The large interview campaign — 3rd National Key Network Media Visiting in Jiangsu — officially started in Nanjing on Oct 26.

The full-angle and all-round campaign involving multiple media to promote and publicize the image and brand of Jiangsu tourism will be carried out through the emerging network media platform, according to sources.

In the five-day-long visit and sightseeing in bamboo forests and Dajue Temple in in Yixing, Lingshan Mountain and Southern Long Street in Wuxi, Humble Administrator's Garden, Tiger Hill, Jinji Lake, Zhouzhuang Town and Shajia River in Suzhou, and other sceneries, reporters from nearly 40 network media of China will post reports and pictures of Southern Jiangsu through PC, Weibo or WeChat, promoting the image of Jiangsu to the whole country and even the world.