



Cultural connection and opportunity:

Thinking about collaboration across the Southern Link



Jerry Clode
Founder - The Solution



One Kiwi - Three Homes

Jerry

杰瑞

Jezmo

One Kiwi – Three Homes

campaign
China

中国 ▾ 新闻 分析/解读 评论 数据 Top 1000 作品 媒体 营销 媒介名录 招聘(英文)

首页 » 新闻 » 数位/科技

旷杰瑞加入睿承，专注调研战略及品牌命名

文/ Jenny Chan 陈战欣 发表于 2016年2月15日

上海 - 在朗标 (Labbrand) 任职不久的旷杰瑞 (Jerry Clode) 如今已转投睿承营销咨询 (Resonance)，担任数字及社媒洞察总监，兼任“Smart”总监——一个提供定制调研、战略及命名服务的业务单元。

Campaign亚太区今日上午连络Clode，了解他为何离开朗标上海转投睿承。毕竟他在6个月之前拒绝了一个在伦敦的全球性管理岗位，选择了朗标。

推崇研究纯粹性的人们会愿意加入一家Resonance这样的数字机构大为不解。能与我们分享一下原因吗？

在回到中国，但大为失望之际，我与睿承的创始人韩承志 (Rand Han) 会面，探讨如何合作，看似一场任职面试，但很快成为了我们两为直接行业进行的一次深入规划。我们主要探讨了如何通过公司旗下Smart这一新的业务单元更有效地理解中国消费者数字行为。Smart将通过打破传统的调研方法设计，为解决客户核心挑战提供专门的解决方案。



旷杰瑞 Jerry Clode



One Kiwi – Three Homes

stuff

southland times

Southland expat a global expert on marketing in China



Hold, but don't wave, the NZ flag in China



Resonance China head of social and digital insight and Smart founder Jerry Clode says brands need to be a lot braver in the Chinese market.

HAMISH MCNICOL

Being a foreign brand in China is no longer special. Hold the New Zealand flag, but companies needed to be more than just a flag bearer to properly crack this massive and complicated market, Resonance China head of social and digital insight Jerry Clode said. Shanghai-based Clode has developed what he said was a new way to understand China, called Smart.

Smart provided research, strategy and naming services for companies coming to China, with a key difference: translating your brand in the context of Chinese culture.

"It's about taking their brand essence in New Zealand and

A Chinese name can naturally become part of their face-to-face conversations

understanding what that means from a Chinese perspective," Clode said.

"You can hold the New Zealand flag but don't be a flag bearer, make sure that you're presenting yourself as a unique brand."

Clode, from Southland, first went to China in 1994.

Since then, he had worked with big international brands Kraft, Nestle, Disney, L'Oreal, Shell and Turkish Airlines.

"Quite often global brands don't want to change when they go to

China," Clode said.

"We need to be a lot braver."

Clode worked with New Zealand Trade and Enterprise to help it think more strategically about China.

His basic message to New Zealand brands was to think about how they could leverage being from New Zealand, while still presenting something unique. Chinese consumers viewed New Zealand as being a pure, uncompromised place.

This was similar to perceptions of Australia, which made it hard to distinguish New Zealand in China.

"Without a Chinese name, it essentially becomes a circuit-breaker."

"A Chinese name can naturally become part of their face-to-face conversations, however."



One Kiwi – Three Homes



[Página Inicial](#) » [Arquivo](#) »

Porque a rua é pra dançar: documentário registra as festas 'marginais' do centrão de SP

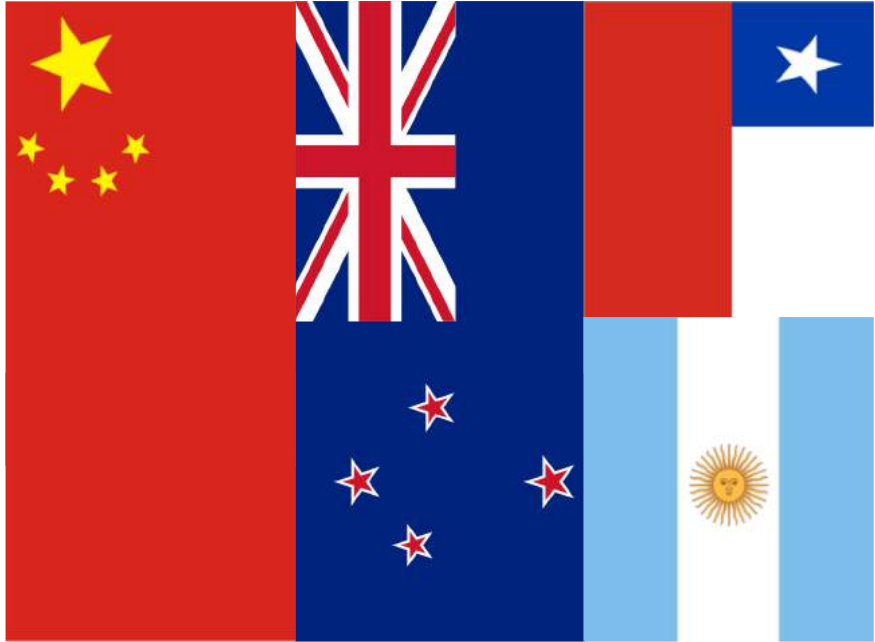
O diretor Jezmo Clode destaca o poder popular das festas de rua da capital paulista



