



**AGENCY DECK**

We help Western brands to enter and expand in the most challenging and rapidly growing market. China.

**We dare you to join us.**



## WHAT WE BELIEVE

The major source of growth for your brand will be in China.

But China is complex and has a different set of cultural values.

Brands that overcome this hurdle will be the winners of tomorrow.



## WHO WE ARE

We are a collective of independent agencies offering communication and digital marketing services.

We service Western brands that have the intention to enter or expand in China.

We have a long-term commitment to the Chinese market. That's why we have called our network: **Agency China.**



# WHO WE ARE

Strategy, concept  
and creative execution

eDM, CRM and  
e-mail marketing

Development  
(web and mobile)

**ENERGIZE**  
AMSTERDAM ↔ SHANGHAI

**webpower**  
marketing gets personal

**b2**

*entrepreneurial*

*ambitious*

*partners*



**Management:** Brian Hirman (rb2) - Klaas Weima (Energize) - Jacco Bouw (Webpower)

The background of the slide is a nighttime cityscape with various skyscrapers and buildings illuminated against a dark sky. A white rectangular box is centered on the slide, containing text. The text is in a blue, sans-serif font. The title 'WHAT WE DO' is at the top, followed by three paragraphs of descriptive text.

## WHAT WE DO

We offer a wide range of marketing and communication services.

A one stop shop from a communication strategy to the technical production.

We service our clients from both Amsterdam and Shanghai. With client contact conveniently in Dutch, English or Chinese.



# WHERE WE ARE



**Amsterdam office**  
Generaal Vetterstraat 76-D  
1059 BW Amsterdam  
The Netherlands

**Shanghai office**  
Lingshi Road 695 – Bld 3  
Room 601 – Shanghai  
China

Besides our key locations we  
have offices in Stockholm,  
Barcelona, Stuttgart, Xiamen and  
Beijing.





## 4 REASONS TO WORK WITH US

Combined over 15  
years of experience  
in China

Over 250  
professionals in  
communication and  
digital marketing

A great network  
with business  
partners and  
government  
relations

Project and account  
management  
available in both  
China and Europe



# CASES



KLM Royal Dutch  
Airlines



Cartoon Miffy  
managed by Mercis  
BV



Cheaptickets.cn by  
Travix International  
BV



Baby food by  
FrieslandCampina





## KLM presents: around the world with miffy

To increase the brand awareness of KLM we joined forces with miffy.

How? In a 100-day marketing campaign miffy travelled around the world with KLM inspiring millions of Chinese potential travellers.

The campaign included a PR event, coverage in major magazines, content creation, social media activation and campaign sites.

**Results** - 4.2 mln video views, 89.000 new fans on social media and more than 130.000 responses.



## Miffy's travel friend

To increase the brand awareness of miffy in China we launched a social campaign.

Girls from all over China send miffy a digital postcard to invite her to her hometown. We surprised winners by visiting them in real life.

The campaign included social media activation, 3 events, content creation, email marketing and social media management.

The campaign turned into a long-term platform with a community site and email program.



