

一路芬芳，香飘欧洲：舍得“大国芬芳”欧洲巡演

- ◆ 广告主：舍得酒业
- ◆ 所属行业：白酒
- ◆ 执行时间：2019.08.20-09.20
- ◆ 参选类别：场景营销类



目标：一张名片

行业名片：中国白酒文化的艺术名片

以文化和艺术交流之名，做海外品牌推介活动，在白酒行业实数不新鲜；

而真正能做到言之有物，可以让中国酒文化有着极佳艺术载体支撑的，唯有《大国芬芳》，只此一家，别无分号。

国家名片：一带一路战略的文化名片

文化输出的背后，是中国综合国力的强盛。

一带一路，将各国家经济、政治、文化重新链接。

《大国芬芳》借中国文化周出访欧洲，正是由于其具备中国文化的先进代表性，充分展现中国传统优秀文化的同时，又彰显当前中国大国盛世文化自信。



策略：一个角色

舍得之行业：白酒文化输出的行业标杆

《大国芬芳》集中国诗酒文化之大成，献礼一带一路剑桥峰会。
它不仅是一场演出，更是代表了舍得在艺术层面的战略布局，
代表了先进的营销理念，代表了中国白酒文化输出的创领身份。

舍得之国家：一带一路的文化战略典范

行业首创“文化国酒”战略定位，以“传播中国文化”为品牌
使命，积极推动中国酒文化、乃至传统文化的全球化推广。
以《大国芬芳》为先锋、以五千年中国智慧为基石，放眼全球，
搭高台，唱大戏。

传播主题

一路芬芳醉中国

定调：舍得是一带一路文化输出的**标杆企业**

定性：《大国芬芳》是**大国崛起**的文化代表

定论：标志中国白酒文化迈向世界**坚实一步**

第一阶段：定调 文化舍得是一带一路的 **标杆企业**

第二阶段：定性 大国芬芳是大国崛起的 **文化代表**

第三阶段：定论 中国白酒文化战略的 **坚实一步**

内容亮点-芬芳大片

中国传统艺术与西方现代文明的对话



陆游唐婉×美茵河铁桥



张择端×美茵河畔盛景



蜀风佳丽×罗马广场

内容亮点-芬芳大片

中国传统艺术与西方现代文明的对话



刘邦×帕特农神庙



杨贵妃×伊瑞克提翁神庙



饮中八仙×雅典卫城

内容亮点-芬芳大片

中国传统艺术与西方现代文明的对话



李清照×大本钟



李白×剑桥国王学院



蜀风佳丽×伦敦塔桥



内容亮点

中国驻希腊大使、前外交部发言人章启月女士、中国驻英国大使馆公使衔参赞兼总领事童学军先生、英国伦敦金融城副市长克里斯海伍德先生对舍得《大国芬芳》欧洲巡演给予高度评价。

希腊演出结束后，全场观众高呼“祖国万岁”！

舍得《大国芬芳》欧洲巡演VLOG

<https://v.qq.com/x/page/p092634m2vg.html>

扫码观看



传播亮点-一带一路网

国家级官媒定调，点赞大国芬芳代表中国文化自信。舍得之间，大道之行。



大国风采，一路芬芳——诗酒舞中展现的中国文化
《大国芬芳》亮相德国 诗乐舞融合演绎中国酒文化
中华诗酒香飘欧洲，《大国芬芳》绘就“一带一路”工笔画
中国品牌出海的正确打开方式：以舍得精神打造《大国芬芳》

传播亮点-路透社

路透社摘下对中国的有色眼镜，赞誉《大国芬芳》香飘欧洲

《大国芬芳》织就中英文化交流纽带

本次新闻刊发，代表了世界级的媒体对《大国芬芳》文化交流的肯定与赞誉，打开中国文化与艺术的全球化通路。



"The Greatest Spirit" Strengthens Cultural Ties between China and Britain



On September 8, "The Greatest Spirit", a grand performance from China combining poetry, music and dance, was staged in London. The 1st chapter performance has presented the essence of traditional Chinese culture and art for over 2,000 audiences. With this opportunity, the English audience get to see the charm of Chinese civilization in a more direct and in-depth way.

Some audience comment that the show has reflected the unique charm of Chinese culture, and in particular, the performance about Beibu culture stood out. The appreciation by London audience has resumed a bright future for China-Britain cultural connection and exchange. As more and more classic culture enters the Britain, the cultural connection between these two countries is increasingly strong and solid.

Under the theme of "Beauty of Chinese Poetry and Spirit Culture", "The Greatest Spirit" has been very popular in the United States, and this year, it has become a hit in the Europe. With the cultural reformism related to poetry and spirit, such as historical stories, famous literary works, and poems written by past generations of celebrities, the show has delicately integrated tradition and modernity, history and today, dance and poetry, music and spirit, telling the connections between the cultural reformation, as well as their literary works, and poem and spirit dated back to thousands of years ago.

Chinese Spirit will become popular wherever "The Greatest Spirit" is staged. Before London, there has been a tour show in various cities of China, three cities in the UK, and Frankfurt and Atlanta in the Europe. Therefore, the show has become the "gold name card" of Chinese culture. Jointly presented by Shede Spirit, one of the "six major spirit enterprises" in Sichuan Province, and Dream East, this show has well combined the characteristics of Beibu region and Chinese culture and formed a bridge for two governmental cultural exchange.

