

Mastering the Logistics of a Multinational Campaign



CASE STUDY | US-based Retailer Expands into China

EXECUTIVE SUMMARY

Successfully navigating the cultural, governmental, and linguistic differences involved in an international business venture—across multiple time zones—can be daunting. Add an aggressive timeline and a highly visible project, and the stakes increase exponentially.

This case study looks at a situation that needed to be handled diplomatically, yet firmly, with a partner able to navigate a diverse set of challenges without missing a beat. Chloé delivered exceptional results under a demanding schedule, thanks to a solid client relationship built on trust and a proven track record.

Chloé Productions, Inc.
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CHALLENGE: BRIDGING A CULTURAL DIVIDE

Chloé's client, a major United States-based retailer, was expanding into China. The planned launch campaign was the brand's introduction into a hugely important market and critical to the company's long-term success there.

The campaign had an aggressive five-week production schedule. It required shooting in China and involved a variety of American and Chinese A-listers, as well as a celebrated U.S.-based photographer. Celebrity negotiation requires a great deal of nuance in its own right, but it also varies drastically from country to country. For all parties to have a positive experience, it's essential that everyone is on the same page from the beginning.

CHLOÉ'S UNIQUE SOLUTION

Chloé's globally-minded team became fluent in the form of celebrity negotiation that exists in China. We bridged the cultural divide, and did so in an extremely short amount of time by tackling multiple issues simultaneously.

The organization and impeccable coordination of all activities and participants into one cohesive "big picture" allowed the campaign to come together to the satisfaction of everyone involved, and in line with the client's original vision.

RESULTS

With the support of a truly exceptional client, Chloé helped set the stage for a successful business launch and long-term business growth. The campaign itself was a milestone for the client, garnering the award for "Brand of the Year" in the Asia Pacific region.

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That the Chloé team was able to make everyone happy under such formidable circumstances was nothing short of miraculous. I know that they will always protect my brand and our interests.

**—SENIOR DIRECTOR, HEAD OF MARKETING,
CHINA & HONG KONG**

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