

品牌真言 BRAND TRUTH

THE MARKET

Brand Truth is one of the leading brand magazines in China. It targets the owners, managers and distributors of international and local brands found in China's marketplace, and entrepreneurs, marketing people, media people, advertising professionals, economic and financial experts, and MBA/EMBA students from prestigious academic institutions.

Brand Truth has a circulation of about 100,000, with distribution concentrated on major Chinese cities. The other 25,000 are given away free of charge to respected enterprise leaders, industry insiders, leading marketing and research agencies, and big-name advertising companies both at home and abroad. Among its readers, 92% have received higher education and have stable income above the social average.

ACHIEVEMENTS

Each reader of Brand Truth will find himself/herself deeply attracted to the real business cases and illuminative thoughts conveyed by the magazine, as well as its straight-to-the-point style. The magazine was the first to compare commercial competition to war by putting forward the "marketing in war field" concept, and leading the ensuing heated discussions in business sectors. The "war field", a popular concept in today's business community in China, emphasises hands-on experiences gained from real business practices.

Furthermore, Brand Truth is a symbol of the revival of brand magazines. Brand magazines were vanishing in China at the beginning of the 21st century for various reasons, but the appearance of Brand Truth in a new guise at that time brought new momentum to this market and opened the door to many brand magazine companies that were on the verge of bankruptcy or newly incorporated. The momentum quickly turned, and since then the brand magazine market in China has returned to healthy growth.

In 2003, Brand Truth was granted the grand award of the 2nd China Designing Convention & Media (Publications) Selection. The "Brand Truth" mode was even appraised as one of the Ten Classic Cases by the convention.

HISTORY

The original magazine, known as The Truth, was founded in Guangzhou in 1977 by Bi Yuqiang and Zheng Haiming, two advertising veterans. The essence of The Truth was to tell the truth in a responsible and honest manner. The core values of the magazine were, and remain, Sincerity, Honest and Integrity.

In October 2002, Ms Cao Qian, a marketing expert and media

professional, joined the magazine and redefined it as the leading brand magazine in China. New fashion elements were added into the design style and the magazine finally received its present name, Brand Truth.

THE PRODUCT

Brand Truth is a colourful publication aiming to serve, analyse, build and protect brands based on in-depth case analysis. It serves the needs of most readers interested in brands and marketing through its multiple columns.

RECENT DEVELOPMENTS

The magazine has achieved significant progress in the past few years. Brand Truth successfully



established a closer relationship with government agencies, enterprises, media and academic institutions. Such big names as CCTV, Sichuan TV station, Shanxi TV station, Zhengzhou Nissan, Pernod Ricard (China), Tsinghua University, Peking University, Fudan University, China Brand Garden and Pilot Marketing have been featured in its pages and appear on the name list of the magazine's collaborators.

From just a handful of employees in the early days of the magazine, Brand Truth now has a large and dedicated staff who act with clear job descriptions, pre-set accountability and high efficiency.

The magazine focuses its marketing efforts in China's most dynamic cities like Guangzhou, Shanghai and Beijing, and is aiming eventually to go fully national with a presence in the capital cities of every province.

The magazine expanded its circulation points in 2004, including major domestic airports and Guangzhou 7-Eleven convenience stores.

PROMOTION

Brand Truth builds its image by building a reputation for quality among the industry heavyweights best qualified to judge it.

The company also promotes itself by participation in industry forums and seminars, where it provides gift copies to participants.

Another way Brand Truth promotes itself is to distribute free copies to respected enterprise leaders and MBA/EMBA students of prestigious business schools in China, who regard the magazine as valuable supplementary learning materials.

品牌真言

中国大型品牌经济杂志

TRUTH



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封面人物：凤凰卫视 吴小莉



品牌真言

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品牌时代

Further, the magazine carefully selects high-end commercial areas as venues to display the product. And last but not least, the magazine seizes every opportunity to exchange resources with other media to build up its reputation.

BRAND VALUES

Brand Truth's philosophy is: Leave brands to the test of market and let brands inspire our spirit. Brand Truth recognises its mission as the provision of care and assistance to people involved in or

interested in brand-related businesses, and the creation of a platform for those people for study and communication.

THINGS YOU DIDN'T KNOW ABOUT BRAND TRUTH

- Although the logo has been modified several times, Brand Truth has long been easily identified by its red cover
- Each issue of Brand Truth presents 100 pages of leading-edge industry coverage
- Most of the people working for Brand Truth are young, vigorous and aggressive – about 30% of them energetic professionals at their 30s or 40s with a decade or more of experience in areas of advertising, media, marketing, etc – forming the backbone of a formidable collecting and editing team