

Nomination: 18512

MSL China: A Business Driven Communications Partner

<b>Page: General Information</b>
<b>Name of Organization / Company</b> MSL China
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<b>Web Site Address</b> <a href="https://mslgroup.com/">https://mslgroup.com/</a> ( <a href="https://mslgroup.com/">https://mslgroup.com/</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> MSL China: A Business Driven Communications Partner
<b>Category</b> C01 - C12 Award for Innovation in Communications / PR > C10. Most Innovative Public Relations Agency of the Year
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

### 1. Objectives, Strategy and Solutions

As a business-driven communications partner, MSL China serves as a trusted consultant for a diverse range of clients, offering more than just PR and empowering business success in the digital era. In 2023, MSL China focused on four main objectives:

- √ Deliver sustainable growth
- √ Enhance brand reputation
- √ Tap into new business growth areas
- √ Invest in talent development and retention

All business groups have achieved a valuable double-digit growth for 3 consecutive years with application of the following key strategy and solutions:

- √ Design a competitive business portfolio
- √ Accelerate business transformation
- √ Diversify client portfolio
- √ Develop a diverse and high-quality team
- √ Cultivate a transparent, non-hierarchical company culture

### 2. Business Performance

- √ A sustainable revenue growth of 10.88% (Jan.1 – Dec.31 2023)
- √ Incredible revenue increase in 3 sectors: Manufacturing 85%, FMCG 37%, Auto 22%

[REDACTED FOR PUBLIC]

- √ 91% client retention rate, 25 clients with 5+ years long-term partnership

### 3. Product Innovation

Fluency: Advanced End-to-end Influencer Marketing Solution

The all-encompassing platform enables users to strategize, identify, activate, and meticulously measure influencer marketing initiatives within China's immensely complex digital environment, integrated with the top 5 social media giants, ensuring insight and activation maintaining pace with China's trends.

- √ Better insight: with competitive information, category analysis, and keyword search.
- √ Better planning: with content and format analysis, and quality scoring.
- √ Better delivery: enable modeled outcomes and contributions from social influencer activity.

### 4. Service Innovation

(a) MSL Sustainability Communications: Build Sustainability Leadership

MSL Sustainability offers the latest strategic sustainability communication consulting service. Inheriting successful practice of MSL China on sustainability communication strategies for several leading brands across various industries, MSL Sustainability has leveraged the enduring significance of sustainability to underscore the value of strategic communication in the business landscape, and produced a series of insight reports.

(b) Strategic Financial Communications: Capital Brand Value Creation

MSL China team has identified value propositions for capital brands, catering to pre-IPO, IPO, and listed clients, and curated effective value-driven communications to boost its capital attractiveness for today and tomorrow. Meanwhile, MSL China has also strategized clients' communication practices in investor relations and corporate reputation to synergize corporate branding with financial market performance.

### 5. Thought Leadership Innovation

(a) Think Piece

To bolster our market reputation and drive business leads, every business leader developed think pieces at least once in the past year. Recent topics include corporate communications, consumer marketing, influencer marketing and digital/social communications, and sustainability communications.

(b) Contribution to PR Industry

- √ The management team contributed to courses for university students to gain practical experiences while consolidating PR theories.
- √ Liza Zhang, Managing Director of MSL China, was invited as the only Chinese juror of the Cannes PR Lions.
- √ Cathy Cui, General Manager of Publicis Influence delivered lectures for the PR professional course.

### 6. Culture and Talent Development Innovation

(a) Talent Development

- √ 88.3% employee engagement rate (much higher than the Best Employer standard)

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- √ Self-developed training courses delivering PR professional knowledge covering 76% of employees with 1576 training hours

(b) Investment for Future

√ Diverse professional backgrounds: 10% staff are from non-PR backgrounds

√ Homegrown talent cultivation: 50.96% mid-to-senior management roles and 75.8% current P&L leaders

√ Employee's average age: 28.5, on par with internet firms

√ Project ROAR: 16 employees attended Publicis Groupe's young talent fast track promotions project > 50%

(c) Recognition

√ Winner of a Silver Asia-Pacific Stevie® Awards as the 2023 Most Innovative Public Relations Agency of the Year.

√ Winner of a Gold Stevie® Awards International Business Awards as the 2022 Public Relations Agency of the Year in Asia.

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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