



HCEA

Strategic Marketing

2013 COMPANY PROFILE

To Be In Demand Doesn't Happen By Accident
We make attracting your target audience easy.



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Company Overview

- HCEA Strategic Marketing helps your company break into new international markets and industries by bridging the East and West.
- Our vast knowledge base coupled with decades of experience in global business makes us the perfect partner for any company ready to expand into international markets or preparing to launch additional products and services.
 - Comprehensive business solutions to help you set up your company, locate new products and services to meet changing trends, government regulations, and technologies
 - Core branding, marketing, advertising services, website development, e-commerce solutions, and SEO to help your company establish its international presence
 - Negotiations, contract creation, logistical arrangement and coordination, sales and vendor meeting organization and leadership



Company History

- In 2008 HCEA started engineering and consulting and progressively developed strategic marketing for our own internal needs.
- Later we expanded our offerings to include a Strategic Marketing Department with a dedicated Marketing Director as a professional service for our many clients.
- Today, we proudly provide Strategic Marketing for companies around the globe.
- Our Team is comprised of:
 - A diverse mixture of Western nationals fully immersed in China
 - A broad range of backgrounds, education, vision and knowledge that maximizes our creative pool
 - High moral and ethical standards and values



Company Approach

- HCEA has successfully created marketing strategies and projects for both national brands and international distribution.
- HCEA is a team of Advertisers, Marketers, Researchers, Designers, IT Developers, Web Masters and Copywriters – With all of these talented people working under the supervision of a dedicated Project Manager.
- For each project, a single Project Manager is appointed to bridge our team to yours to maximize clarity in communication.
- HCEA's in-house Marketing Director supervises and validates all documents and deliverables prior to issuance to you.



Defining And Validating Your Needs: The Key To Success

- At HCEA we first analyse your desired final result, then we construct and implement a realistic plan that ensures your success.
- Don't rush just to fail.
- We take the time to go STEP by STEP. We will only act when we understand your needs and all parties agree on the same vision for your project.
- We create, implement and complete projects that lead to our clients long-term business success. To succeed we must :
 - Understand your needs
 - Validate your goals with the current global market trends for your target audience to confirm your long term success
 - Draft a solid business or marketing solution for your approval



Company Culture: Creative Engineering To Make A Difference

- From a young age, the Founder of HCEA has been passionate about creation, technology and development.
- An Engineer by trade, his background and knowledge of mechanical, structural, architectural design, and IT goes into every HCEA project.
- After several years in professional practice, he set up HCEA with talented friends and trusted business partners (some cooperating 15+ years) and we are now able to provide a full range of services for your business expansion.
- HCEA's experienced international team brings you reliable, proven Marketing Strategy solutions to help you create new companies, powerful marketing tools and successful business opportunities.



G. CA.



Chief Engineering and Executive Officer

- **15+ Years International Engineering, Optimization, Design Experience**
- CHEM, ENSICA, UPS Toulouse, France
- Native French, Fluent English, Conversational Italian, French National
- Project Lead for Engineering, IT and Marketing for French companies
- 2008, Founder and Shareholder of HCEA. Creation of Branding, Consulting, Strategic Marketing. Launched several Companies and Brands for numerous clients.

My Passion is in Creation and Optimization; Transforming Our Customers into Lifelong Friends



J. PE.

Marketing Director



- **15+ Years International Branding, Marketing and Advertising Experience**
- Rutgers University, New Brunswick NJ USA
- Native English, Conversational Mandarin, USA National
- Strategic Marketing Leader for International Branding, Marketing, and Advertising Campaigns, in the USA, China and Beyond

Being In Demand Doesn't Happen By Accident



D. GO.

PR & Events Director



- **15 + years experience in PR, Marketing & Event Management**
- PR Management University, South Africa.
- Native English, Dutch and Afrikaans, South African National
- PR, Marketing and Exhibitions for blue chip companies
- International Consultant
- PR and Exhibitions for the largest manufacturers of satellite dishes in Africa

