CHOOSE CHINA 2017
Ni Hao

Hunter Konuszewski
Account executive

I am an upcoming junior at the University of Georgia in Grady College. My goal in life is to become a sports/news broadcaster due to dreaming about becoming one since I was a kid. By being on this trip, I learned numerous strategies about advertising and public relations which may also be a possible career option in my near future.

Maggie Johnson
Creative Strategist

I'm a soon-to-be Digital Marketing grad from the University of Georgia. Fueled by big ideas and La Croix, I strategically tackle problems from every angle and artfully package the results. I chose China because I wanted to push myself outside my comfort zone and see the world of advertising through a global lens before starting my career at an agency.

Jennifer Williams
Content Strategist

I'm a rising junior at UGA, majoring in both Journalism and Geography. In my spare time, I love binging on strawberry cupcakes, listening to NPR, drinking vanilla chai lattes, and of course, travelling! I chose China because I was looking for a new and unique cultural experience, and that is exactly what I found. My experiences in Rome and London simply can't compare to the fun I had with my classmates, as we hopped around the major cities of China.

HUNTER KONUSZEWSKI
Account executive

I am an upcoming junior at the University of Georgia in Grady College. My goal in life is to become a sports/news broadcaster due to dreaming about becoming one since I was a kid. By being on this trip, I learned numerous strategies about advertising and public relations which may also be a possible career option in my near future.
First stop: Shanghai—a 6,340 km² city with a sea of skyscrapers in every direction. After spending 8 days in this bustling and vibrant city, many of us began to feel acclimated and fully immersed in the Chinese culture. With an intuitive subway system, the Choose China team was able to navigate Shanghai like pros by Day 8. We quickly realized that venturing out would require some preplanning as none of us spoke the language very well or had data—making communication without WiFi virtually impossible. But, that didn’t stop On Beijing Time from making the most of our time in Shanghai.

**TIMELESS VIEWS**

**The Bund** - The Bund is nestled on the Huangpu River, adjacent to Zhongshan Road. Modern and picturesque, the Bund offers an incredible view of Shanghai’s skyline.

**Oriental Pearl Tower** - Beyond offering an exceptional, bird’s-eye view of Shanghai, the Oriental Pearl communicates three distinct pictures of the city—the past, present, and future. The Tower’s museum exhibits Shanghai’s history, and its 360° glass observation level displays the city’s current state. Looking forward, part of the Tower is also devoted to showcasing Shanghai’s vision for its future—a green, technologically-advanced city.

**Wuzhen Watertown** - Known as “the Venice of China,” the Wuzhen Watertown was a dazzling excursion. Complete with workshops that showcase traditional Chinese customs and practices, the watertown offered historical insight, as well as some incredible photo opportunities.
Clocking In

**BIGmind**

At BIGmind Design, Yan Zhang, the agency’s founder, challenged us to recommend ways in which the experience of both tourists and locals at the Oriental Pearl Tower could be improved. We suggested that the Tower could host after-hour events, like college nights, and offer promotional discounts for return visitors, compelling guests to visit the Tower more frequently.

**Leo Burnett**

With 102 offices in 82 countries, Leo Burnett maintains a paramount presence in the advertising industry. During our visit, Angie Wong, Leo Burnett’s Managing Director for Shanghai, presented the Leo Burnett’s international approach to advertisement—*humankind*. The *humankind* strategy identifies a human behavior, creates a brand purpose, and inspires action.

**Burson-Marsteller- Shanghai**

Presenting on China’s digital media landscape, Burson-Marsteller provided a unique experience to learn about the values of their company and what they do to promote new ideas and campaigns. One of their core values is based on three concepts: viral, informative, and practical. We can relate to these concepts based on how useful each of those values are for the consumer’s interest. We broke into teams and competed to come up with several ideas to promote the release of Continental’s new tire. Burson-Marsteller was a more hands on visit which was very beneficial for us to learn from.

**PHD Worldwide**

PHD was one of our last companies we visited in Shanghai and it was very impressive regarding the media buying strategies. The bulk of what we discussed was the app WeChat which was very interesting to learn about an app that literally does everything for everyone in China. We feel that our class learned a lot about how we can bring something similar to The States.
Next stop: Xi’an. One of China’s largest cities, Xi’an is rich with history and truly embodies traditional Chinese culture. It is home to the incredible Terracotta Army, Ancient City Wall, and the largest Pagoda in China. Xi’an has a large Muslim population which attracts both domestic and international tourists to their lively Muslim Street Market where street vendors savagely shave meat off the carcass of a dead animal and sling souvenirs on the cheap. Quite an interesting time in Xi’an!

**TIMELESS VIEWS**

**Bike riding** - Built over 600 years ago, the Xi’an City Wall was an exciting place to take an 8.5 mile bike ride. The biking adventure allowed us to explore the monument and appreciate Xi’an’s skyline.

**Giant Wild Goose Pagoda** - Built over one thousand years ago, the Giant Wild Goose Pagoda is a Buddhist temple in Xi’an. At the Pagoda, we attempted to master traditional Chinese calligraphy, which is even harder than it looks, and trekked up the 7 stories of the Pagoda to catch some views of Xi’an.

**Culture time**

Home to many Muslims in Xi’an, the market offers locals and tourists alike a unique cultural experience. We were all a bit culture shocked!

