

LOVE WHAT YOU DO

# UNIWAY COMMUNICATIONS GROUP

众为国际传播

2009 - 2016

DO WHAT YOU LOVE

BE AWESOME EVERYDAY

**uniway**  
Communications Group  
众为国际传播

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## ABOUT UNIWAY

众为国际传播是中国最领先、最具活力的整合传播集团之一。

凭借凝聚品牌战略规划、公关咨询、传播执行、活动管理为一体的复合式服务架构，众为传播为客户提供专业、全面、增值的品牌传播服务。众为传播服务领域涵盖汽车、IT、通讯、奢侈品、电子消费品等行业，客户多为世界500强企业在内的中外大型企业和社会组织，包括凯迪拉克、上海通用、北京现代、马自达、日产、雷诺、佳能、LG电子、华为、英特尔及戴尔等。

Uniway is one of the most leading and dynamic integrated communication group.

Uniway provide professional, comprehensive, value-added brand communication services for the clients, with the integrated service of brand cohesion strategy planning, PR consulting, digital marketing, event management.

Uniway services cover Auto, IT and telecommunication, luxury, electronics industries, most clients are the world's top 500 enterprises, large-scale Sino-foreign companies and social organizations, including Cadillac, GM, Hyundai, Mazda, Nissan, Renault, Canon, LG , Huawei, Intel and Dell etc.

# SCOPE OF BUSINESS 业务范围



活动营销  
EVENT



展览展示  
Exhibition

创意视觉  
Creative Vision



公关传播  
PR





## ADVANTAGES



**STABLE TEAM**

**LONG-TERM CLIENTS**

**RICH RESOURCES**

**TOTAL SOLUTIONS**

**QUALITY CONTROL**

**稳定团队**

**长期客户**

**丰富资源**

**全案服务**

**品质管控**

# Advantage of Uniway 我们优势



## STABLE TEAM 稳定团队

积力之所举，则无不胜也；众智之所为，则无不成也。

凝聚众人之力，众人之智，天下没有办不成的事情。

稳定的团队是公司发展根基，我们愿意与员工共同成长，成就属于Uniway的未来。

Accumulation of power conquers. Wisdom of the masses succeeds.

Nothing in the world can not be done with power of the masses and wisdom of the masses.

A steady team is the foundation for company development. We are willing to grow up with the staff to build the future of Uniway.

超过 **30%** 员工在Uniway工作超过6年以上

超过 **60%** 员工在Uniway工作超过3年以上

# Advantage of Uniway 我们优势

## LONG-TERM CLIENTS 长期客户

Uniway 重视与每一个客户的合作，倾心倾力每一个项目。在发展这七年时间，Uniway得到了众多的客户的肯定与认可，并愿意与Uniway进行长期合作。

Uniway values cooperation with every client and devotes to every case. In the seven years of development, Uniway has obtained affirmation and recognition from many clients who are willing to cooperate with Uniway in the long term.

超过 **40%** 客户与Uniway合作超过5年以上

超过 **50%** 客户与Uniway合作超过3年以上



# Advantage of Uniway 我们优势



## RICH RESOURCES 丰富资源

Uniway的合作商资源遍布全国各地，与超过300家的供应商达成长期服务协议。

这些供应商为Uniway的每个项目提供了可靠服务且超强性价比。

Uniway has partner all over the country and has entered into long-term service agreements with over 300 partners.

These partners provide reliable services as well as super high cost-performance for every case of Uniway.

超过 **100家** 供应商与Uniway达成了长期服务协议

其中 **30%** 供应商属于行业TOP10或有独特资源

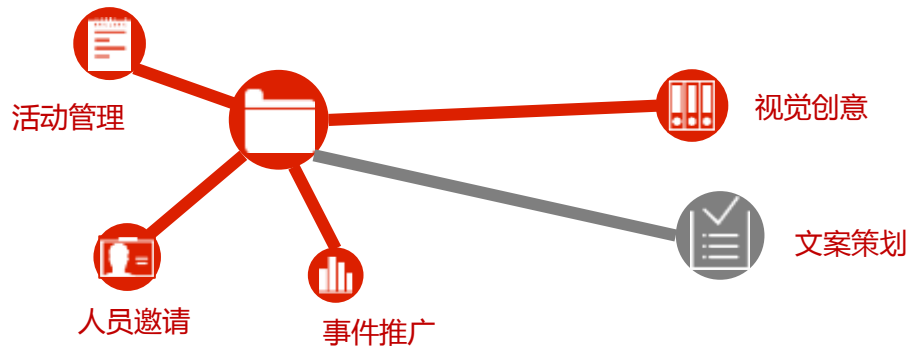


# Advantage of Uniway 我们优势

## TOTAL SOLUTIONS 全案服务

Uniway团队是全案管理团队，不仅为客户提供活动执行方面的支持，更为客户提供前后期推广、事件营销、文案策划的服务。

Uniway is a complete-case management team which provides not only support to event management but also early and late promotion, event marketing, and copywriter plan.