International Expertise Leads the Way to Success



P. MH.

Photographer, Director of Photography



- **6+ Years Photographer in Paris**
- EFET Photography School Paris, France
- Native French, Fluent English, Conversational Cantonese, French National
- Photographer and Artistic Creation of Branding, Advertising and Catalog Design for International French Luxury Brands
- Apply Artistic touches to Industrial and Corporate Photography and Image Editing

Altering Perception Thought Powerful Images

C. PE. Project Manager



- **8+ Years International Coordination**
- Bachelor's Beijing Language University
- Native English, Fluent French, German, Mandarin, Conversational Uyghur, Switzerland National
- Participate at international events and festivals to support technical and art development in order to cross all cultural and traditional barriers

Reaching Individuals on a Personal Level Bridges Cultural Barriers



Strategy

Comprehensive Strategy Development

Market Research

Website Analytics

Target Audience Research

Market Competitiveness Study

Product Segmentation

Sales Channel Optimization

Product Pricing

Customer Loyalty Programs

Focus Groups / Surveys



Advertising

Advertising Campaigns

Campaign Website Design / Development

Multimedia Campaigns Including:

- Online, Interactive, Mobile, Trade Shows, Print, Email, Underground, Social Platforms, etc.

Media Buy

Social Media Platform Campaigns

Public Relations

Events / Trade Shows

Reputation Management



Branding

Initial Branding / Re-Branding:

- Company Name, Logo, Signatures, Website, Templates

Sales Tools:

- Brochures, Catalogs, PPT, Exhibition, Gifts,

Social Media:

- Specially Site Campaigns, Tracking, Consumer Interaction

Copy-writing and Design

- Press Releases, White Papers, Articles, Newsletters, Blogs

Company Brand Standards and Training:

- Cohesive Brand Experience, Internal, External



Websites

Website Development / Design

Website End User Strategy

e-Commerce Solutions

CMS: Content Management Solutions

Sales Sites, Corporate Sites, Media Sites

Copy-writing / Design Website Support:

- Blogs, Articles, News Letters, Press Releases, News, etc.

Social Media Campaigns:

- YouTube, Facebook, LinkedIn, Weibo, Twitter, QQ, RenRen, Baidu, Youku, Instagram, etc.

SEO / SMO



Search Engine Optimization

Search Engine Marketing / Search Engine Optimization

Website Analytics, Tuning

Paid Search: PPC Paid Per Click, Banner Ads, etc.

Organic Search:

- Search Engine Submission
- Key Word / Key Phrase Research
- Link Building, Site Map Expansion
- Social Media Campaign / Optimization

Copy-writing and Design:

- Website, Blogs, Articles, Press Releases, Social Platforms Sites, News Letters, White Papers, etc.



Design

Websites

Brochures

Catalogs

Power Points and Templates

Trade Booths / Exhibition Design

Product Packaging

Advertisements

Digital Campaigns

Company Logo, Letter Head, and Business Cards



Copywriting

Websites

Brochures and Power Points

Catalogs

White Papers

Articles

Newsletters

Press Releases

Blogs and Social Platform Page Content

Sales: Presentations, Emails, and Call Scripts



International Websites

OFFRE | SERVICES | SOLUTIONS | RÉFÉRENCES | ACTUALITÉS | CONTACT

AGENCEMENT TERTIAIRE

search...

Accueil

CLOISONS ET AGENCEMENTS TERTIAIRES

Huit Marques, acteurs clefs du marché de l'agencement tertiaire proposent une vision nouvelle de l'agencement. Découvrez sur ce site une offre composée de solutions complémentaires et innovantes pour conduire globalement votre chantier. [Téléchargez le catalogue.](#)

Notre démarche est motivée par la conception de solutions d'agencement de qualité. Elle s'illustre par un service unique : la rédaction de votre Descriptif Technique Cloisons en ligne.

Un service sur-mesure, libre d'accès, ergonomique.



Descriptif Technique

Un service sur-mesure, ergonomique et libre d'accès.

1 2 3 4 5 6

A vous de jouer !

Avantages :

- Qualifier des choix techniques et décoratifs pour un appel d'offres,
- Décrire un agencement de cloisons et son alternative,
- Saisir, imprimer, archiver le Descriptif Technique de votre projet.

