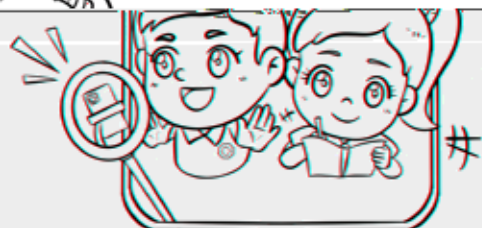
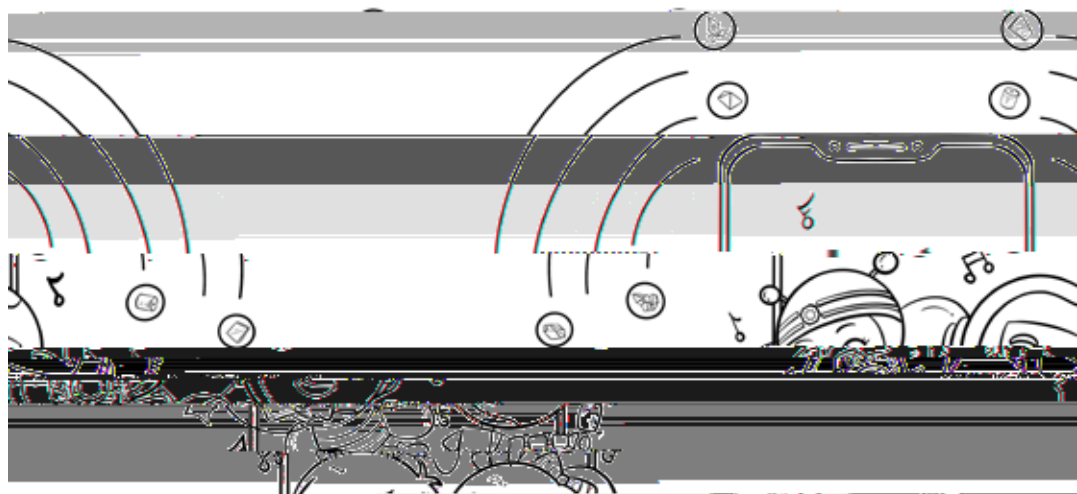


中国建材集团

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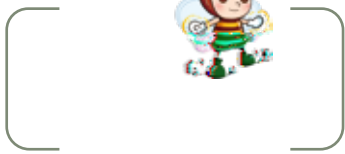
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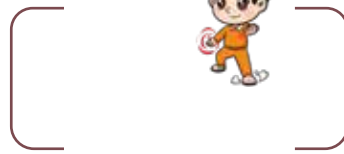
