



## ***BRAND READY***

Is your brand *ready* for the Chinese market?

This is the question you need to ask *before* attempting to sell your products into the Chinese market.

There are several considerations here, but the two most important ones are: **language** and **trust**.

Any promotional information about your product and about business *must be in Chinese*. This includes all advertisements, explanations, technical specifications, etc., and packaging materials.

However, it is not sufficient to have a simple Chinese translation. It is vital that your promotional information is *copy-written*. This is a completely different task to a simple translation. Copywriting means that the words, phrases and intention *speaks to the market*. Copywriting understands the unique cultural characteristics and sensibility of your target audience.

*Trust* suggests value for money, quality of product and the desire for a genuine customer relationship. Although money is involved in the transaction, you need to declare that you genuinely *believe in your brand* and what it offers.

In terms of marketing to China, language and trust are intertwined. It's the language that you use to describe your products that brings trust. Promotion in China is NOT the same as in western countries such as Australia; it requires that details of products are specified, not suggested.

### **STEPS to BRAND READY**

Binary Blue China Connect can assist you in the steps to get your business BRAND READY.

1. *Website*. We copy-write your English version website into Chinese, and illustrate it according to Chinese aesthetics.
2. *Official WeChat account*. This is your main Chinese promotion channel, which we setup and maintain. It's a must have - to establish *brand credibility*.
3. *Promotion materials*. We design promotional materials (ads, banners, images, photographs, videos) in Chinese language and aesthetics, that speak to your market.

### **STEPS beyond BRAND READY**

Once your business is BRAND READY, Binary Blue China Connect can:

- Develop marketing campaigns
- Find and liaise with relevant Influencers
- Advise on best channels to sell and promote your products (in addition to WeChat)
- Write copy and create media for various channels.
- Help with logistics (transport, warehousing, sellers)