

Your Gateway to Global Impact

# CHUAN

GECHUAN  
MEDIA

# 个川传媒

海外社交媒体运营 国际媒体公关PR  
视觉内容制作 品牌设计与营销策划



GECHUAN



# GE CHUAN

Your Gateway to Global Impact

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**01** 个川简介  
About GeChuan

**02** 业务矩阵  
Business Matrix

**03** 优秀案例  
Excellent Cases



GECHUAN

# GE CHUAN

Your Gateway to Global Impact

## PART 1 个川简介 About Gechuan



GECHUAN

# PART 1

## 个川简介

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个川传媒诞生于杭州，分驻美国、加拿大、德国、波兰和乌克兰等多个国家。我们的团队成员来自世界各地，**拥有丰富的文化背景，超过10年的海外社交媒体运营经验，独家的外媒资源和成功的出海全案策划案例。**我们的前身是2015年成立的杭州勇栈科技有限公司，旗下有Foundya/洋了帮、DragonwellCreative/五云创意等品牌。

自2015年成立以来，我们专注于为政府机构、媒体、世界500强企业、DTC品牌以及艺术家、体育明星和时尚KOL等提供专业的**海外数字营销服务**。我们结合中国品牌需求与北美/欧洲本土文化，由国内和海外本土营销专家协作，为每位客户量身定制推广方案。通过策略性的社交媒体管理、全球化的品牌推广和多渠道媒体传播，助您打造**可持续增长的全球影响力**。



# 媒体活动



受邀参加乌镇  
互联网大会



## 十年专注海外宣传

乌镇互联网大会/第一届杭州旗袍节新闻发布会/2017年海外优秀传播杰出案例/创意团队合照



# 创始团队

Andrew  
Byrne  
广告优化师 (加拿大)



Jasmine  
Zhang  
MD

Spoon  
Shao  
摄影师



Ciaran  
McLinton  
英文编辑 (英国)



Mathilde  
Blaschyk  
欧洲商务 (法国)



Ryan  
Wilson  
创意总监 (美国)



Ania  
Borkowska  
项目经理 (波兰)

Jared  
Thompson  
项目总监 (加拿大)



Andreas  
Planas  
首席摄影师 (西班牙)



Siting  
Wang  
CMO



GECHUAN

# 部分客户



2017年2月17日 星期五 A17-19

### NIHAO 杭州!

## 这座城市正在成为外国创业者的重要目的地

今年春节,来自美国硅谷的两位外国创客, Thompson 和 Shinn, 中文名叫汤姆和辛恩, 在杭州度过了一个难忘的春节。他们和杭州的小伙伴们度过了一个愉快的春节。汤姆和辛恩在杭州度过了一个难忘的春节。他们和杭州的小伙伴们度过了一个愉快的春节。

留学生在杭州生活, 汤姆和辛恩觉得很开心。他们和杭州的小伙伴们度过了一个愉快的春节。汤姆和辛恩在杭州度过了一个难忘的春节。他们和杭州的小伙伴们度过了一个愉快的春节。

汤姆和辛恩在杭州度过了一个难忘的春节。他们和杭州的小伙伴们度过了一个愉快的春节。汤姆和辛恩在杭州度过了一个难忘的春节。他们和杭州的小伙伴们度过了一个愉快的春节。

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2017.3.15 星期三 钱江晚报 杭州新闻·民生 69005006 A5 96068

## 西湖的夜, 火到了全世界

这家为杭州旅游作推广的公司一共12个人, 来自7个国家 他们拍摄的西湖夜景视频传到 Facebook 上, 点击量20万次

本报记者 杨晓敏 实习生 房家玮

西湖之美, 从来不与世界分享。BGC 的镜头, 时代广场的大屏幕, 都早已将这一城碧水拍作熟人。最近, 西湖又长了一张脸——2月28日, 一段西湖夜景的视频上传到了国际著名社交网站 Facebook, 短短几日, 已达到了20万次的点击量。

一段西湖夜景的视频传到 Facebook 上, 点击量20万次。这家为杭州旅游作推广的公司一共12个人, 来自7个国家。他们拍摄的西湖夜景视频传到 Facebook 上, 点击量20万次。

### 拍了啥? 西湖的夜视频火到了全世界

这个视频叫作《杭州——中国最后的浪漫》(Hangzhou - The Last Romantic China)。视频里, 镜头从西湖的断桥开始, 穿过雷峰塔, 来到西湖的夜景。视频里, 镜头从西湖的断桥开始, 穿过雷峰塔, 来到西湖的夜景。

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杭州丝绸元素穿上身 千名女性共赏国粹之美

杭州全球旗袍日 面向世界上演一场中国服饰的旗袍秀

China-Festival fand heute das "Hangzhou Global Qipao Festival" statt.

我不是一个假杭州人

马德里佳丽精彩亮相 联动助力“杭州全球旗袍日”

华夏风情 世界绽放

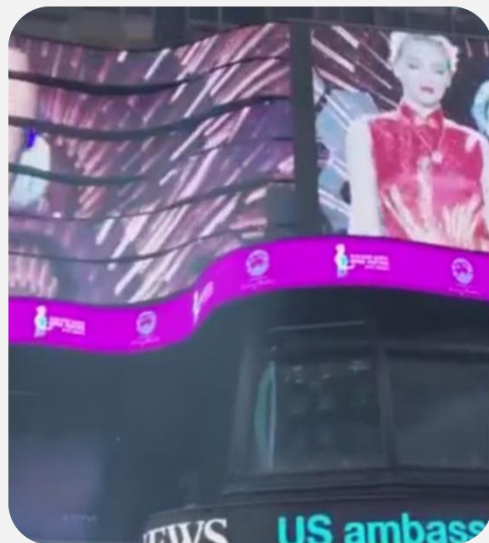


# 海外影响力



**奥斯卡之夜**在美国

ABC电视播放我们拍摄的广告



**纽约时代广场**ABC超

大屏幕播放



**+110万**视频观看

(脸书) 成为目前所有中国城市旅游账号中播放量最高的视频



**杭州第一届旗袍节**

策划组织, 拍摄宣传



# 政府嘉奖

## 宁波旅游形象推广中心

### 业绩证明文件

兹证明,杭州勇棧科技有限公司执行项目名称为:2017 Facebook、Instagram 社交平台网络营销服务采购项目,项目编号为:NBITC-20173178G,负责管理并推广宁波旅游海外网络社交媒体平台,包括 Facebook、Instagram,并开展线上线下活动。该项目执行过程顺利,我方给予网络社交媒体平台运维工作高度的肯定,开拓了使用本地国际化的团队对海外新媒体平台进行运维的有效途径。

特此证明!



## 杭州市旅游形象推广中心

### 业绩证明文件

兹证明,杭州勇棧科技有限公司执行项目名称为:2016 杭州旅游新媒体整合营销项目,项目编号为:CTZB-F160719GWZ,负责管理并推广杭州旅游海外网络社交媒体平台,包括 facebook、instagram、Twitter、Pinterest、Youtube。该项目执行过程顺利,我方给予网络社交媒体平台维护工作高度的肯定,开拓了使用本地国际化的团队对海外新媒体平台进行运维的有效途径。

特此证明!



## 宁波市文化广电旅游局

### 业绩证明文件

兹证明,杭州勇棧科技有限公司执行项目名称为:年度 Facebook、Instagram、Twitter 等社交平台及海外全媒体营销服务项目,项目编号为 NBITC-20193699G,负责管理并推广宁波旅游海外网络社交媒体平台,包括 Facebook、Instagram,并开展线上线下活动。该项目执行过程顺利,我方给予高度肯定。

特此证明!



## 荣誉证书

《Travel Adventure - 144hrs in Ningbo, China在宁波的144小时》

作者:宋天一、Ryan Wilson, 颜瑾, Andres Planas, 王思婷

荣获第三届“美丽浙江”国际短视频大赛

## 优秀奖

特发此证,以资鼓励。

CERTIFICATE OF HONOR

*Travel Adventure - 144hrs in Ningbo, China*

Author name: Song Tianyi, Ryan Wilson, Yan Jin, Andres Planas, Wang Siting

Won the 3rd "@Beautiful Zhejiang" Global Short Video Contest

## Honorable Mention

This certificate is issued as an encouragement.

浙江省人民政府新闻办公室  
Information Office of Zhejiang  
Provincial Government

浙江广播电视集团  
Zhejiang Media Group

2023年4月  
Apr. 2023

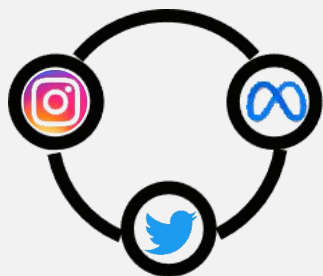
# GE CHUAN

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## PART 2 业务矩阵 Business Matrix