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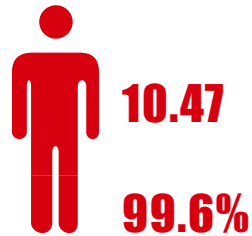
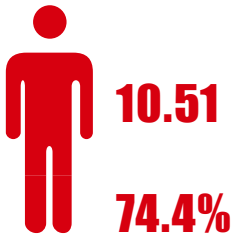
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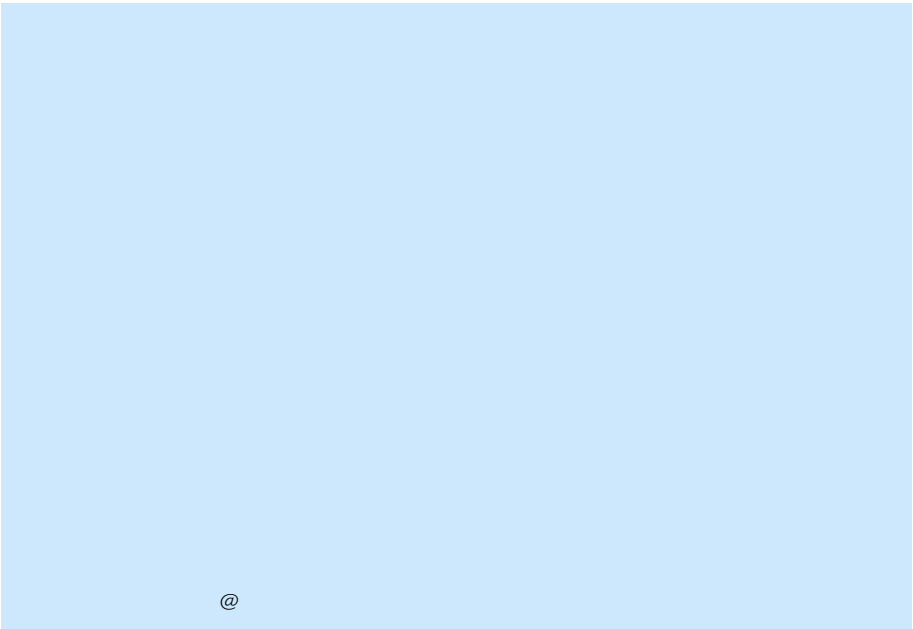


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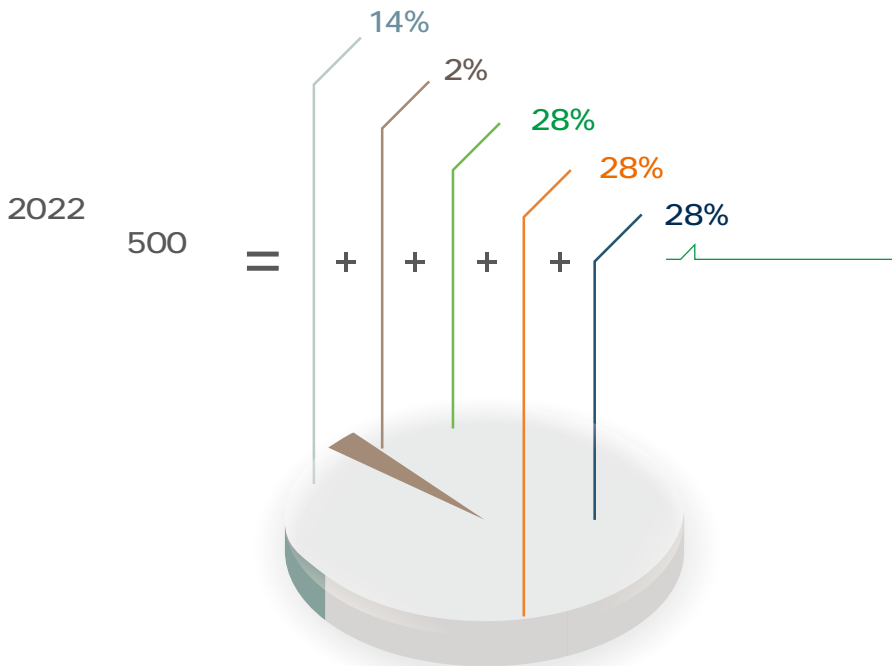
