

**Company:** Publicis Influence China

**Company Description:** Publicis Influence is a transformative end-to-end influencer marketing solution empowered by Publicis Groupe. Vision: We build influence and drive meaningful impact on both businesses and society. Mission: We make strategy tangible, process visible, and impact measurable.

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Most Innovative Company of the Year - Up to 100 Employees

**Nomination Title:** Publicis Influence

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 131 words used.**

High influencer turnover, data transparency issues, and questionable sales conversion rates annoyed influence marketing in China. Publicis Influence, established in 2022, has innovated in the digital age through its proprietary data analysis tool and cross-disciplinary collaboration. With the introduction of Mega Influencer Solutions, Publicis Influence focuses on three strategic areas:

- **LOCALIZATION**—Aiding international brands in expanding their presence within China;
- **GLOBALIZATION**—Assisting domestic brands in reaching global markets;
- **GLOBAL HUB**—Positioning itself as the lead agency for Publicis Groupe's international clients.

These initiatives have enabled Publicis Influence to penetrate new industry sectors, diversifying the young agency's business portfolio. By providing transformative, end-to-end influencer marketing solutions, Publicis Influence has delivered substantial commercial benefits to its clients, leading to remarkable outcomes, including a remarkable [REDACTED FOR PUBLICATION] revenue growth [REDACTED FOR PUBLICATION] and **95%** client retention.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 239 words used.**

### **Rapid Ascension: Publicis Influence Achieves Exponential Growth**

Publicis Influence, established in 2022, has demonstrated remarkable growth in a brief period. We [REDACTED FOR PUBLICATION] increased our business contribution by **83.39%** in the past 12 months. CTR Market Research reveals that 95% of influencing marketing in China are short-term and performance-based campaigns, while our revenue portfolio has shown that it is stable and has the potential to grow further.

### **Strategic Breakthroughs: Capturing New Markets and Industry Sectors**

[REDACTED FOR PUBLICATION] Winning rate [REDACTED FOR PUBLICATION] underscores our growth potential and highlight our strategic prowess in harnessing new business opportunities across various industry sectors, demonstrating our comprehensive capabilities.

**We aim to accumulate a variety of industry case studies, develop best practices, and cultivate a diverse client portfolio.**

- Revenue [REDACTED FOR PUBLICATION] of Y2024 Top 10 New Clients
  - Social Retainer [REDACTED FOR PUBLICATION]
  - KOL Campaign [REDACTED FOR PUBLICATION]
  - Social Campaign [REDACTED FOR PUBLICATION]
- Our retainer-based business contributes 51% of the total revenue.
- Publicis Influence achieves a proud **95%** client retention in 2024.

[REDACTED FOR PUBLICATION]

### **Recognitions:**

1. 2024 **Bronze** Asia-Pacific Stevie Winner - Award for Innovation in Social Media Marketing

2. 2024 **Silver** Campaign Asia-Pacific Greater China Influencer Marketing Agency of the Year

3. 2024 **Bronze** International Business Awards® - Most Innovative Company of the Year

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 250 words used.**

### **Innovative Strategies to Sustain Agency's Fast Growth Mode**

#### **1. Localisation**

We specialize in overseeing comprehensive operations for multinational corporations on key Chinese social media platforms, notably Xiaohongshu. Our services encompass everything from building audience assets to crafting compelling brand narratives, ultimately bolstering sales conversions and strengthening brand visibility in the Chinese market.

#### **2. Globalisation**

We strategically expand our influencer network to encompass key regions, including Europe, the Middle East, and Asia-Pacific. Through forging collaborations with international talents and establishing robust partnership networks, we ensure our campaigns achieve global resonance and enhance the international presence of Chinese brands.

#### **3. A Global Hub for Cross-cultural Collaboration**

We are dedicated to delivering diverse and potent influencer operation strategies for our clients worldwide. By effectively addressing the complexities of cultural differences and time zone variations, we ensure that our clients' campaigns are both unified and impactful across various geographical regions.

### **Innovative Technology for More Accurate Analysis and Planning**

**Fluency**, our proprietary data analytics tool, equips our consultants with unparalleled capabilities to measure and amplify each stage of our KOL/KOC investment and ensure unmatched ROI for our clients in Competitive Advantage, Data-Driven KOL Selection, Performance Measurement, etc.

### **Innovative System to Manage a Broad Base of Influencers**

Excelling in both the breadth and depth of our engagements, we leverage our data expertise and end-to-end integration capabilities to enhance traditional social platform operations and campaigns. This strategic approach allows us to expand our influence across various business domains, establishing a unique core competency that sets us apart.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 238 words used.**

#### **1. Contribution to the Industry**

##### **- Thought Leadership**

PI has redefined China's influencer marketing landscape with groundbreaking thought leadership and driving significant business leads. In her interview with Modern Advertising, General Manager Cathy Cui highlighted the crucial role of comprehensive influence solutions in allowing brands to effectively communicate their products and values, thereby engaging consumers with unmatched precision: *"Brands often struggle to pinpoint where their connection with consumers falters. This underscores the importance of offering comprehensive end-to-end solutions to our clients. In today's nonlinear communications landscape, we leverage data analysis to uncover marketing patterns that assist brands in achieving their business objectives."*

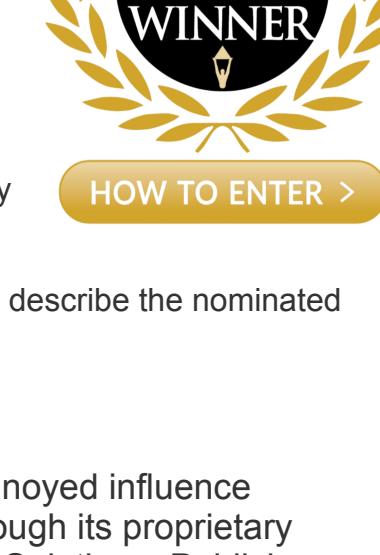
##### **- 4A Specialized Courses**

Cathy Cui was invited to deliver lectures for the PR professional course on the topic, *"Reshaping Growth Paths in the Era of Influencer Marketing"*.

##### **- Think Piece**

The team publishes articles to convey industry insights and forward-thinking pieces in leading marketing media, including the top viewership media like Digitaling and ADquan.

- **Harnessing Talent Growth:** 20% increase in professionals [REDACTED FOR PUBLICATION].
- **Stability:** 20% staff turnover rate - significantly below the industry average 30%.
- [REDACTED FOR PUBLICATION]
- **Diverse Backgrounds:** 50% of staff come from non-PR areas.
- **Promotions:** 28.6% of mid-to-senior management positions are held by female independent leaders.
- **Influence School Training:** 80% staff engaged; a program to enhance technical skills and broaden business acumen for entry to junior-level professionals.



### **Attachments/Videos/Links:**

[Publicis Influence](#)



[REDACTED FOR PUBLICATION]