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海外社交媒体运营

**Social  
Media  
Marketing**



国际媒体公关PR

**Public  
Relations**



视觉内容制作

**Digital  
Content**



品牌设计与营销策划

**Branding &  
Marketing**



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SECTION 01

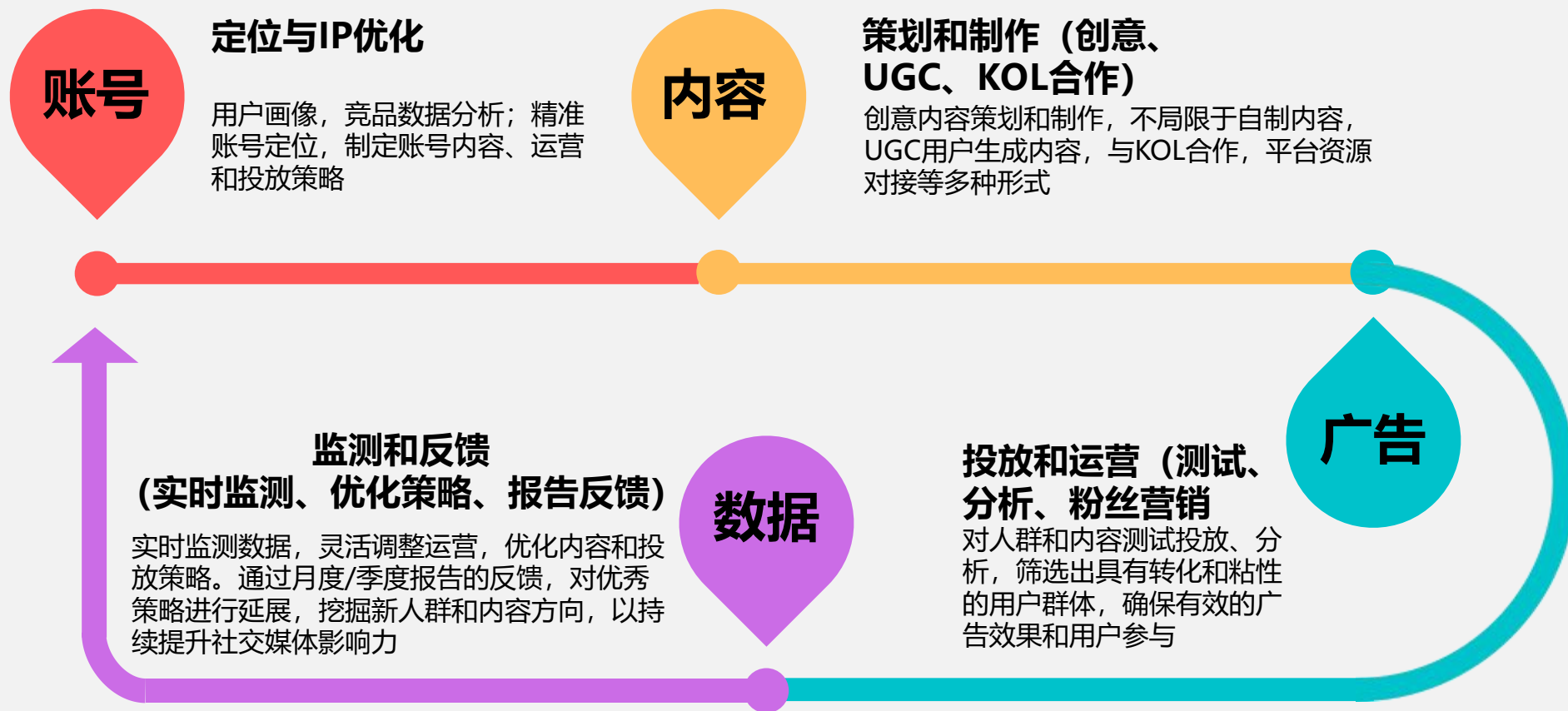
## 海外社交媒体运营

Social Media Marketing



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# 以Instagram/Facebook 为主的海外品牌/个人IP账号创建，运营，广告投放



我们是一支国际团队，成员来自欧洲8个国家、哥伦比亚、加拿大、中国和美国  
我们熟悉国内和国外的平台使用规则、特色和受众，团队已取得各个平台所需要的数字认证



Google AdWords 认证  
Google Analytics 认证  
Google 数字库认证



Google AdWords 认证  
Google Analytics 认证  
Google 数字库认证



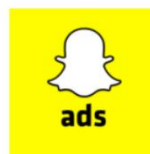
Facebook Blueprint 认证  
Instagram Blueprint 认证



Twitter Flight School 认证

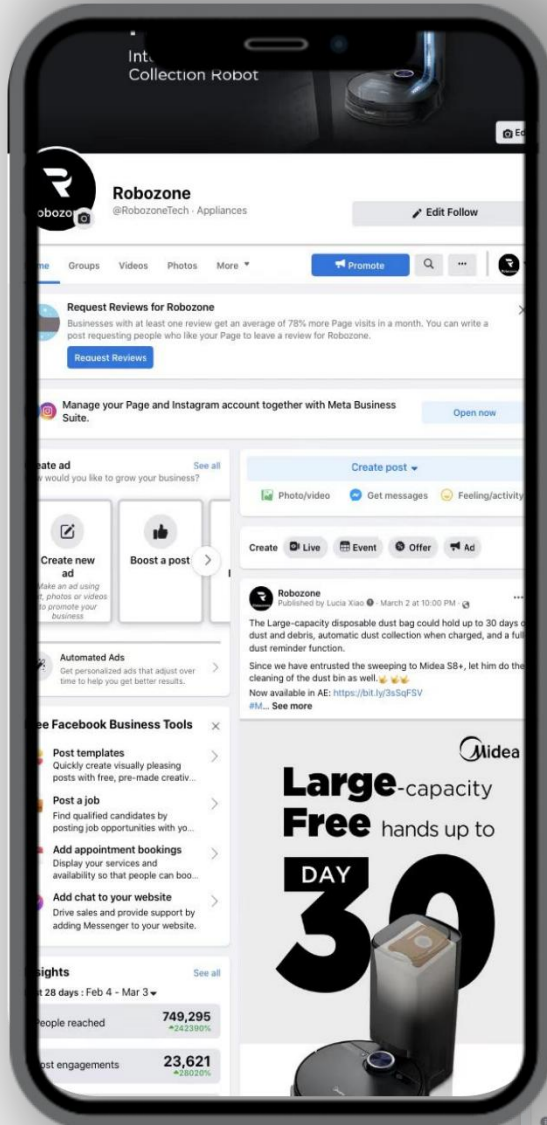


LinkedIn Advertising 认证

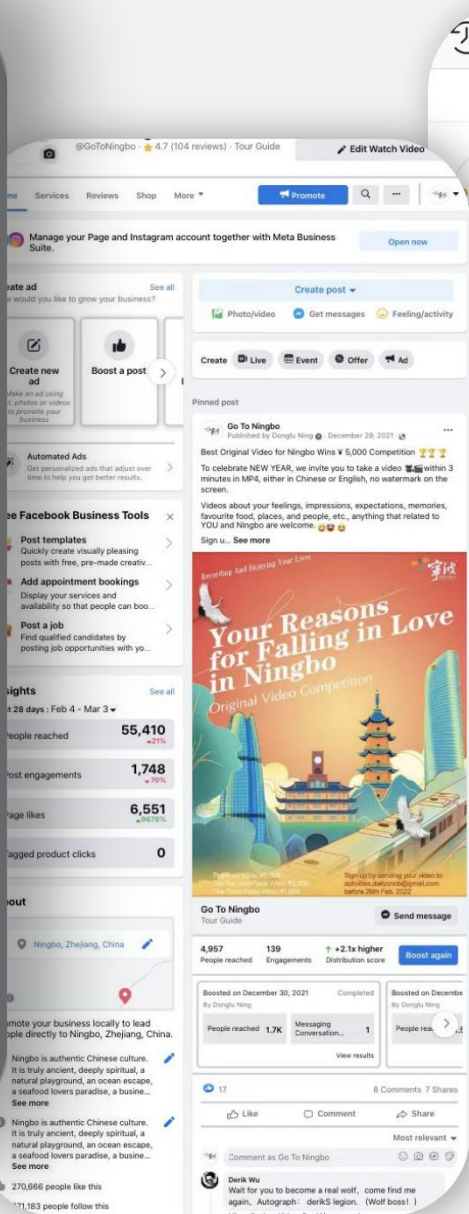


Snapchat 认证

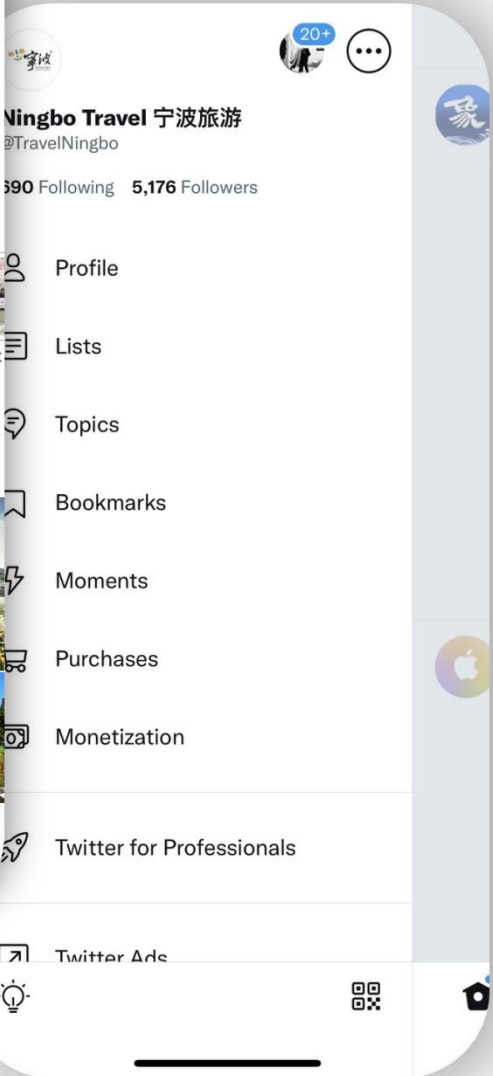
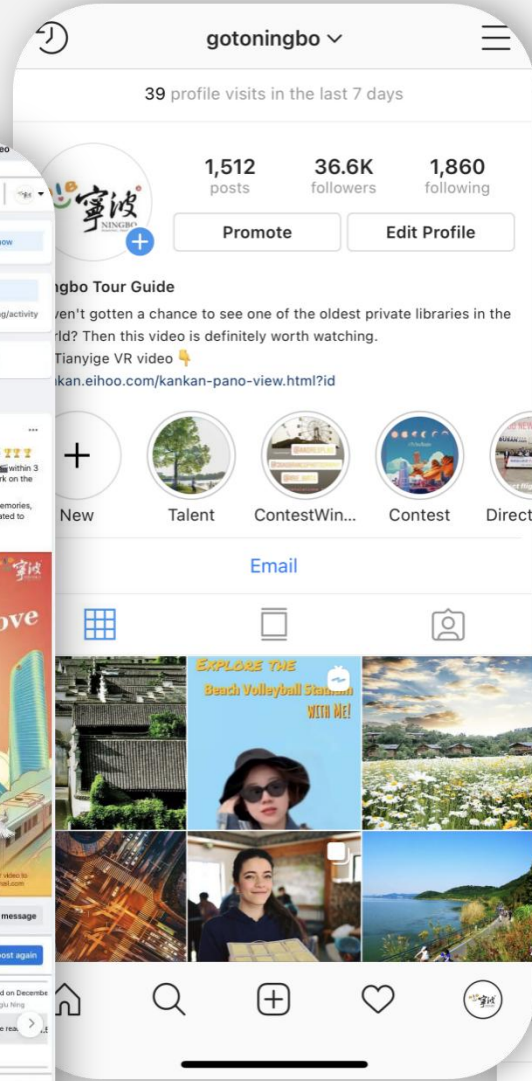




Midea Facebook账号运营



宁波旅委Facebook、Instagram、Twitter账号运营



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# GE CHUAN

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SECTION 02

## 国际媒体公关PR

Public Relations



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纽约时代广场大屏



伦敦西田斯特拉福德子午线台阶大屏



東京都涩谷区グリコビジョン (Glico) 大屏



## 全球主要城市大屏广告投放

纽约/曼谷/米兰/马德里/巴黎/丹麦根本哈根/伦敦/东京/新加坡/悉尼/温哥华/吉隆坡/雅加达/马尼拉/新西兰奥克兰/首尔/香港/深圳/上海/杭州/北京



GECHUAN

新加坡金隆大厦大屏



悉尼世界广场户外屏



香港铜锣湾2000年广场屏





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**Business News and Information**

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**2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) has been successfully opened**  
By: Get News September 25, 2020 at 16:44 PM EDT

On September 25, 2020, the 2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) was successfully opened in Ningbo International Conference and Exhibition Center. With the goal of "deepening the integration cultural and tourism, helping industry recovery, and improving city level", the exhibition highlights the theme of "in-depth cultural and tourism integration", and strengthens Ningbo's geographical advantage as the "port of origin of the Maritime Silk Road".

