



Credentials

Hong Kong, Beijing, Shanghai, Guangzhou

About Us

- Established in Hong Kong in 1993 by Stuart Newell, becoming Hong Kong's largest independent marketing and public relations consultancy
- Established China operations in Beijing in 1999
- In 2001, we launched our Consumer practice
- Opened Shanghai operation in 2003
- Launched Corporate practice in 2003
- Opened Guangzhou operation in 2004
- Our retainer clients stay with us an average of five years. Notable high retention clients are Adobe, Symantec, Oracle, Polycom and Cisco



Our Focus

 Technology

 Consumer

 Corporate

Technology

Newell PR's roots are based in serving technology driven companies. In fact, during the last 11 years we have launched more Fortune 500 IT companies in the Asia Pacific region than any other consultancy.

Over the past decade, we have developed worldwide brands throughout Asia for Cisco Systems, Oracle, Intel, HP, LG, Philips, Motorola, Symantec, Yahoo! and many others.

The key advantage that we bring to our technology clients is our network of media, business and government relationships that have developed over many years.

We take complex technical information and turn it into easy to understand, relevant messaging. In this way, we repeatedly gain coverage for our clients in business and key technical and trade publications.

Add to that deep industry knowledge, an ability to anticipate trends and issues affecting the technology industry in Asia and the result is proven, award-winning communication success.

- 🌀 **Gateway to China**
- 🌀 **Excellent media relations**
- 🌀 **Plan for future trends**
- 🌀 **Execute on present opportunities**

Client Profile - Technology

Here are some of the retainer and project clients we serve...



...and have served



Technology Corporate Consumer

Consumer

We launched our Consumer practice in 2001 building on our work with numerous consumer focused clients such as Sega and Sony, and others including Bose, Chubb Insurance, Hasbro, LG.Philips Displays, Mattel, the South African Tourism Board, and Jepsen-Porsche.

Our extensive work in promoting some of the world's most prominent brands gives us an exceptional understanding of the positive impact that brand names have upon consumer behaviour.

Today, our areas of brand marketing specialisation include travel and lifestyle, insurance and finance, fashion, food, vehicles, toys and transport.

We try to understand what really motivates the media and the public – how they think, feel and behave. Consumer and lifestyle journalists are continuously looking for new trends. We closely monitor what subjects they are working on and using a rapid and creative approach, continually seize opportunities as they arise.

- 🌀 **Travel & Tourism**
- 🌀 **Insurance & Finance**
- 🌀 **Toys**

Client Profile – Consumer

Here are some of the retainer and project clients we serve...



...and have served



Technology Corporate Consumer

Corporate

Our Corporate practice was launched in 2003 building on our work with clients from a variety of non-technology sectors such as Atlas Air, 3M, Maersk, Thomson Corporation and the Hong Kong Science Park.

Maintaining and promoting a corporation's brand image is essential to building long term consumer and partner loyalty. We have worked with a variety of companies as they address specific issues that threaten their brand or work to establish or alter the public's impression of the corporation.

Today, our areas of brand marketing specialisation include transportation, government, financial and crisis management.

Whether your company is facing a layoff, a plant closure, promoting a public policy programme or looking to go IPO, we can help you clarify and present your corporate identity to your target audiences, be they press, investors or the general public.

- 🌀 **Government**
- 🌀 **Transportation**
- 🌀 **Financial**
- 🌀 **Issue Management**

Client Profile – Corporate

Here are some of the retainer and project clients we serve...



...and have served



China

- Our China offices are strategically located in key media and business hubs throughout China combining our intimate knowledge of the local market with award-winning expertise in regional communications management.
- Through our network of media, community and official contacts built up over a decade, we assist companies in China at every level
- With access to every major Chinese city – from our Hong Kong office if the client prefers – our nationwide communication campaigns are designed to effectively nurture relationships, build brands and reach key audiences.



Our Key Services

- ❧ Strategic Brand Awareness and Positioning
- ❧ Technology Public Relations
- ❧ Corporate and Consumer Public Relations
- ❧ Issues and Crisis Management
- ❧ Government Relations
- ❧ Financial and Investor Relations
- ❧ Media Management and Training
- ❧ Event Management/Promotions/Launches
- ❧ Full Editorial Services
- ❧ Translation
- ❧ Regional/International Campaign Management




The Region

We strive to continuously develop opportunities irrespective of geography or where our clients are based, whether in Singapore, China, Australia, Korea, the United States or elsewhere.

Working through our network of affiliates, our dedicated team of consultants develop concepts and ideas for effective communications, often working outside traditional PR platforms.

We offer the advantage of a single point of contact for our clients and the flexibility to work with a partner that best serves their individual needs.

