

**Bicultural Marketing Campaign**  
www.cecidea.com

**Advertising**

- Printing Advertising • Newspaper, Magazine, Flyer, Posters, Brochures, X-banner stand etc.
- Online Advertising • Google AdWords / Extension, Google Ad Exchange, Baidu PPC (CN) etc.
  - Video Marketing: Youtube, Youku (CN) etc.
  - Other Video Ads, Online Banner PPC, CPC, CPM etc.
- Broadcast Advertising • Radio Ads, Tele Ads, Pre-Movie Ads etc.
  - Podcast sponsorships etc.
  - Focus media (CN) etc
- Guerrilla Advertising • Focus: Visual impact, Creative thinking, Interactive design
- Outdoor Advertising /OOH (Out of home) • Bus-stop, Metro, Elevator, Flex banner, Spiel Truck, Sky Writing, Airplane Banner, Billboard and other display /electronic Media, Stick for cars, Lighted sign on building, Focus media (CN) etc.
- Product Placement Advertising • Context within: Sopa Opera, Show, Movie, Sitcoms, Film, Sports etc.
- Cell /Mobile Advertising • Social Media
  - Text Message
  - CPI

**Sales Promotion**

- Social media marketing • CN: Wechat, Weibo, Qzone, Renren, Douban etc
  - US: Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, etc.
- Sales promotion: Coupons, Discounts, Free Trail, Loyal Incentive, In-store Promotion, Rebates, Raffles ( for saving category / account opeing), Membership, Contest, Support for education centers,Time limited group buying ( Popular in CN) etc
- Channels: Dealers, Showroom, Ecommerce,etc
- Branded Accessories: T-shirt, Pen, Cup, Calendar etc
- Mobile Apps development, Mobile marketing

**Direct Marketing**

- Mail order catalogues, Bulk Mail, Tele Marketing
- Website SEO, Video SEO, Customized landing page
- Customized email ,video

**Events**

- External sponsorship: • Conference, Trade show, Exhibition etc.
  - Co-sponsor with leading brands (other industry)
- Internal Clients Seminar • Online seminar
  - On-site product launch etc.

**Public Relationship**

- Social media influential: Event marketing, Word by word, Online Discussion Group / Community etc.
- Traditional media cooperation: Press release, Blog marketing, Journalist interview etc.
- Knowledge share: Industry BBS, Slideshare, Baidu Wenku (CN), Zhuhu (CN), Tianya (CN),BSP Blog (CN) etc.
- Education program,Vertical association cooperation, Charity etc.
- Other PR events

**Personal Selling**

- Celebrity effect
- Local opinion leader
- Influential Blogger