

睿路文化传播股份有限公司 profile

简称：睿路传播 或 睿路广告

英文常用名： RELOAD

reload

座右铭： We make integration work

新三板创新层上市公司
股票代码： 839206



WHO ARE WE... KEEP RELOADING NEW WAYS...

WE are a **CHINESE PUBLICLY SH** with a heritage of listed company, headquartered in excellence in creative **COMMUNICATIONS**. At our **CORE** is a **PASSIONATE** and **DYNAMIC** team, setting industry benchmarks in Chinese marketing. **PARTNER** with us on an exciting journey of growth and achievement as we **DELIVER TRULY EFFECTIVE TOGETHER**, let's unlock new horizons for your business. 我们是一家中国上市创意传播营销公司，总部设在上海，在策略创意传播方面有着卓越的传统。我们是一个充满激情和活力的团队，在中国市场营销中树立行业标杆

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我们致力于提供无与伦比的服务，促进持久的合作伙伴关系，因为我们不断超越，超越期望。与我们合作，踏上激动人心的成长和成就之旅，我们将根据您的需求提供卓有成效的解决方案。

让我们一起为您的业务打开新的视野。



WHAT DO WE DO KEEP RELOADING NEW WAYS...

WE thrive on CRAFTING CAPTIVATING campaigns that leave a **LASTING IMPACT**
DATA-DRIVEN STRATEGIES keep us at the forefront of trends
WITH THE POWER OF CREATIVITY we breathe life into brands
AMPLIFYING the CONTENTS through robust communication channels.
OUR COMMITMENT to unparalleled service fosters lasting **PARTNERSHIPS**, as we go above and beyond to exceed expectations.

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History

WE'RE ALL ABOUT
RELOADING NEW THINGS.

2008

成立开启营销睿路

LAUNCHED AS AN INDEPENDENT AGENCY

2012

开启社会化营销&数字化营销

HELPING BRANDS SUCCEED IN THE SOCIAL MEDIA
LANDSCAPE
&TRANSFORMED INTO A DIGITAL-SOCIAL AGENCY
UPGRADING CAPABILITIES AND SERVICES

2016

上市新三版839206

LISTED ON CHINA NEEQ*FOR STRONG OPERATIONAL AND
FINANCIAL GROWTH

2019

成为整合营销传播集团&进入新三板创新层

INTEGRATED INTO ONE GROUP
FOR FULL-FUNCTION DIGITAL INTEGRATED
COMMUNICATION SOLUTIONS
&ADMISSION TO THE INNOVATION TIER OF THE NEW
THIRD BOARD

2022

成立和进军大健康业务

DRIVING HEALTHCARE TRANSFORMATION
IN POST-COVID AND BEYOND

2023

拓展亚太业务网络开启成效营销

EXPANDING TO ESTABLISH AN APAC NETWORK
DELIVERS TRULY EFFECTIVE SOLUTION

2024

成为大健康赛道发展伙伴和头部企业

BE THE STRATEGIC PARTNER&THE LEADING ENTERPRISE IN
THE HEALTHCARE INDUSTRY'S DEVELOPMENT

Offices

WE ARE A DIVERSE TEAM OF
AROUND 200 PEOPLE
SPANNING 3 REGIONS.
**AND WE SHED IN ONE LIGHT
FROM CHINA ACROSS THE GLOBE.**

200+睿路人 5城办公服务中国及亚太



SH 上海



BJ 北京



GZ 广州



SG 新加坡



CNX 清迈

department

INTEGRATION

战略发展

CORPORATE DEVELOPMENT



运营中心
BUSINESS HUB,
ACCOUNT SERVICE



数据赋能
DATA
INTELLIGENCE



策略中心
STRATEGY
PLANNING



制作中心
PRODUCTION



创意内容
CREATIVE
CONTENT



AI智能创新营销
AI
INNOVATION



内容&媒介资源
CONTENT &MEDIA
RESOURCE



体验活动
O&O
EXPERIENTIAL
EVENTS

BUSINESS HUB,
PROJECT /RETAINER
OPREATION

DATA INSIGHT STRATEGY
& OPERATION,
DIGITAL SOLUTIONS

STRATEGY
INTELLIGENCE
RESEARCH

CELEBRITY MANAGEMENT
DIGITAL PROUTION
PROCUREMENT

BIG IDEA
CREATIVE CONCEPT
ASSETS PRODUCTION

AI PICTURE
AI VIDEO
AI MUSIC

DIGITAL & SOCIAL
MEDIA
PLANNING & BUYING

O&O
EXPEIENTIAL
MARKETING

OPERATION SUPPORT
运营支持

TRULY EFFECTIVE

Scope of work



STRATEGY

策略



CREATIVE

创意



COMMUNICATIONS

传播

Strategy

- DATA & METRICS ANALYSIS
- INTEGRATED MARKETING PLAN
- BRAND PROPOSITION PLAN
- PRODUCT SELLING POINT
- CONSUMERS RESEARCH PLAN
- INFLUENTIAL SOCIAL PLAN
- SOCIAL SEEDING PLAN
- SCRM / PRIVATE TRAFFIC
- DIGITAL INTELLIGENCE

Creative

- CREATIVE IDEATION
- TVC / SOCIAL / SHORT VIDEO
- KV / POST/ EC PAGE DESIGN
- SOCIAL CONTENT
- INNOVATION WITH GAMING
- FILM & DIGITAL PRODUCTION
- EXPERIENTIAL / EVENTS
- LIVE STREAMING
- DIGITAL ENGAGEMENTS

Communication

- IMC CAMPAIGN
- SOCIAL CAMPAIGN
- IP RESOURCE
- CO-BRANDING
- CELEBRITIES / INFLUENCER
- /MCN / KOL / KOC
- DIGITAL / SOCIAL MEDIA
- PR / MAGAZINE
- LIVE EXPERIENCE RESOURCE

Advertising business types

IMC

INTEGRATED
MARKETING
COMMUNICATION

整合营销传播

MIC

MAGNETIC
INFLUENTIAL
CONNECTION

社交传播战役

CIM

CONTENT
IMPACT
MARKETING

社交种草营销

reload'S DATA BANK

策情[大快透]数据银行

品牌营销诊断与优化·竞争对手分析与应对·营销内容诊断与优化·内容营销诊断与优化·产品卖点规划与优化·选品与组品优化·策略营销全渠道态势分析

抖音 | 小红书 | 知乎



抖音 | 腾讯 | 阿里 | 百度



抖音 | 阿里 | 百度



淘宝+天猫 | 抖音



秒级 Sec. Level

时级 Hour Level

天级 Day Level

月级 Day Level

搜索下拉关键词^(5层)

人群基础属性画像

品牌产品洞察报告

电商销售趋势报告

数据工具：

★久谦中台：

是一家商业尽调公司的数据后台。我们能在里面看到天猫、京东、抖音电商内，具体到品类、品牌、商品的大盘数据。帮助我们了解行业大盘、分析市场和竞对。

★5118.com

针对不同社交平台的分析工具。它利用AI算法，抓取并分析关键词、品牌的流量动态。