**Terracotta Warriors** - Discovered in just 1974, the 8,000 Terracotta Warriors are Xi’an’s claim to fame. The Warriors offered a glimpse of Ancient China, but our favorite part of the day was the dumplings we had for dinner.
Next stop: Beijing. Beijing was our third city to visit and by far the most cultural experience of them all. Beijing is most commonly known for hosting the 2008 Olympic games where Michael Phelps made us proud. Other than the Olympics, Beijing is the capital of China and is full of rich history starting with the Great Wall all the way to the Tiananmen Square incident of 1989. Despite the WiFi being poor and the quality of the air making you cough, we enjoyed Beijing and all of the sites it had to offer.

**BARGAINING TIPS**
- Start low
- Maintain your original price
- Walk away if they don’t budge

**TIME TO EAT**

**Peking Duck** - As total foodies, we chose China partly because we wanted to experience the cuisine. As Beijing has been known for its Peking Duck dish since the imperial era, it was a must-try for our group. The flakey crust paired with the sweet plum sauce offered a delicious, one-of-a-kind dining experience.

**TIANANMEN SQUARE**
One of our busiest days in Beijing started off with a visit to Tiananmen square and the forbidden city. The takeaway our class took away from standing at the Tiananmen square was the weirdness of being in a place that a tragedy took place in 1989. It was an unusual experience to be in the square but overall it was very neat to learn about other people’s takes on the incident.

**FORBIDDEN CITY**
The forbidden city was simply majestic when walking through the huge wooden doors with golden knobs. The rows of temple doors in the distance made for an incredible picture and a great chance to learn about the culture of the empires in that time period.
The Great Wall

With mountains rolling as far the eye can see and fog lightly flowing with the breeze, the atmosphere of the Great Wall was spectacular. The rain kept us cool, as we hiked on the ancient stones. The last stretch of the wall was laborious, but the views from the highest point were well worth the workout. No words can do the Great Wall justice. An experience there must be felt.
Final stop: Hong Kong. Formerly owned by the U.K. from 1841 to 1997, this city is vastly diverse, attracting many foreigners for work and travel. With many outdoor activities such as horse races, hiking, boating, there is always something to do in Hong Kong. We found Hong Kong to be a city of mysteries based on the numerous amount of hidden gems for tourists to explore.

**DAY 15 2017/05/24**

- **05:00** Head to airport
- **15:20** Touch down in HK
- **19:30** Horse Race @ Happy Valley

**DAY 16 2017/05/25**

- **10:00** Agency visit #4: Edelman
- **13:00** Group work & naptime

**DAY 17 2017/05/26**

- **10:00** Agency visit #5: Burson-Marstellar HK
- **14:00** Agency visit #6: BBDO
- **21:00** England v. HK soccer match

**CULTURE TIME**

**Horse races** - Hong Kong has long been known for its horse races, and we had the opportunity to experience this spirited tradition on our first night in Hong Kong. We placed bets on horses, mingled with other foreigners, and enjoyed the lively atmosphere of the Jockey Club. Hunter even managed to win 30 Hong Kong dollars!

**CLOCKING IN**

**Edelman** - At Edelman, we met with Adrian Warr, the office’s Managing Director, who informed us that Edelman is in the businesses of selling trust to its clients. As he presented Edelman’s extensive research into global perceptions of business, government, and media, we enjoyed tea and cookies, or as an English-speaking, Hong Kong native would say, tea and “biscuits.”

**Burson-Marsteller HK** - The group got to hear stories from Alastair Monteith-Hodge, managing director of the HK office. Instead of being taught PR directly, we were able to learn about Burson-Marsteller through his past experiences in the field.

**BBDO** - Poi Yu, BBDO’s Corporate Communications Manager of Greater China, and Josh Cheung, the office’s Account Manager, presented on Hong Kong’s ever-changing market. As an international city with a robust economy, advertisements in Hong Kong must be carefully-crafted. BBDO strives to appeal to human action and cultivate simplicity with its ads.
TIMELESS VIEWS

**Dragon’s Back** - On one of our free days in Hong Kong, we hiked Dragon’s Back, an island in the southeastern part of the city. With 360° views of forested mountains and crystal clear water, Dragon’s Back is truly outstanding. This hiking location was recommended by a friend, and we are so glad we had the chance to see it for ourselves. It was the perfect temperature for a hike—not too hot, not too cold. It was an epic and breathtaking moment, similar to the Great Wall. The photo opportunities were endless!
I never in a million years would have pictured my first trip out of the country turning out like this. Dr. Meng did an incredible job planning everything, and she provided all twelve of us with a once-in-a lifetime opportunity to experience China like a local. I met so many amazing people on this trip and learned so much. Choosing China was the best unexpected decision of my life!

As we sat at our farewell dinner in Hong Kong, I looked around the table at my classmates--now friends--and our wonderful professor, Dr. Meng, and I cried. When I chose China, I had no idea I was signing myself up for the most incredible experience of my life. From calling the dawgs on top of the Great Wall, to eating a fried scorpion on a crowded street in Beijing, China has been a whirlwind of unforgettable moments. The tourist attractions and agency visits were amazing, but the people I shared these experiences with are what made my time here so awesome. I will forever be grateful that Dr. Meng devotes her time to planning such a remarkable Study Abroad Program, and for the 11 other students who have become my best friends over the last month.

Going into this trip I never would have thought I would get so much out of it. At first I was nervous about going across the world but my world became smaller when I bonded with such amazing people who I now call my friends. If it was not for Dr. Meng being a wonderful professor and friend, our class would not absorb near the amount of knowledge or memories like we did. For anyone considering going on this trip I would highly recommend it.