



HUAWEI
Case Study

11

Influencers

210

Event Posts

16,900

Engagements

\$128,900

Est. Media Value

Huawei Connect

Huawei is a Chinese multinational communications company with sales revenue of \$60B.

Today, the company is the 2nd seller of smartphones after Samsung, and before Apple.



The Challenge

Even though Huawei is a huge company and industry leader, it does not enjoy the brand recognition of its competitors. The company's marketing mission was, and still is, to make its presence felt.

Strategy

To raise brand awareness and change public perception, Huawei decided to launch a Key Opinion Leaders program with selected Tech and Marketing influencers.

The company invested a lot of time and effort in creating and nurturing relationships with the opinion leaders that they had identified.

For their annual Huawei Connect conference in 2016, Huawei invited 11 influencers from the KOL program to share their experiences and opinions.

Results

Inviting the influencers to the conference was a huge success that was later repeated as a strategy for other important events.

The selected influencers were invited as VIP guests and created more impressions than 20k other guests.

The 11 influencers shared more than 200 updates, generating 16,900 engagements and an estimated ROI of \$128,900 for Huawei.



“For the first year of our KOL program, I’ve been impressed with the quality of professionals Huawei has attracted, their high levels of engagement, and the passion they have for our brand. We’re looking at long term relationships with each, yet we are thrilled with these immediate results.

Walter Jennings, Vice President, Corporate Communications, Huawei

