



Vinamilk Expands Brand Footprint in Mainland China with PR Newswire's Suite of Communications Services

The Client

Vinamilk, which is headquartered in Vietnam, is among the world's Top 50 largest dairy companies. In 2019, Vinamilk was included in Forbes Asia's '200 Best Over A Billion' list and Nikkei Asian Review's 'Top

100 Asia300 Power Performers'. The company has the largest Global Good Agricultural Practice (GAP) farming system in Asia and its products are exported to more than 50 countries.

The Challenge

One year after Vinamilk entered mainland China, the Vietnamese nutrition group officially launched in the market with a localized logo and brand name, Yuenamiao to effectively target local consumers.

While Vinamilk is a well-known dairy brand in Vietnam, it had a nascent brand presence in mainland China. The company needed to localize its communications efforts in order to establish its reputation as a brand that produces high-quality and nutritious dairy products.

Another key message of the launch was highlighting

the accessibility of Vinamilk's products in mainland China, from being sold on e-commerce sites, such as Tmall (Alibaba), major supermarkets to department stores.

Like any brand deepening its presence in a new market, Vinamilk required local media outreach expertise as part of its Go-To-Market strategy. Securing a strong media presence was critical for the news of the launch to stand out given that the retail landscape in mainland China was already saturated with many well-established dairy brands.



* Vinamilk, which is one of the world's 50 largest dairy companies, has been well-received in mainland China.



* Vinamilk launched with a localized logo and brand name, Yuenamiao to effectively target consumers in mainland China.

The Solution

PR Newswire enables Vinamilk to:

- Tap on a synergy of communications expertise and support across the APAC region.
- Craft engaging content for its press releases that resonate with local audiences.
- Harness the power of multimedia in its press release through a customized branded video

Vinamilk utilized PR Newswire's content writing, Multimedia News Release distribution and extensive media network to promote its launch in mainland China.

Regional cross-team collaboration



The cross-team collaboration synergized the expertise of PR Newswire in various markets, with the Vietnam team leading the support and the communications strategy team in Hong Kong.

Our team in mainland China provided **local event support** by executing video interview shoots at the launch event in Changsa. The team also produced a 4-minute video, which features interviews with key government officials, business leaders and consumers.

Crafting newsworthy content

To mark Vinamilk's milestone expansion in October 2019, PR Newswire **crafted a newsworthy press release - [Vinamilk impresses Chinese consumers with a wide range of high-quality dairy products](#)**. The release anchored on two key messages: Vinamilk's high standards of quality that are aligned to Chinese

regulations and the wide availability of its products in China. The clear and well-supported news angles were tailored for the mainland China market.

Enlivening the press release with multimedia

In addition, Vinamilk utilized the **MNR** service, which creates customized press release [landing page](#). The one-stop interactive page optimizes the use of photos, videos and social media content from the launch event to engage audiences. The page also hosted the video interviews conducted by our team. Viewers can also read the press release in 5 languages and explore Vinamilk's corporate videos on Youku, a Chinese video streaming site.

Ms Pham Hong Hanh, Marketing Manager of Vinamilk, says: "The communications flow between Vinamilk and PR Newswire ran smoothly. The Vietnam team followed our guidelines closely and effectively and coordinated all tasks between Vietnam and China. We shared a good understanding about the project and strived to achieve the best results for the campaign," she adds.



The Results

Through using PR Newswire's services, Vinamilk was able to:

- ✓ Distribute the releases to **45,000+ journalists and influencers** from targeted industries, including Business/Finance, Food/Beverage and General News in Mainland China and APAC. The releases were distributed **in five languages**: English, Simplified Chinese, Traditional Chinese, Japanese and Korean. Besides consumers in mainland China, Vinamilk also wanted to target business partners, distributors and investors in developed Asia-Pacific markets such as **South Korea and Japan**. Following its expansion in mainland China, Vinamilk entered the South Korean market in 2020 and used PR Newswire's distribution services to amplify the news.
- ✓ Reach **80+ media outlets in Mainland China** that targets digitally savvy audiences. They include **news websites, social media and mobile news apps channels** such as Sohu, Sina Weibo and Today Top News. The release was also reposted on more **than 50 news accounts on WeChat**, including China.com, QK Touttiao and Baijiahao.
- ✓ **Secure media coverage** on the launch event by news outlets such as Bloomberg, VietnamPlus and 2acn.com
- ✓ Gain **71,000+ impressions and 34,000+ views** on PR Newswire and partner websites.

- ✓ Attract new audiences through PR Newswire's **online syndication network** and media partners, both pieces of news were picked up by **230+ online media outlets** around the world. In APAC, key media include Markets Insider, AsiaOne, Yahoo! Finance and Naver, ET Net and CNET Japan.
- ✓ Evaluate communications results via PR Newswire's **comprehensive report**, which provides detailed information on the media outlets that picked up the press releases and distribution analytics to evaluate the campaign's results.



“PR Newswire has greatly contributed to the success of Vinamilk’s launch event in China. With its professional service, prompt support and wide media coverage in APAC, we have received inquiries from Chinese buyers expressing an interest to cooperate with us. As a result, our distribution network has grown bigger in China.”

-Ms Pham Hong Hanh, Marketing Manager, Vinamilk



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