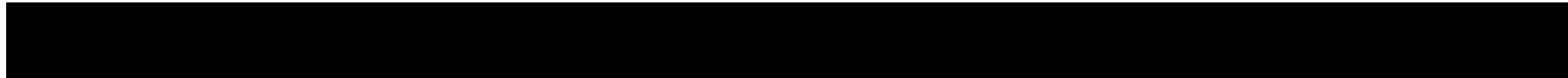


PORTFOLIO

“In every universe, there's a version of you that's a rock”



RUIMENG SUN



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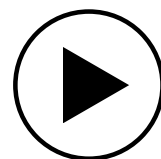
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INTRODUCTION

Founded in 2012 in a small alley named Jiangbianli, HEYTEA has grown significantly to become a leading brand among new tea drink chains, distinguished by its extensive geographic reach and number of stores.

Targeting young consumers and white-collar professionals, HEYTEA consistently innovates to cater to evolving tastes. Its signature offerings, including the “Cheese Tea,” “Fresh Tea and Fruit,” and “Seasonal Fruit Limited” series, have solidified its reputation for creativity and premium quality.

In recent years, HEYTEA has pursued an ambitious overseas expansion strategy to enhance its international presence. Through strategic planning and investment, the brand has successfully extended its global footprint, further establishing itself as a key player in the international beverage market.

113 WORDS



As a public relations and communication intern at Heytea, my primary objective is to



ENHANCE THE BRAND IMAGE

In my regular work and in the execution of projects, my responsibilities can be broken down as follows:

01

**ADMINISTRATIVE
WORK**

02

**MARKETING
RESEARCH**

03

**SOCIAL
LISTENING**

04

**SEARCH ENGINE
OPTIMIZATION**

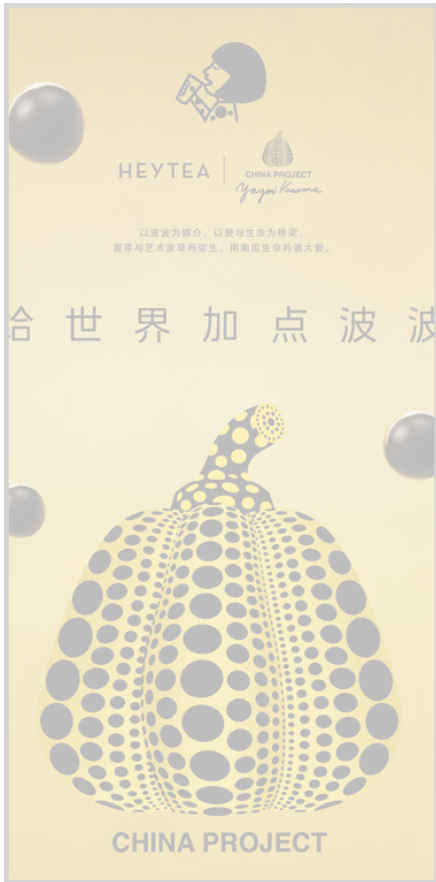
05

**COPY WRITING
AND PHOTOS
SHOOTING**

06

**REACHING OUT
TO MEDIA**

PROJECTS
PROJECTS
PROJECTS



FOUR TRUTHS AND SEVEN ZEROS



HEYTEA x PAMELA REIF

The objective of these two projects is to reinforce the brand’s association with health-conscious values. Four Truths and Seven Zeros focuses on showcasing the superior quality of ingredients, while HEYTEA × Pamela Reif aims to leverage Pamela Reif’s influence as a health advocate to promote new products that preserve the original flavor while reducing sugar content.

I joined these projects at a later stage, with a primary responsibility for search engine optimization (SEO). While the task may seem complex, it largely involved reviewing press content for distribution across various channels. My role was to ensure that the original brand news articles were accurately incorporated into the SEO content, while preserving their integrity and key messaging.

This work illustrates to me how the brand utilizes SEO to convert searchers into potential customers. Unlike traditional brand news articles, SEO content is much enriched with relevant keywords and often reiterates past projects to reinforce positive brand recognition.

Each release of SEO content has resulted in increased click-through rates and higher search volume for HEYTEA. Additionally, the brand has created engaging, high-quality posts for platforms like WeChat, which have led to more viewing times, demonstrating the importance of content quality in driving SEO success(Almukhtar et al., 2021) .

