How does HUAWEI present its brand image? An analysis of its' social network performance. | Group I - Members list: Martina Wu Jiawen 1630016041 Saxon Sa Xingyun 1830026097 Mano Liaoyan Yifan 1830026074 Stefan Su Yiguo 1830026101

presenting themselves to different groups

No matter in the text, the official website

promotion, or the video as the way, has

characteristics and cultural background.

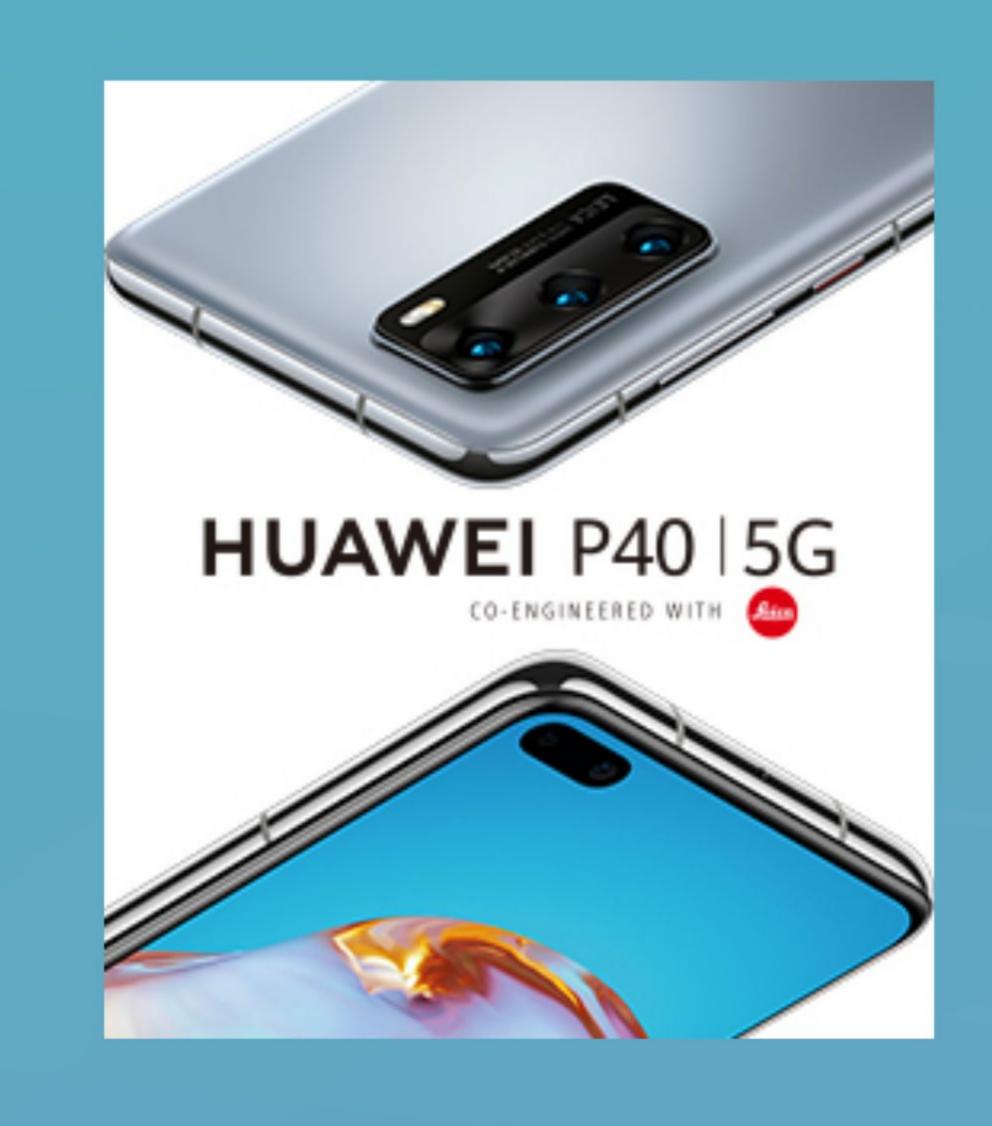
carefully considered the audience's group

This makes HUAWEI's publicity to a certain

of people:

extent excellent.





Show gorgeous appearance

"Sense of technology"

e color of the appearance of the phone. | ic is always consistent with the target grou "Comfortable and attractive"

Place the mobile phone lens at the center o | Always shows the back side of the phone. "One of the major updates"

| Invite celebrities to endorse

novative colors with the latest models. The color of the star's clothes matches the color of the phone.

The default background always matches th | The image of stars in the eyes of the publ p of this series mobile phone.

"Distinguishing feature"





Official media

Promoting product ly use some internet buzzwords and emoji.

(e.g. official website, enterprise introduction, and interview)

HUAWEI presenting themselves in imperturbable tone, strictly word choice, and ration al speaking style.

HUAWEI reports their contributions to the world and society, in a sincere tone.

HUAWEI speaks in a relaxed and humorous style, open-end questions, and frequent

Serious topics (e.g.the contributions of Huawei 5G and AI in fighting against the COVID-19)

professional and confidence

affable and approchable

technical enterprise

advanced technologies and patriotism value and spirit

A powerful tool to present corporate image and culture to the world

Cooperate with the industry all around the world, show the technology and brand of d circulated online. HUAWEI, and display HUAWEI's corporate value and culture.

The main language is English and the main characters in Huawei's videos are mainly foreigners (not Chinese).

A convenient tool for interacting with customers

The offline conference was recorded an

Upload the promotional video of the ne w product on social media platforms.

















