

ADVANCES

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'Do Not Be a Spectator'

Participants in RAC sports meeting heed CEO's advice to 'take center stage'





Brand Appears on LED Screen in Time Square, New York

By Zong Shujun

Midea's brand name has appeared on a LED screen at what has become known as the "crossroads of the world",



New York's Time Square. The advertisement was made possible by Midea's cooperation with American clean water giant Elkay, which was signed in Shanghai on June 10 (See page 4). Major brands it appeared alongside include



Budweiser, Toshiba, Sony and Dunkin' Donuts. An ad at the square can cost up to US\$2.5 million for four weeks.

Midea's award-winning water purification technology boasts filtration accuracy of about 0.0001 microns, can intercept a variety of inorganic ions in water, and filters out colloidal and macromolecular solute substances, including heavy metals and scale.

Global Facebook and Twitter Pages Launched

By Kevin McGearry

Midea this month launched what will become unified, global, English-language Twitter and Facebook pages for the group. The pages will contain news from around the world about Midea, its joint-ventures and its subsidiary brands.

Benefits of having a Facebook page include gaining exposure to its more than 1 billion active users; the low cost of marketing; the potential to develop brand loyalty and the increase of traffic to a company's website. Benefits to a company of using Twitter include keeping up with industry trends; monitoring brand repu-

tation and connecting directly with potential employees.

Currently, several product divisions and overseas joint ventures have Facebook and Twitter pages. Some are highly successful. However, the new global Facebook and Twitter pages will bring it all together and be exclusively in English to help the Midea brand push on globally.

The URLs are:

- <https://www.facebook.com/mideainternational>
- and
- https://twitter.com/midea_global

