

Nomination: 20095

A Tribute to the 10th Anniversary of the Belt and Road Initiative: "Gift of China" ZhuyeqingTea, Tea for Harmony

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Entry Title

A Tribute to the 10th Anniversary of the Belt and Road Initiative: "Gift of China" ZhuyeqingTea, Tea for Harmony

Category

E01 - E12 - Award for Innovation in Marketing > E04. Award for Innovation in Content Marketing / Branded Editorial

Submission Format

An Essay of up to 625 Words

Essay

• Project background

- 1) Society: The 10th anniversary of the Belt and Road Initiative is a globally significant event, drawing the attention and interest of people around the world.
- 2) Industry: Where there is tea, there is a road. The Belt and Road is intertwined with the history Tea culture. Today, tea has become the most beloved and cherished gift from China to the world.
- 3) Brand: World Economic Forum, UNESCO International Tea Day, APEC... Zhuyeqing Tea, China's most renowned "State gift tea", has become top selling high-end green tea in China for 16 consecutive years. This is an excellent opportunity to go global and make voices heard.

• Objective

- 1) For branding: Leveraging the diplomatic significance of the 10th Anniversary of the Belt and Road, substantiating the essence of the "Gift of China", solidifying position as industry leaders.
- 2) For marketing: The 10th anniversary of the Belt and Road coincides with the Mid-Autumn Festival, National Day and new year. Utilize the "Gift of China" to stimulate holiday gift-giving demand, enhance purchasing desire, and boost sales.

• Insight

Amid the Israel-Palestine conflict, the Russia-Ukraine war... the global economy, culture, and social development are all calling for "harmony." China has proposed the Belt and Road Initiative, more than 150 countries have signed up to join. Since tea has always been the messenger of "harmony", Zhuyeqing tea could be as a Gift of China, to celebrate the Golden Decade, hope that there will be more harmony and peace in the world, no matter countries or families will reunite happily.

• PR Strategy

- 1) Taking advantage of national influence, keeping accompany significant diplomatic events and building a global gift status
- 2) Leveraging Chinese cultural confidence, innovatively interpreting the Silk Road as also the Silk Tea Road
- 3) Using overseas chief media, overseas landmark screens, economic and cultural celebrities to elevate the international voice of Gift of China.

• Execution highlights

- 1) The one and only Chinese tea as a Gift of China, honored to witness all the state activities of the "the Belt and Road Global Tour"

Khorgos went out of the country to the west; returned to Astana, the place where the Initiative was first advocated in the past 30 years... Along the way, Zhuyeqing Tea was given to over 10 political figures.

- 2) 7 major tea drinking landmarks along the Silk Road are collectively lit up to welcome the Gift of China
the Global Tour was launched in the Mid Autumn Festival, inspiring us to create an official TVC called "Gift of China: Though far apart, but share the beauTEA moon together". People from different countries look at the same moon and drink the same cup of tea together.

- 3) Touring 15 countries in Asia and Europe, innovatively interpreting the Silk Road as Silk Tea Road
Blue turkey, passionate Spain, romantic France... digging deep into the culture of tea in various countries, continuously creating a series of tea culture short film for the parade.

- 4) International authoritative media preessing, recommended the Gift of China
Affiliated to the BRICS Conference, the Belt and Road Summit Forum and other news hot spots in the same period, strengthen and continue the popularity of communication. EFE comunica, AFP, lvest kz, Forbes and 16 China authoritative official media reported: 'Gift of China, holding the bridge of friendship between Asia and Europe', which was highly discussed and recommended by 6 celebrities.

• Results

- 1) Total exposure over 47.66 million
- 2) Sales of Zhuyeqing Tea surged by over 57%, breaking the sales record
- 3) "The Gift of China" has sparked widespread discussion among consumers, rekindling their passion for tea culture. After the "Belt and Road Global Tour," Zhuyeqing Tea was invited by the The Understanding China Conference to be the official tea.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **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.

Do You Have Supporting Files You Would Like to Upload?

Yes

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

200 MB Max per File

File 1

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File 6

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Do You Have Website URLs you would like to link to

No

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Terms and Conditions

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