**FOX 21 DELMARVA**  
Entertaining Delmarva One Click at a Time

Home DelmarvaLife Connect Sports Outdoors Lifestyle Music

MEMBER CENTER: Create Account | Log In Site Search Go

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ADVERTISEMENT

Recommend 0

**2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) has been successfully opened**  
Posted: Sep 26, 2020 4:51 AM

On September 25, 2020, the 2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) was successfully opened in Ningbo International Conference and Exhibition Center. With the goal of "deepening the integration cultural and tourism, helping industry recovery, and improving city level", the exhibition highlights the theme of "in-depth cultural and tourism integration", and strengthens Ningbo's geographical advantage as the "port of origin of the Maritime Silk Road".

# 世界知名媒体发稿

SEE THE DIFFERENCE WHERE IT COUNTS.

## Online Marketing Promotes The International Presence of Ningbo as a Living Fossil of the Maritime Silk Road

Ningbo Tourism has been promoting the image of Ningbo as the "One Belt, One Road" hub city, to enhance the quality of Ningbo tourism and culture. According to the characteristics of the post epidemic market, this year's overseas promotion strategy has been shifted from offline to online, and Ningbo Tourism's Facebook, Twitter, Instagram and other overseas media platforms have been actively used to continue promotion momentum, and to expand Ningbo's international communication influence.



First, there will be the online tour of "Maritime Silk Road Ningbo, and its link to the International

彭博Bloomberg、商业内幕Business Insider、雅虎财经Yahoo Finance、道琼斯市场观察Market Watch、华尔街内参Streetinsider、商业期刊Business Journal、CNBC、国际财经时报IBT、数字期刊Digital Journal等

**DIGITAL JOURNAL** Like 61K

NEWS TECH & SCIENCE SOCIAL MEDIA BUSINESS ENTERTAINMENT LIFE SPORTS

Log In

Press Release

**2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) has been successfully opened**

Like 5 Share

First person cured of HIV dying from blood cancer, says partner

Like 0 Share



## 2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) has been successfully opened

Published: Sept. 25, 2020 at 4:45 p.m. ET

The MarketWatch News Department was not involved in the creation of this content.

Sep 25, 2020 (AB Digital via COMTEX) --

On September 25, 2020, the 2020 Maritime Silk Road Culture and Tourism Expo (Ningbo-China) was successfully opened in Ningbo International Conference and Exhibition Center. With the goal of "deepening the integration cultural and tourism, helping industry recovery, and improving city level", the exhibition highlights the theme of "in-depth cultural and tourism integration", and strengthens Ningbo's geographical advantage as the "port of origin of the Maritime Silk Road".

The exhibition will be held from September 25 to 27. According to the need for the normalization of epidemic prevention and control, the exhibition will adopt a new digital form of online and offline cooperation. The offline exhibition consists of 5 exhibition areas, focusing on 6 themes of "in-depth integration of cultural tourism", "cultural exchange with foreign countries", "Cultural Ningbo Construction", "Cultural and financial cooperation", "Cultural tourism into life" and "Tourism consumption Recovery". The online "exhibition hall on cloud" is also set up for simultaneous display.

This year's "Maritime Silk Road" (Ningbo, China) Culture and Tourism Expo mainly presents the following highlights: focusing on "One Belt And One Road" international trade, inviting diplomats from Russia, Bulgaria and other countries to visit the exhibition, and introducing high-end cultural



Review: Scotty McCreery releases refreshing country single 'You Time' **SPECIAL**

Like 2.9K Share

Review: Justin Moore captivates with 'Live At The Ryman' country album **SPECIAL**

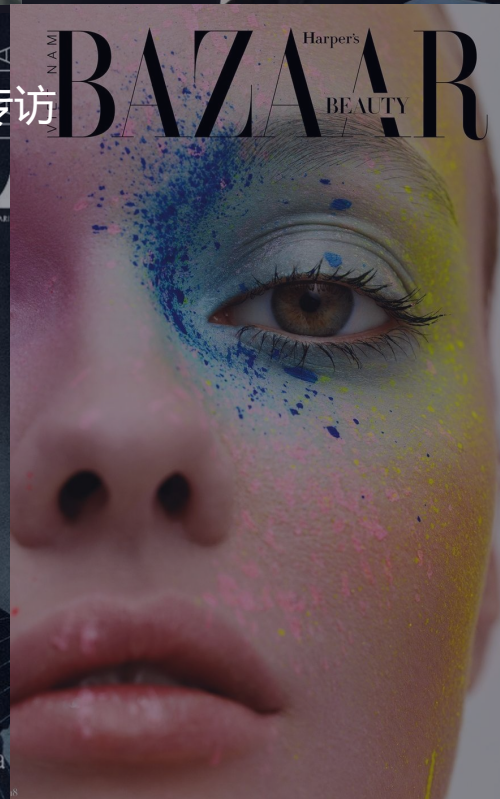
Like 0 Share

Shock after rare killing of UK



# 艺人、艺术家、明星杂志合作、媒体报道

多家战略合作PR资源 NYFW十年合作伙伴 北美Top-Level时尚媒体报道 品牌 & 设计师专访



# GE CHUAN

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SECTION 03

## 视觉内容制作

Digital Content



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电影短片拍摄

纪录片、文化活动、产品、电影短片、Vlog视频  
等各个拍摄类型

杂志/商业摄影

可接海外拍摄：纽约/洛杉矶/柏林/波兰/乌克兰

VR产品拍摄-- The KAT Walk Mini



GECHUAN

商业广告拍摄-喜临门床垫



纪录片拍摄 韩庚\*奥迪 “极刻出发”



纪录片、文化活动、产品、电影短片、Vlog视频  
等各个拍摄类型

杂志/商业摄影

可接海外拍摄：纽约/洛杉矶/柏林/波兰/乌克兰



Vlog拍摄—韩国KOL小方宁波游



【vlog】韩国人第一次体验中国的农家菜，山里民宿！

30.8万 2019-11-16



【vlog】韩国母子，宁波旅游中国的好莱坞（象山影视城，

7.6万 2019-11-7



【vlog】韩国母子，宁波旅游（月湖，天一阁。吃播，老外

7.4万 2019-10-31



【vlog】韩国人第一

5.5万 2019



# 杭州第一届全球旗袍节

策划组织，拍摄宣传





# GE CHUAN

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SECTION 04

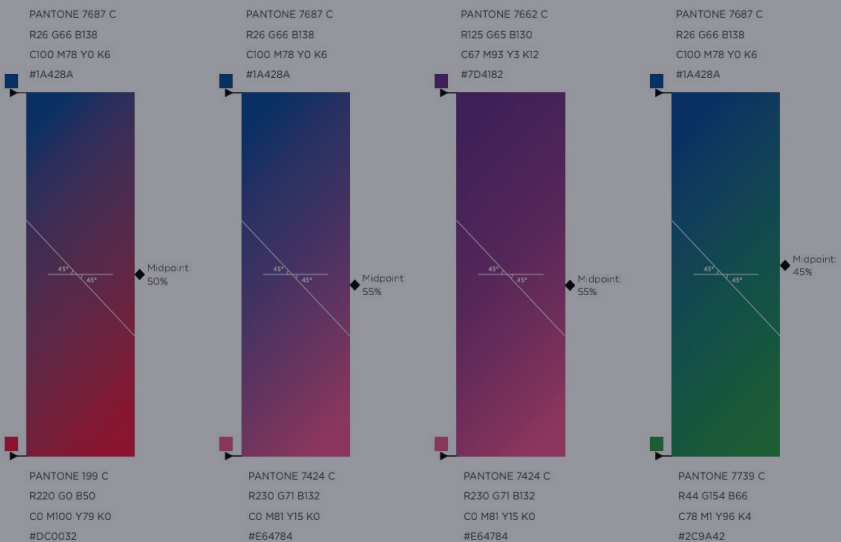
## 品牌设计与营销策划

Branding&Marketing



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Gradient colors should be used according to the rules visualized below. There are 4 recommended gradient colors, other colors or variations should not be used. Colors at both ends can be switched.



Packaging design - Wave

Package background black is a matte finish.

The obode monogram and the name Wave in the two color sections are silver foil.

