

Announcing Huawei's Marketing Splash

We're Spreading the Word with a Cross-Platform Strategy!

Huawei is extremely proud to announce the kick-off of an exciting and intensive integrated marketing campaign that will be launching our brand, products and services across multiple media platforms. This year, we are aiming to cement our brand as a leading provider of quality cellular technology to the South African audience at large, and give a well-deserved showcase to our latest range of thrilling products. Huawei is boldly venturing into marketing our brand and our latest range of products on multiple media fronts, including online, PR, radio and on-site activation.



OUR WEBSITE

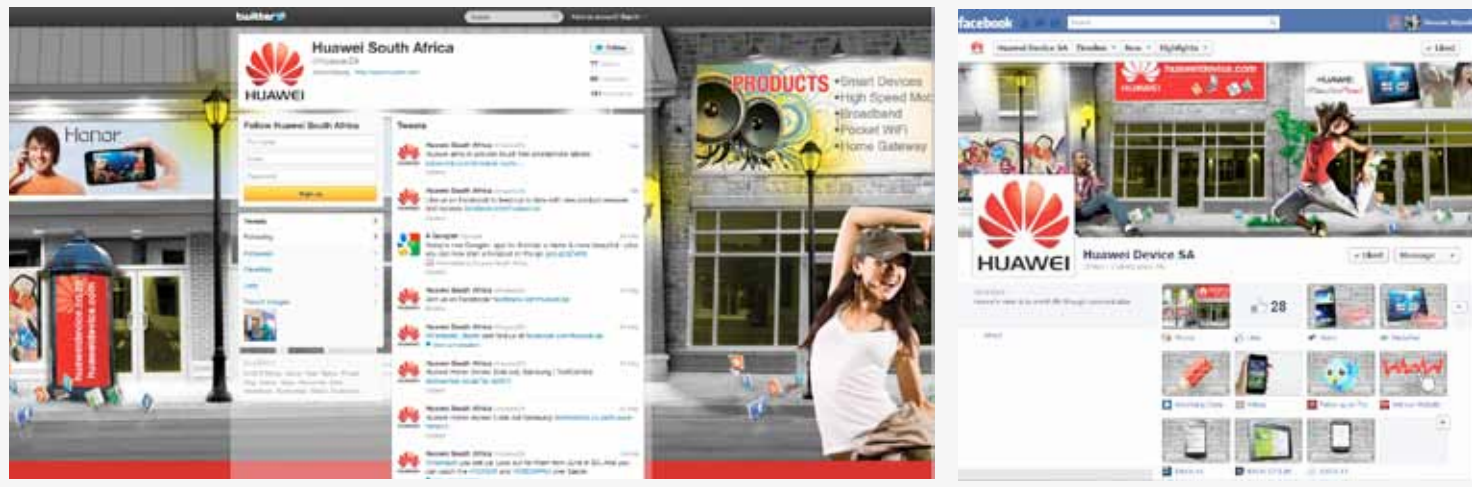
We are launching a website for Huawei Device South Africa on 20 June 2012, which is specifically aimed at the local audience and drives users to our local retail partners. Our site features product info, software updates and retailer locations across the country. www.huaweidevice.co.za

What's more, we have developed an additional site dedicated to promotions and competitions. Visitors to the site will be able to take part in a fun-filled virtual "treasure hunt" game, called the Digital Dash, which will enter them into a weekly draw to win an Honor or a Mediapad. The competition site kicked-off on the 20 May 2012, so make sure you [visit www.smartdevice.co.za](http://www.smartdevice.co.za) for more information.

SOCIAL MEDIA

Huawei is going social! Sharing and connecting with the world are core values of the Huawei brand, and what better way to spread our message than by using the power of social media. Therefore, on 15 May 2012 we will be launching a Huawei Device SA Facebook Profile (<https://www.facebook.com/huawei.sa>). This will enable us to reach out to our customer base, and forge lasting, valuable connections with the public.

