



PEKING PRODUCTIONS

CREATIVITY at its CORE

Communication | Creative Strategy | Storytelling | Content Creation



1

Company Introduction

We Understand Communication

From communication strategy to creative campaigns, Peking Production has supported the communication efforts for clients across many industry sectors in China and around the world. Our team works with clients and pulls together years of experience, to provide value to international cultural exchange. From our strengths and successes to our trials and errors, Peking Production has gained unique experience and prides ourselves on being able to moderate international communication inclusive and respectful.



Company Introduction

Scope of Services



- Communication Strategy
- Market Positioning Evaluation
- Brand Collaboration



- Video/ Photo Production
- Animation / Motion Graphics
- Live Photo & Video Streaming
- Script & Copywriting



- Social Media Post
- Content Copywriting
- KOL Collaboration
- Live Stream Services



- Event Design
- Project Implementation
- Media Relationship Management

Company Introduction

Managing Team



Aaron Berkovich
Creative Partner

Aaron graduated from an American university with a bachelor's degree in international business and anthropology. Since coming to China in 2011, Aaron studied Chinese at Peking University and committed to artistic creation and international consulting. Aaron has worked with international presidential and political delegations, multinational and small businesses, and non-profits to support storytelling and visual narratives. Aaron has supported content creation and storytelling for many diplomatic missions.



Veronika Kim
Design Partner

Veronika is a passionate trilingual wide spectrum Project manager with 7-year experience in the Russian-Chinese-English marketing environment. Successfully managed over 300 international projects, ranging from design to public relations. She's a creative, artistic, and ambitious Graphic Designer with a talent for thinking outside the box and coming up with innovative ideas and designs.

2

Photo / Video Production

Photo/Video Production

Video Campaigns



United Family Annual Video



United Family Davinci Event Video



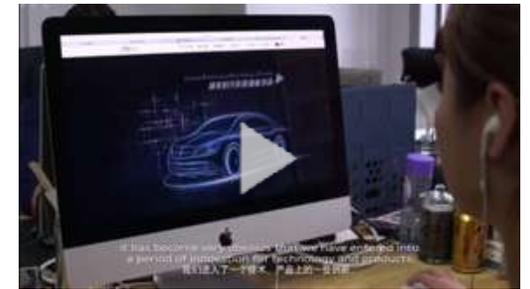
United Family 610 Live Stream Promotional Video



Shell Helix



Volkswagen CSR Mini Documentary



Audi mini documentary

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Other references to be sent via wechat



Photo/Video Production

Video Campaigns



Dulwich Recruitment Video



DAWA Festival in Shanghai



UFCH HPV Mission in Hebei



MIUI Social Media Video



Belgium Embassy New Year Message



Belgium Embassy Event Recap

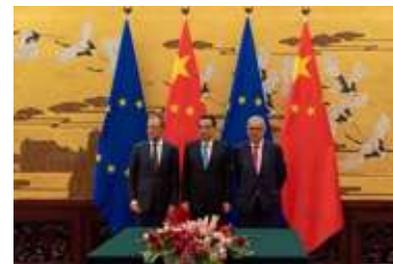
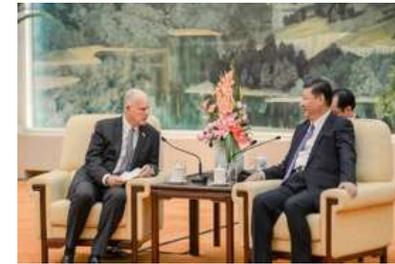
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提取码: 7svl



