

Beat: Business

## 66 CHINESE FILMS DECIDED TO RUN BILINGUAL FILMS FOR 66TH ANNIVERSARY OF CHINA

### PROMOTING THEIR BRANDS

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**USPA NEWS** - Chinese-themed films, videos and announcements dominated the many screens that overlook New York's Times Square on October 1st and 2nd. Sixty-six Chinese firms decided to run short bilingual films in both Chinese and English promoting their brands on these same screens during...

Chinese-themed films, videos and announcements dominated the many screens that overlook New York's Times Square on October 1st and 2nd. Sixty-six Chinese firms decided to run short bilingual films in both Chinese and English promoting their brands on these same screens during the 66th anniversary of the founding of the People's Republic of China. The Chinese companies have chosen the anniversary as a most appropriate day to showcase their strength and vision in global integration and service.

Times Square is also known as the "Crossroads of the World" and a must-see stop for any tourist visiting the city. In 2011, the Chinese government ran a series of short films promoting the country during President Hu Jintao's state visit to the United States on the same screens in 2011, bringing a lot of attention to China from the four corners of the globe.

At the moment as a result of President Xi Jinping's just completed state visit to the United States, and the Chinese companies immediately saw the opportunity to leverage the event as a way to accelerate their pace at globalization.

Since May 1995 when Sanjiu Medical & Pharmaceutical Co., Ltd. became the first Chinese company to run promotions on the screens overlooking Times Square, organizations and businesses in China began to use the unique advantages of the famous locale to show themselves to the world.

Learning from the experience, the organizer plans to continue to launch a series of promotional campaigns featuring Chinese brands, to remain committed to servicing the international communications needs of the brands, and, going forward, to enhance the understanding that international markets have of Chinese companies.

The challenge was a success : setting a record in the history of overseas promotional efforts by Chinese companies

Source : Haowu.cn

#### Article online:

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