Furthermore, we will be featuring our brand character, Megan Pixel, as a strong "personality" element of the campaign. She will have her own Facebook Profile (<https://www.facebook.com/pages/Megan-Pixel/267859656627561>) and Twitter account (@HuaweiZA), which will be used to create a personal dialogue with the public, and direct them to our products, services and latest news and announcements.



PR

Huawei has been engaging in an intensive PR drive as an integral element to our overall marketing strategy. This has involved getting our **Honor and Mediapad** products reviewed by some of the most prestigious and well-read tech publications in the country. What this means for Huawei and our retail partners is that our products will be reviewed and written about as featured content by influential thought leaders and opinion shapers in the technology and lifestyle journalistic industry, and this will emphasize a sense of trust, authority and, above all, quality, surrounding Huawei products in the eyes of the public. Visit www.techcentral.co.za for our first review. We will update you on further reviews.

RADIO ADVERTISING

Huawei will be launching a series of dynamic radio ads and competitions which not only broadcast the message of our brand and products, but allows the audience to engage in conversation with our radio brand ambassadors in a fun and interactive way, and will even stand the chance to win prizes, such as a Mediapad. From the 20th of June 2012 we will be making use of a 5fm competition to drive awareness of the Digital Dash online competition. This will consist of:

- 2 weeks of generic advertising
- One of which will host the Radio competition
- Ten second opening and closing billboards with every competition timeslot
- Pre-promo throw forwards
- A website presence on 5fm.co.za

GET SMART WITH HUAWEI

Concept: What Dumb/Funny/Embarrassing moment could you have ditched (avoided) had you had a smart phone/tablet at the time.

Mechanic: 5FM listeners call in to the show at a scheduled time and tell the DJ about his or her most humorously embarrassing moment, which could have been avoided, had that listener had a smartphone or tablet at the time. The caller with the most outrageous, humorous and embarrassing story wins a Huawei Honor smartphone or Media pad, depending on the day.



ONLINE BANNER ADS

To promote the Digital Dash Competition, online banner ads will be launched on 20 June 2012 to get the consumers excited to enter. The online portals to enter are as follows:

Tech Central, Tech Smart, MyBroadband, My Digital Life, BlueWorld, Zalebs, The Grid Mobile, Channel24, Facebook

Online Banner Ads are a great way to not only attract and drive traffic to our website and social media platforms, but are also highly traceable and measurable. Launching our advertising efforts onto the digital space is a natural step for the Huawei brand, but the added benefit of online advertising is the power it has to simultaneously reach a very wide audience and target the message to a very specific kind of audience.



POINT OF SALE ADVERTISING

Point of sale materials have been prepared in order to catch the eye of your technology hungry customers. These will be rolled out across participating stores, nationally, in order to create awareness on the ground, create buzz and generate sales. Installation elements will include dummies and dummy inserts, new product flashes, tablet screen stickers, promotional brochures and branded cubes.

Furthermore, in-store promotions will be conducted across **50 stores at the end of May and June**, in order to solidify our brand presence amongst regular shoppers and reward them for purchasing a Huawei product.

We have also just appointed 8 dedicated passionate Field Marketers to support your stores and make sure that we provide training and in-store materials, ensuring that we stay top of mind to customers in those last few moments of the purchasing decision.



CAMPUS HUAWEI

In July we will be kicking off our university activations, however in order to start building a presence on campus, we will start advertising on A0 Scrolling posters which are positioned strategically on the following university campuses – Wits, UJ, Tuks, TUT, UCT, University of Stellenbosch, UKZN and Rhodes. More details to follow shortly on our exciting university engagement program.

All in all, this amounts to a definitive step forward in growing Huawei as a real household name in the South African market, and we believe that an integrated marketing campaign such as this will cover all angles of reach and engagement with our existing and potential consumers, thus simultaneously working to drive sales and competitively establish our presence in an ever-growing, tech-savvy mobile consumer marketplace. **On both accounts, the only way for Huawei to go is up!**