

Beat: Business

## Fifty Chinese Firms Join Together in a Collective Promotional Effort

### New York-China Brand Culture Festival

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**USPA NEWS** - Fifty Chinese companies have chosen the 2016 Summer Games as the opportune moment to make their presence felt in New York's Times Square, the home of the world's most visited outdoor advertising platform, in a move to showcase their brand and confidence while also expressing their support...

Fifty Chinese companies have chosen the 2016 Summer Games as the opportune moment to make their presence felt in New York's Times Square, the home of the world's most visited outdoor advertising platform, in a move to showcase their brand and confidence while also expressing their support for China's Summer Games teams. The campaign was launched by Huashang Taolue as a global marketing effort for Chinese brands during the event. It is the first time that a group of Chinese brands has worked together in terms of marketing themselves during the Summer Games event.

Times Square, located in the heart of Manhattan, is known as the "Crossroads of the World" and attracts more than 500 million visitors annually. The famous square, brightly adorned with immense outdoor screens and serving as the world's venue for competition between the top international brands, is a must-see stop for any tourist visiting the city.

In January 2011, the State Council Information Office of China ran a series of short video clips promoting the country in Times Square, stimulating animated discussions worldwide. More recently, a video promoting the South China Sea was also showcased here from July 23rd to August 3rd, giving local passers-by a lively geography lesson.

On the heels of the South China Sea promotion video, a whirlwind of Chinese brands have been displayed on the huge screens overlooking the square. Huashang Taolue, in partnership with 50 Chinese companies, chose to celebrate the first New York-China Brand Culture Festival in Times Square during the Summer Games. This pioneering global marketing campaign for Chinese brands has created significant buzz among their peers, with the result that the number of companies wishing to participate continues to grow.

Source : Huashang Taolue

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