**Enterprise new media will usher in a change in communication paradigm**

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Editor: Pan Wangwang

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Since 2016, the phenomenal Haier new media has captured everyone's attention with its unique style. Tang Yan and Luo Jin announced their relationship, and Haier, AutoNavi, Weather Forecast, Weilong Spicy Tiao and other official Weibo accounts commented on it and made it a hot topic. Since then, Haier has become a frequent visitor to the celebrity comment area. No matter how late you come, blue Vs can always be topped as popular. Zheng Shuang, Shen Teng, Zhang Xinyu, Sun Honglei, Yue Yunpeng, Fu Yuanhui and other celebrities have interacted with Haier. On the National Brand Day, when other Weibo accounts were posting their own posters, Haier was desperately advertising for excellent domestic brands such as Wangzai, iFlytek, BYD, and Chow Tai Fook. On May 20, the blue V army jointly created a terrifying data of 450,000 reposts of a single Weibo post!

In June 2017, dozens of companies including Haier, Tsingtao Beer, New Hope, Country Garden, Meituan Waimai, VIVO, Wangzai, Changhong, BAIC New Energy, BYD, Qingting FM, Lianjia, Maimai, Baidu, etc. jointly launched "Some of Our Decisions" and formally initiated the preparation of the Chinese Enterprise Blue V Alliance to jointly explore the new paradigm of corporate communication in the era of the Internet of Things. It is reported that 1,000 corporate brands have responded so far, and they will officially debut in Qingdao in September 2017.

Behind the phenomenal Blue V Alliance becoming a pivotal force in the new media communication field with a thunderous momentum, there is actually a new exploration of corporate brands on the changes in the communication and public opinion field. How do enterprises play new media in the era of the Internet of Things? Haier New Media Director Shen Fangjun shared his personal views.

**Six thoughts on new enterprise media in the era of the Internet of Things**

**The emergence of the Blue V Alliance means that corporate new media marketing has entered the second half**

Community organizations based on Weibo and WeChat for the purpose of mutual traffic promotion are in full swing, and corporate group marketing has also formed a very good ecosystem. However, the China Enterprise Blue V Alliance, which Haier will initiate in September this year, is definitely not a community organization for the purpose of traffic exchange in the traditional sense. To a certain extent, it is a new exploration of the future of corporate communication by brands. Traditional brands are extremely aggressive and occupy consumers' subconscious through large-scale advertising output. In the era of community economy, brands are personalized, and emotional value recognition is established through high-frequency interactions. The joint exploration of Blue V is a breakthrough and reshaping of brands in the era of the Internet of Things.

**Enterprise new media will usher in a change in communication paradigm**

To paraphrase Zhang Ruimin, CEO of Haier Group, there are no successful companies, only companies of the times. Similarly, in the field of corporate communication, there are no successful corporate media, only corporate media of the times. Every revolution in media communication technology brings about a huge change in the communication paradigm. From offline communication to online communication, from desktop Internet to mobile Internet, every technological innovation releases the dividends of the times that are overwhelming. Similarly, the switch from the Internet era to the Internet of Things era will inevitably be another paradigm shift. At present, the distribution of corporate new media content is still information push driven by the will of the enterprise. Although smart clients represented by Toutiao have made personalization possible, the realization of truly user-independent "scenario-based content consumption" still depends on hardware support. Taking the smart home scenario as an example, the "headlines" obtained by the same user on different hardware devices in the bathroom, living room, and kitchen should obviously be different.

**Haier may become the largest traffic portal in the era of the Internet of Things**

Haier has long stopped producing traditional electrical appliances. All devices will be connected to the Internet of Things and become network devices with independent IP addresses. Within Haier, the organizational structure is no longer divided according to product lines like traditional bureaucratic companies, but the ecosystem is laid out around smart life scenarios. Haier Xinchu refrigerator has a high-definition Internet screen that records the freshness of food during storage. Users can also place orders for ingredients directly on this screen. Xinchu refrigerator and other equipment such as range hoods and smart wine cabinets that also have smart screens form the smart kitchen scene ecosystem. Similarly, network devices such as smart toilet lids, magic mirrors, and smart water heaters form the smart bathroom scene ecosystem. Together with the scene ecosystems such as smart living rooms and smart bedrooms, they form a large network of smart families. Each contact point of this network is a network device such as refrigerators, washing machines, and air conditioners, which will constitute a huge traffic entrance for the entire Internet of Things world. It is conceivable that Haier, which has been the world's number one brand of white goods for eight consecutive years, will release huge traffic dividends for the entire industry in the Internet of Things era. What will Haier's new media look like at that time? There are countless possibilities at that time.

