

Eight Trends in Communication Patterns Between Enterprises and Consumers in the Chinese Market

Golden Flag Award

The Golden Flag Award is the most professional and recognized public relations award in China. The 2022 Golden Flag Award has come to a successful end.

Despite the epidemic response measures in place in China in 2022, the number of cases submitted for the Golden Flag Award increased by 20.79% year-on-year, indicating the active market behavior of Chinese enterprises.

Moreover, an examination of the quantity, quality, category and other aspects of the cases submitted reveals eight trends in the behavior of communication between enterprises and consumers in the Chinese market.

Trend 1: Enterprises place greater emphasis on brand building rather than simply attracting eyeballs. Creating long-term brand value has become a new trend.

Brand awards were favored by enterprises in the 2022 Golden Flag Award. Participants cover companies in the automotive, pharmaceutical, aviation, FMCG, household appliances, finance, technology and other fields, including Ogilvy & Mather, Burson-Marsteller, Ruder Finn, Text 100, Zenith Integrated Communications, EVISION and other well-known agency companies at home and abroad. These companies and brands have created excellent communication cases that satisfy the public's cultural and value expectations.

In the post pandemic era, enterprises prioritize brand building and reputation. More

and more brands provide users with stellar products and services, and also build long-term reputation and brand value by bringing benefits to society.

Trend 2: More enterprises give back to society and fulfil responsibility.

As the COVID-19 pandemic fades, both businesses and consumers are more aware of the value of corporate social responsibility. Social responsibility stars are replacing celebrities who have a huge following, because products they endorse are preferred and bought by more consumers.

Enterprises of different sizes and types leverage the power of branding to spread “positive energy”, highlighting and burnishing their brands. How to conduct value communication with key stakeholders, especially consumers, and fulfil corporate social responsibility is still an important issue for brand building in the post pandemic era.

Trend 3: ESG communication emerges as a new trend in brand communication.

Enterprises place a premium on ESG practices. ESG evaluation is used to assess the performance of enterprises in terms of environmental, social and corporate governance issues. Although it is not a financial performance indicator, it has received a lot of attention from entrepreneurs and brand managers in recent years. The new “ESG Communication Award” in the 2022 Golden Flag Award is favored by many outstanding enterprises. Many ESG practice cases with leading value were presented this year.

Trend 4: Entertainment celebrity marketing is declining.

The ongoing pandemic has definitely struck the film and television entertainment industry hard. Moreover, negative news about entertainment celebrities will harm

brand reputation. Enterprises are therefore wary of using celebrity endorsements, resulting in a great impact on entertainment celebrities and related marketing. At the same time, the entertainment industry has been proactively exploring. According to the cases submitted in 2022, some new types of entertainment programs were launched, which focus on the creation of original content and the exploration of positive value, and explore more possibilities for entertainment marketing.

Trend 5: The value of sports stars is being further explored.

The success of the Beijing Winter Olympics and the Tokyo Olympics has brought a plethora of excellent sports marketing cases that communicate sportsmanship to help people deal with the effects of the pandemic and maintain a positive outlook on life. Sports stars' shining points such as health, confidence, self-discipline, and hard work are well received by the public, which significantly enhance brand awareness and reputation.

Trend 6: Innovative and more diversified methods of content marketing.

The methods of communication between enterprises and consumers are evolving. Self-produced variety shows, short videos, and articles flacking products have emerged as a new corporate communication trend. In the face of vast amount of disparate information, how to grab the attention of users has become a key consideration for brands. High-quality content is undoubtedly the only way to capture users' attention and hearts.

Trend 7: Metaverse marketing breathes new life into brands.

Traditional offline marketing was hampered by the routine epidemic response in 2022, and many brand activities were held online in the form of live commerce and online release. Moreover, AR and VR technologies played a prominent part in online

marketing. Metaverse marketing, which has gained popularity in recent years, also brings more possibilities to innovative marketing.

Trend 8: Creative companies break new grounds and use brand thinking to expand the creative market.

Various means of communication are combined. Creative companies move out of their circles to enter more influential brand areas in order to win larger markets.

The above trends show that Chinese enterprises place a higher value on building brands, and enterprises attach greater importance to brand long-termism. Marketing, creativity, and public relations are merely methods and tools to build brands. Only by applying brand long-termism to every organizational decision can an enterprise develop sustainably and contribute to society.