As festas aqui estão mudando a cidade socialmente, politicamente, sua consciência, sua atitude [Jezmo Clode]



Powerful Commonalities



ReDefinition

ReConnection

ReImagination

ReDefinition



- ✍ Increased discussion on our own culture
- ✍ Diversity seen as catalyst to innovation
- ✍ Idea of re-writing the rules to create new possibilities for our societies

ReConnection



- 🌿 Nature seen as antidote modern pressures
- 🌿 Collective desire to protect our unique environments
- 🌿 Our natural resources become national symbols

ReImagination



- 💡 Localising the global in our own way
- 💡 Confidence to be different to regional neighbours
- 💡 Desire to lead and set an example to other nations



Three ways to collaborate



Experiencing The New Frontier





Karen 莫文蔚

沿途美丽的风景配衬着我喜爱的冰岛独立乐队"Of Monsters and Men"的音乐, 感觉超级free! 🍻 @Casetify_靛子特玩 #LindaFarrow#

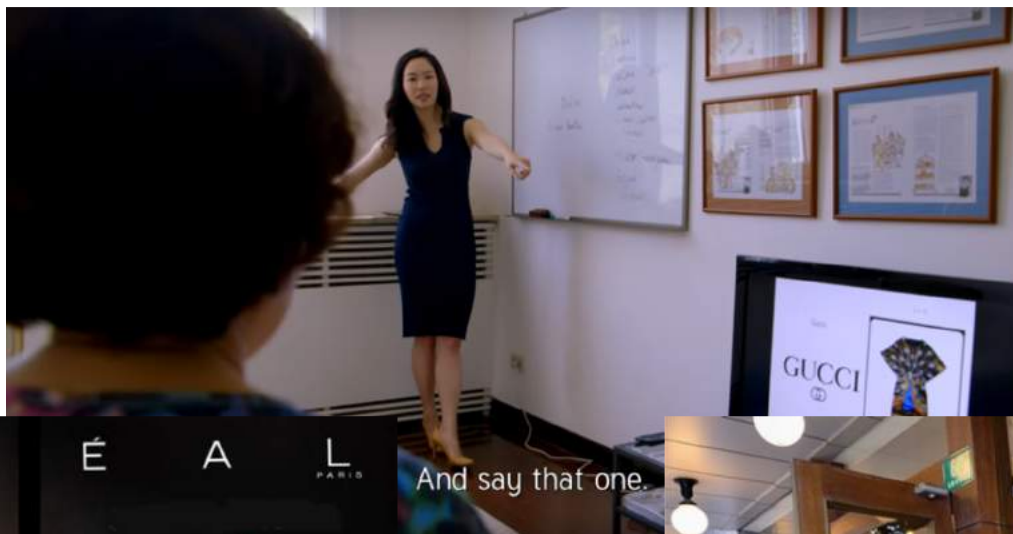
📌 收起 | 🔍 查看大图 | ↶ 向左旋转 | ↷ 向右旋转











And say that one.





48 HOURS IN SANTIAGO CHILE

where to eat, drink, sleep



DISCOVERY, CAFE U BABA

Discoff
Buenos Aires

Discoff is a high-end coffee and a boutique hotel. It's a mix of modern and traditional, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture.

Apple
Buenos Aires

Apple is a high-end coffee and a boutique hotel. It's a mix of modern and traditional, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture.

El
Buenos Aires

El is a high-end coffee and a boutique hotel. It's a mix of modern and traditional, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture.

Alti Buenos de Cal
Buenos Aires

Alti Buenos de Cal is a high-end coffee and a boutique hotel. It's a mix of modern and traditional, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture. The space is designed to be a place where you can relax and enjoy the view. The menu is a mix of local and international, with a focus on the local culture.



