

Bosideng cooperates with Ogilvy to build a more fashionable brand May 2007

China's largest down wear brand Bosideng recently appoints Ogilvy Shanghai as its consultant in branding and marketing, which will not only further enhances Bosideng's competitiveness in the domestic market but also lay a solid basis for its global branding.

Ogilvy is China's largest marketing communication company offering integrated communication services in advertising, direct marketing, interactive media, media planning and buying, database management, telemarketing, public relations, promotions, VI design and relevant marketing communication services.

Joseph Wang, Vice Chairman of Ogilvy Group Greater China, said, "Alliance with Bosideng is very meaningful for us. Bosideng is a well-known and popular national brand in China. Quality product and nanometer technology of Bosideng ensures successful realization of its brand core mission 'bringing warmth to Chinese' in whatever biting winter".

With this alliance, Bosideng intends to build a more modern brand. Their cooperation ranges from tailored marketing, product strategy, survey on brand extension to flagship store re-designs and branding promotion via new media such as the Internet. Constant concerns over technology and quality from Bosideng Chairman Gao Dekang have been extended to building the emotional bond between Bosideng with Chinese consumers who started to wear Bosideng down wear as early as in 1976 and building Bosideng into a more fashionable brand.