July 2016

科技领域中品牌的重要性 - China

"中国消费者愿意为了喜欢的科技品牌支付更多。持续沟通产品服务创新、开设实体店、借助营销活动与粉丝和用户互动，以及履行社会负责有助品牌提升在中国消费者中的受欢迎度。"

June 2016

The Importance of Brands in Technology - China

'Chinese consumers are willing to pay premium prices for the technology brands they like. Constantly communicating innovation, setting up brick-and-mortar stores, engaging fans and users with marketing events as well as being socially responsible can help brands to foster popularity among Chinese consumers.'

– Terra Xu, Senior Research Analyst

社交和媒体网络 - China

"中国消费者活跃于社交和媒体网络。为了准确定位目标群体，网上兴趣小组可以作为市场营销的有效渠道。利用意见领袖公众号能够帮助品牌增加曝光度；公众号推广促销优惠活动可以有效提高消费者的参与度。"

May 2016

Social and Media Networks - China

"China's consumers are actively using social and media networks. To accurately reach target consumers, online interest communities can be effective market communication channels. Public accounts of opinion leaders may help brands to boost awareness, and offering promotions via public accounts may boost consumer engagement."

– Terra Xu, Senior Research ...