C'est simple de gagner du temps et de proposer des solutions innovantes.

ACTUALITÉS

CLOISONS et AGENCEMENTS TERTIAIRES

- « Les bons réflexes pour réussir votre agencement »... [En savoir plus](#)

ACOUSTIQUE en MILIEU TERTIAIRE

- Isolation intérieure des cloisons et des doublages... [En savoir plus](#)

THERMIQUE en MILIEU TERTIAIRE

- Isolation intérieure des cloisons et des doublages... [En savoir plus](#)

ACCESSIBILITÉ

- Mobilité réduite, circulation des espaces publiques... [En savoir plus](#)

PROTECTION INCENDIE

- Vitrages spécifiques et portes à asservissement... [En savoir plus](#)

QUALITÉS ENVIRONNEMENTALES

- Démarche, cycle de vie des matériaux... [En savoir plus](#)

ACTUALITÉS

- Innovation, nouveautés, livraison de chantiers... [En savoir plus](#)

NEWSLETTER

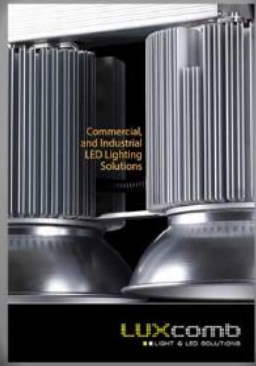
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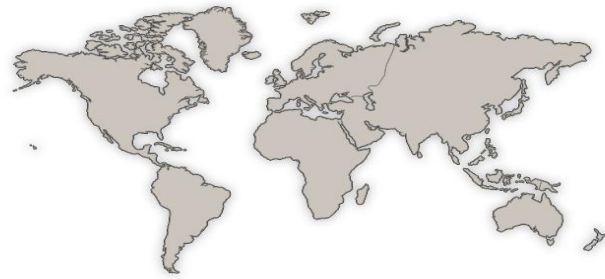
Worldwide

Distributors and dealers

Become an Authorized National Dealer

Our marketing strategy

Mouse over the map or click on a region to see the distributors and dealers.

