

The Chongqing Project

Why and what is it About?

The project exclusively targets the local audience in and from **Chongqing, China (CQ)**, a **mega city** (18 million urban population and 30 million population in total) that keeps a national record of the highest temperature in summer. People there have two great demands between May and October every year:

- Escape from the 40 °C+ hot summer weather. (Need to Stay Cool.)
- Escape from the big crowds. (And stay cool!)

We think the Nordic fits the cool picture right away! We invite you, The Coolest, from Sweden, Norway, Denmark, Finland, Iceland as well as Greenland, to introduce your location/services/products to **Xikan Museum** (Star It Media's social media blog in Chinese and English) and **the CQ media delegates**, a group of well-established bloggers, influencers together with the Chongqing branch managers from **Sina Weibo**, the social media platform with 411 million monthly active users! Together with Star It Media, they can pass your images and messages directly to the city, **as well as the whole country of China**, thanks to that Chongqing has become the most visited city in China since 2017.

Besides, Chongqing has a strong economy (Top 5 Chinese city by GDP, 2017) and a friendly living cost, as well as **direct flights to**

Gothenburg, Sweden by Qatar Airways and to Helsinki, Finland by Finnair. To conclude:

- Star It Media and the CQ media delegates will produce media contents and promote you in the hottest and the coolest way! If you choose to stay with us until stage 2, the promotion will become continuous and more influential.
- The promotion will not only reach the local Chongqingnese but also people from all over China as well as any Chinese & English speakers in the World because we also cover international media platforms such as Youtube.
- You can sell your services/products directly through 3 channels: the invited media delegates, the popular online travel agents as well as Star It Media's blog: Xikan Museum.

Exactly how?

STAGE ONE

- Media visit trips to the Nordic countries (3 seasons: 2019/2020 winter/spring, 2020 summer & autumn)
- Presentations + Workshops
 - **Your gain: free media promotions; direct sales of your product/service**
 - Your contribution: hosting the visit for free; commission to Star It media if any sales are generated, check the details here.

Presentation + Workshop

Star It Media will take the CQ media delegates to visit the Nordic, let the Hottest meet you, the Coolest. We begin with an insightful presentation and followed by an engaging workshop:

Presentation

- The Chinese media map, its latest trends and how to use them to broadcast you.
- New opportunities: About Chongqing and other new Chinese first-tier cities.
- Why the Project: insights on "a more precise way to reach your Chinese customers".
- About Xikan Museum, the media-hub for the Coolest and developed by Star It Media. (More details on **stage 2.**)

Workshop

- Questions and discussions with the media delegates, other Coolest members, and Star It Media.

The media-visit trip

Afterwards, the delegates would like to explore the tourist attractions, activities, cultures as well as the brands and the industries. With your kind reception and permission, they will report the experiences through their blogs/media platform.

Have a look at who the bloggers and influencers are and how they will help to broadcast you for the first trip in details: (*Delegates for each trip can be varied depending on your needs as well as the latest media trend while Xikan Museum always stays as the in-house media.)

STAGE TWO

- Have your own Chinese & English speaking media agent: Xikan Museum & Star It Media

- Upload and update your information & booking service on the most popular Chinese & English online travel agents
 - Your gain: customized text, film and photography contents for your promotion purpose; Chinese/English translation; **direct sales of your product/service**; Chinese market data analysis; trend watcher & bonding to the market up to your needs
 - Your contribution: monthly/seasonal/yearly fee to Star it media; commission to Star It media if any sales are generated, [check the details here](#)

Your Chinese & English speaking media agent

The project does not stop after the media visit trips and the report of them by the invited media and delegates. Rather, this is just the beginning: hereafter, you can choose to **continuously broadcast** yourself via Star It Media and Xikan Museum, **a media hub made for the Coolest, the selected Nordic providers**. The hub can

- Produce/tailor and publish your classic and latest service/products message and PR/promotion campaign contents towards the Chinese and English speaking audience; (via Xikan)
- Provide Chinese and English language translation service (via Star It Media)
- Directly sell your product/service (via online travel agents, the invited bloggers, influencers, Star It Media and Xikan)
- Bring you the most related consumers and media marketing trends as well data and the feedback from the audience (via online travel agents, the invited bloggers, influencers, Star It Media & Xikan)
- Keep bridging you to the most suitable and influential Chinese bloggers and media platforms. (via Star It Media)

The XX Project

Star It Media and XIKAN would like to copy the successful model of the Chongqing Project and bring your message and image directly to other prominent Chinese cities. City examples are included in the presentations in stage 1.

Special features that make you stand out!

The media contents that are developed for the reportage, PR, promotion in both stage one and stage two will be featuring:

- For the locals: We speak the local lingo! We will take advantage of the beloved local culture and popular vocabulary to broadcast you. Please remember, the local style is taken as the hottest culture in China and it even starts to influence the world!
- Make a difference and make it interesting: we aim to broadcast you with the most original and authentic way. In that, we mean we dig deep like the diligent archaeologists, discover and look closely on all the details, yet when we present to the audience, an easy to understand, fresh and juicy coverage of your service/products/ideas are to be seen!
- Be sustainable! Ever wondered or already worried by the numbers of the visitors/customers and/or how they can affect your your environment? You are not the only one. We can do two things for you: bring the crowds; and bring the crowds to notice, to learn and to appreciate our shared resources. We believe you have a lot to say on this, and we will be the channel to spread out your words in a way everyone wants to listen!