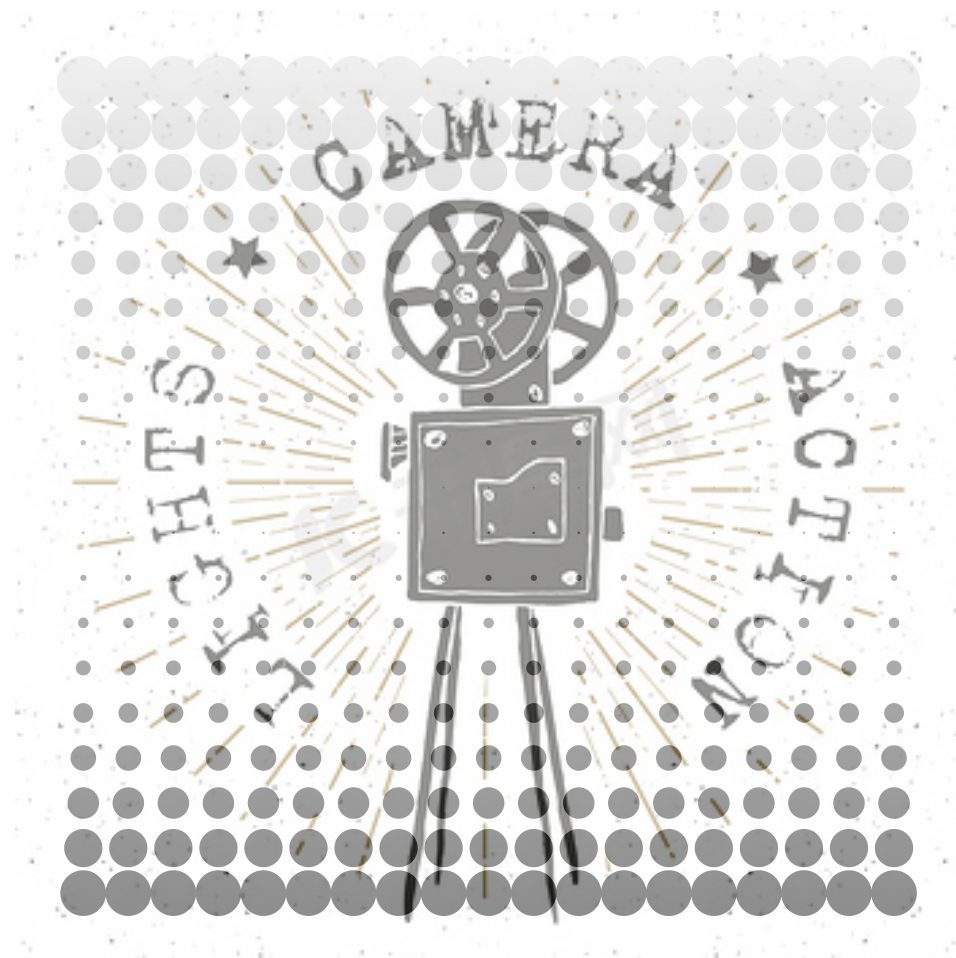
HEYTEA COLLABORATIVE PARTNER PROJECT

aims to attract more individuals to become HEYTEA shop owners. The PR department plays a crucial role in crafting content that conveys dynamic brand messaging to potential partners and builds stakeholder confidence. As part of this initiative, I contributed to two key tasks: managing SEO for the A Letter for Partners project and participating in the Outstanding Partner Video Shooting.

My involvement in the video shoot was particularly meaningful, as I acted as a liaison between the professional filming team and the partners. While the technical aspects were handled by the production team, I closely observed the creative process, gaining insights into how scenes were meticulously crafted. Elements such as the relative distance between performers and the camera, their positioning within the frame, and other visual choices were deliberately designed to evoke a strong emotional connection with the audience.

In showcasing the partners' success stories, the production team employed thoughtful design techniques. The partners were filmed sitting comfortably on a couch, occupying a significant portion of the frame to emphasize their importance. They directly addressed the camera, creating a non-visual eye line with viewers—a technique I learned about in TIA505. This setup effectively conveyed a sense of authenticity and engagement.

A key takeaway from this experience was recognizing the significant effort required to produce high-quality content. Although the shoot spanned nearly two full days, the final video was under five minutes long. This demonstrated the intricate nature of communication, as I gained exposure to multiple disciplines, including filming, lighting design, and color coordination, all of which contributed to a cohesive and visually appealing video aligned with the brand's theme.