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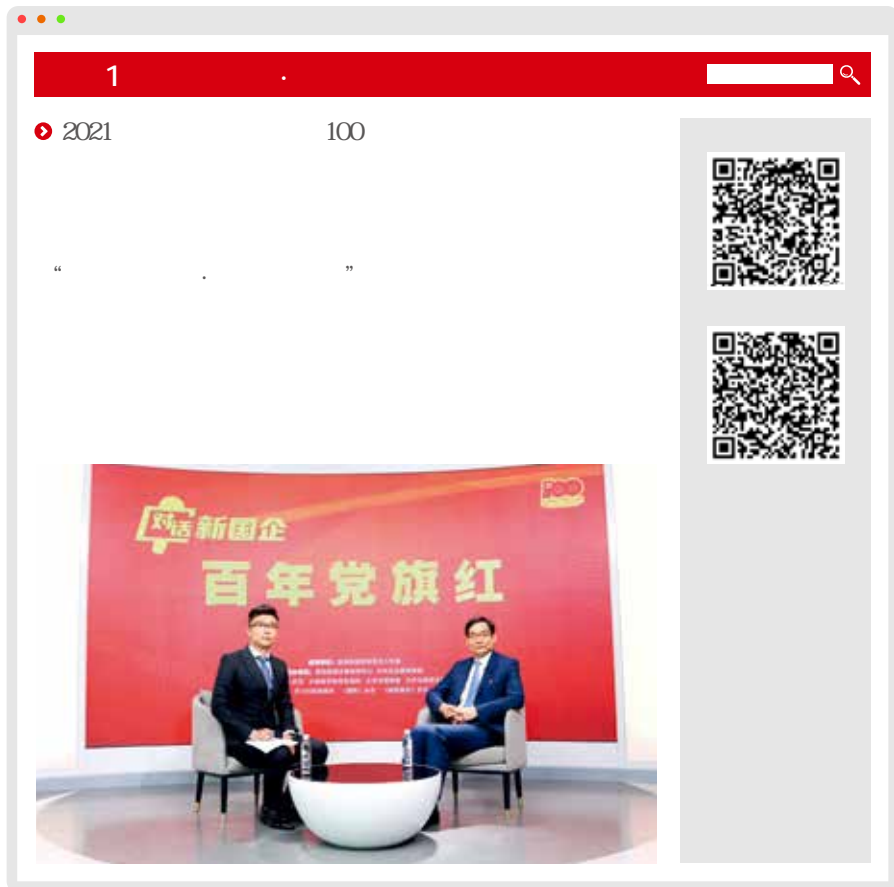
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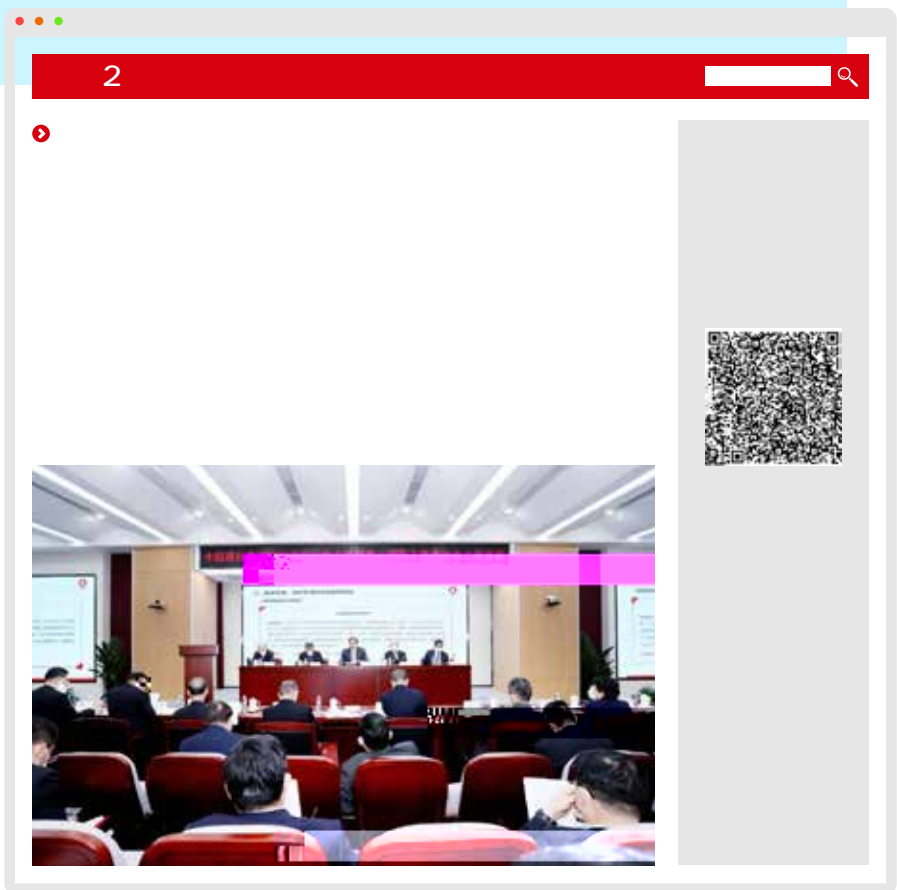
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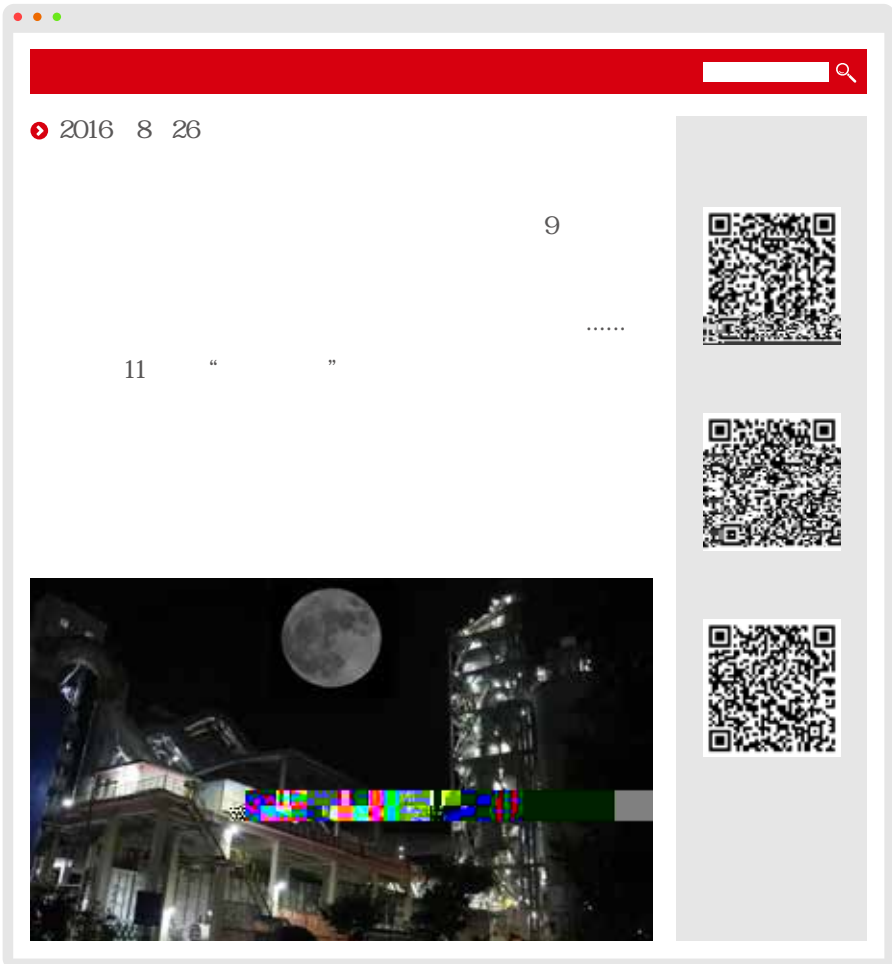


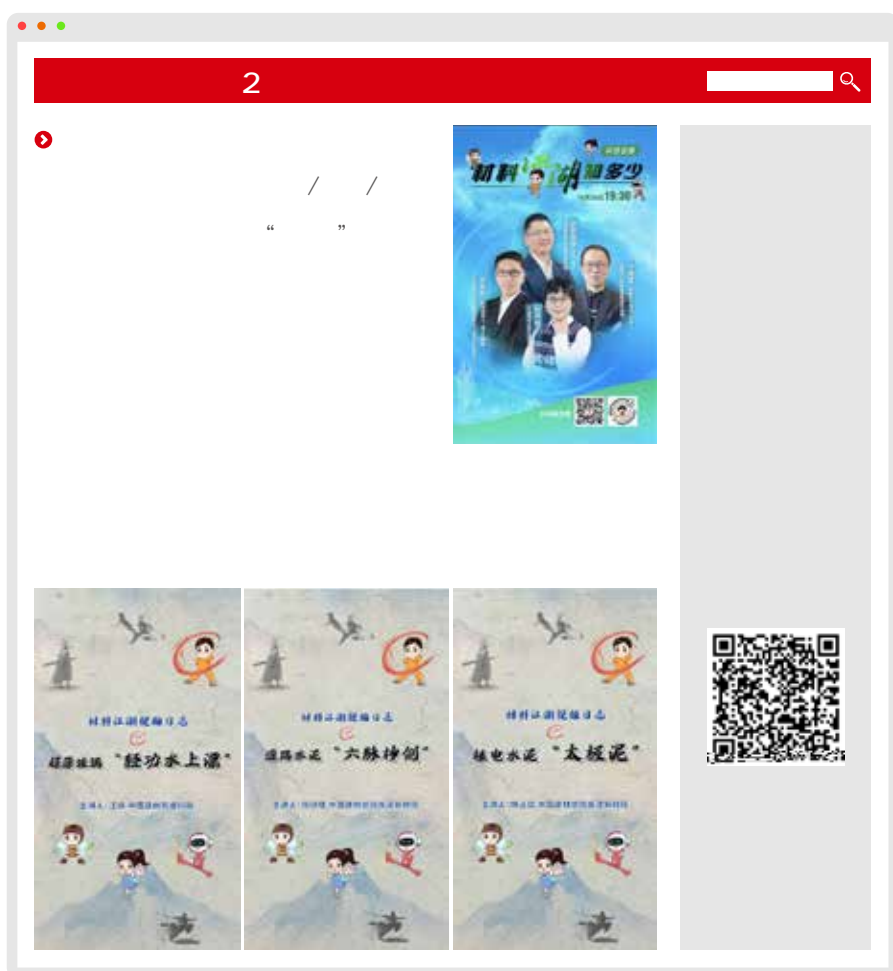


