysis.

Step 2

Sharpening visual brand and identity

What we do

With a strong set of brand building blocks that are properly coordinated, the online brand story can be brought out in exactly the right ways. That's how we will set up the brand's behavior - sharply. Then, we'll align look & feel.

Our goal

Creating a visual translation of brand building blocks: behavior, color, photography, typography, graphical approach, and (if needed) logo.

You receive

An analysis and proposal of sharpened design tools.

Step 3

Develop visual concept of socials

What we do

With this look & feel, we'll continue to social media. To communicate your message optimally, it is important to unambiguously use your new visual identity on various social platforms. Doing so creates consistency and a clear visual language in all of your posts. That way, your story stands out in its unity.

Our goal

Designing an overarching visual plan for social media.

You receive

An outline of the plan aimed at two social channels.

Step 4

Developing design items

What we do

Based on your input and strategy, we design social campaigns and posts to communicate your brand story. This way, you connect well with your new Chinese followers. The word is out - your film, historical city tour or cultural platform can now get international fans & followers.

Our goal

Translating the visual outcome of steps 2 and 3 into applied design.

You receive

The design of icons, profile pictures, header images, and – per social channel - a design for 3 campaigns (3 x 3 posts).

Digital Marketing

Step 1

WeChat Official Account Set-up

What we do

To cater to your new Chinese audience, we're registering, verifying and setting up your own business account on WeChat. A good start on China's social media which allows you to start create a community.

Our goal

Creating a permanent online presence via your company's own WeChat Official Account.

You receive

A fully ready WeChat Official Account, registered on your business license, including a clear customized menu and an appealing content design template.

Step 2

WeChat Content creation and operation

What we do

During an intake session, we'll develop a social strategy and co-create a connected content calendar together. Every month we will create 1 WeChat blog and provide performance reporting & evaluation of your WeChat account on a quarterly basis. Working together to get your story where it needs to land.

Our goal

Sharing your products or services with the right target audience, in Chinese.

You receive

Dedicated content creation based on the story you want to convey, translated into a tone of voice that appeals to the target audience of your brand.

Step 3

WeChat promotion & campaigns

What we do

Now that your WeChat Official Account is up and running, we're going to develop a campaign. First we will research and provide you with a top 5 list of influential WeChat Official Accounts in your industry. We will inquire advertorial possibilities and prices and together we select the right promotion partner. Next our copywriters will write an advertorial in Chinese and take care of the communication with the platform/influencer.

Our goal

Promoting your WeChat Official Account Official among the right target audience via targeted advertising campaigns that match your brand & story.

You receive

An increased number of followers and genuine interest in your products or service – including leads.

Meet the team

Public Relations

chinaconnector.nl

China Connector

In 2017, Monique Knapen and Jessy van de Klundert decided to focus on the business development, PR and marketing of Chinese and European businesses in the art world and cultural and creative industry. Creative businesses who want to be seen in both Europe and China. Thanks to their years of working experience in this field, strong network, and solid reputation, they successfully completed a wide range of projects for various European and Chinese brands and institutions. Their individual and tailor-made approach matches the cultural and creative industry brilliantly.

Meet Jessy and Monique, founders of China Connector



Clients China Connector worked for



China Nearby

Brand Design

tin.studio

TIN

TIN is a team of experienced Amsterdam-based designers. They help companies build remarkable brands. Brands that stand out, online and offline. With a personal approach, a clear process and unlimited support during this challenging process, TIN helps brands find their true story. As the creative director of Lava Beijing, Johan of TIN worked with various European-Chinese teams for events like Beijing Design Week and projects for the French and Dutch Embassy in Beijing.

Meet Johan, co-founder of TIN Studio



Clients TIN worked for



DA.MOSCOW

Digital Marketing

nextportchina.com

NextportChina

Founded in 2013, NextportChina is a digital full-service agency focused on the Chinese market. Back then, the company was the first of its kind in the Benelux. Now, 7 years later, NextportChina has grown into the go-to agency for European companies that want to reach their Chinese target group. The company has the rare advantage to have a fully bi-cultural team of Dutch and Chinese professionals onboard. That's why NextportChina is perfectly equipped to support European brands with building their online presence in China on platforms like WeChat, Sina Weibo, Baidu, Douyin and Xiaohongshu.

