

East Asia PR Alert: 15th August 2017

The insider scoop on the region's communications industry

Top stories from North Head, Wu Di, FTI, Voltage PR and PRIME

News updates from antics @play, Benoy, Christian Louboutin, ESF and more.

FEATURE - Cracking the Chinese millennial code: what do millennials look for in corporate communication?

To share your news, views, opinions and announcements with thousands of like-minded communications professionals across Asia, get in touch with Annemarelle at avanschayik@telummedia.com

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Top stories

Management changes at North Head

North Head has strengthened and expanded its management team. Co-founders Robert Magyar and Ma Hong are promoted to Senior Executive Director and Executive Director, respectively. Current Director of the Public Affairs team Junni Ogborne will add government relations projects to his portfolio. To strengthen the strategic communications, Laura Liu Haining and Jillian Chen Jing have been appointed.

Wu Di driving comms team at Hellobike

Wu Di has left her role as Content Program Director at Content Solution Centre of China Business Network to join Hellobike as a PR Team Leader. She has also held Deputy Chief Editor, Senior Editor and Reporter roles at China Business News, Oriental Morning Post and The Beijing News. In her new role, she'll drive the communications strategies for the bicycle sharing service platform. Congratulate her at wudi@hellobike.com

Luminox appoints PRIME as its PR agency

Active watch brand Luminox has appointed PRIME as its official PR and communications agency in Hong Kong. The agency will handle the media launch of Luminox's seasonal collections as well as social media campaigns focused on KOL engagement.

FTI adds Director to team

Anna Bartram has joined FTI Consulting as a Director. Anna brings over a decade of combined experience in communications and journalism in Hong Kong and Mainland China, most recently at Citigate Dewe Rogerson, where she specialised in Asia Pacific communications strategies for global companies in the financial services sector. Her previous client experience includes Nasdaq Global Indexes, The Carlyle Group and LaSalle Investment Management, among others. At FTI, Anna will work across a broad range of financial services clients. Drop her a line at anna.bartram@fticonsulting.com and on (852) 3768 4538.

Voltage wins new clients

Voltage PR has expanded its portfolio having recently been appointed by Hong Kong's Sino Hotel Group to handle all PR, social media, as well as special projects for The Pottinger Hotel. In addition, the agency will handle an inaugural KOL dining programme for TripAdvisor-backed mobile reservations app, EATIGO, assisting with its launch in the city.

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evian has appointed antics @play as its regional lead agency across Singapore, Taiwan and Hong Kong to launch its Oversize campaign. antics@play will drive creative vision, public relations counsel and media communications strategy across all three markets.

Architectural design firm Benoy has appointed Cheryl Ng as Public Relations & Communications Manager (Global). She moves over from AIA Group where she handled marcomms initiatives across the business, and previously led marcomms strategies at York Region Transit in Canada. At Benoy, she will drive integrated communication strategies for the global team while also focusing on key projects across APAC. Connect with her at cheryl.ng@benoy.com and on (852) 2250 7222.

Anita Sun has been appointed Marketing Communications Manager at Marriott's Renaissance Shanghai Caohejing Hotel. She has held a variety of comms roles at Courtyard by Marriott, YTL Hotels, Shanghai Marriott and Intercontinental Shanghai, as well as an agency role at Agency Jumpstart. Congratulate her at anita.sun@marriott.com

Citigate Shanghai has appointed Vera Mei as an Executive. She moves from Aromonde where she was a Copywriter, and she has also held a position at Aretean Capital. At Citigate, she'll assist clients to engage with their relevant stakeholders. Congratulate Vera at vera.mei@citigate.com.cn and on (86) 21 3311 0262.

Maggie Chow has joined Christian Louboutin as its Asia Pacific Communications Manager. In her new role, she'll work closely with the global office and formulate the shoe brand's communication strategy to support the overall business objectives in the region. Maggie joins from Canali where she was a PR and Social Media Manager, prior to which she was an Assistant Manager Public Relations for Calvin Klein Asia focusing on PR and events. Congratulate Maggie at m.chow@hk.christianlouboutin.com and on (852) 2114 3340.

IABC Fusion 2017



IABC's [Fusion 2017](#) event in Singapore is just a few weeks away on 23rd - 25th August. The full line up of speakers has been announced and includes a broad range of topics covering the full spectrum of communications disciplines.

Among the confirmed speakers are:

- Dr Mukund Rajan, Chief Ethics Officer, Tata Group, India
- Emma Bannister, Founder & CEO, Presentation Studio, Australia
- Carlo Figueroa, Assistant Lecturer, De La Salle University, The Philippines
- Dr Chia Wu, Consultant, The Chinese University of Hong, Kong School of Journalism and Communication, Hong Kong (see feature for a sneak peek)
- Raagulan Pathy, Enterprise Growth, Workplace by Facebook, Singapore

Bank of America Merrill Lynch has appointed Season Ho as its Communications Associate, Global Banking and Markets. At the bank, she'll assist in delivery and administration of internal and external communications plans, manage media relations, as well as provide marketing and event support. Season moves from Edelman, where she was most recently an Assistant Executive in the corporate and finance practice. Contact her at season.ho@baml.com and on (852) 9128 1576.

