



Besunyen Joins Hands with the Academy Award to Enter the Youth Circle and to Resonate with Youth

- ◆ From 24 March to 28 April 2022, Besunyen visited the universities in East China, North China, South China, Northeast China, Southwest China, Northwest China, central China and other regions, covering 33 provinces and cities, 1,000+ universities, carried out 12 regional and 2 national brand tours, and again joined hands with the Academy Award to launch in-depth communication with college students.
- ◆ This year, Besunyen brought two best-selling products with a new product, Besunyen Fit Tea and Orlistat Capsules (small blue box) together with lotus green tea, forming a strong proposition of "Sanwei Gongfa - Sanwei Guanjia" and attracting students' attention. 200,000 college teachers and students listened to Besunyen's presentation online, which allowed students to actively learn brand information and also allowed brand ideas to really reach their minds. Classroom interaction, courteous question and answer and giving out prizes inspired the enthusiasm of young people to participate and made the brand and young people reach emotional resonance.
- ◆ From 8 June to 18 June, the Besunyen judge panel, which was composed of five expert judges and five enterprise judges, conducted a strict and detailed review of Besunyen's track works. As the "gatekeepers" of creativity, the judges reviewed the works from the perspectives of theoretical basis, professional practice, industry market and advertisers, and completed the review of more than 19,000 groups of works. In the process of review, they also had an insight into the concepts of generation Z and dug out the creative newcomer.