Meet Thijs, co-founder of NextPortChina



Clients NextPortChina worked for

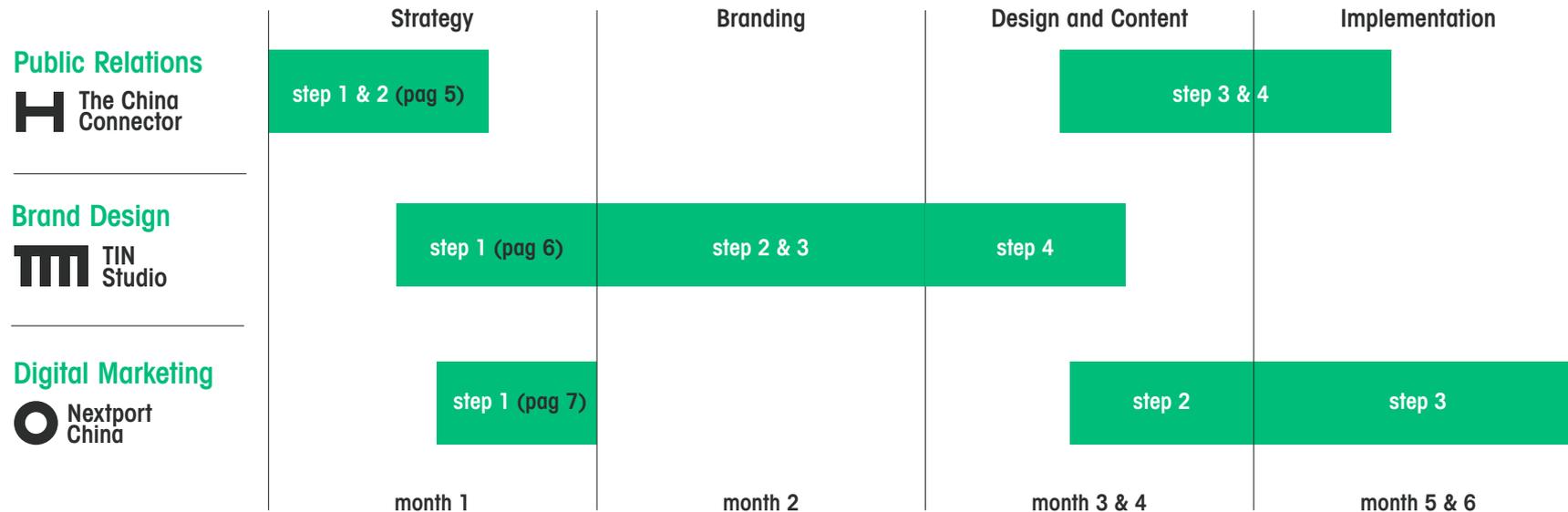


Want to become visible in China?

Timeframe & Steps

Let's start working together!

We offer a customized workflow in a fixed time frame of 6 months. This way, everyone knows what's up.



China Nearby

Pricing

What does it cost?

Check out our fixed monthly fee.

€ 2.495,- a month

- This offer comes with a fixed timeframe of 6 months

Extra services

In need of a more customized approach? In addition to our starter package, we offer extra services to completely fine-tune your European communication strategy.

We'd be happy to make you a customized quotation based on your wishes. Don't hesitate to get in contact with Monique Knapen (see next page) and see whether your needs fit our package. Monique speaks European fluently and will gladly discuss all options.

Public Relations

Extend your visibility

- Matchmaking
- Intercultural advice & support
- Project management
- Offline events
- Translations & copywriting

Brand Design

Re-think your brand identity

- Re-designing your visual identity
- Re-designing your website
- Design and strategic advice on sales-tools (e.g. keynote sales deck)
- Development of additional items for promotional purposes
- Translating your visual identity to 3D (e.g. store and booth design).

Digital Marketing

Connect for the long-term

- Additional WeChat content support
- WeChat Mini Program development
- WeChat (banner) advertising
- Influencer marketing
- O2O promotion and events (e.g. H5 campaign)
- E-commerce & social commerce set-up and operation
- Video content distribution (e.g. VOD, SVOD, AVOD, TVOD, PAYTV, and OTT)

Contact

Let's get to know each other

Want to know what we can do for you to gain a strong position in China, translating your European story into fitting (visual) communication for the Chinese market? Please don't hesitate to call or email us. We'd be happy to explain the opportunities for you.

Do get in touch with Monique. She speaks English and Chinese fluently.



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Located in the center of Amsterdam



Our team is ready to help you out!