



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/008

The Mission in the New Communication Era

Submitted by: Blue Digital



**APEC Advertising Standards Forum and
Mentoring Workshop
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The Mission in the New Communication Era
新传播时代下的使命

By BlueDigital, Only for APEC Advertising Standards Forum and Mentoring Workshop Use 2014. Aug 8th



Starting Words
开场语

Who We Are and What is Our Mission? **广告人的行业使命?**

New Era , New Role
新时代 , 新角色


Creator
创造者


Communicator
传播者


Maker
树立者

Our Attitude
我们的态度

Integrity is More Important. **诚实比排名更重要。**

No. **9**

★ TOP 10

→

No. **16**

Integrity is More Important
诚实正直更重要

The Holmes Report Made Mistake
霍尔姆斯排名出现失误

With Charities
和公益组织一起

Promote Social Responsibility, with Charities.
和公益组织一起倡导社会责任。







With Clients

和客户一起

Deliver Positive Energy, with Clients. 和客户一起传递正能量.

把乐带回家

Bring Happiness Home 2014



Promote Corporate Social Responsibility
倡导企业社会化责任

Deliver Positive Energy & Social Care
传递社会正能量&社会关怀

Ending Words

结束语

Healthy Industry
成熟完善的行业



Self-discipline
自律



Industry Supervision
行业监督

THANK YOU

谢谢

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