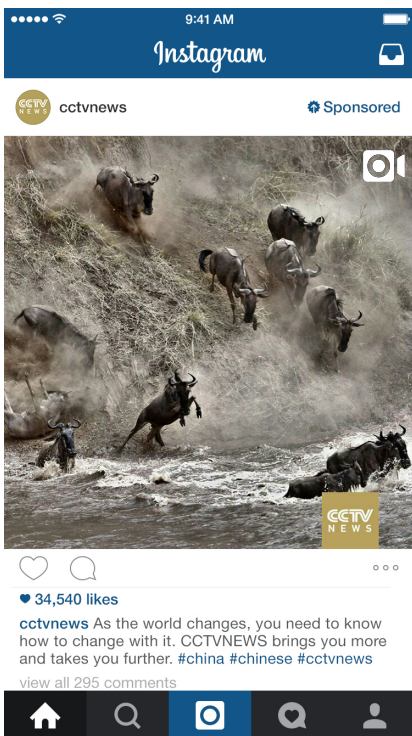




A News Flash for Youth

China-based broadcaster CCTVNEWS was the first news brand in the world to advertise on Instagram and used the power of video to connect with its international audience and lift brand awareness in the US by 4 points.



people in the US reached



lift in ad recall among 25 to 34-year-olds



lift in brand awareness

STORY

A window into China

Broadcasting in English, CCTVNEWS is a division of China Central Television (CCTV) – China’s largest television station. Through a combination of news stories and in-depth commentary, it offers a global audience the Chinese perspective on international affairs and an insight into modern China.

GOAL

A far-reaching story

CCTVNEWS wanted to reach millennials in the US and increase brand awareness. By engaging this audience on Instagram, they could position the channel as a trusted source of news and a place to stay in touch with Chinese culture.

SOLUTION

15 seconds of fame

The two-week campaign targeted 18 to 34-year-olds living in the US, who use Instagram as a source of discovery. The broadcaster created two pieces of 15-second content that featured memorable moments from its documentaries and international stories. These dramatic videos sparked the Instagram community’s interest and with the subtle use of branding, successfully communicated that CCTVNEWS is the go-to source for world news – from a unique perspective.

CCTVNEWS’ campaign reached over 3.7 million people from the target audience and achieved a 6-point lift in ad recall among 25 to 34-year-olds. The videos had powerful cut-through on Instagram and in the highly competitive entertainment landscape in the US, achieved a significant 4-point lift in brand awareness.

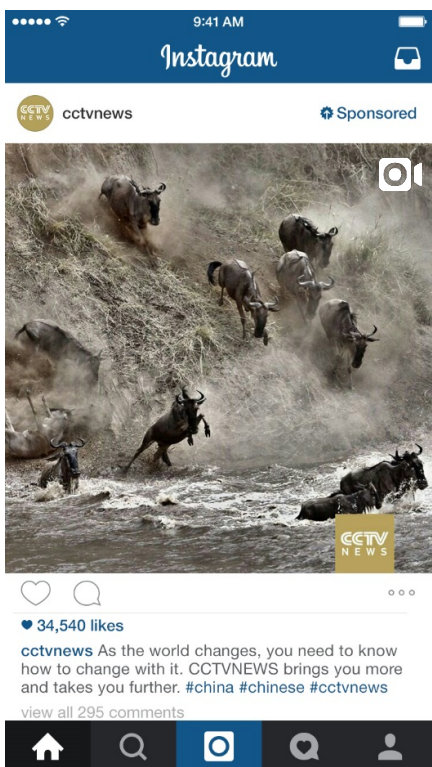
“Instagram advertising allowed us to reach our target audience at scale in the US. By producing video content specifically for the platform, that showcased the breadth and quality of our news programming, we could truly engage the English speaking youth community on mobile.”

Zhang Shilei,
Head of Multimedia Global Operation –
CCTVNEWS

CCTV
NEWS

与千禧世代接轨的新闻平台

中国新闻频道 CCTVNEWS 是全球首家利用 Instagram 进行宣传并利用视频连接国际受众的新闻品牌，通过宣传活动成功将品牌在美国的知名度提升 4 个点。



370 万

美国观众
覆盖率

6 点

25 至 34 岁观众的广告
回忆度提升率

4 点

品牌知名度提升率

案例

通往中国之窗

CCTVNEWS 是中国最大电视台中国中央电视台 (CCTV) 属下的一个频道，采用英文播报。以新闻资讯报道和深度评论相结合，向全球观众展示中国在国际事务上的角度，以及对现代中国的深刻观点。

目标

无远弗届的新闻故事

CCTVNEWS 希望增加美国千禧一代受众，并提升品牌知名度。通过 Instagram 连接受众，受众会将该频道作为可靠的新闻来源及了解中国文化的平台。

解决方案

精彩 15 秒

本次为期两周的活动面向美国 18 至 34 岁、使用 Instagram 来探索世界的受众。该频道从其纪录片和国际新闻中截取具有纪念意义的瞬间，制作了两条 15 秒的短片。这些激动人心的视频引起了 Instagram 社区的兴趣，并且通过巧妙运用品牌推广，成功将 CCTVNEWS 打造为以独特视角探索世界新闻的重要渠道。

CCTVNEWS 活动覆盖约 370 万受众，25 至 34 岁受众广告回忆度提升 6 点。这些视频在 Instagram 和美国竞争激烈的娱乐平台上都取得了热烈反响，品牌知名度提高了 4 个点。

“Instagram 的广告活动让我们能够大规模增加来自美国的目标受众。CCTVNEWS 为本平台专门制作视频，充分展示新闻的广度和品质，从而让我们真正通过手机吸引到用英语交流的青年社群。”

张施磊，
全球多媒体负责人—CCTVNEWS