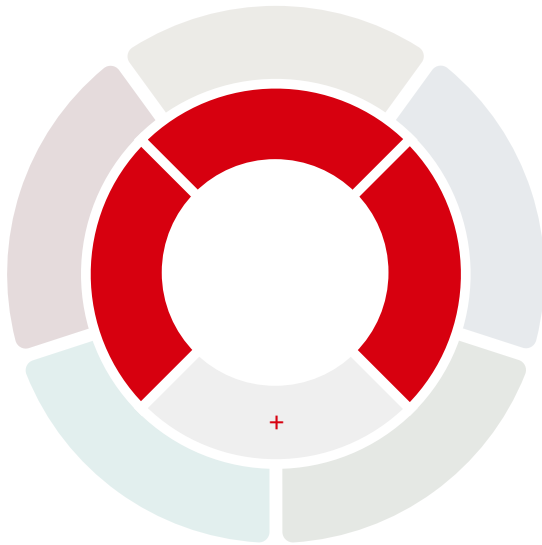
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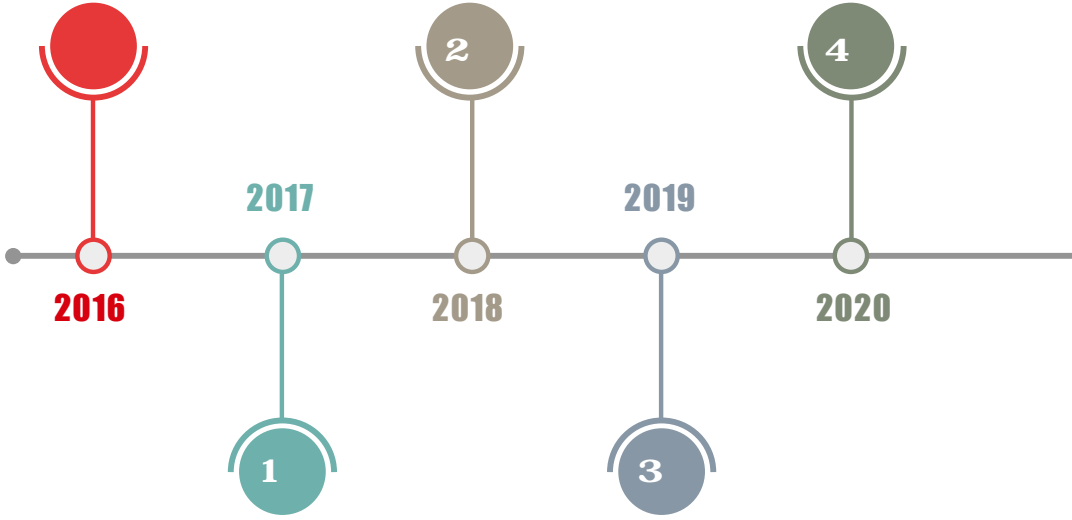
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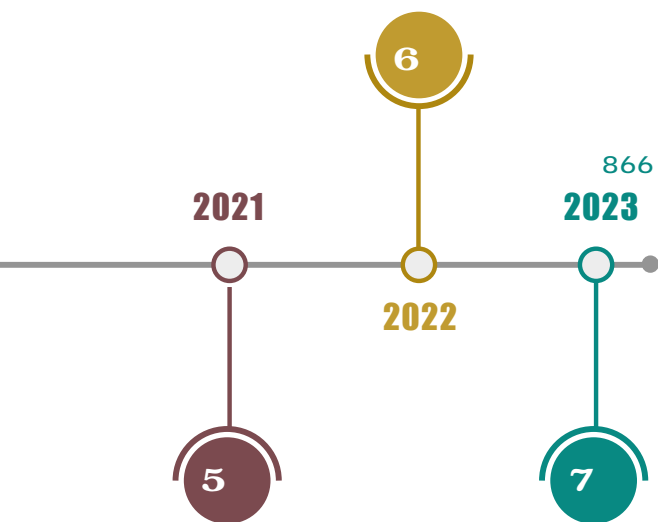
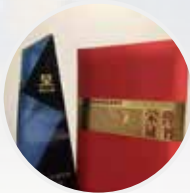
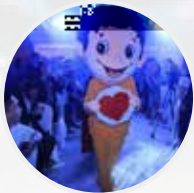