Spirit is a significant element in "The Greatest Spirit". The audience are guided to learn about the connections between spirit and poetry in Chinese history. Chinese Spirit, to some extent, represents Chinese culture, and has gradually become an integral part of the world's civilization. It reflects the profound history and the wisdom of the East, thus further strengthens the trust and friendship between China and Britain, the East and the West.

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FEATURED NEWS

- "The Greatest Spirit" Strengthens Cultural Ties between China and Britain
- Singapore Food Tech Startup Moves Towards Payments Startup Tiers across Investment from Hackney Capital
- KiwiNet secures £300 million to further its handling for expansion plans

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《大国芬芳》织就中英文化交流纽带

9月8日，来自中国的大型诗乐舞《大国芬芳》在伦敦隆重上演。12个章节的表演，为3000多位观众呈现了地道精彩的中国传统文化艺术，让英国观众有机会更直观、深入地了解中华文明的魅力。

多位观众表示，《大国芬芳》展现中国文化的独特魅力，特别是难以磨灭的巴蜀风情，表演中有着独到的神韵，给观众的高度认可，让人看到中美文化交流互通、互学互鉴的契机，并期待越来越多的文化精品走入英国，中美文化纽带正在越发坚实有力。

以“发现中国诗酒文化之美”为主题，《大国芬芳》在去年走红英国之后，今年又大满贯欧洲。这场诗乐舞表演，汲取与中国诗酒相关的历史典故、文学名篇、历代文人墨士及其诗赋佳作，将传统与现代、历史与今天、舞蹈与诗歌、音乐与诗酒有机地融为一体，讲述千百年中国文坛名人、文艺作品与诗酒之间的源流生长。

《大国芬芳》所到之处，无不掀起一阵中国古典文化旋风。登陆伦敦舞台后，这部诗乐舞剧先后在中国多地、美国三城和欧洲的法兰克福、雅典巡演，成为中国文化输出的“金名片”。作为川酒“六朵金花”之一的诗牌酒庄，与罗东方集团联合出品的《大国芬芳》，融巴蜀特色、中国文化于一体，搭建起民间交流的媒体、文明互鉴的桥梁。

《大国芬芳》以酒为媒，发现中国诗酒文化之美。以白酒文化为代表的中国文化，逐渐成为世界文明精华的有机组成部分，用悠远、厚重的文化底蕴滋养着灵秀的东方智慧，推进着中英之间、东西方间的信任与友谊。



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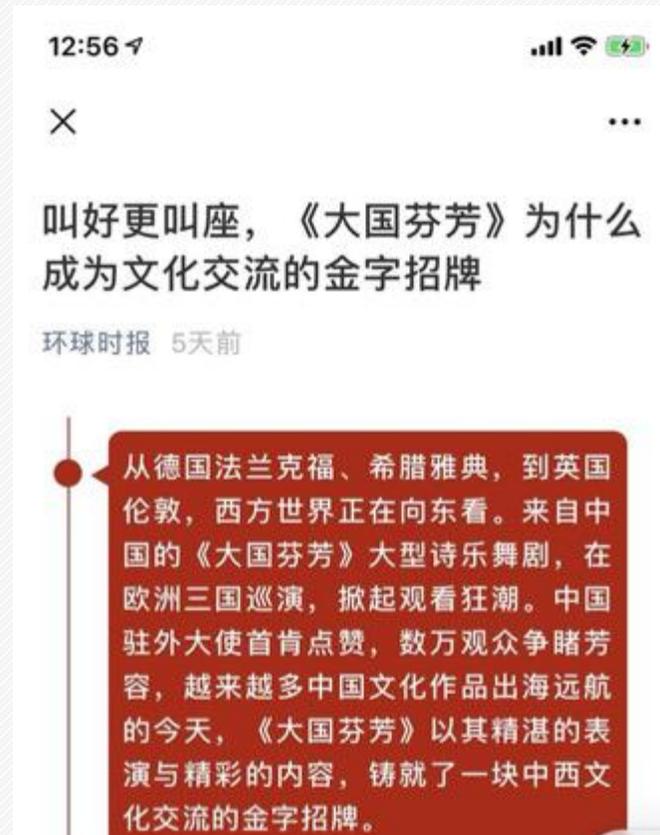
- "The Greatest Spirit" Strengthens Cultural Ties between China and Britain
- Singapore food tech startup moves towards payments startup tiers across investment from Hackney Capital
- KiwiNet secures £300 million to further its handling for expansion plans

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传播亮点-微信大号

社会化媒体发文定论，《大国芬芳》欧洲巡演走出了文化出海的坚实一步



传播效果

优质影像内容+大使使命点赞+权威媒体发布+社媒扩散

一带一路官网见刊5篇，共计覆盖人次1300万+

路透社官网见刊1篇，共覆盖人次650万+

客户端见刊6篇，共覆盖人次300万+

新闻稿件见刊50篇，共计覆盖人次1000万+

微博见刊1篇，共覆盖人次1695万+

微信见刊3篇，共覆盖人次800万+

抖音见刊2篇，共覆盖人次300万+

官方微博发布10篇，共覆盖人次5万+

覆盖人次共计6050万。