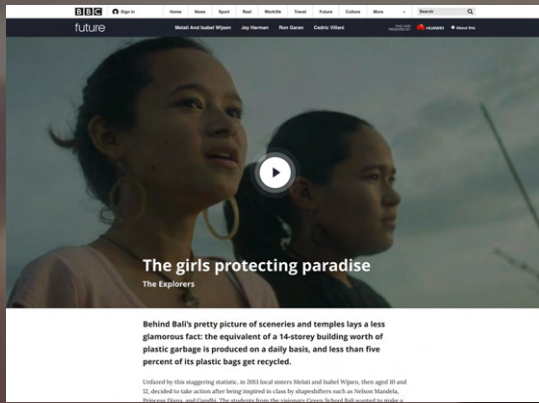


STORIES, NOT JUST SPECS



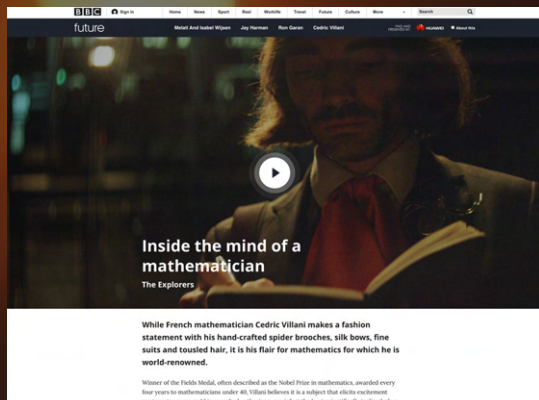
Huawei wanted to shift away from product-centric communications.

The tech giant engaged BBC StoryWorks to create awareness and positive associations for its overarching brand, highlighting R&D, giving back to society and a strong desire to further the human race.



Fast forward to the future

The BBC audience loves to read about change makers creating better tomorrows, so the team presented Huawei as an innovator for the world's future, selecting KOL's who embodied aspects of Huawei's mission. Four extraordinary films were developed, with accompanying articles, for an interactive content hub.



World-changing creative

'The Explorers' are inspired by human endeavours and the natural world. Each piece of content adds a tangible human element to a key brand value, engaging viewers on an emotional level that resonated deeply.

MEASURING EMOTION

The campaign resulted in over 18 million video views and a 61% uplift across five brand attributes, with engagement data increasing audience impact in both brand association and emotional connection.

While 2 in 3 respondents felt favourable towards Huawei, 9 in 10 wanted to find out more about Huawei's story and share the content with others.

Click to discover more and view the work



18 mil
Video views

61%

Uplift across five
brand attributes