We also work closely with our clients' existing partners to ensure cohesive and cost-effective communications across all disciplines.

-  **Strong alliances in Asia**
-  **GlobalFluency member**
-  **Region-wide experience**

Editorial Services

We offer a team of more than 40 bilingual executives experienced in managing English and Chinese language services in Hong Kong and China.

Team members combine powerful writing skills, established media relations and first-class creativity to provide a range of client services from press release drafting to brochure preparation, direct mail production and other marketing support.

Our Chinese media team is truly tri-lingual with the ability to comprehend messages in English and communicate them effectively to Cantonese and Mandarin-speaking audiences.

Chinese editorial and translation services are offered in-house while other Asian languages can be provided through regional affiliates.

- 🌀 **Mandarin, Cantonese & English**
- 🌀 **Native speakers and writers**
- 🌀 **Highest editorial standards**

Brand Equity & Communications

We are very aware that the primary objective of any communications campaign is to build market share and sales.

Newell PR has a strong philosophy when it comes to brand development – the reason why so many top multinational firms have chosen us to represent them when starting out or expanding in the region.

We believe the key to successful brand building is consistency. Consistency of the message and consistency of visibility.

We are conscious of the fact that cost control is very important when undertaking a long-term branding programme and we believe that branding cannot be achieved overnight and that large budgets do not guarantee success.

- 🌀 **Consistent messaging**
- 🌀 **Focused campaigns**
- 🌀 **Deep market knowledge**

Issues & Crisis Communications

In public relations, a sudden crisis can quickly separate the rookie from the seasoned veteran.

Rapid response, preventative planning, clear and concise communications and a well-rehearsed strategy are hallmarks of an effective crisis management platform.

Newell has handled crises for giant multinationals, government agencies and small Hong Kong businesses with a thoughtful and prepared approach that inspires confidence and capability.

Let us help you develop the proper methodology for communicating your side of the story to the media and public during the most crucial crisis situations.

- 🌀 **Crisis Communication Plans**
- 🌀 **Spokesperson Training**
- 🌀 **Media Relations**
- 🌀 **Tactical Thinking**

Media Management & Training

Third part endorsement of your company's products or services is a highly credible and cost effective means of communication

We understand the media. Many of our most senior executives have worked within the media and know what journalists want.

Our media training programme gives company spokespeople the tools and the confidence to deliver effective strategic messages with a strong emphasis on the unique requirements of the media in Asia.

Working with an experienced trainer and a practicing journalist, the highly interactive programme includes a mix of instruction, exercises and videotaped Q&A designed to stimulate a variety of interview situations.

- 🔥 **Highly skilled trainers**
- 🔥 **Media presence during training**
- 🔥 **Focused on your needs**

Event Management

Newell PR has offered event management services almost since its inception. Since then we have built a team of professionals whose event management and logistics coordination experience covers all manner and size of event.

Team members combine first-class creativity, powerful writing skills, established media and vendor relations to provide a range of event management services from invitations, press release drafting and programme development to sponsorships, venue selection, on-site coordination and other essential support.

Whether your event is a small gathering of industry analysts and press or a large-scale conference for 300, Newell has the depth of experience, contacts and skills in place to make it your event a success.

- 🌀 **Seasoned professionals**
- 🌀 **Experienced in large and small events**
- 🌀 **Quality vendors and partners**

Commitment to Quality

Our teams offer a genuine commitment to fully understanding our clients' key communications goals to provide proven high-quality creative and effective marketing and public relations to achieve them.

This commitment, rather than mere involvement, is the reason why the majority of our clients have remained steadfast customers for many years - far longer than the industry norm.

But, perhaps more important than cost is the return on investment.

At Newell, we are more concerned about getting results than being governed by hours per month. That's why we do not charge for monthly strategic meetings with the client.

- 🌀 **Results oriented**
- 🌀 **Effective, committed teams**
- 🌀 **Cost-conscious performance**

Top Industry Accolades

Newell has been recognised by our peers for the last five years:

- ◎ Twice nominated for *PR Week's* "Agency of the Year", Runner-up in 2001.
- ◎ *PR Week* "Technology Campaign of the Year", 1999
- ◎ *PR Week* "Technology Campaign of the Year", 2000
- ◎ *PR Week* "Certificate of Recognition", 2003
- ◎ *PR Week* "Certificate of Excellence", 2004

The Organisation

- 🌀 Managing Director : Stuart Newell
- 🌀 Business Director : David Croasdale
- 🌀 Director, Greater China : Maggie Chan

- 🌀 Account Servicing Personnel
 - ◎ Hong Kong : 26
 - ◎ Beijing : 13
 - ◎ Shanghai : 3
 - ◎ Guangzhou : 1

Contact Details

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