航班

往返  单程  多个目的地/联程

出发  到达

出发日期  年-月-日  任何时间

返程日期  年-月-日  任何时间

成人  1  儿童  0  婴儿  0

客舱等级  航空公司偏好

经济舱

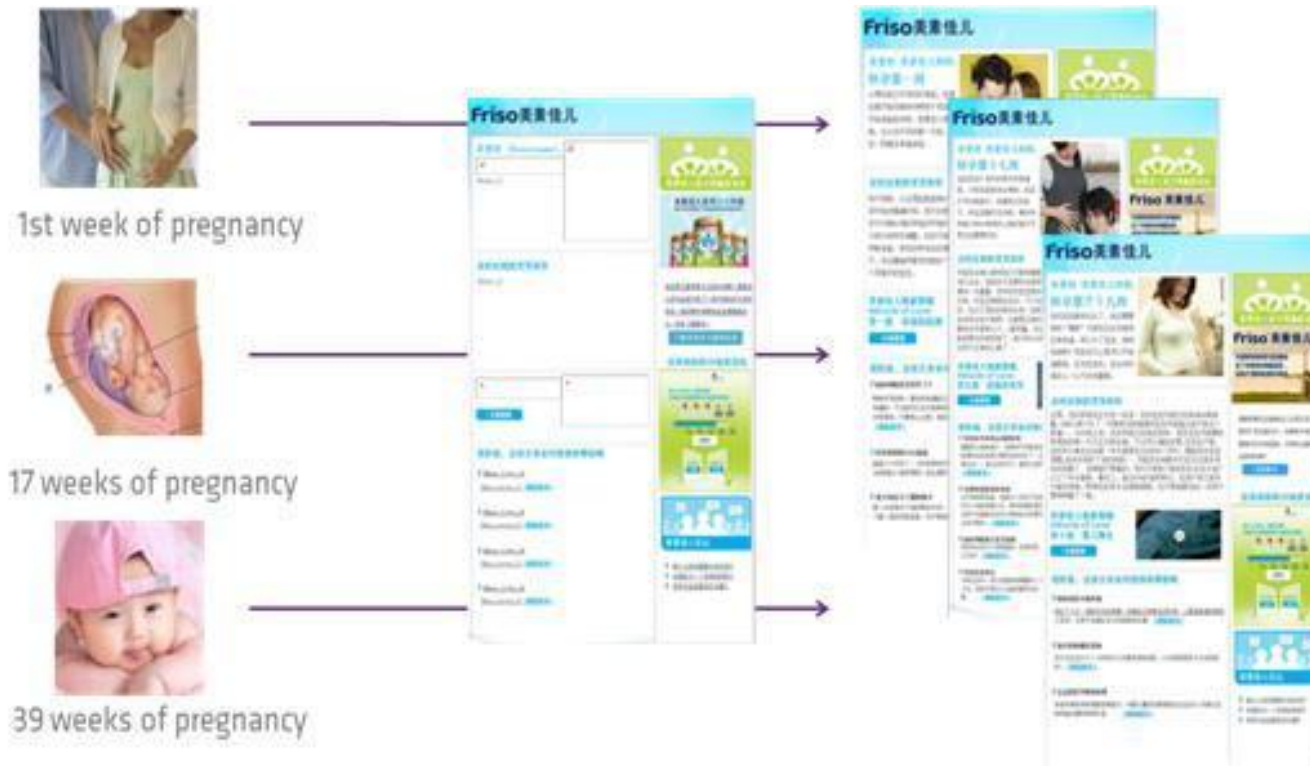
搜索



## Travix International – CheapTickets.cn

Travix International BV, the largest online travel company in the Netherlands, manages an extensive portfolio of travel-focused websites operating under the brand names CheapTickets, BudgetAir, EasyToBook.com, Vayama, Vliegwinkel and Flugladen.

CheapTickets.nl is the largest online travel agent in the Netherlands. Per year, the Dutch site attracts ten million unique visitors which results in 400,000 tickets sold. Agency China developed the CheapTickets platforms in China and other Asian territories like Hong Kong, Singapore and Thailand.



## Friso – childbirth campaign

Friso, is worldwide known for their baby and infant food products. Agency China developed a email marketing strategy to make expecting Chinese parents loyal to the Friso brand in the first nine months. After subscribing to the Friso childbirth campaign we provide the couples with a constant flow of relevant information depending

on the birth stage they are in.

When the child is born, the young parents receive a different mail helping them to take care of their baby and later infant. Based on the behaviour and given information we make the campaign as relevant and personal as possible for Chinese mums and dads.





**GET IN TOUCH**

Contact:

**Brian Hirman**

[brian@agencychina.com](mailto:brian@agencychina.com)

+31 (0)6 54 28 44 91

[www.agencychina.com](http://www.agencychina.com)