Social softwares

(e.g. video, poster, and conference) HUAWEI tend to use concise language, like several words corresponding specific product, try to label

or emphasize their product feature. # customized impression HUAWEI is manifesting their professional

demeanor from the details:

They reporting the contributions to the world is to show technology; the prominent

camera lens in poster is to show their specialty; even, the 8:08 time in every product pictures was the time of their first press conference, to show their consistency.



HUAWEI is committing to building the diverse and inclusive enterprise cultures and spirts:

Huawei is a globally oriented enterprise. Its products take into account different nationalities, reflected in the language of its website and system. It faces different audiences' cultures and values and creates different types of products. And HUAWEI allows free and open communication in technology forums.



Create an enormou or the attendees.



Get people to fixate s spacious feeling f on the indispensabl e information.



A huge venue | A succinct background | Multitypes of media

viewers to experience Huawei's philosophy in disparate dimensions.

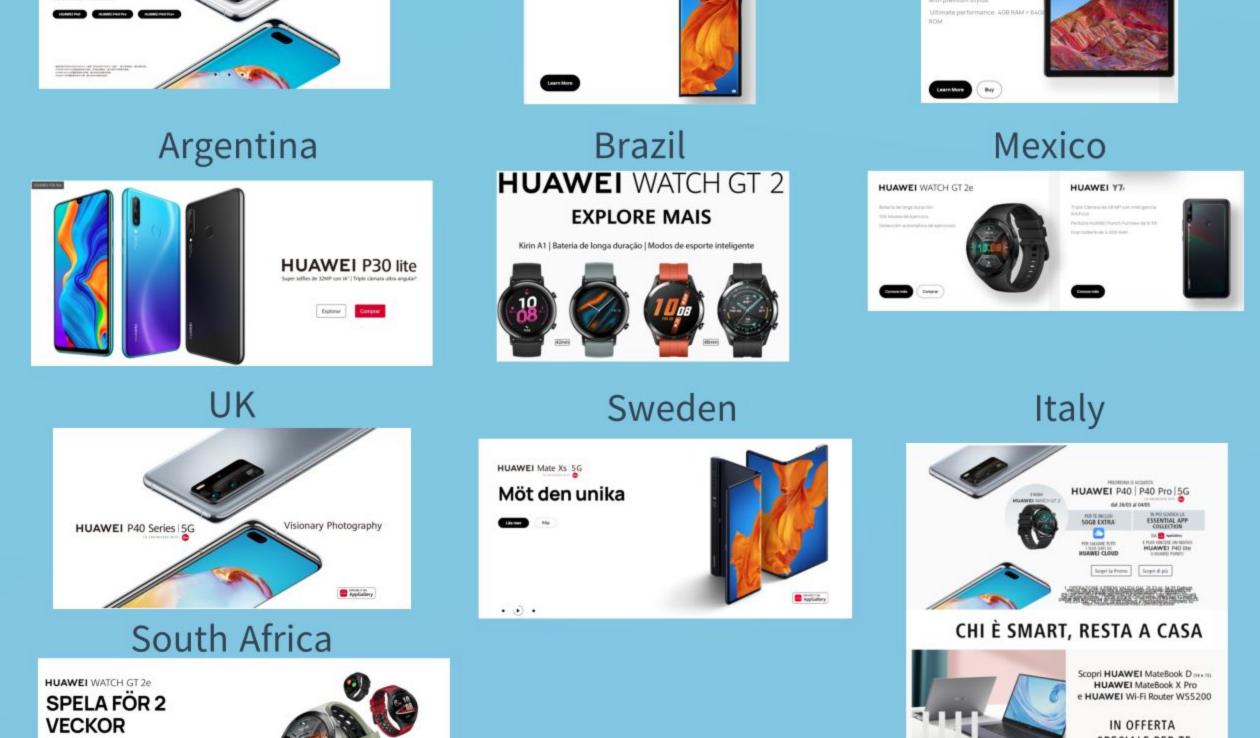


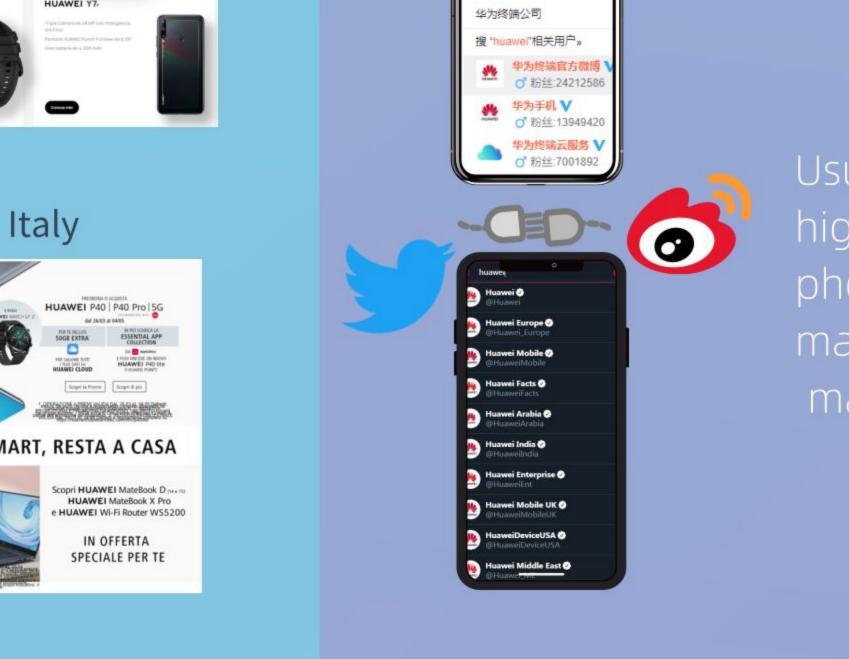
Competitive

Different media grant th Comparing itself with other manufacturers to demonstrate their technological leadership.











Products appeal to

different genders

turns its attention to young female as wel