**Knowledge Base:** Fengshang Yazhi Culture Planning Co.

**1. Company Overview**

Fengshang Yazhi Culture Planning Co. is a professional company specializing in advertising design, exhibition setup, and brand promotion. We serve Ningbo and surrounding areas, offering creative, systematic, and efficient advertising media solutions.

**Vision**

To become the most respected advertising company, earning trust and recognition through professionalism and outstanding service.

**Mission**

* **Responsibility to Customers**: Pay attention to every detail and ensure maximum value for our clients.
* **Responsibility to Employees**: Nurture and develop every talented individual.
* **Responsibility to Society**: Operate with sincerity, contribute to society, and give back with dedication.

**Core Values**

Communication begins with the heart, and cooperation starts with trust. Through excellent communication and execution, we aim to fulfill our clients' needs.

**2. Scope of Services**

**Advertising Design**

* Outdoor billboard design and installation.
* Public space advertising planning.
* Brand identity and visual design.

**Exhibition Setup**

* Corporate showroom design and construction.
* Booth decoration for trade exhibitions.
* Interactive multimedia exhibition planning.

**Brand Promotion**

* Integrated communication strategy planning.
* Campaign planning and execution.
* Comprehensive marketing solutions.

**Media Buying**

* Outdoor media procurement (e.g., billboards, bus stop ads).
* Digital media purchasing and monitoring.
* Advertising performance evaluation.

**3. Company Teams**

**Creative Planning Team**

* **Role**: Focus on integrated communication strategies and deliver impactful creative solutions for clients.
* **Philosophy**: Design with empathy and tailor projects to meet individual client needs.

**Sales Team**

* **Role**: Provide effective marketing solutions and closely follow up on customer requirements.
* **Philosophy**: Innovation first, service excellence. Your expert in advertising media procurement.

**Design Team**

* **Role**: Continuously explore cutting-edge design ideas and offer aesthetic and intelligent design services.
* **Philosophy**: Combine avant-garde thinking with human-centric design to create impactful and emotional solutions.

**4. Company Philosophy**

**Creating Customer Value**

* Through systematic advertising media planning, ensure clients achieve maximum ROI.
* Enable clients to use advertising budgets efficiently for long-term benefits.

**Striving for Excellence**

* Provide high-standard professional service regardless of project size.
* Pay attention to every detail, ensuring exceptional delivery.

**Avant-Garde Thinking & Human-Centered Design**

* Focus on innovative and empathetic design solutions tailored to client needs.
* Continuously refine and optimize, staying ahead of industry trends.

**5. Principles of Work**

1. **Decomposition and Quantification**:
   * Break down and quantify client requirements at the earliest stage.
2. **Efficient Execution**:
   * Deliver projects on schedule with systematic processes and strict quality control.
3. **Communication and Trust**:
   * Maintain seamless communication with clients to build strong cooperative relationships.
4. **Continuous Improvement**:
   * Learn from feedback to enhance service and deliverables.

**6. Service Standards**

1. **Responsive Communication**:
   * Respond promptly to all client inquiries and needs.
2. **Professional Delivery**:
   * All deliverables are created by experienced teams to ensure top quality.
3. **Performance Tracking**:
   * Provide monitoring and evaluation of advertising effectiveness post-delivery.

**7. Contact Information**

* **Customer Service Hotline**: +86-13805884573
* **Email**: [**525890341@qq.com**](mailto:525890341@qq.com)

**Company Address**: 9 Zhoumeng 110 Street

China, Zhejiang, Ningbo

**8. Client Case Studies**

**Case 1: Greentown Ningbo Center Advertising Campaign**

* **Project Description**: Developed a full-scale outdoor advertising campaign for Greentown Ningbo Center, including billboards and public transit ads.
* **Outcome**:
  + Achieved a 35% increase in foot traffic to the sales center within two months.
  + Generated over 200 new leads, with a 15% conversion rate.

**Case 2: Poly Tianyue Plaza Brand Promotion**

* **Project Description**: Planned and executed a brand promotion campaign themed "City's Radiance," integrating outdoor, digital, and event-based marketing.
* **Outcome**:
  + Brand recognition improved by 40% according to client surveys.
  + Helped secure tenant contracts for 85% of the commercial units before launch.

**Case 3: Jiangshan Wanli Exhibition Booth**

* **Project Description**: Designed and built an interactive exhibition booth for Jiangshan Wanli's new property launch event.
* **Outcome**:
  + Attracted over 3,000 visitors during the three-day event.
  + Directly contributed to selling 50 residential units worth over 30 million CNY.

**Case 4: Intime City Seasonal Campaign**

* **Project Description**: Executed a seasonal promotional campaign for Intime City, featuring themed decorations and targeted advertising.
* **Outcome**:
  + Boosted mall foot traffic by 25% compared to the same period last year.
  + Contributed to a 20% increase in partner retail sales.