HEYTEA × SKY: CHILDREN OF THE LIGHT

This project aims to collaborate with the game *Sky* to enhance HEYTEA's brand influence. In this initiative, I am primarily responsible for social media listening, as the department anticipated a potential crisis. Due to previous instances of inappropriate marketing, HEYTEA is facing backlash from some consumers who feel the brand does not respect women. Since *Sky* is a game with a largely female player base, my role involves closely monitoring social media feedback.

Upon reflecting on this experience, I realized that practical crisis management differs significantly from theoretical approaches. From a consumer's perspective, the brand should promptly issue an apology or clarification. However, leadership advised against this approach, explaining that an apology might imply an admission of intent to harm female consumers, which could be an overinterpretation of the situation. Instead, the brand adopted a defensive strategy (Bundy et al., 2016), which may seem passive but was aimed at avoiding escalation.

Through data analysis, I found that while there was significant online content, much of it came from new accounts focused exclusively on this issue. Additionally, no media outlets had reported on the situation, further suggesting that its impact was limited. Despite preparing a detailed announcement and crisis management plan, we chose not to release it, as the virality of the event had already declined.

This was my first hands-on experience with crisis management. Although the department had well-established guidelines, I initially felt uncertain about the defensive strategy. Reflecting on my previous work in TIA 515, I had speculated why corporations might avoid addressing negative news. This time, I received professional insight into the broader, long-term metrics used to evaluate crises, such as sales impact and media coverage, which helped me better understand the rationale behind the brand's approach.





HEYTEA's Olympic Games marketing and communication program represents the brand's most ambitious dissemination effort to date. Spanning three phases from June to October 2024, the program implemented a comprehensive PR strategy.

The first phase focused on domestic communication, utilizing hoardings and landmark projection ads in Paris to position HEYTEA as a leading Olympic marketing brand in the new tea drink category. The second phase introduced a pop-up store in Paris, which generated significant buzz through a viral social media campaign using the hashtag #GiveParisSomeChineseTeaDrinkShock. The third phase highlighted a product collaboration with sports brand ANTA, driving sales and strengthening HEYTEA's association with the Olympic economy.

My responsibilities centered on marketing research and social media listening, providing key metrics to evaluate the program's effectiveness. Specifically, I gathered and analyzed data on competitor brand BWCJ, including engagement rates for their campaign-related posts, and compared these insights with HEYTEA's campaign performance.

This program was my first project since starting my internship, and it presented unique challenges. While I felt confident in my social listening skills from prior experience, managing data for a high-profile project was initially daunting. I hesitated when filtering data, concerned it might compromise the analysis. However, my colleagues reassured me that the objective was not to meet academic research standards but to identify core sentiments and trends. This perspective helped me refine my approach and focus on actionable insights.





**“DOTS ARE SYMBOLS
OF THE WORLD, THE
COSMOS. THE EARTH
IS A DOT, THE MOON,
SUN, THE STARS ARE
ALL MADE UP OF
DOTS. YOU AND ME,
WE ARE DOTS.”**





The collaboration between HEYTEA and Yayoi Kusama represents another significant milestone in HEYTEA's strategy to enhance its global brand image through partnerships with world-renowned artists. Our department's primary responsibility was to develop communication strategies for this high-profile collaboration.

As part of this project, I was tasked with researching Yayoi Kusama's previous collaborations, specifically her work with LVMH, and analyzing media feedback on these events. HEYTEA, positioned as a high-end beverage brand and the first in its category to collaborate with Fendi, sought to emphasize both the connection between BOBO (a signature topping) and Kusama's iconic polka dots, as well as the luxury appeal of her art.

My research revealed that interaction is a defining characteristic of Kusama's art, as seen in LVMH's large-scale landmark exhibitions, such as the giant pumpkin sculptures and dotted installations that captivated audiences worldwide. Drawing from this example, HEYTEA implemented similar interactive elements in Shanghai, attracting significant attention from tourists.

