

BlueCurrent Group: two-way GBA-global communications experts

BlueCurrent Group is an award-winning international communications agency specialising in brand-building and reputation management through integrated in-house teams with skills across PR, digital marketing, branding, creative design and web development. BlueCurrent's Hong Kong regional headquarters has unique expertise in taking brands to and from China.

“Hong Kong is such an important base for BlueCurrent, exactly because of its unique East-meets-West international vision. That's not a cliché – it's a fact that sets Hong Kong as the essential intersection between Mainland China and the world.”

Cheryl Pan

**Senior Vice President & Partner, General Manager,
Hong Kong & Greater Bay Area, BlueCurrent Group**



What is the secret to running a successful Hong Kong communications agency that serves international, local and Mainland clients? Cheryl Pan, Senior Vice President and Partner, General Manager of Hong Kong and Greater Bay Area at BlueCurrent Group, has some simple answers, “Our professional staff are multi-lingual, highly educated, technically skilled, and enjoy a creativity that straddles East and West sensibilities. They know how to work effectively across many different areas, time zones and markets. And we also benefit from specialised government agencies like Invest Hong Kong, which bring us valuable networking and marketing advantages.”

BlueCurrent Hong Kong specialises in three areas: helping clients build brands and content; helping employers connect more closely with their employees and candidates to build loyalty and attract talent; and helping brands unlock new markets. It handles all its work in-house, including PR activities, digital marketing, social media, branding, content creation, design, copywriting and web development. “Our one-stop services mean clients can rely on us at every step of the journey” says Pan, “and we're backed by a global presence.” BlueCurrent Group is part of one of the world's largest marketing communications agency groups, US-based Omnicom Group, which serves over 5,000 clients in more than 70 countries and regions.

BlueCurrent's Hong Kong regional headquarters is an important bridge for connecting with its other branches, such as its Guangzhou office, another key strategic presence in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). Being based in Hong Kong is critical for taking brands into Mainland China and helping

companies there find exposure outside their home market. “Hong Kong is the best place for this kind of crossover activity,” says Pan. “It really is a regional hub with an international vision. And Hong Kong's cultural diversity means our team can develop campaigns that really resonate with local markets.”

The GBA has become a particularly important focus for BlueCurrent. Success stories include transforming a China-based tech company into one of the most mentioned brand names in the world, and turning a GBA-based consumer electronics brand into a dominant presence in its highly competitive global sector. “Managing and growing brands is a complex process,” explains Pan, “and that's where specialised skills and expertise come in. Our task is to explain to different stakeholders why a brand is worth attention. We use our skills to raise awareness of and shape positive perception towards the brand. The results, when done well, make a huge difference to how consumers perceive brands, and whether they buy them.”

What about international brands looking to tap into the affluent GBA market? “Many local and international brands are already operating there”, says Pan, “so the key is to find less tapped-into spaces.” She points to areas such as smart manufacturing, technology and finance, along with tourism and entertainment as growth areas of particular relevance to Chinese consumers. But she adds a note of caution. “International brands need to be ready to adapt to local expectations,” she says, “for example, by embracing popular emerging e-commerce and digital communication channels. These are areas where the BlueCurrent team can help new

brands increase their footprint in the GBA significantly.”

Of the challenges faced by Hong Kong and the region in recent years, Pan is realistic: “Ups and downs happen everywhere: what's really important is how you manage them. Sometimes it is during challenging times that companies come to recognise the importance of powerful communication. We give brands an edge in hard times by helping them navigate market challenges and find opportunities for growth.”

BlueCurrent Group

- BlueCurrent Group is a global communications agency with access to 70+ countries worldwide
- BlueCurrent Hong Kong is the regional headquarters, specialising in brand communication, employer branding, and taking brands to/from China
- Its integrated in-house capabilities cover all facets of consulting, branding, PR, digital marketing, social media, creative design, video production, content creation and web development

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