# Advantage of Uniway 我们优势



## QUALITY CONTROL 品质管控

Uniway自2012年起，已连续五年申请通过了ISO09001质量管理体系及ISO14001环境管理体系认证。

Since 2012, Uniway has obtained the certificate of ISO09001 Quality Management System and ISO14001 Environment Management System for 5 successive years.





CLIENTS



Uniway服务客户广泛，涉及汽车、IT、科技、快消、时尚等行业。

Uniway Provides Multiple Service for its clients, including Auto, IT, Technology, Fast Consumer , Fashion and other industries.



RENAULT

Passion for life

激情生活 无处不在



东风风神

郑州日产

相信 相伴 相成就

CATERPILLAR<sup>®</sup>  
卡特彼勒



荣耀 honor



Life's Good

Canon

SOHO CHINA

COOCCA 酷开

暴风TV

LONGINES

美丽策  
MELLETECH



EVENT CASES

## Uniway 活动案例

Event Cases of Uniway

# 科技IT

Event Cases of Uniway







华为nova新品发布会  
HUAWEI New Product Launch Event



院线大片 沉浸声场



会员/非会员全程无广告



专题

华为平板 M3

清晰视界 让声音鲜活起来

华为平板 M3 系列

华为平板 M3

华为M3新品发布会  
HUAWEI M3 New Product Launch Event





HUAWEI P9

UNIVERSAL DESIGN



华为P9新品发布会  
HUAWEI P9 New Product Launch Event



HUAWEI Matebook 新品发布会  
HUAWEI Matebook New Product Launch Event





荣耀6X 新品发布会  
Honor 6X New Product Launch Event



荣耀8新品发布会  
Honor 8 New Product Launch Event







荣耀周年庆暨年度新品发布会  
Honor Anniversary and Launch Event





佳能博览会2016  
Canon EXPO 2016



佳能博览会2016  
Canon EXPO 2016





2016佳能超级摄影大篷车（第一季）  
Canon Super Photography Caravan 2016 (First Quarter)



佳能服务2015世界田径锦标赛  
Canon Provides Services For The 2015 World Championships





中国国际照相机机械影像器材与技术博览会-佳能展台

China International Photograph & Electrical Imaging Machinery and Technology Fair- Canon Booth



2016 LG 创·时代盛典  
2016 LG Innofest





2016 中国家电及消费电子博览会-LG展台  
2016 Appliance & Electronics World Expo- LG Booth



## Wall Paper OLED Signage



### Retail Solution

### Window Facing Display



### Retail Solution

### ULTRA HD Signage



### Hotel Solution

### Room Mani







2016LG显示器代理商大会  
2016LG Display Agents Conference



LG G4手机新品发布会  
LG G4 Mobile Phone Launch Event





LG G3手机新品发布会  
LG G3 Mobile Phone Launch Event



2016戴尔高层客户峰会  
DELL IT Executive Summit 2016





2014戴尔高层客户峰会  
DELL IT Executive Summit 2014



2016英特尔中国行业峰会  
Intel Vertical Summit 2016





英特尔, 让科技唤醒历史  
Intel History Comes Alive Campaign National Tour





英特尔2015年会  
Intel 2015 Annual Meeting





英特尔合作伙伴峰会  
Intel HPC Partner Summit



香港秋季电子展-英特尔展位搭建运营  
Intel Booth - Electronic Show in Hongkong





翼云2016贵阳数博会  
Wing cloud-2016 DIG DATA EXPO

# 汽车行业

Event Cases of Uniway







Mercedes-Benz

中国青少年发展基金会

筑梦·助梦想

Live Your Dreams

希望工程·梅赛德斯·奔驰快乐音乐汇

Mercedes-Benz Hope Road Classroom Music Gala



希望工程·梅赛德斯 - 奔驰快乐音乐汇（人民大会堂）

Mercedes-Benz Happy Music Classroom Music Gala (Great Hall Of The People)









梅赛德斯-奔驰车展展台运营  
Mercedes - Benz Auto Show Booth Operation





Mercedes-Benz



路尖上的中国 - 梅赛德斯奔驰M级越野车自然遗产地探访之旅  
Mercedes-Benz M-Class Natural Heritage Visiting Journey



季动 · 永恒 - 梅赛德斯-奔驰精英秋之旅  
Seasons · Ever - Mercedes-Benz Fleet Autumn Driving Journey





季动 · 永恒 - 梅赛德斯-奔驰精英春之旅  
Seasons · Ever - Mercedes - Benz Fleet Spring Driving Journey



星意盎然 驭享旗舰 - 全新梅赛德斯-奔驰S级轿车与新一代E级车媒体试驾体验  
Stars Shine, Experience Perfection - The New Mercedes-Benz S-Class & E-Class Media Test Drive





上汽通用汽车凯迪拉克工厂竣工投产  
SAIC GM Cadillac Factory Launch Event





凯迪拉克 - 凯迪拉克ATS-L区域媒体试驾  
Cadillac ATS-L Regional Media Test Drive



· 搭载EyeSight，与驾驶员共同感知前方路况，实现主动安全。  
· 搭载EyeSight，可实现行人识别、车道偏离、自适应巡航、自动刹车、自动泊车等功能。  
· EyeSight搭载了12个摄像头和12个雷达，可实现对前方、侧方、后方、后方盲区的全方位感知。  
· EyeSight可实现对前方、侧方、后方、后方盲区的全方位感知。  
· EyeSight可实现对前方、侧方、后方、后方盲区的全方位感知。



