How does HUAWEI present its brand image?

-An analysis of its' social network performance.

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Show gorgeous appearance

Innovative colors with the latest models. Adjust contrast, saturation and brightness
"Sense of technology"

Default background always matches the color of the appearance of phone.
"Comfortable and attractive"

Put the product name in the middle and the rear camera on top.
"One of the major updates"

Invite celebrities to endorse

The image of stars in the eyes of the public is always consistent with the target group of this series mobile phone.

The color of the star's clothes matches the color of the phone.
"Consistent"

Friendly gaze creates a sense of a close social distance and intimacy.
"Affinity"

Official media

(e.g. official website, enterprise introduction, and interview)
HUAWEI presenting themselves in imperturbable tone, strictly word choice, and rational speaking style.
professional and confidence

Serious topics
HUAWEI reports their contributions to the world and society, in a sincere tone.
(e.g.the contributions of Huawei 5G and AI in fighting against the COVID-19)
advanced technologies and patriotism value and spirit

Social softwares
e.g. sina weibo, instragram, and WeChat Official Account

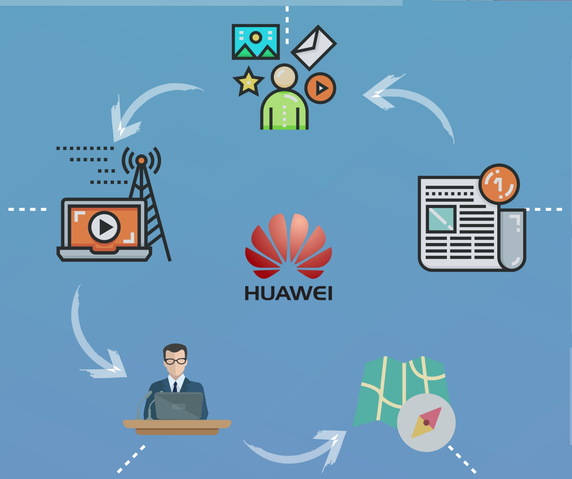
Promoting product
HUAWEI speaks in a relaxed and humorous style, open-end questions, and frequently use some internet buzzwords and emoji.
affable and approachable

Forums and technological magazines

The technical terms, technology-related topics, and discussions, expounded by Huawei's technicists in pragmatic language style.
technical enterprise

Advertising materials

(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



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 HUAWEI, and display HUAWEI's corporate value and culture.

Participated in many fields including envir--onment, medicine and astronomy, etc.

A convenient tool for interacting with customers

The offline conference was recorded and circulated online.

Upload the promotional video of the new product on social media platforms.

A huge venue

Create an enormous spacious feeling for the attendees.

A succinct background

Get people to fixate on the indispensable information.

Multitypes of media

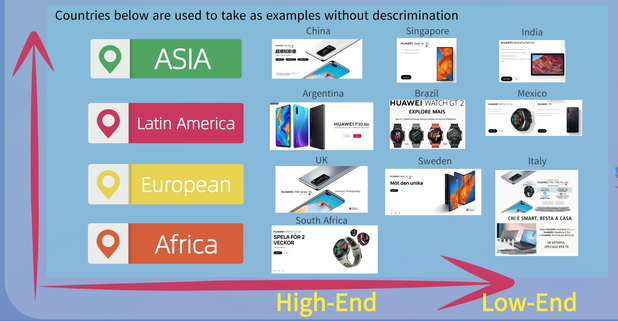
Different media grant the viewers to experience Huawei's philosophy in disparate dimensions.

Competitive

Comparing itself with other manufacturers to demonstrate their technological leadership.

Products around the world

Countries below are used to take as examples without descrimination



Bridge

Products appeal to different gender

Usually, HUAWEI's high-end mobile phone products are mainly targeted at male customers.

But now, HUAWEI turns its attention to young female as well.

HUAWEI has a strong adaptability when presenting themselves to different groups of people:

No matter in the text, the official website promotion, or the video as the way, has carefully considered the audience's group characteristics and cultural background. This makes HUAWEI's publicity to a certain extent excellent.

HUAWEI is manifesting their professional demeanor from the details:

They reporting the contributions to the world is to show technology; the prominent mobile phone 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.