Diplomacy and Government Relations

Photo/Video Production



Architecture

Photo/Video Production



Photo/Video Production

Industrial



Food & Beverage

Photo/Video Production



Automotive

Photo/Video Production



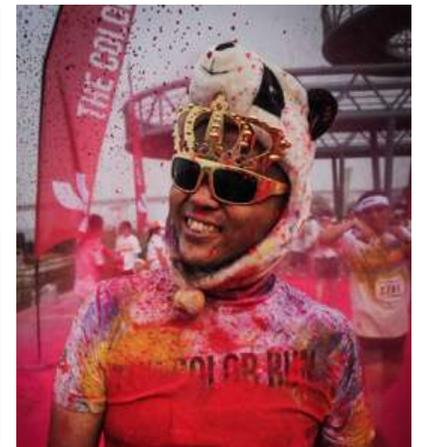
International Events

Photo/Video Production



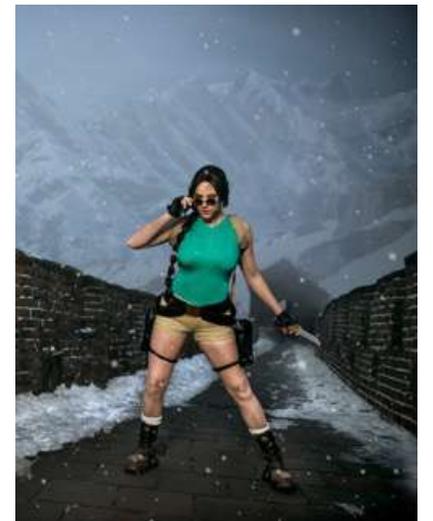
Athletic

Photo/Video Production



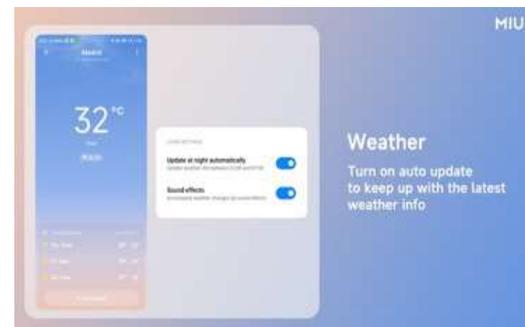
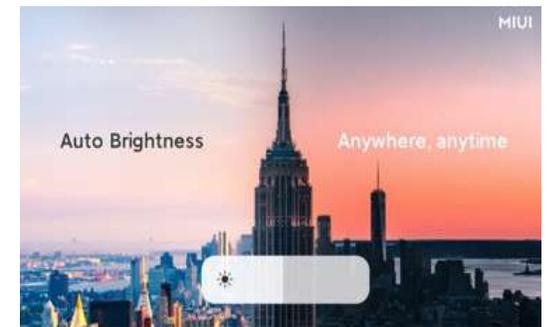
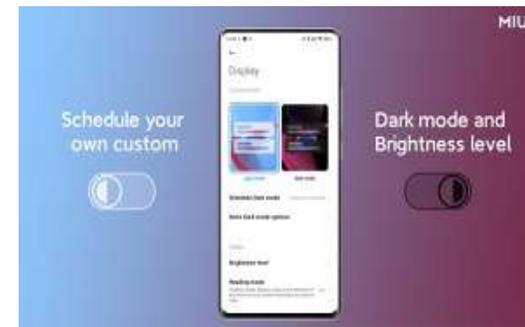
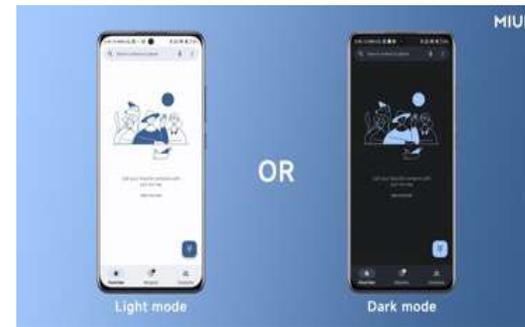
Photo/Video Production

