

THE NEW  
**THOUGHT  
LEADERSHIP**  
APPROACH  
*from*

崭新**创新思维营销**由



Moonlight Media

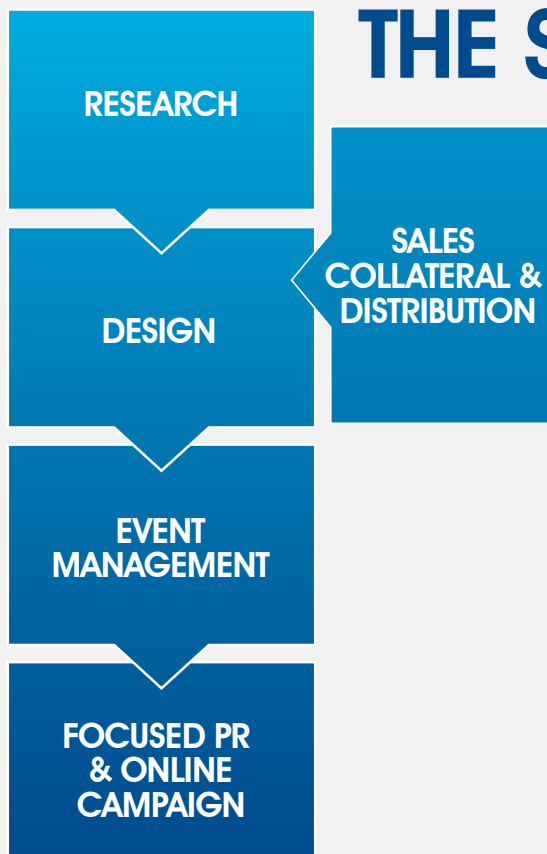
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# STATUS QUO

THOUGHT LEADERSHIP is about developing innovative ideas and most importantly demonstrating the confidence to promote these ideas as concrete actions to increase sales.

However, in reality most of these publications have a low impact because they do not provide unique, professionally researched insights. Nor are they visually appealing to the target audience and seldom is the opportunity to use these publications to raise brand awareness fully achieved.

# THE SOLUTION



**Matrix Services Limited and Moonlight Media & Design are collaborating to provide you with a comprehensive marketing tool in the form of strategic market research coupled with creative design, product and focused PR.**

The Matrix and Moonlight Media approach ensures that your key messages allows your sales staff to actively engage with their clients. The traditional publication deliverable is complemented with a briefing event for partners and senior staff. Matrix and Moonlight Media deliver a market differentiating product from the inception, research and analysis through to the design, printing and distribution of the publication.

# FEATURES = BENEFITS

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## RESEARCH = INSIGHT

A combination approach which includes distinctive research, insightful analysis and PR. The key to success is to complete research that identifies informative insights on your market and sales messages for your staff.

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## DESIGN = PROFESSIONAL

Critical to the impact of the publication on the target audience is the design and graphics employed to reinforce the message. We recognise that readers react to the visual message combined with strong headlines before they read the publication.

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## SALES COLLATERAL & DISTRIBUTION = IMPACT

High quality print publishing processes and finishing are used to produce our reports along with supporting collaterals to accompany the document and its marketing route. Distribution, physical or electronic, is executed based on the results of the research as well as the demographics of the client.

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## EVENT MANAGEMENT = ACHIEVEMENT

Our events team bring innovation to the table and are geared to deliver you the best possible custom event. It is our uncomplicated approach to event management that allows us to place the right message with the right audience.

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## FOCUSED PR & ONLINE CAMPAIGN = REACH

As the information landscape continues to evolve, companies have an increased need to differentiate themselves and to influence the conversations around their brands. Our global reach including social media platforms and mindset ensures that we are able to apply the right people and resources to shape influence around any business issue.

# THE MEASURE OF SUCCESS

**3 messages /  
talking points**  
for your sales people  
to take to your clients

an event where  
**50% of the  
attendees**  
are NEW to your  
organisation

**3 press  
articles**  
written about  
the research

**2 social media  
platforms set up**  
to feed constant  
updates on the  
approach/research

# 现况

「创新思维营销」不单是开发创新意念，最重要的是以专业的法方把意念付诸具体行动，大幅促进销售。

在现实中，一些促销宣传品在制作前，并没有进行针对性的专业调查，不了解市场，故此效果不理想。再者，宣传品在视觉设计上，不能吸引目标客户；公司也甚少利用宣传品提高本身品牌的知名度。

## 解决方案



Matrix Services Limited 与 Moonlight Media & Design 携手推出全方位市场营销计划，内容涵盖战略性市场调查、创新的宣传品设计、高渗透率的产品宣传和针对性的公关宣传活动。

我们的独特宣传计划，确保贵公司的产品主要信息能通达至客户，让销售人员专注于增加销售。我们除印备传统的宣传刊物外，也为您的业务伙伴和高层人员举行宣传计划简报会，让他们深入了解。Matrix与Moonlight Media的独步营销宣传计划，于当今市场无与伦比，从开始的深入市场调查和分析、宣传品设计和印制，以至宣传活动等，均精心打造，巨细无遗。

# 特点 = 效益

## 市场调查 = 洞悉市场脉搏

整合计划包括深入的市场调查、有先见的分析和强力的公关宣传活动。计划的成功关键是进行能掌握市场脉搏的市场调查，让贵公司的销售人员获得可促销产品的准确信息。

## 宣传品设计 = 专业

宣传品要吸引目标客户，必须在设计和构图方面能加强产品的信息。读者只会被独特的构图和印象深刻的标题文字吸引后，才会阅读宣传品；我们深明此道理。

## 销售宣传品的制作和推出 = 效果

我们的印刷技术优良，无出其右，无论文件、报告或宣传品等印刷品，均专业美观。印刷和电子宣传品的宣传攻势，会根据市场调查的结果和客户的统计资料而进行。

## 宣传活动管理 = 成功

我们的宣传活动团队充满创新意念，活动管理直接而有效，为您推行最出色的宣传活动，把产品信息传达至目标客户。

## 针对性的公关和在线宣传活动 = 传达

因应不断演变的宣传渠道，贵公司需要善用不同渠道，以推广品牌的知名度。我们的环球宣传，包含社交媒体平台和思维，让我们能够善用适当的人员和资源，为任何产品和企业创出名堂。

# 成功宣传 的标准

## 产品的3项特点 / 宣传信息

让销售人员  
打动客户

宣传活动

## 50%的活动

## 参与者

是贵公司的

崭新目标客户

## 3篇

## 报刊文章

阐述

调查结果

## 2个

## 社交媒体平台

为宣传 /

调查不断提供新信息

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