**In the era of the Internet of Things, enterprises will transform from product providers to content service providers**

Zhang Ruimin believes that the core of the traditional economy is the brand, and the carrier of the brand is the product. The core of the community economy is the platform, and the carrier of the platform is the content. Take the magic mirror of Haier's smart bathroom as an example. In the traditional sense, the magic mirror is a product. Just like a huge waterproof, fog-proof and touchable pad, it can automatically connect to the electric water heater to control the water temperature, and can also connect to the Internet to download apps. You can even call a car while brushing your teeth, watch barrage and play games while taking a bath. But in the IoT ecosystem built by Haier, the magic mirror is an out-and-out platform. The various physical and chemical indicators accumulated during the user's use will be recorded as dynamic health big data. According to the changes in the body, the magic mirror will intelligently push fitness information to you, and even help you make an appointment for the green channel for physical examinations at Union Hospital. Hospitals, gyms and other service providers together form a resource ecology of co-creation and win-win on the magic mirror platform. However, it is not enough to have a platform alone. The carrier that attracts users to use and keeps users interacting is content. In the future, the magic mirror itself may be free, and the content consumption of users in the magic mirror ecosystem will constitute the source of revenue for the magic mirror. For a durable consumer product like this, Magic Mirror should obviously consider becoming a content service provider rather than a device manufacturer.

**There will be no such thing as "cross-border" in the future, because there will be no borders.**

In the era of traditional media, enterprises and media were in opposition and clearly divided. Enterprises produced products, and media produced content. The media monopolized information sources, and enterprises relied on the media to speak out. Enterprises' excessive reliance on the media once put the relationship between the two into a slightly tangled balance state, "If you are close, you will be rude, but if you are far away, you will complain." In the Internet era, the emergence of social media platforms represented by Weibo, WeChat, and Toutiao gradually broke this balance, and enterprises have a certain degree of voice. This makes it possible for enterprises to communicate with the public without the media. In the era of the Internet of Things, users can directly connect to interconnected factories, and all enterprises will become content service providers. All products are services, and all services are content. At this time, are there still boundaries between enterprises and media? It is only a matter of time before corporate new media get news photos.

**Paradigm change leads to the collapse of old standards for communication value assessment**

In the era of mobile Internet, two excellent new media data evaluation agencies, Xinbang and Qingbo, have created new standards for measuring the value of new media communication based on different dimensions, making important contributions to the standardization and development of the industry. However, with the advent of the era of the Internet of Everything, corporate communication is facing a transformation from square-style information coverage to scenario-based content acquisition, and the value evaluation standards based on "communication degree", "coverage degree" and "number of fans" will become invalid. Haier New Media has never had traditional KPIs such as forwarding, commenting and liking. The internal assessment tool of Haier New Media is "user multiplier". User multiplier is a new concept proposed by Zhang Ruimin at the weekly meeting of Haier Group. As an IoT attribute index, it clearly points to the three characteristics of the IoT user community ecology: light assets, amplification effect, and inimitable. In the dimension of user resources of Haier New Media, there are one-time user resources, high-frequency interactive user resources, and lifelong user resources. Among them, how to transform the one-time user resources deposited by each value interaction into high-frequency interactive user resources and further into lifelong user resources of Haier's smart life ecology is the user multiplier of Haier New Media.

Conclusion The scenes of future life that we see in science fiction movies are about to become reality. At least in the field of home appliances, we will soon enter the intelligent scene of the Internet of Everything. For corporate new media, this is also a new opportunity to "change lanes". How to build a scenario-based content interaction channel between enterprises and users based on the Internet of Things? On September 20, at the Blue V Carnival in Qingdao, China, Haier New Media will discuss with you.