Fashion



Xiaomi Global Social Media Campaign

Social Media / Graphic Design



Xiaomi Global Social Media Campaign

Social Media / Graphic Design



Social Media / Graphic Design



Lenovo Social Media Campaign



United Family Social Media Campaign



United Family Social Media Campaign





Embassy of the Kingdom of Belgium
in Beijing



Belgium - China 50 Years
中国比利时建交50周年



Belgium Embassy

5 Million+
Total Campaign
Social Media Exposure

**25
Thousand+**
Total Traditional
Media Exposure

**65
Thousand+**
Total Campaign
Likes

2 Thousand+
Total Campaign
Comments



**Xiaomi Global
Social Media
Campaign**

24+

**Months of Campaign:
120+ Short Videos / 280+ Posters**

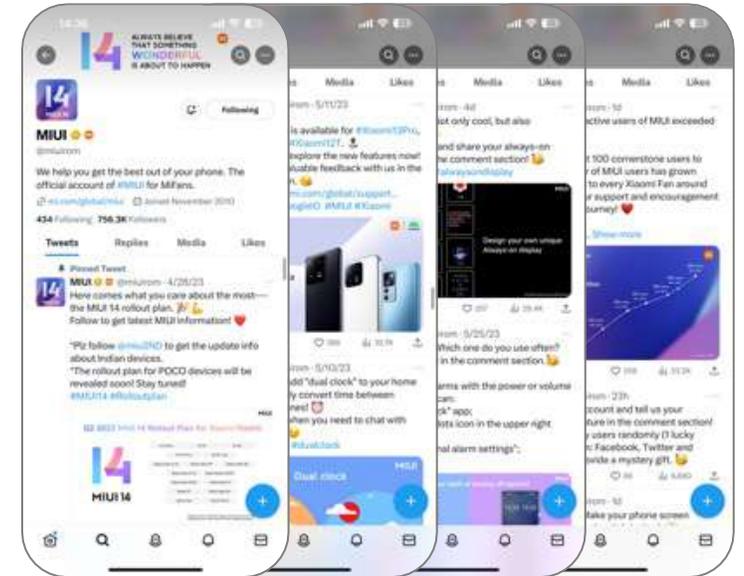
75M+

**Current Views on
International Social Media**

580K+

**Viewer Engagement on
International Social Media**





Xiaomi Global Social Media Campaign

 **@XIAOMIHYPEROS.GLOBAL.OFFICIAL**

 **@XIAOMIHYPEROS**

 **@XIAOMIHYPEROS_**

4

Events

United Family Events

18 Years Baby Welcome Home Party

1000+ Traditional and Social Media
Coverage

500+ Attendances of the Int. & Domestic
Media & Guests

1M+ Audience Reach with Traditional &
Social Media



United Family Events

Beijing North Women's and children's Hospital Opening Event

200+ Attendances of UFH Staff & VIP Guests
200+ Social Media Coverage



@腕力魏思澄



@万万Lina



@吴碧霞

United Family Events

610 Livestream Campaign

- 2M+ Views of Taobao Livestream
 - 15M+ RMB Sales Record on Taobao
 - 100K+ Likes + Comments
- on All Social Media Platforms



@暖暖妈爱分享

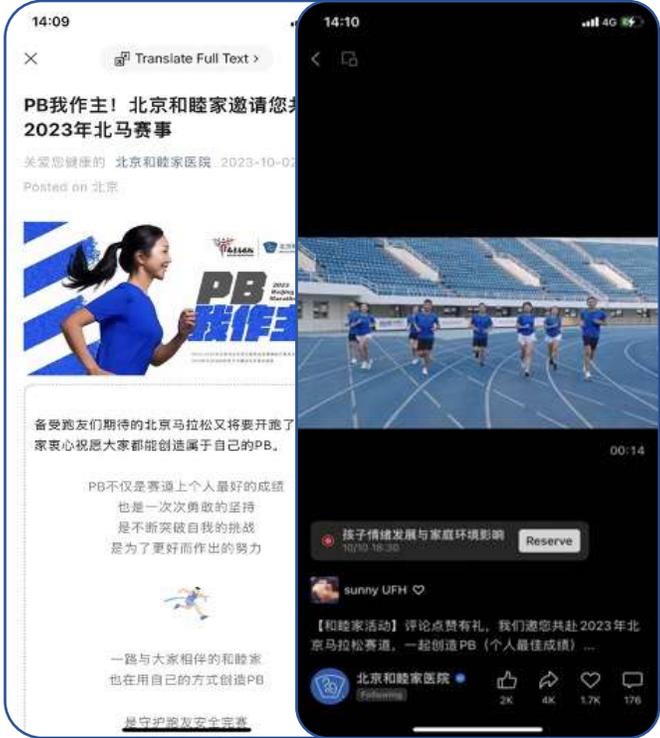


@粉红霏菲

United Family Events



2023 Beijing Marathon
TVC Video and Graphic Key Visual Production



Scan to view full wechat post



United Family Events



2023 JD x UFH Cycling Cup
Photo & Video production, Event Organization



Scan to view full wechat post





2022 HPV & Cervical Cancer Screen & Treat Mission in Daming, Hebei



2022 HPV & Cervical Cancer Screen & Treat Mission in Shanghai



2023 HPV Vaccination Charity Event in Beijing

UFCH
Events

**UFCH
Events**

500K+ Audience Reach with Traditional & Social Media
10K+ Likes + Shares Across All Social Media Platforms