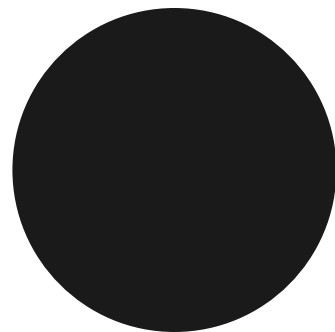


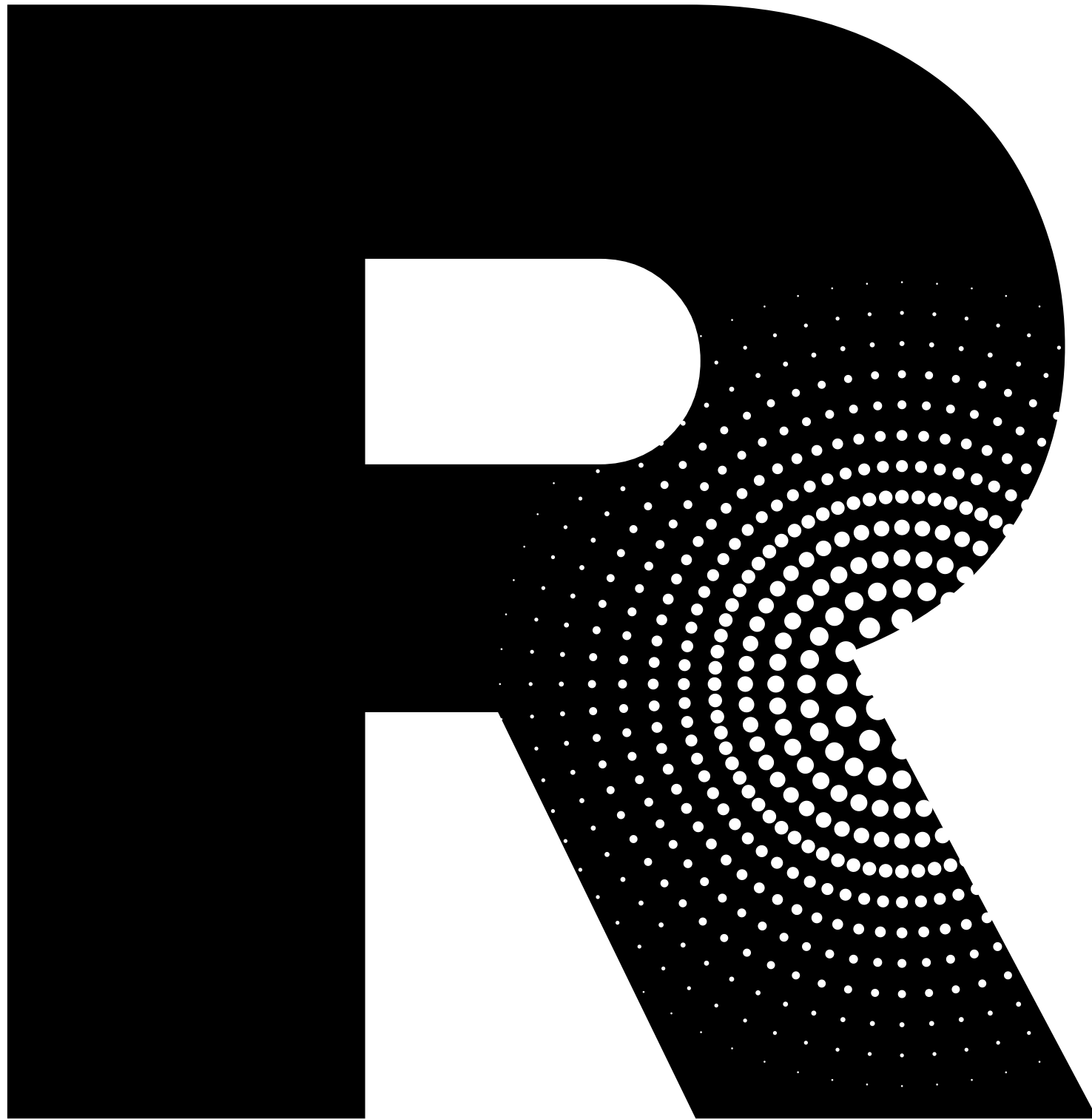
This market research provided a foundation for my team leader to craft effective communication strategies. These included leveraging Kusama's association with luxury brands to elevate HEYTEA's image and designing media campaigns that seamlessly connected Kusama's artistic vision with HEYTEA's brand identity.

Through this process, I gained valuable insights into crafting communication strategies that extend beyond delivering brand messages. I learned how to build a compelling media atmosphere, often using third-party narratives to convey concepts that might otherwise seem too bold coming directly from the brand itself.

Additionally, I gained valuable insights into achieving media reach. From identifying journalists to filtering suitable candidates and crafting tailored news pitches, this process provided me with practical, hands-on experience in PR work. It deepened my understanding of the intricacies involved in building media relationships and effectively communicating key messages to the right audience.







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