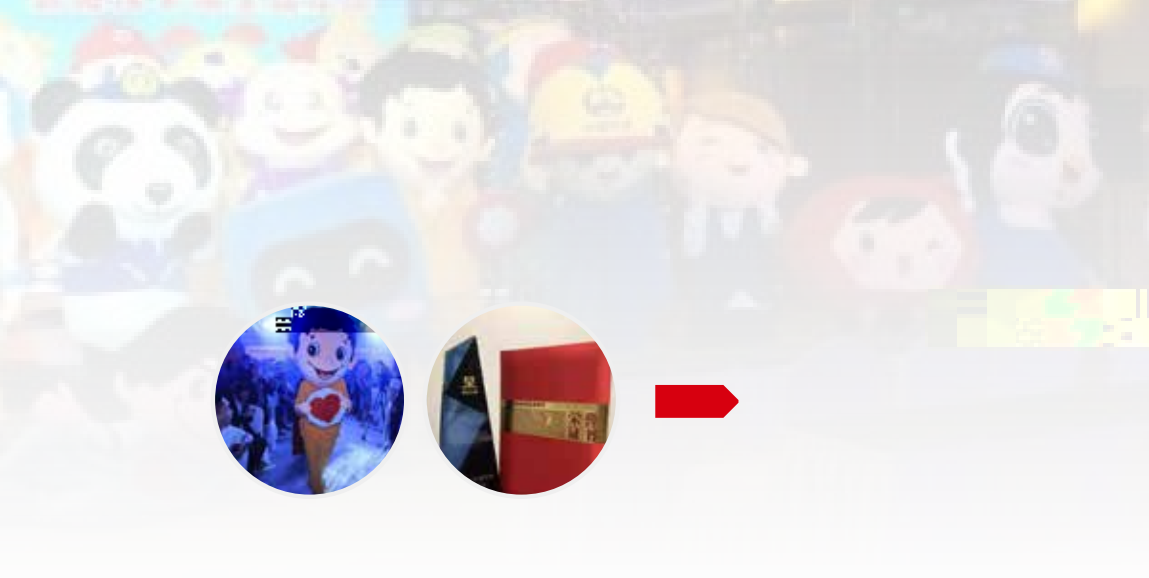


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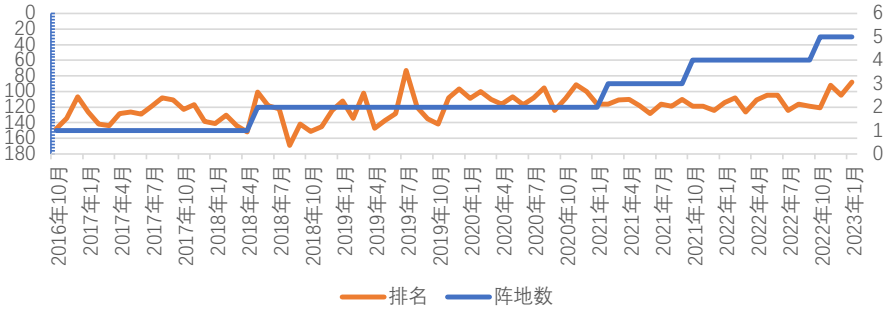
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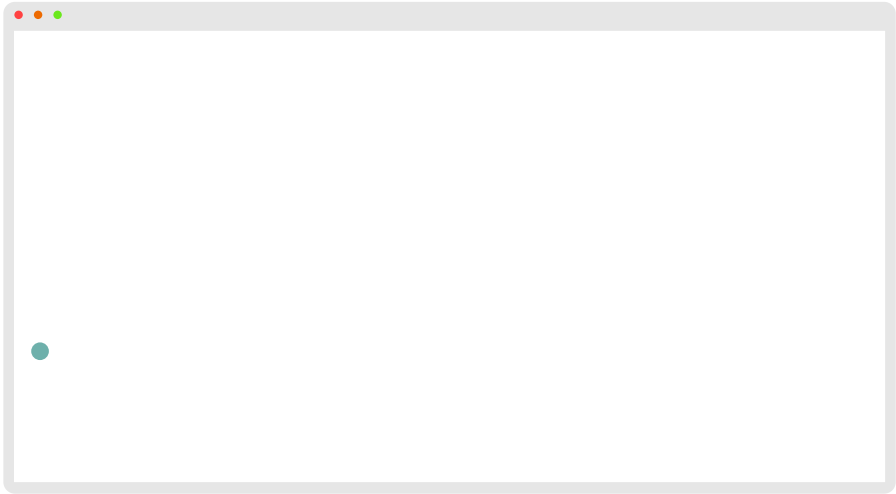


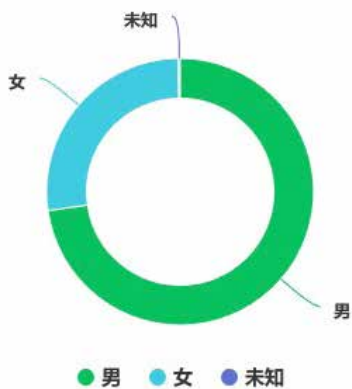
