

Best Buy Entry into China



百思买™

- **Date:** September 2006
- **Mission**
 - Successfully manage the arrival of the first foreign consumer electronics retailer to enter China through countering negative commentary and speculation
 - Establish a strong presence for Best Buy in the market place through clearly communicating its business strategy & commitment to the China market
 - Drive consumer traffic to the new store
- **Method**
 - Pre-Launch: targeted, low-key media strategy to manage speculation and build an open relationship with the media; media briefings on business strategy; acquisition announcements timed to meet Chinese publishing deadlines, not Wall Street; no exclusives or preferential treatment
 - Soft opening – showcase Best Buy’s hassle-free store experience, differentiated service/product offerings to reinforce Best Buy’s unique positioning and draw consumer attention
 - Grand opening – undertake an official launch to draw customers to the store
- **Measurement**
 - Ensured that media speculation and issues were proactively addressed and the launch of the store could focus on delivering the consumer value proposition messaging rather than reiteration of the wider business strategy
 - Coverage for soft opening helped beat foot fall targets to the store in the first week



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