UFCH
北京和睦家医疗救助基金会
United Foundation for China's Health

治愈承载希望
Healing Brings Hope



Belgium-China 50 Years: Stories Of Friendship



Belgium Embassy Events

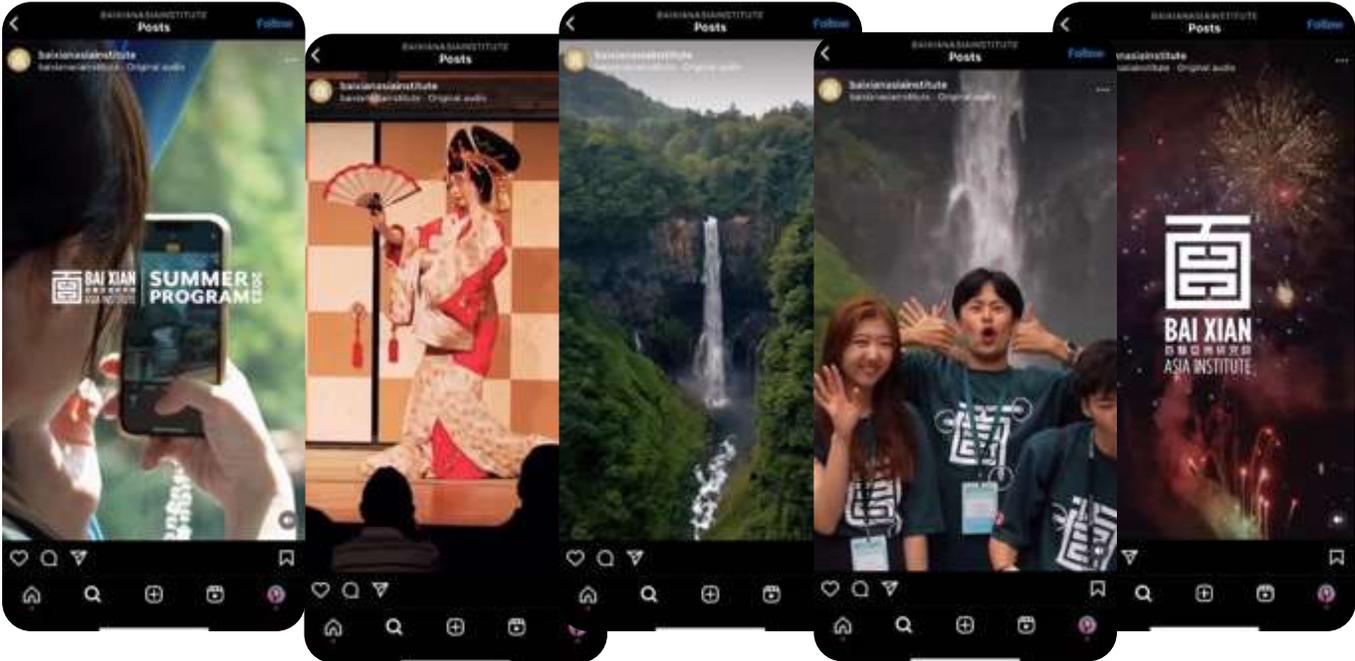


Belgium Embassy Olympic Winter Happening Event



**Belgium Embassy
Events**

**BXAI 2023
Summer Program
in Tokyo**



 **@baixianasiainstitute**

**AIIB x BNY
2024 SIBOS
Reception**

Full Scale Event Management

12

**Teams to execute event, including:
Lighting, Staging,
Furniture, Sound,
Floral & metal decorations,
Catering, Creative Bar,
Photobooth,
Calligraphy Experience,
Dance performance,
Live Band, DJ**

400+

**Attendances of the Int. &
Domestic Guests**



**AIIB x BNY
2024 SIBOS
Reception**



**AIIB x BNY
2024 SIBOS
Reception**



Rosewood Hotel Beijing Opening

02

**International & Domestic
Press Release & Event Coverage**



350+

**Attendances of the Int. &
Domestic Media & Guests**



15M+

**Audience Reach
with Traditional & Social Media**



500+

**Traditional and Social Media
Coverage**

Events



Aaron Berkovich
Creative Partner



www.pekingproductions.com