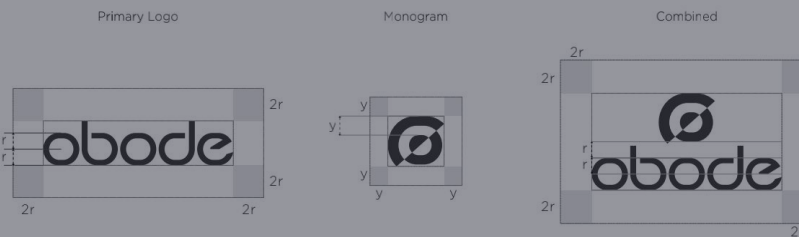
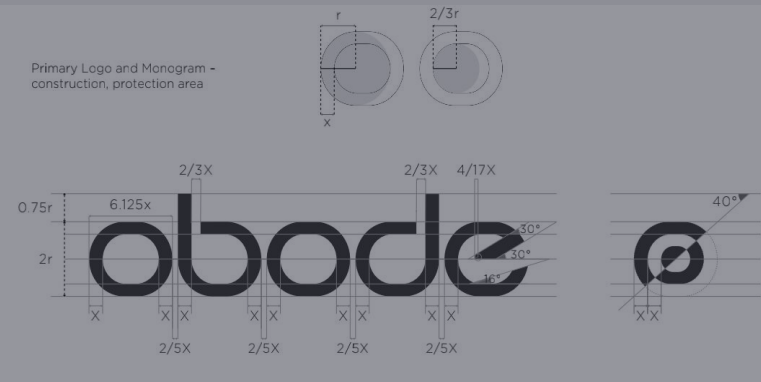


The background pattern is clear UV gloss so it shows only when the light hits it.

# 品牌设计与营销策划

All products and color areas have a UV gloss coating.

Primary Logo and Monogram - construction, protection area



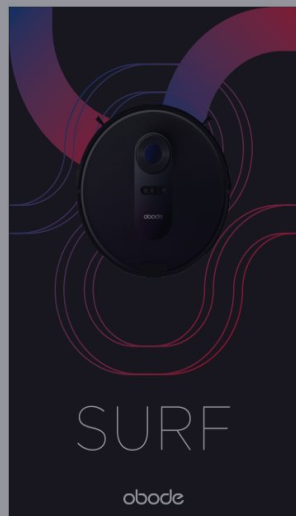
## 从0到1: 品牌愿景和故事基调、品牌名称、标语、品牌视觉身份系统、logo设计、产品包装和手册、工业设计、网页等应用系统设计

Trails as the main supporting graphics

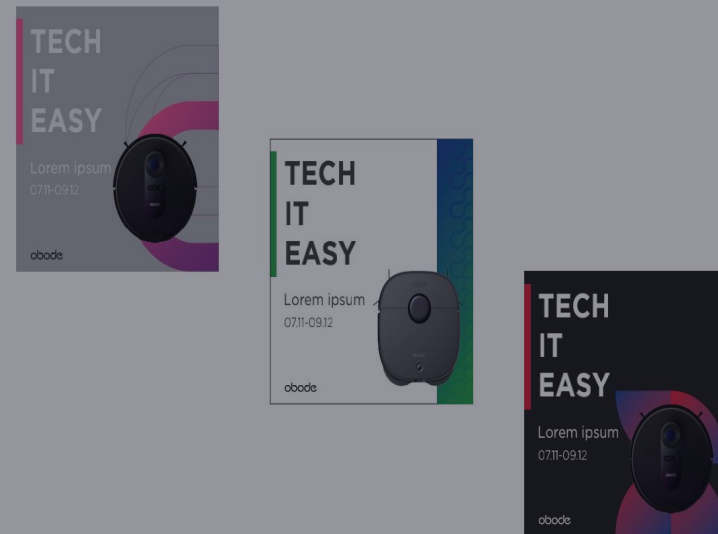
Horizontal obode trails



Vertical obode trails



Secondary solid colors should be used only in small parts of the design. Usage of gradient colors should be limited only to those proposed in the guidelines. Secondary colors in general should be used to add details and decoration.



# OBOODE



## 出海品牌创建：美的旗下海外品牌obode

# SURF

S9

THE NATIONAL GALLERY | obode

H. APPLICATION SYSTEM

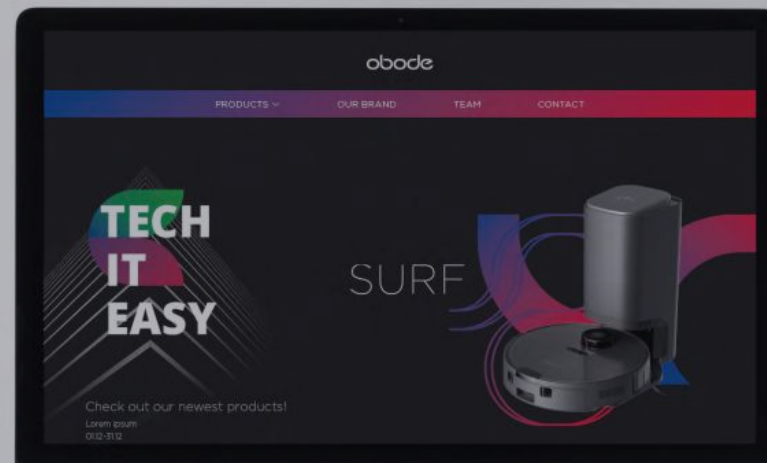
Advertising Flag



Web Design Example



GECHUAN



# GE CHUAN

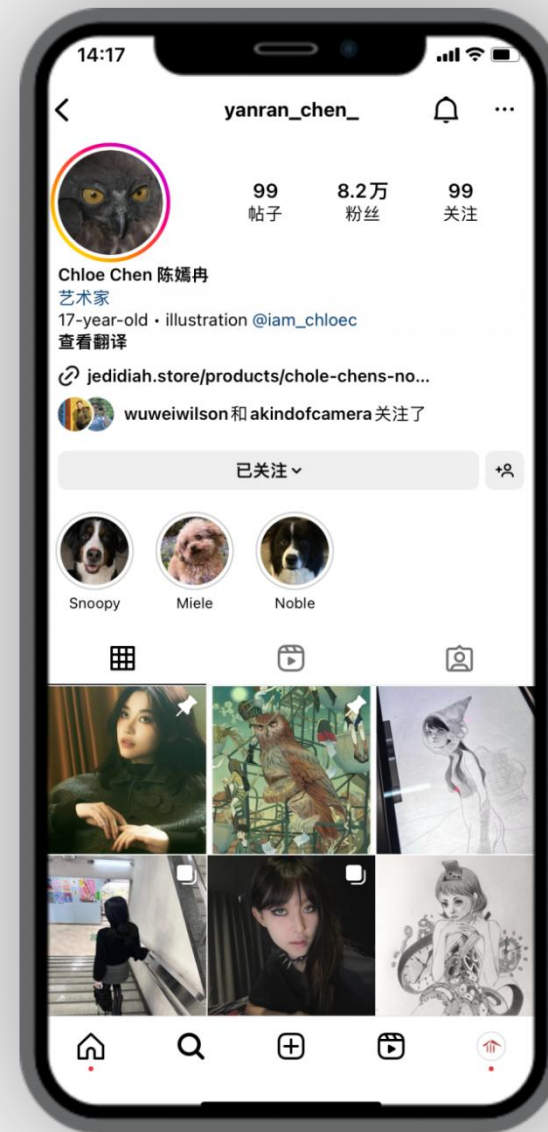
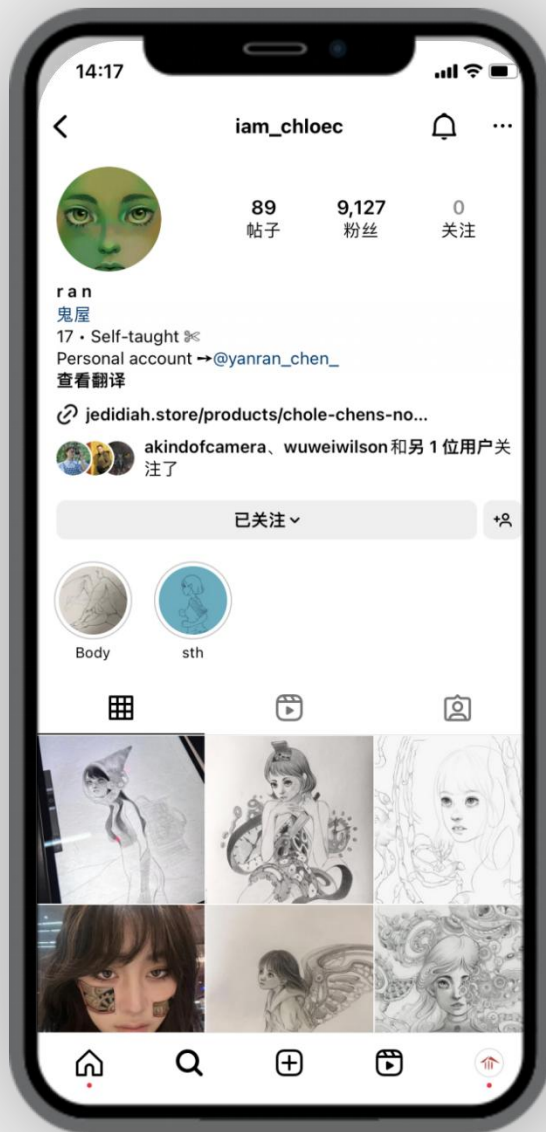
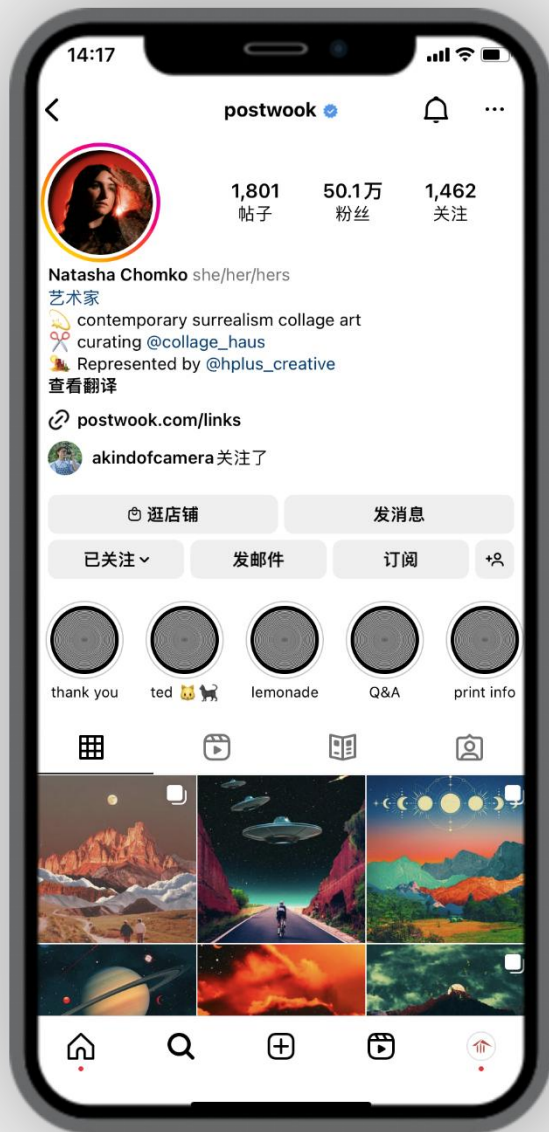
Your Gateway to Global Impact

