



Marketing, Sales  
& Communications  
in the Chinese market.

A black and white photograph of two men in business suits standing on a modern, glass-enclosed staircase. The man on the left is wearing glasses and has his hands in his pockets. The man on the right is also looking towards the camera. The staircase has a wooden floor and glass railings. The background shows a view of a city through the glass walls.

## 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



# About NORDIC FRIEND



Ministry for Foreign  
Affairs of Finland



this is  
**FINLAND**



Aalto-yliopisto  
Aalto-universitetet  
Aalto University



**HELSINKI AIRPORT**  
*FINAVIA – for smooth travelling*



**HOUSE OF LAPLAND**

**EMAAR SQUARE MALL**

**HARTWALL**

**study**  
in**FINLAND** 

**SALO IOT CAMPUS**



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



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2019

2018

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**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

## 你应该知道和不应该知道的

Since we took over the official accounts of @ThisisFinland, followers and engagement amounts keeps increasing. Total engagement is now more than 30% than before.



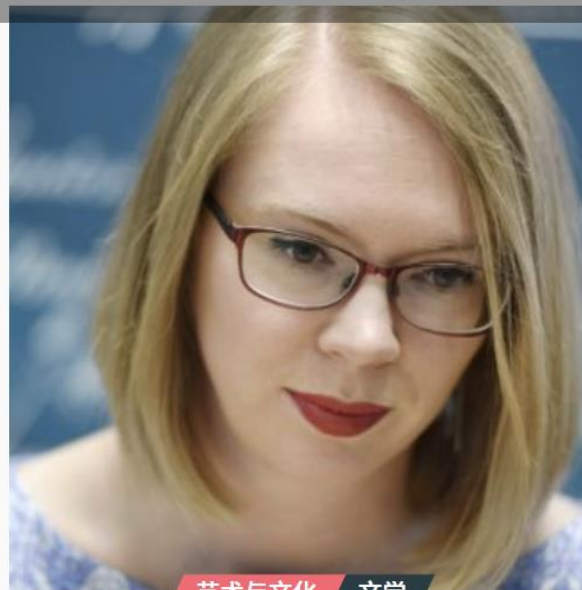
艺术与文化 文学

芬兰女权第一人：今天



商业与创新 可持续性

芬兰纤维创新或掀起纺



艺术与文化 文学

值得关注的十三位当代



赫尔辛基天气实况



+10°C

来源: Finnish Meteorological Institute CC 4.0 FMI

芬兰全国气象预报



## HELSINKI AIRPORT

FINAVIA – for smooth travelling

### #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.

**10 million  
Chinese  
reached in 30  
days**

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.



200k followers  
and growing

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.



# EMAAR

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 .

We are Ctrip's  
Official  
Advertising  
Partner Agency

## EMAAR SQUARE







HOUSE OF LAPLAND



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 a Social Media support.



15,2 million  
reach

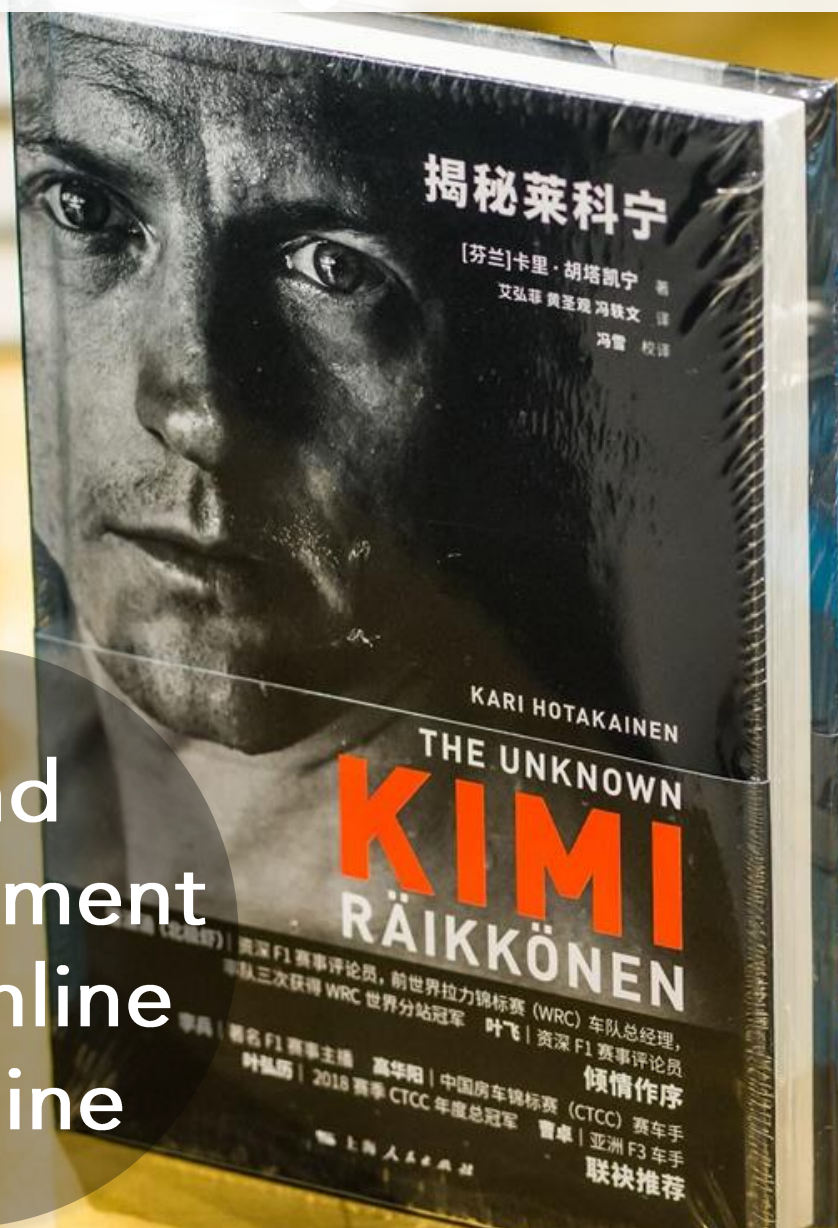


The campaign kicked off with a special Christmas greeting to Chinese audiences by Santa Claus. It spread rapidly via key social media platforms, influencers, and mainstream media in China. Meanwhile a major take-over was planned Chongqing city using LCD screens in major commercial areas as well as re-decorating 200 DiDi cars to represent Santa Claus and Finnish Lapland reaching more than 5.9 million people.



# HARTWALL

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.



Brand  
management  
from online  
to offline





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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