Marketing, Sales & Communications in the Chinese market.
Your Local Team in Europe & China

- 2016 Dec, founded in Helsinki, Finland
- 2019 Jan, first international clients from Norway & Turkey
- 2019 Sep, branch office registered in Shanghai, China
We help companies grow in China

01 Brand Building
02 Conversion
03 Customer Experience

Analysis – Strategy – Production – Project Management - Training
Planning – Insights – Content – Media – Campaigns – Partnerships
We have helped multiple brands to entry and grow their presence in China. The work includes the definition of localized brand strategies as well as the day-to-day operations of their marketing in offline and online channels.
Partners and networks

- The only Weibo Content Partner in the Nordics
- Official Ctrip Advertising Partner Agency
- Co-host seminars and trainings regularly in Finland
- Partner with local Chinese payment service providers in the Nordics
微博北欧

微博北欧资讯官方账号

2018年11-23

行业类别：新浪产品-内部账号

今天 08:46 来自 微博 weibo.com
恭喜@这就是芬兰！2019年世界冰球锦标赛 冠军！！！🎉🎉
NORDIC FRIEND Marketing Toolbox
Nordic Friend offers solutions for brands & organizations in five core areas:

- Consulting
- Social Media & Digital Platforms
- B2C Marketing & PR
- B2B & Trade
- Partnerships
Our Reference Cases
We manage the Chinese Social Media content and channels for the official country brand of Finland. Together with the Ministry for Foreign Affairs of Finland and its embassy in China, we are engaging with Chinese audiences on a daily basis.

+30% more engagement

Since we took over the official accounts of @ThisisFinland, followers and engagement amounts keeps increasing. Total engagement is now more than 30% than before.
#LIFEINHEL, the award-winning campaign where a Chinese actor lived inside Helsinki Airport for 30 days to prove it’s the best airport in the world. Daily content on social media (managed by Nordic Friend) in China was at the core of the campaign, including live stream and engagement with the fans.

2,27 billion impressions

A global exposure was achieved through media & PR, resulting to an almost 18 million euro value of earned media. #LIFEINHEL won a lion in the International Festival of Creativity, Cannes and has been awarded in multiple other contests.
For the first time ever, Santa Claus gets his official and verified personal account. @圣诞老人SantaClaus Weibo account received thousands of new followers in the kick-off campaign within several hours. Today, Santa Claus has an active follower-base and is involved in campaigns reaching millions of consumers.

January 2019 – Santa Claus has reached more than 10 million users in the last 30 days alone, earning him a golden verification symbol. Our campaigns have been featured in CGTN (China Global Television Network) news online, CCTV (China Central Television Channel 4) program CITY TO CITY broadcasted both in China and internationally, reaching a whopping potential 1.64 billion audience.
Santa Claus has an active Weibo community, with people engaging with him, sending him personalized messages and tagging him while on their visits in Rovaniemi.
Together with a social media launch, we helped Emaar Turkey’s Mall in Istanbul to invest on Ctrip Precise Advertising, attracting Chinese tourists who are already travelling to Turkey during Chinese New Year time to visit the mall.
Collaboration with Didi, the Chinese equivalent to Uber, an HTML5 site gave audiences the opportunity to explore Santa’s hometown via 360° video. In a multi-channel activation campaign, 3.52 million push-notifications were sent to Didi users with Social Media support.

The campaign kicked off with a special Christmas greeting to Chinese audiences by Santa Claus. It spread rapidly via key social media platforms, influencers, and mainstream media in China. Meanwhile, a major take-over was planned in Chongqing city using LCD screens in major commercial areas as well as re-decorating 200 Didi cars to represent Santa Claus and Finnish Lapland reaching more than 5.9 million people.
To have maximized visibility at Kimi’s book launching event in Shanghai as a Kimi partner, we help Hartwall with PR event management. From roll-up design to photographer/media coordination, we make sure the brand message is always being delivered on the right track.
We are experts on marketing and communications towards China especially on digital platforms.

We are able to translate unique business needs into fitting solutions.
Open Positions

Marketing Specialist  (Chinese)
- Account executive on both daily content creation and marketing project coordination. You will be involved in all our relevant operations and events happening in Shanghai office, and get yourself networked in the local China-Finland & China-Nordics community.
- Full-time, freelancing, internship are all open for good (!) copywriters.

Visual Designer
- Professional and creative art designer with talented skills on graphic design, photography, filming and/or video editing.

Client Success Manager
- Sales, clients relationship and accounts management
- Marketing for Nordic Friend as a fast-growing agency
Engaging Globally.

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