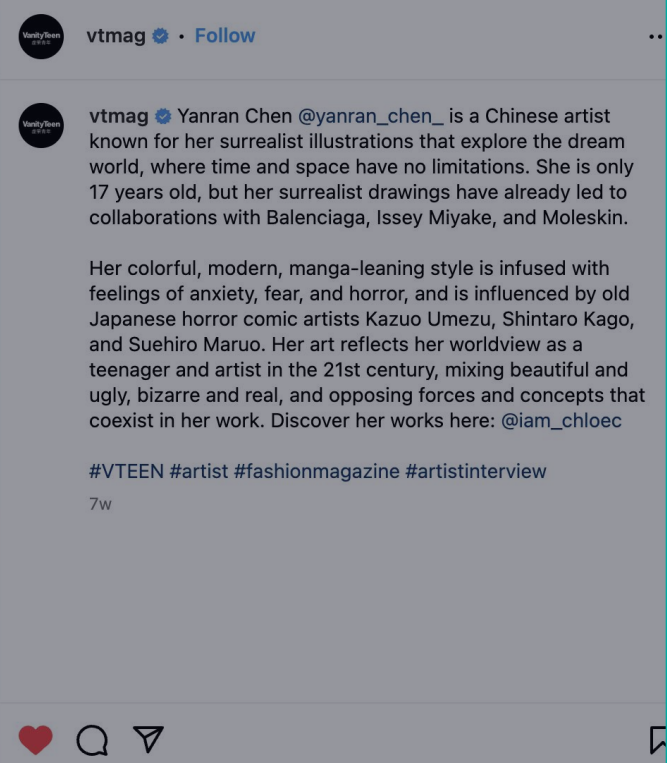
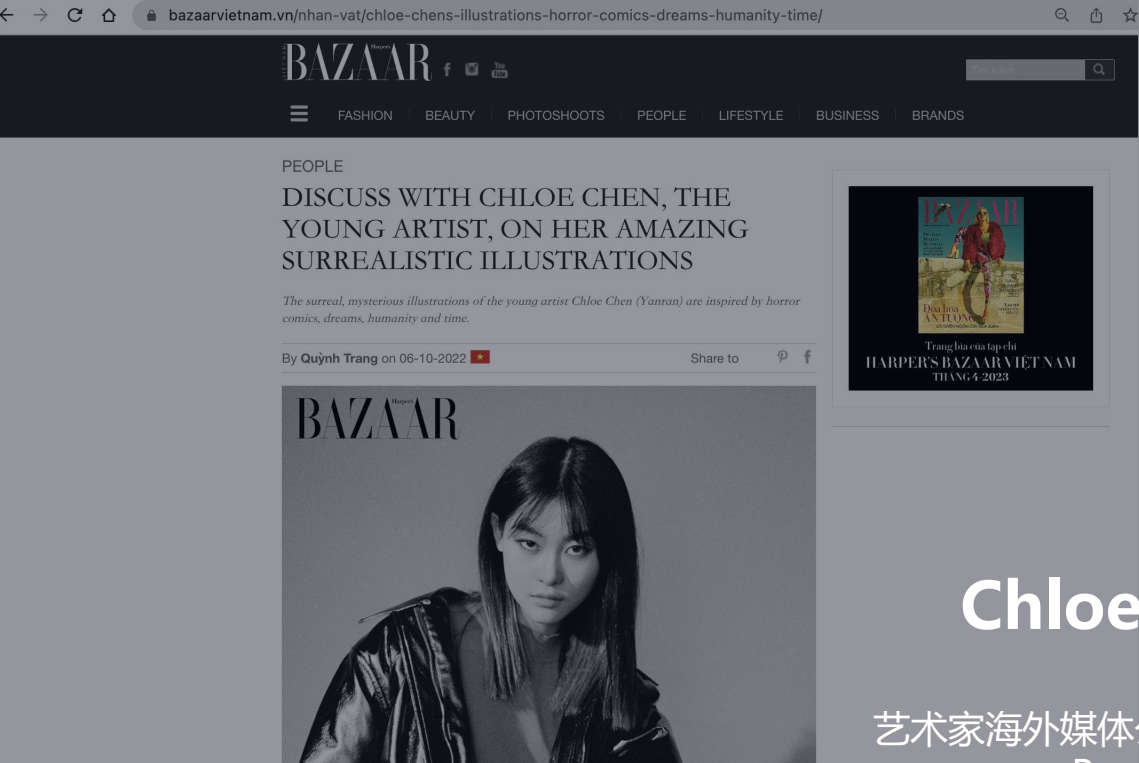
## PART 3 优秀案例 Excellent cases



GECHUAN

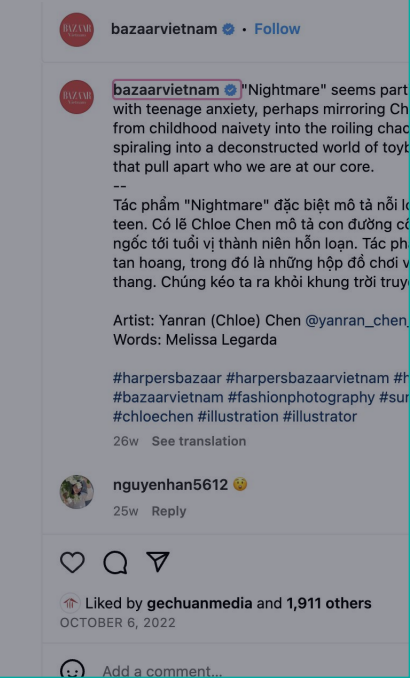
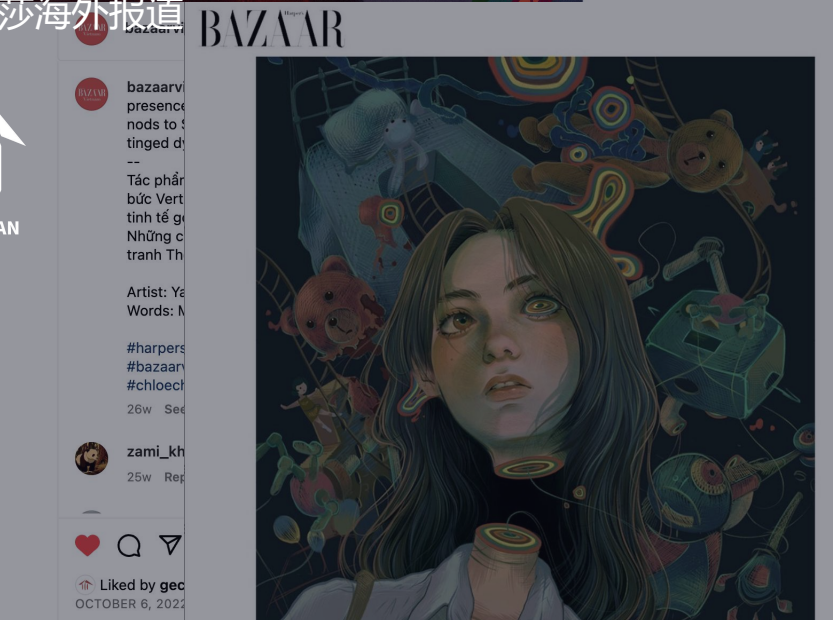
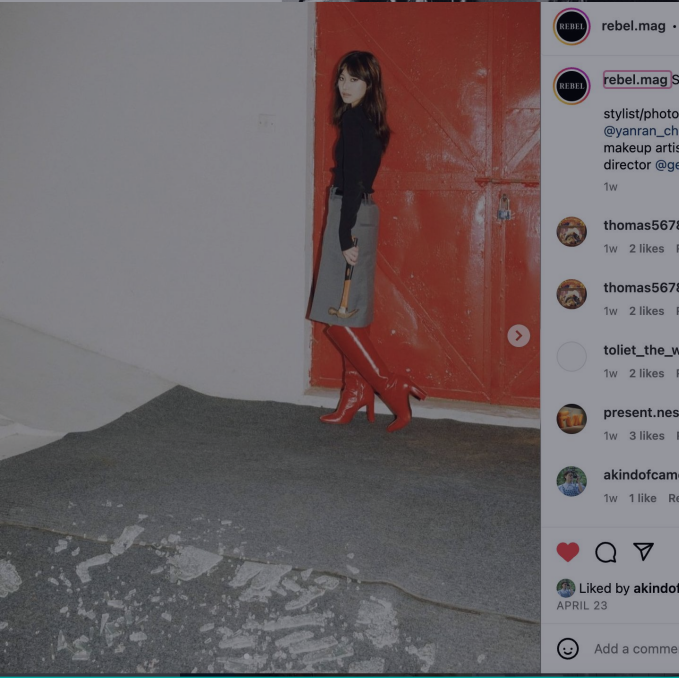
# 艺术家Instagram推广涨粉/商业合作案例





# Chloe Chen 杂志报道

艺术家海外媒体公关Pitch, Vanity Teen杂志封面  
Bazaar时尚芭莎海外报道



# Earthborn by Fei Bo, chief choreographer of National Ballet of China, premiered at the Finnish National Opera on September 30

By GetNews Published October 10, 2022

Earthborn by Fei Bo, chief choreographer of National Ballet of China, premiered at the Finnish National Opera on September 30



Photo courtesy of Finnish National Ballet  
Taken by Ricca Deshaige

Earthborn, a one-act play by Fei Bo, the chief choreographer of National Ballet China (NBC), premiered at the Finnish National Opera on Sept 30, 2022. The show presented by artists from the Finnish National Opera and Ballet as well as the Orchestra of the Finnish National Opera, will continue until Oct 22.

