

INITIAL DRAFT with specific comments

Upload a 250-500 word persuasive essay that describes what you understand to be the fundamental role of public relations in society. Illustrate your commentary by citing a recent example (good or bad) of strategic public relations at work from an area of the field that is of particular interest to you.
Original Word Count: 497

Brand Internationalization of Lenovo: A case study of Strategic Public Relations

In 2004, Lenovo developed a "three-year" plan, targeting its goal on specializing in PC business and seeking international development. In response to the goal a "three-step" strategy was set up: releasing the brand new logo, sponsoring the 2008 Olympic Games and acquisition of IBM global PC business, in each of which public relations played the key role. Going in-depth of Lenvo's success, we will find besides the long-term, overall planning, strategic PR also contributed to the implementation of each step.

Firstly, the SPR plan grants the organizations more controlling power by having a clear picture of what is possessed, what desired and how to access that, thus leading to a greater chance of success. In the Lenovo's case, to change the brand logo seems not an intricate work. Yet details kill. Before the launch of the new logo, Lenovo conducted interviews and thorough researches and established a panel which studied cases of other manufacturers' logo replacing. After, the new logo releasing was conducted in four periods including the online campaign, exhibition, publicity and a press conference. Elaborate but well controlled, the great success made 2003 Lenovo's Brand Year.

A good PR strategy will inspire the enterprise to take the initiative and be proactive. In this sense setting up a good strategy is a self reshaping of the organizations' conduct, and will enable the organizations a leading priority in the competing world.

Secondly the enterprises who have a good strategic PR sense are acute at grabbing fleeting opportunities and digging out potential values, which will maximize the role played by public relations and magnify its efficiency. For lenovo they grabbed more than a "fleeting" opportunity-sponsoring the 2008 Olympic games. This PR maneuver caught enough eyesight of the media and public, more impressively it conveyed such information of "Lenovo is a international brand with super quality" to all over the world.

The Olympic is a giant opportunity that could never be missed, but what about those not so obvious one, such as a guest visitor to the city, a popular song, all of which could add extra value to the public relations work? It takes a good strategic sense to be keen enough.

Besides, for many enterprises PR is used in a limited and scattered way. However since SPR is long-term based and goal-oriented, it will ensure the enterprise to higher development. This point is well illustrated in Lenovo's third step. As a symbol of the U.S. new economy, IBM in itself is a name equals internationalization. The acquisition of IBM global PC business not only has considerable news value, but was a consolidation of Lenovo's brand internationalization strategy as well.

From LEGEND to Lenovo, the successful transformation proves the importance of a strategic pr planning. PR is an orchestrated creation activity that calls for wisdom, strategy,

Comment [AW1]: You do a good job of laying out the multi-tiered dimension of the strategic PR that Lenovo used; first here, and then in the next paragraph discussing the four-part new logo adoption. This demonstrates your grasp of PR as an overarching, business-guiding process. At the same time, the inherent numbering system is a great way to sign-post the points of your essay. You already do this somewhat in this draft, and I will bring the sign-posting out even more in the edit.

Comment [AW2]: This is rather unclear and vague. On the other hand, the last few sentences of this paragraph are much more succinct and to the point. I will use them as the thesis statements of this paragraph instead of this sentence.

Comment [AW3]: I really like the punchiness of this short sentence; however, "kill" is a word that is liable to offend. I will tone it down in the edit.

Comment [AW4]: This is a fair point, but in your discussion even you admit that the Olympics is not a "fleeting" opportunity...

Comment [AW5]: A good way to connect this to the discussion would be to explain why in Lenovo's case the Olympics were such a good match, while these other types of events would not have suited their grand strategy.

Comment [AW6]: This seems key to each of the three steps Lenovo took. I am going to move this point to the beginning in the edit to highlight it.

Comment [AW7]: It is not really clear that this is what the company was called before its name was changed to Lenovo. I will move this information to the beginning in the edit.

and active participation, while a good strategy gives pr anima and immensurable power, which ultimately blows life into the corporation's development.

The connection is really bad.

Besides, it's kind of stiff I guess.

I am really weak at giving a smooth connection. Using those connection words just don't work with me. Give me some hints please!

Do I need to add the following reference at the end?

Reference:

Golden Awards for Excellence in Public Relations

CPRA Qinghua University 2007.9

EDITOR'S REVISION

Brand Internationalization of Lenovo: A case study of Strategic Public Relations

In 2003, a Hong Kong computing company named Legend decided to exponentially increase its international market share. Today, that company is Lenovo, the world's fourth largest seller of PCs. In-depth analysis demonstrates that strategic public relations was key in developing and implementing the three-step program that generated Lenovo's success: first, renaming the company; second, sponsoring the 2008 Beijing Olympic Games; and finally, acquiring IBM's PC division. In each of these steps, the focus was solely on positioning Lenovo more and more prominently on the international stage – an ambitious, and at the same time narrow goal that led to excellent results.

The first stage of Lenovo's transformation seems deceptively simple. However, every detail is crucial. Needing a name that would not infringe on existing copyrights, and at the same time sound inclusively international, Lenovo thoroughly studied other cases of corporate re-branding. After the new name and logo had been selected, they were released in a four-part campaign: an online promotion, an exhibition, media publicity, and a press conference. Elaborate but well controlled, this part of the overall strategy displayed how the right PR strategy can inspire both the internal and external reshaping of a company to conform to a changing and expanding business vision.

With its updated image, Lenovo was ready for the second stage of the overall plan – to display itself on the international stage as a manufacturing leader. The right prospect came along in 2008, and Lenovo became a sponsor of the Olympics. This PR maneuver garnered huge exposure, deftly conveying the idea that Lenovo was now an international brand and a leader in its field. To understand why this step was so important to the larger strategy, it is helpful to compare the bold statement made by sponsoring an event like the Olympics with other, lesser possibilities. What if Lenovo had instead sponsored a visiting dignitary, or a popular TV show? While each would have strengthened the company's domestic standing, neither would have worked well with the aim of international brand expansion. Lenovo's excellent strategic public relations plan never lost track of the overarching goal.

The wisdom of sticking to the long-term plan, regardless of the opportunities that must be bypassed is shown by the third stage of Lenovo's transformation. Having already been portrayed as a global powerhouse, Lenovo cemented this position by purchasing the PC arm of IBM, itself a well-known symbol of success and power. Even more than the two steps preceding it, this stage illustrates the amazing potential of a public relations strategy that works hand in hand with a company's business plan. After all, this acquisition not only had considerable business value, but also consolidated the internationalization of Lenovo's brand.

From Legend to Lenovo, from Hong Kong player to global powerhouse – this case proves the extraordinary value of having business and PR strategy work side by side to coordinate future achievements, to orchestrate useful creativity, and to breathe life into a company's development.