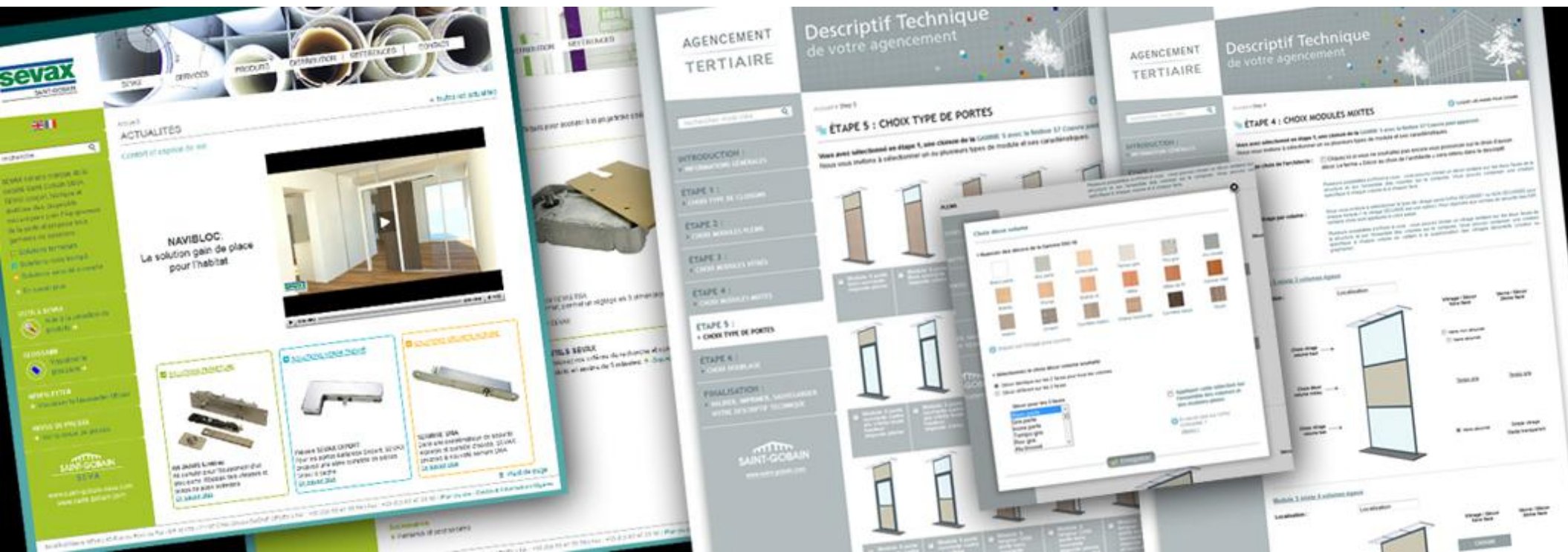


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WEB Software



Brochures and Catalogs



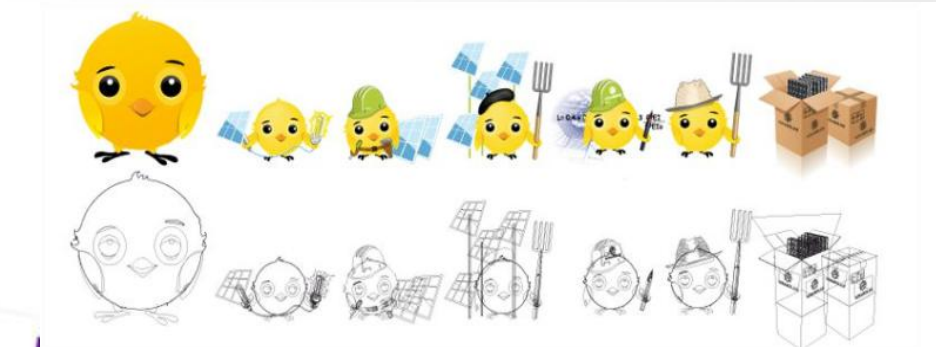
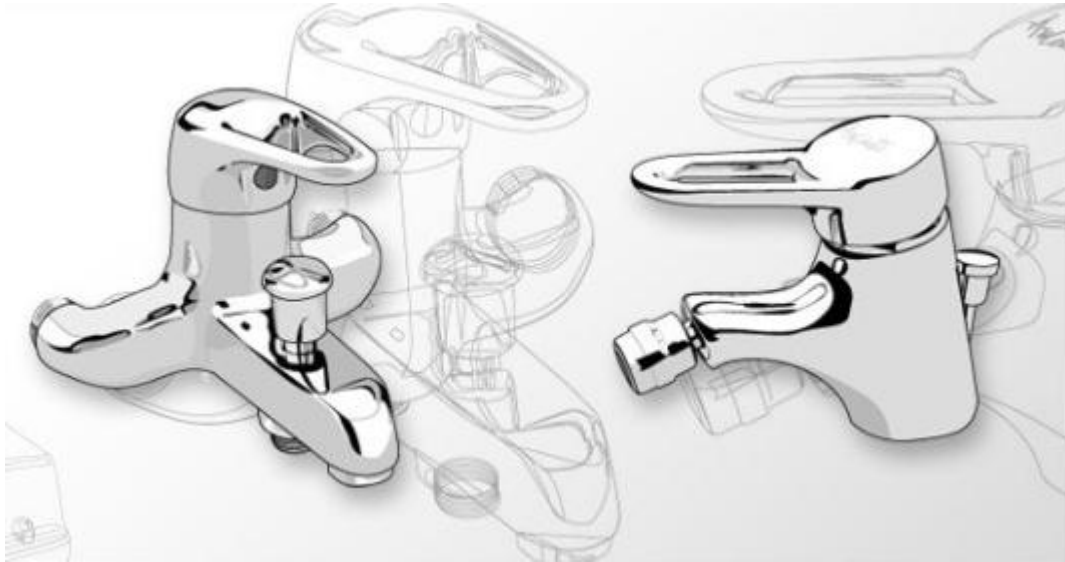
Trade Show and Exhibitions



Packaging



Branding Research and Design



Branding and Logo Development



Industrial Photography