On the occasion of Finnish National Ballet's 100th anniversary, Fei Bo, as the first Chinese choreographer to be commissioned by the company, shares with

## 艺术家宣传投放

海外通稿宣发提升知名度，包括艺术家、歌手，舞蹈家，雕塑家，插画家、体育明星、KOL等

# Unleashing the Creative Power of Yanran Chen's Fashion, Art and Mysticism



Published 4 months ago on December 14, 2022  
By Mark Clark

GECHUAN



2022年10月8日 — Emerging crossover artist Dian Saku collaborates with singer Pang Kuan on the single "HOME WAVE" ... The single 'HOME WAVE' is leading a brand new ...

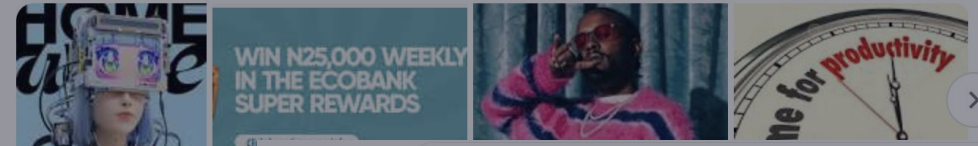
africaglobalvillage.com

https://www.africaglobalvillage.com/emerg... · 翻译此项 ·

## Emerging crossover artist Dian Saku ... - Africa Global Village

Emerging crossover artist Dian Saku collaborates with singer Pang Kuan on the single "HOME WAVE". October 9, 2022 Village ReporterAfrica Music, ...

## Emerging crossover artist Dian Saku collaborates with s...



Bronze To Beats - Solo exhibition of Huang Yulong Successfully Launched

ALL CHAT IMAGES VIDEOS MAPS NEWS MORE

results

From April 15 to April 29, 2023, the "BRONZE TO BEATS" exhibition, the first solo show in Europe by Huang Yulong, a collaborating artist of the Digital Culture Trade Joint Laboratory and a well-known Chinese artist, was held at the NextStreet Gallery in Paris, France.

Bronze To Beats – Solo exhibition of Huang Yulong Successfully Launched ...

www.abnewswire.com/pressreleases/bronze-to-beats-solo-exhibition-of-huang-...

Bronze To Beats – Solo exhibition of Huang Yulong ...

https://www.benzinga.com/pressreleases/23/04/ab31970231/bronze-to-...

Web 10 hours ago · From April 15 to April 29, 2023, the "BRONZE TO BEATS" exhibition, the first solo show in Europe by Huang Yulong, a collaborating artist of the ...

Bronze To Beats – Solo exhibition of Huang Yulong Successfully ...

https://www.abnewswire.com/pressreleases/bronze-to-beats-solo-...

Web 10 hours ago · From April 15 to April 29, 2023, the "BRONZE TO BEATS" exhibition, the first solo show in Europe by Huang Yulong, a collaborating artist of the Digital Culture ...

Bronze To Beats- Huang Yulong solo show - Art Gallery Paris ...

https://www.nextstreetgallery.com/bronze-to-beats-huang-yulong-exhibition-...

Web Apr 15, 2023 · Bronze to beats - Solo Exhibition of Huang Yulong Opening | Saturday, April 15, 2023 //3 pm - 9 pm ... captivated early on by the culture and universe of Hip ...

Bronze To Beats - Solo exhibition of Huang Yulong | Widewalls

https://www.widewalls.ch/events/nextstreet-gallery-bronze-to-beats-...

Web Apr 15, 2023 · Bronze To Beats - Solo exhibition of Huang Yulong is an Gallery Shows event starting on 15/04/2023, 00:00 and ending on 29/04/2023, 00:00. Event is in NEXT ...

# 社媒案例：杭州旅委境外全案营销

## 杭州旅游委员会社交媒体营销 2016- 2017



经过一年的运营，Facebook收获页面  
点赞量166,839个（粉丝数量增长了  
**115%**）

互动总数：**2,299,922**

管理6个平台，创作**1500+**贴文

制作了**36**个原创视频

使杭州账号成为**自然互动量最高的中国账号**

该年杭州旅委获得了由《人民日报》颁发的**海外优秀传播案例奖**，是对我们长达一年的营销活动最好的回馈，同时也推进杭州海外账户上升到新的高度

“杭州点亮你的夜”在杭州旅委Facebook官方账户上发布后获得了**113万次播放量**，是目前所有中国城市旅游账号中播放量最高的视频

**+115%**



粉丝数量

**+2M**



互动总数

**+1500**



贴文数量

<https://www.facebook.com/Hangzhou.China>



GECHUAN



# 社媒案例：宁波旅委境外全案营销

## 宁波旅游委员会海外整合营销2017-2018 / 2019-2020



5

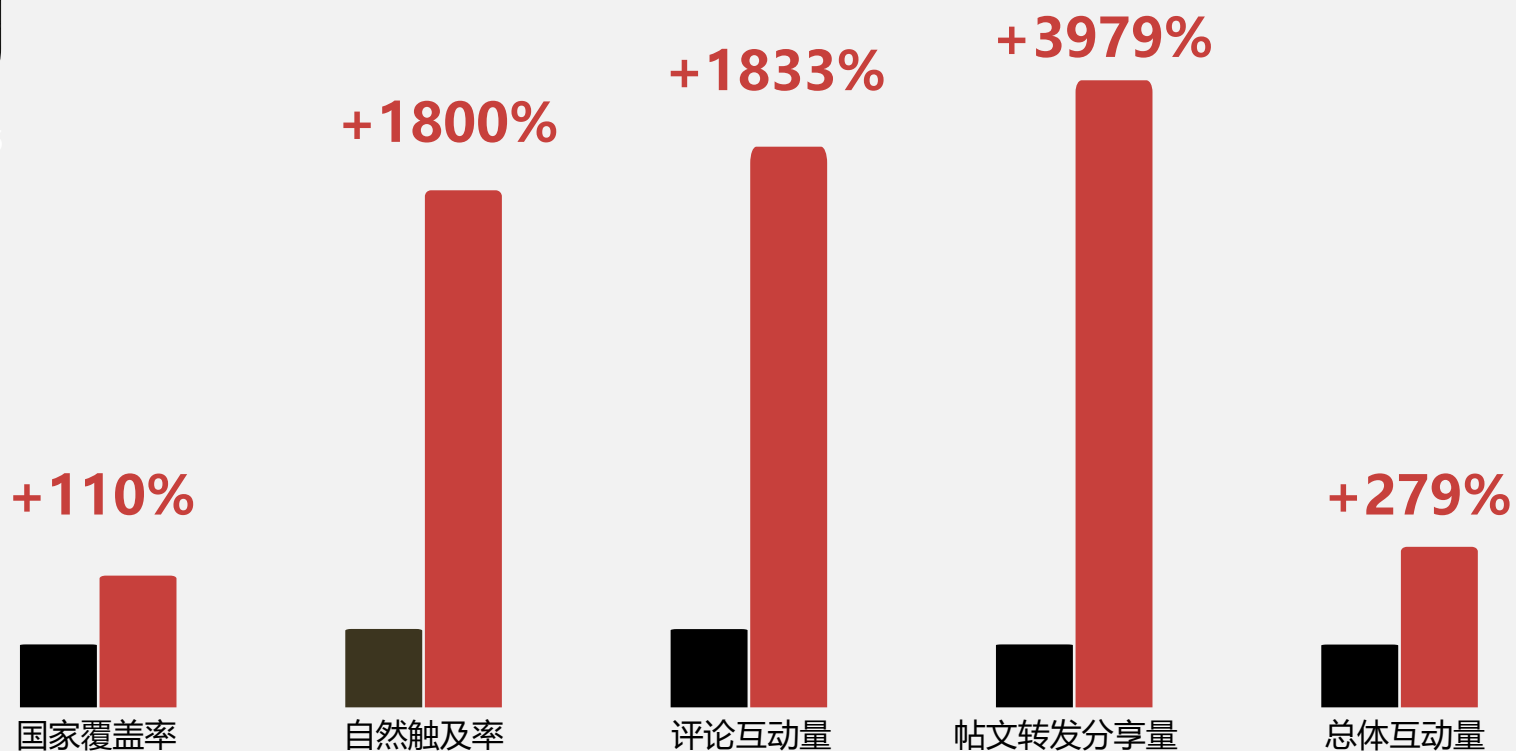
我们帮助宁波旅委在Facebook, Instagram和YouTube等海外账户上**建立主页**。在**粉丝增长率**方面以**五倍**的优势远远超过北京。