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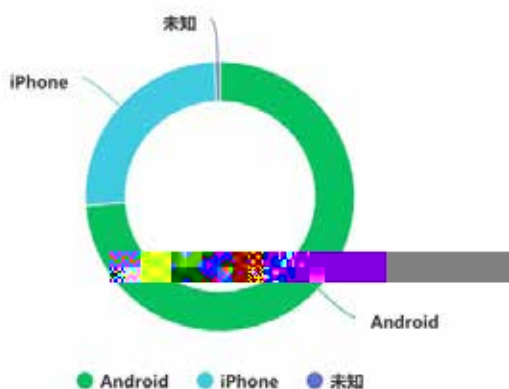
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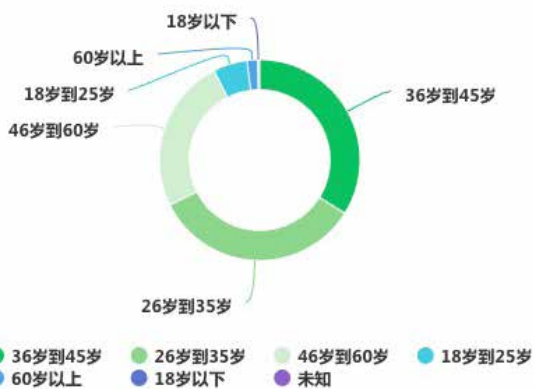
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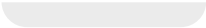