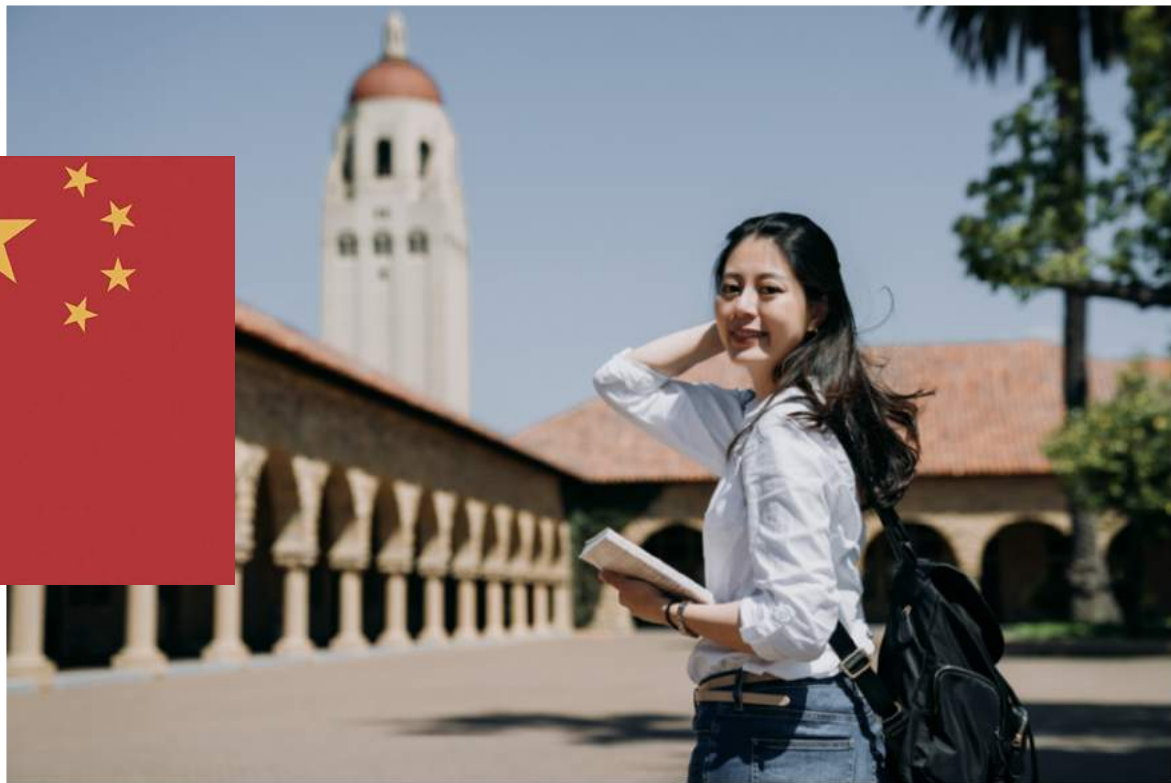
Experiencing The New Frontier

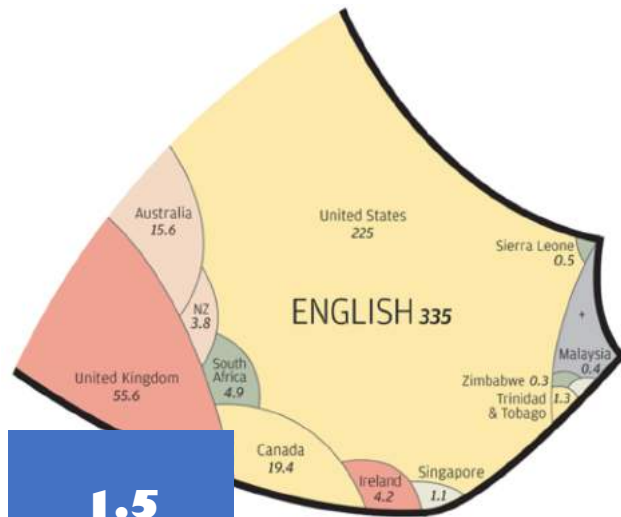


- ✓ Presenting ourselves as the “new world” – Europe 2.0
- ✓ A series of bucket list experiences – adventure and culinary
- ✓ Promotion of the southern coastlines of the world as our common passion

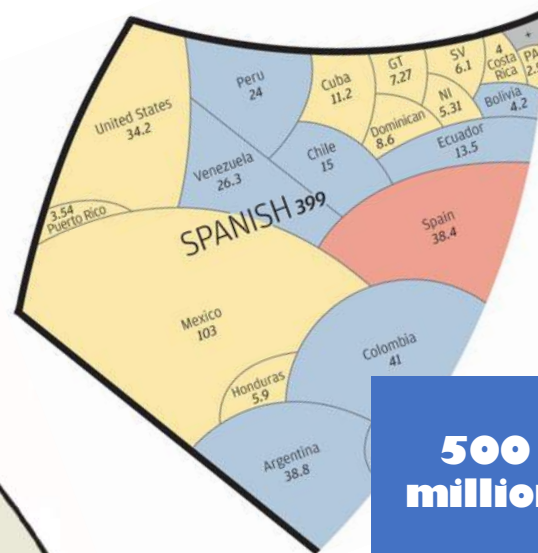
2 Enabling Global Citizens







**1.5
Billion**



**500
million**



**Bad Bunny
and Drake**



**Rosalia
and J Balvin**



2 Enabling Global Citizens



- ✓ Providing flexible and dedicated options for students across region
- ✓ Southern Link as pathway to becoming a new global citizen
- ✓ Collaborations across key areas of leadership – tech, natural sciences and new learning

3 Delivering Nature's Best





Sunkist®





Halter's Cowgorithm



Otago Marine Sciences

3 Delivering Nature's Best



- ✓ Creation of new standards in traceability and bio creditability
- ✓ Leveraging China's leadership in tech and new retail
- ✓ Technology as way to bring producers and consumers closer together

Three ways to collaborate

Cultural Experience



Education 2.0



Tech and Nature