团队用**29种不同的语言**回复了2889条贴文评论

创作了**1200+** 帖文

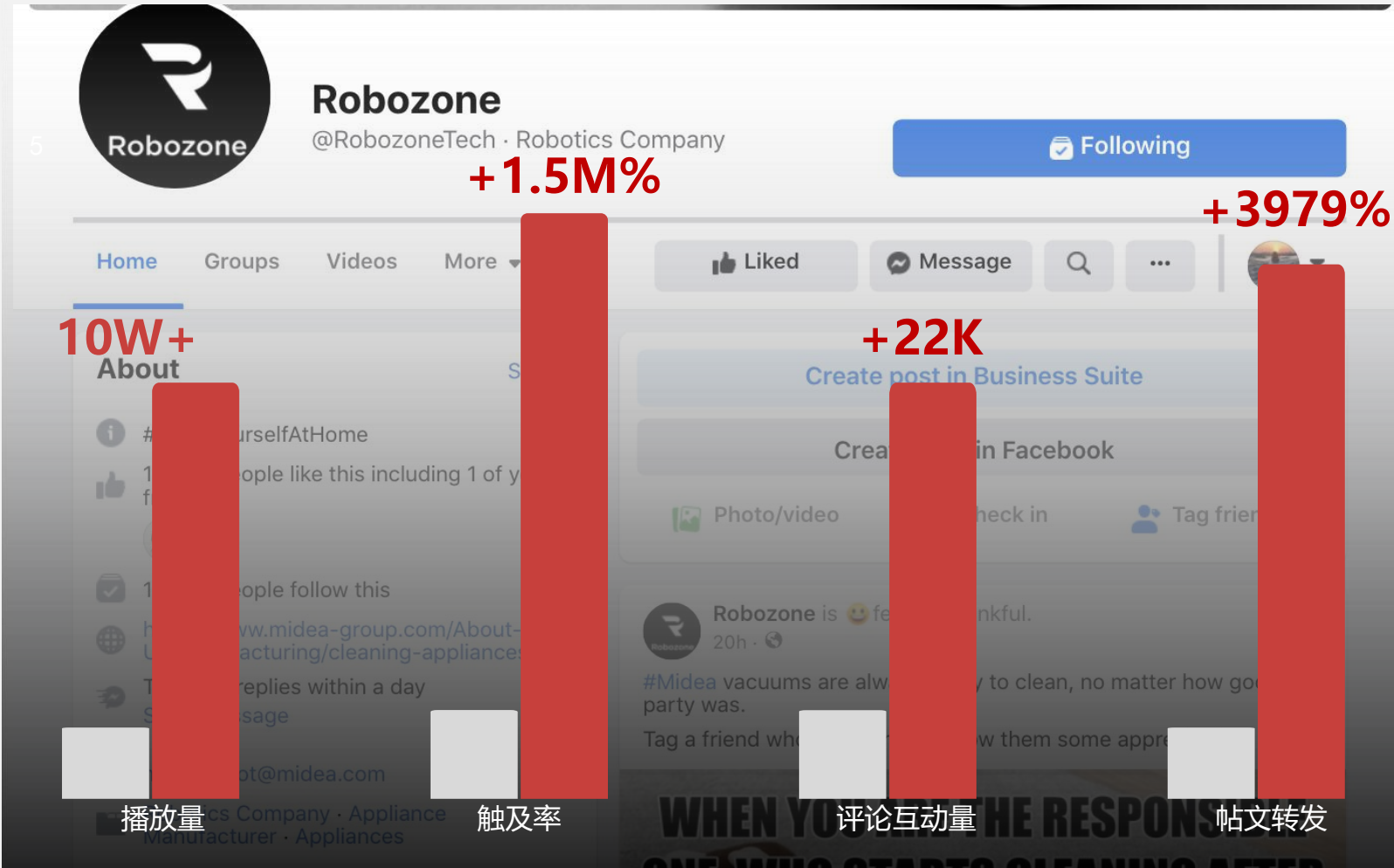
制作**38**支原创视频

<https://www.facebook.com/GoToNingbo>



# 全案营销案例：美的子品牌运营+产品拍摄

美的扫地机器人事业部Facebook代运营 2021.10



一个月时间帮助账号从个位数粉丝破万

为账号拍摄10支创意短视频，单支播放量超过10w

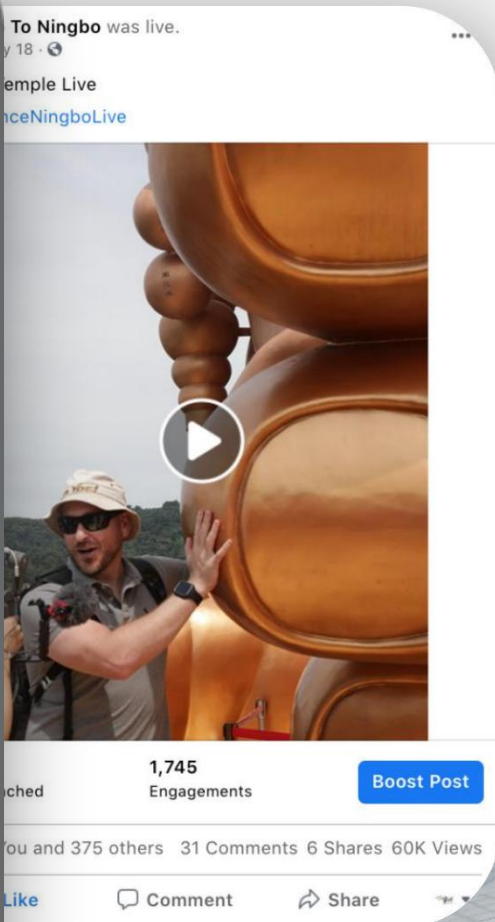
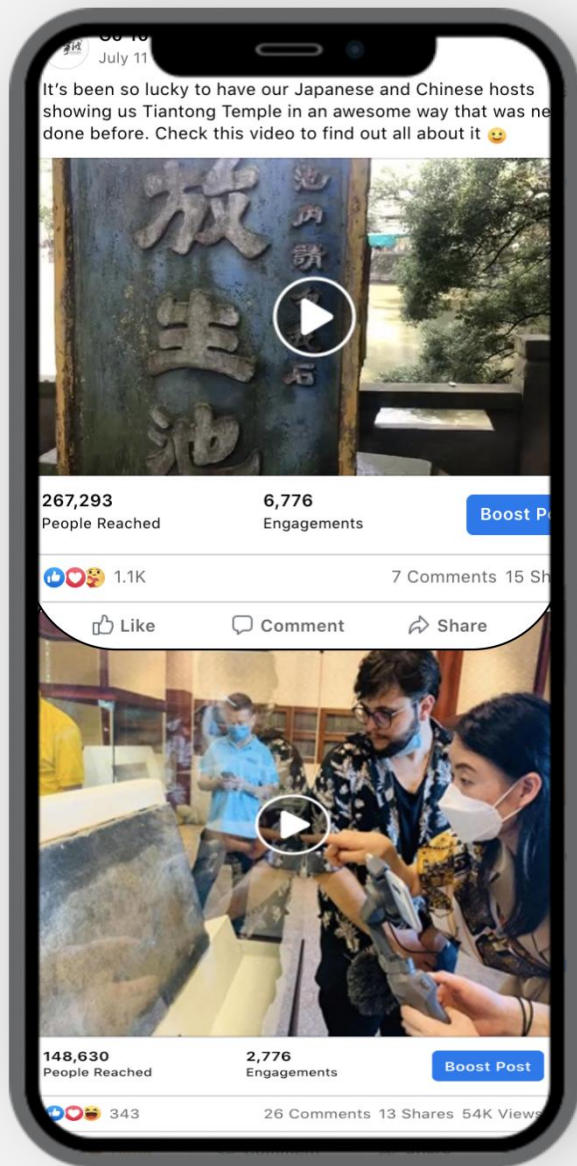
账号触及率 +1.5M%

评论互动量 +22K

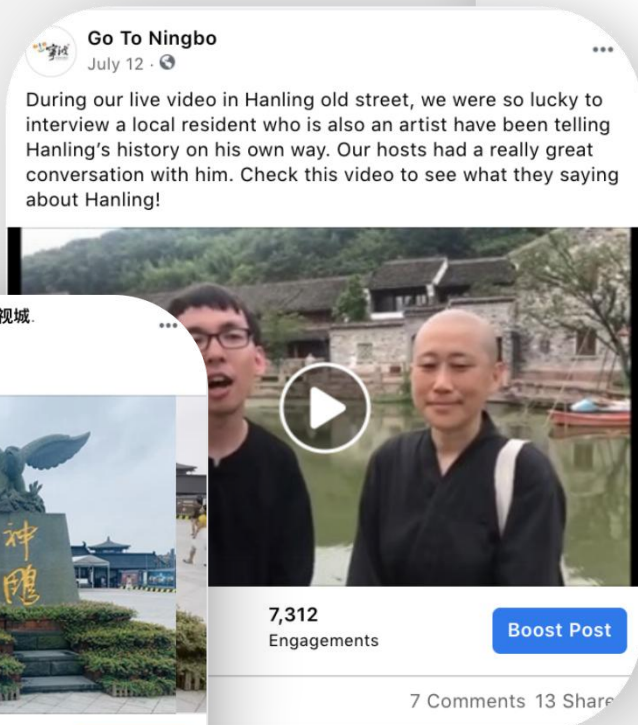
贴文转发分享量 +3979%



# 海外红人合作



海外直播观看量近**27.3万**，互动量超过**2.1万**，覆盖人数超过**95万人**。



疫情期间，为保持宁波城市形象在海外的热度，个川为宁波旅委开展“海丝宁波，世界名城线上巡展”直播。邀请了各具特色的**日本，韩国，美国，保加利亚**网红在宁波经典景点进行Facebook直播，全方位带动不同地区的海外受众云游宁波。

# 浙江日报 印象浙江英文网

Dongpo Paul  
视频栏目制作

IN ZHEJIANG 

<http://inzhejiang.com>

All in this Chinese word “家”



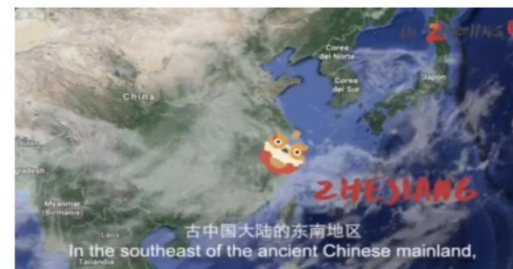
So 臭! Top 3 stinkiest foods in  
China



How Chinese people escape  
the heat of the summer except  
for air conditioning



Called the Egyptian civilization  
equivalent of China, Liangzhu civilization  
is beyond imagination(Part1)



Called the Egyptian civilization  
equivalent of China, Liangzhu civilization  
is beyond imagination(Part2)



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美国·纽约



杭州·京杭大运河



杭州·龙坞茶镇



西班牙·马德里



英国·伦敦



澳大利亚·悉尼

# 海内外线下活动落地

策划、举办首届杭州全球旗袍节

并且在六个国家、十大标志性景观，进行线下联动，全方位展现杭州



杭州·索菲特西湖酒店



杭州·西湖



GECHUAN



德国·汉堡



杭州丝绸博物馆



# 新闻稿

活动传播囊括全球主流媒体，全球覆盖超过**1亿**人次

**50家国内主流媒体**包括新华社、中国日报、杭州日报、都市快报、中国旅游报、人民网、网易、新浪、中国网等

**300家全球媒体**包括澳洲日报、澳中周末报、欧华报、西班牙联合时报、北德电视台、人民日报海外版等



杭州市旅委赵弘中副主任致辞



人民网

GECHUAN



新华网



China Daily

Thousands of women from many countries wore qipao, a traditional Chinese women's dress, in fashion shows and on the streets of Hangzhou, Zhejiang province, on Friday.



### obode P8

INTELLIGENT ALL-IN-1  
SELF-CLEANING SWEEPING  
& MOPPING ROBOT

Watch Video

Buy now to get **45% OFF!** Starting at \$599, saving \$500 from MSRP of \$1099!