Chris Lu has been promoted to Senior Regional Manager, Communications at AdAsia Holdings. He was previously Communications Manager, and will continue leading external and internal communications for the company across its 10 offices in Southeast Asia, Greater China and Japan. Keep in touch with him at chris@adasiaholdings.com

Shoes and leather goods brand ECCO has appointed DeVries Global as its communications agency in Taiwan. As part of the partnership DeVries Global will assist the brand with its increasing its brand awareness to grow its consumer base.

ESF has appointed Farina Shroff as its Marketing and Communications Manager at Renaissance College, where she will maintain and develop all communications material for its community, as well as handle all media relations. She moves from Fossil Asia Pacific, where she held most recently the role of Senior Regional Marketing Executive (APAC). Congratulate her at shroff2@rchk.edu.hk

Hong Kong headquartered tech company Chengbao has appointed Jackee Wong as its Head of Outreach. In his new role, he'll lead Chengbao's influencer outreach, SEO link optimisation, and external content scalability efforts. Previously, he served as Associate Director and Global Content Lead for Pear Media Management, a digital media company. Potential partners and interested parties can reach Jackee at (852) 9389 8799.

Best of British, a new show celebrating the British lifestyle, has appointed Reuter Communications to handle its first exhibition in China after a competitive pitch. The agency will handle its media relations, partnership development, marketing, influencer relations and social media strategy.

Cracking the Chinese millennial code: how to communicate with millennials?



The sheer size of Chinese millennials - more than 400 million - puts a target on their backs, and companies have been vying for their attention. With great market potential also comes the great risk of alienating these young consumers. Telum spoke to Dr. Wu Chia, currently teaching Corporate Communications at The Chinese University of Hong Kong, *about her research on “Communicating with China’s Millennials”, how companies can create a loyal customer base, and how to successfully manage the generation in the workplace.*

“Chinese millennials are complex: they seek new experiences, are individualistic while embracing Chinese traditions, and they are very critical,” Chia shares. “I’ve asked many students why they like one company over another. Generally, they buy into brands which are aligned with their own values as evidenced by their actions, not empty words. There is this e-commerce platform NetEase whose slogan is “我的态度 (My attitude)” That resonated with a lot of my students, who say, my own attitude is what defines me.”

Chinese millennials have different values from their parents' generation as they grew up during rapid economic growth which has led to an increase of wealth, increased technological advancement and are mostly single children. That said, it’s too easy to group all of them together, with the youngsters **dividing themselves** into *balinghou* 八零后 (After 1980) and *jiulinghou* 九零后 (After 1990).

Chia elaborates, “the Chinese millennials are not one generic group. If you’re moving to the inner provinces, you must understand the expectations of the people there. Corporates can’t win everywhere, so they need to be selective. Our study adds to the understanding of how millennials consume media.”

The study was conducted with 306 Shanghainese and 292 Hongkongers, Chia found that 61% of the interviewed Shanghainese millennials were more interested in CSR compared to 46% of Hong Kong’s youth. In fact, 73% of the Shanghainese millennials act on their perceptions including active boycotting when deliverables are not met. Chia adds, “Millennials are **sceptical** and will dig deeper. They’re relentless in their evaluations. If they’re not satisfied with the response, they will boycott.

“At the same time, if they don’t care, they will just ignore your message. Companies need to make them feel that they like them either through personalised products or personalised communication.” Close to three out of four Shanghainese millennials agree that corporations should release reliable user-friendly information, whereby the Shanghainese millennials prefer precision and Hong Kong millennials storytelling.

Interestingly, when it comes to acquiring corporate information, millennials prefer official channels such as company websites and official social media accounts. Less than 20 percent of the young people prefer traditional media when it comes to corporate communications. “Only if they want to verify news, do they check traditional media, for example when a crisis is reported, they will cross check.

“When a crisis strikes it’s important to know what millennials want to hear. They expect top leadership to immediately address the situation. But otherwise they’re not interested to hear from the CEO,” adds Chia.

Instead, her study indicates that the three biggest influencers are family members / close friends, experts / scholars and corporate employees. Contrary to popular industry belief, celebrities as spokespersons are the least likely to impact the millennials' perception, but when companies do engage them via opinion leaders, expertise, personality and popularity are the key attributes millennials look at.

“Our research showed that it's absolutely key for corporations to have different generational strategies. Sometimes you hear that top management only wants the traditional media statistics. If you only focus on traditional media, you are alienating yourself from [major buying group](#).”

Chia concludes, “understanding the new generation is key; not only when communicating, but also when working with them. Including millennial staff in your internal communications creates a win-win situation: younger staff can educate senior management on new media and millennials' expectations while they receive training on how to analyse their campaigns and make their efforts count.”

Chia is currently expanding her research to include Taiwan, Australia and Southeast Asia. For more information on Chia's research, click [here](#) or contact her at chiawu88@cuhk.edu.hk. Alternatively, attend her presentation on 25th August at IABC Asia Pacific's [Fusion Conference](#) in Singapore.

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