2016斯巴鲁新安全技术发布会  
2016 Subaru New Security Technology Conference





斯巴鲁安全诉求展  
Subaru Security Demands Exhibition





长安马自达驭马自由行试驾  
Chang'an Mazda Test Drive



Volvo Cars Innovation Day Drive-E “E驱智能科技” 发布会  
Volvo Cars Innovation Day & “Drive-E” Conference





雷诺风朗上市发布会  
Renault Fluence Launch Event





雷诺新科雷傲上市发布  
Renault New Koleos Launch Event



雷诺试驾体验巡展  
Renault Test Drive Experience Road Show





北京现代B级&C级区域车展  
B and C Show Regional Motor Show of Beijing-Hyundai







2016郑州日产商务年会  
Zhengzhou Nissan Business Conference 2016



东风风神L60上市发布会  
Dongfeng Fengshen L60 Launch Event





东风风神L60区域试驾（全国5城市）  
Dongfeng Fengshen L60 Drive Test ( 5 Cities )



东风风神L60全国媒体试驾  
Dongfeng Fengshen L60 National Test Drive





2016东风风神商务大会  
Dongfeng Fengshen Business Conference 2016



东风风神“致敬英雄 自豪向前”纪念抗战胜利70周年探访之旅启动仪式  
Dongfeng Fengshen Visiting Tour to Memorize the Victory of Anti-Japanese War





东风风神鄂尔多斯试驾品鉴之旅  
Dongfeng Fengshen Drive Tasting in Erdos



东风风神青海湖试驾品鉴之旅  
Dongfeng Fengshen Drive Tasting in Qinghai Lake

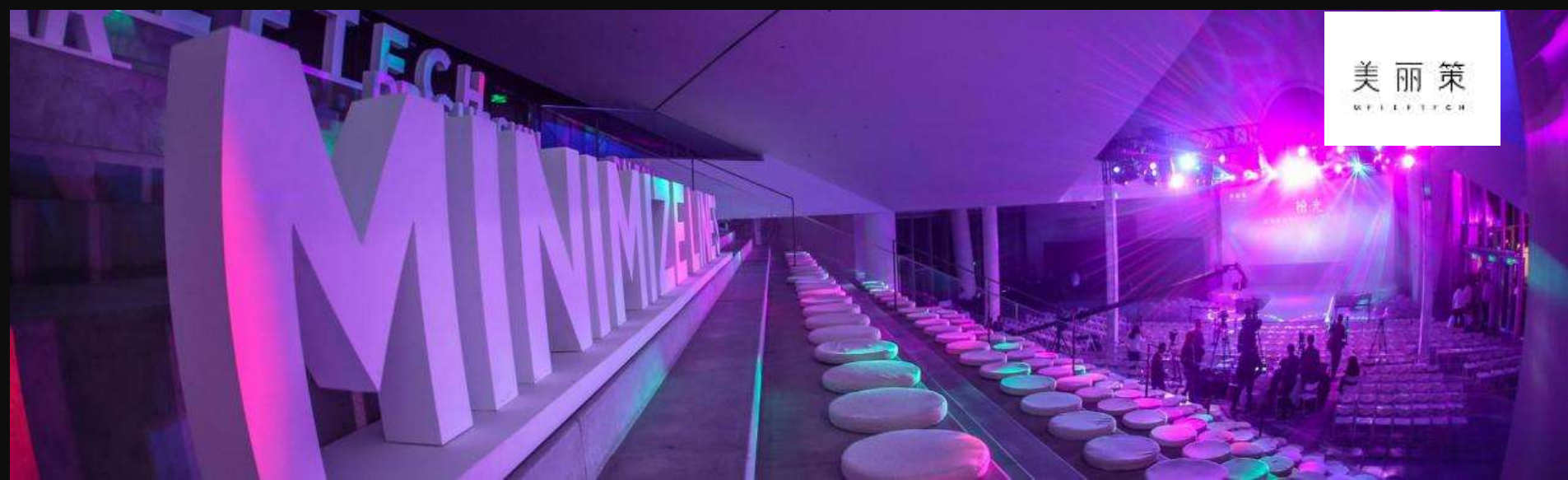


# 时尚快消

Event Cases of Uniway



美丽策  
MELLETECH



美丽策品牌暨新品发布会  
MELLETECH Brand & New Product Launch Event





浪琴表形象大使阿加西媒体见面会  
Longines Ambassador Andre Agassi Media Meeting



光华路 SOHO<sup>2</sup> 3Q开业庆典  
Guanghua Road SOHO<sup>2</sup> 3Q Opening Ceremony





望京SOHO嘉年华暨开幕仪式  
WANGJING SOHO Carnival & WANGJING SOHO Opening Ceremony

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