Buy Now



#### BRAND INTRODUCTION

##### Brand Story

# 出海品牌创建：美的旗下海外品牌obode



SURF



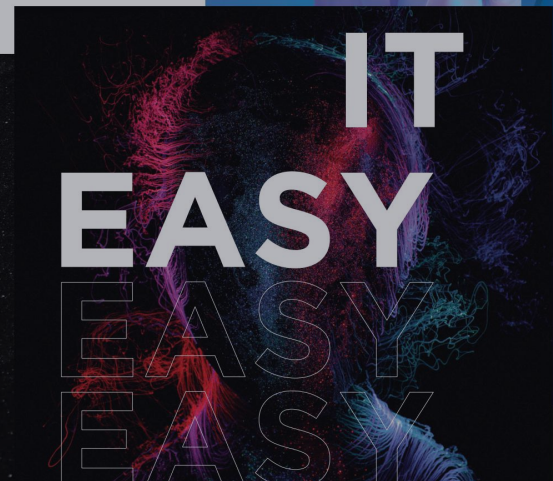
WAVE



GECHUAN

#### BRAND INTRODUCTION

##### Slogan



*Tech It Easy* is of course a play on the common phrase, *take it easy*. But it is also a suggestion that you will be able to take it easy because of obode's tech.

It is also a promise that this tech will be easy to use and won't add more stress to your life.

All images on this page are for reference use only and cannot be used for any other purpose other than this document.

## Brand Story 3

Obode is starting at the foundations of home AIoT, by focusing on creating the best robot cleaning assistants possible. They might seem like only smart mops and vacuums right now, but they are in truth the first real robots that have become integrated into our daily lives. Someday soon, we even see them being the hub of the entire home AIoT ecosystem. A true home companion in every way. Or as we like to think of them, a smart, cool roommate who actually cleans up.

All images on this page are for reference use only and cannot be used for any other purpose other than this document.



## Commercial 商业广告



Queelan



Global Qipao Festival Promo

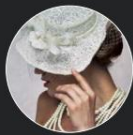


Hello Ningbo



KatWalk Mini

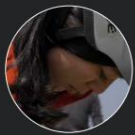
## Documentary 纪录片



Maria Model



Xinhua Business Talents



Yoyo Paraglider



Mishell Tattoo Artist

## Short Film 微电影



Exodus Art Exhibition



Chasing Chinese New Year

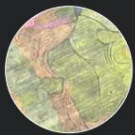
## Event Coverage 活动报道



Global Qipao Festival



Skinnies Flash Mob



Chalk Art Event



2017 Youth Music Festival

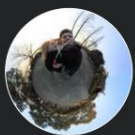
## Tourism 旅游



Hangzhou Lights Up



Hangzhou Find your Flow



Tiny Planet



Hefang Street

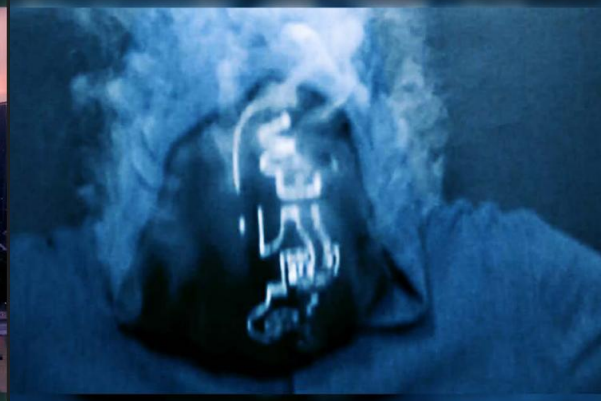
KatVR  
KatWalk Mini Promo/商业短片



Xinhua 新华  
International Talents in HZ 国际人才在杭州



Baiwei's Exodus 白伟“涌出”  
Art Exhibition 艺术展览



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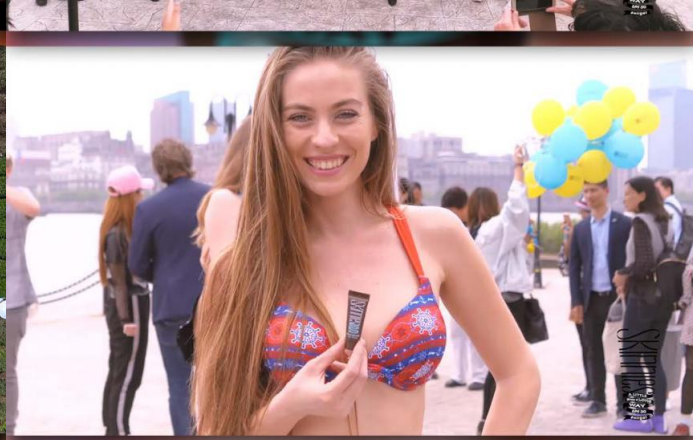


Chasing Chinese New Year 春节囍途

Hangzhou 杭州  
Global Qipao Festival 2017 国际旗袍日

Skinnies  
Fight The Sun Flash Mob 抵御阳光快闪活动

Colorful Ningbo 多彩宁波  
Chalk Art Event 粉笔艺术节



Hefang Street 河坊街  
Where Shopping is Culture 文化融于购物



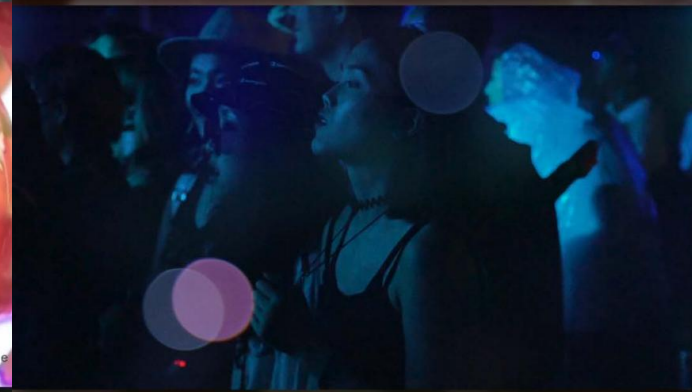
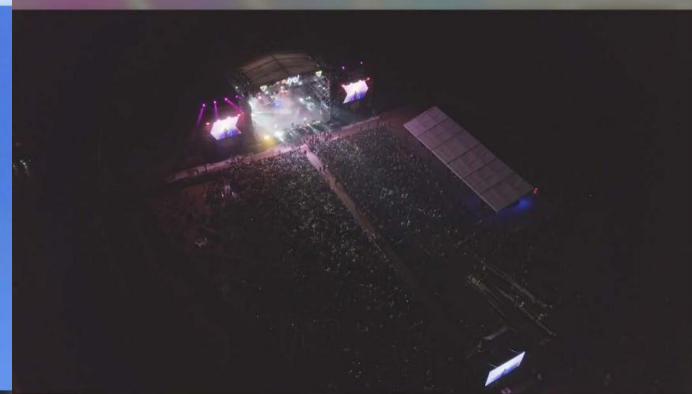
Hangzhou 杭州  
Find Your Own Flow 让你找到自活节奏



Hangzhou 杭州  
Tiny Planet 小星球



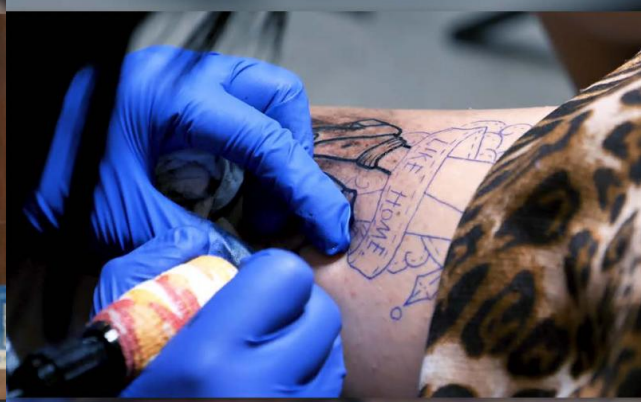
Youth Rising 青年的释放  
Shanghai Int. Youth Music Festival 上海国际青年音乐节



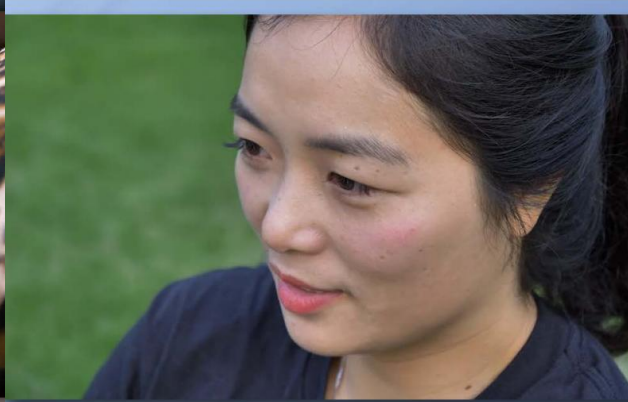
Hefang Street 河坊街  
Where Shopping is Culture 文化融于购物



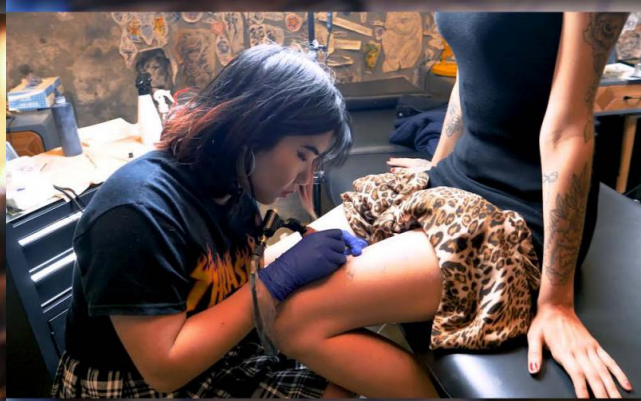
Mishell 张燕妮  
If u never try u'll never know 试过才知道



Yoyo 悠悠  
A life Beyond the Clouds 云上的日子



Maria Dorokhtwova  
The Star Inside 真正的明星



Ningbo Tourism 宁波旅游宣传片  
Hello! Ningbo 你好! 宁波



Must-go 系列视频之杭州湾大桥



Hangzhou 杭州  
Global Qipao Festival Promo 杭州国际旗袍节宣传短片



Must-go 系列视频之石浦古城



# Unlocking Your Power of Global Influence

GECHUAN  
MEDIA



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🌐 : [www.gechuanmedia.com](http://www.gechuanmedia.com)  
✉ : [@gechuanmedia](https://www.instagram.com/gechuanmedia)