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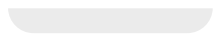
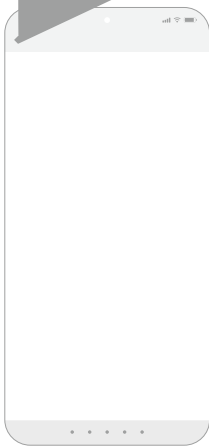
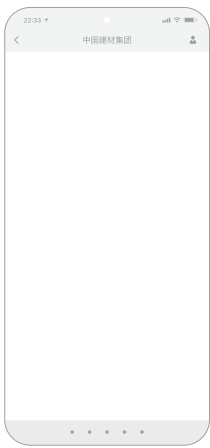
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中国绿发集团有限公司中远海运的二十大开幕式

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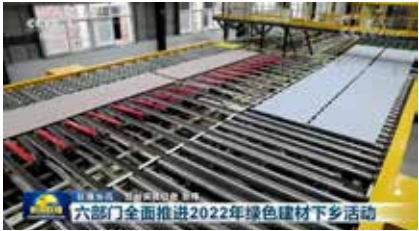
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六部门全面推进2022年绿色建材下乡活动



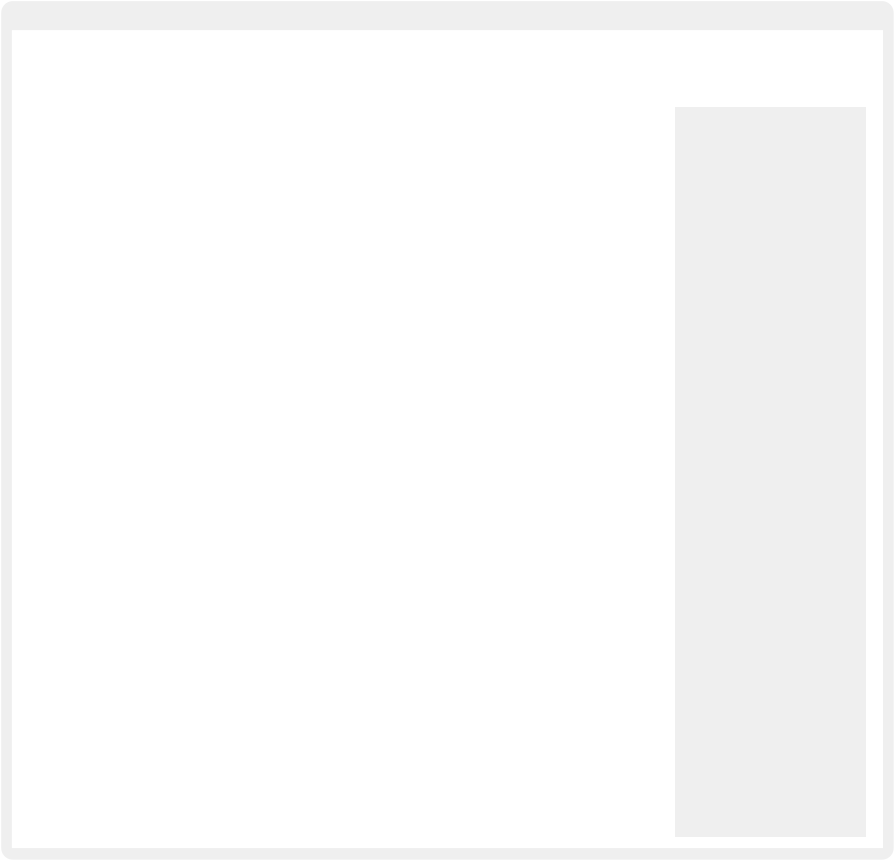
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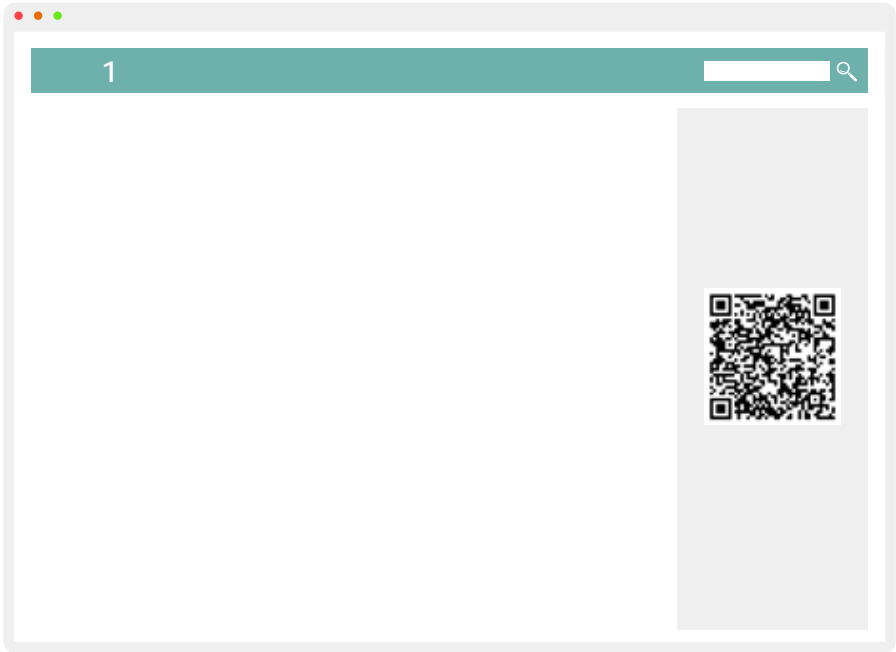
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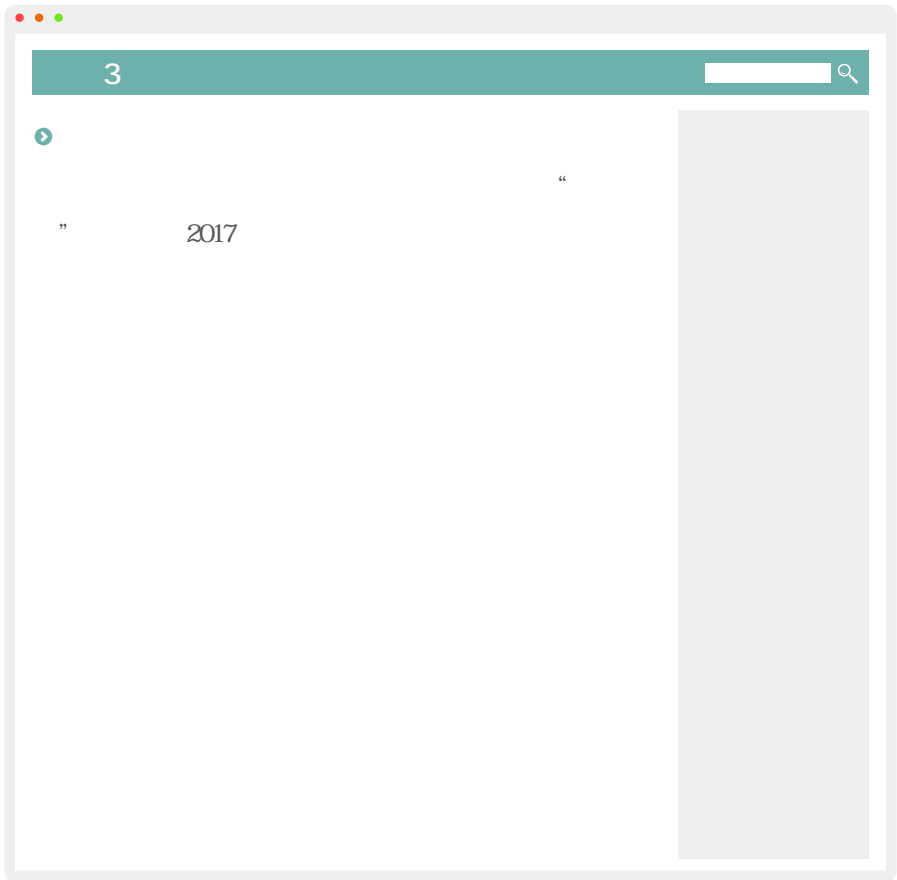


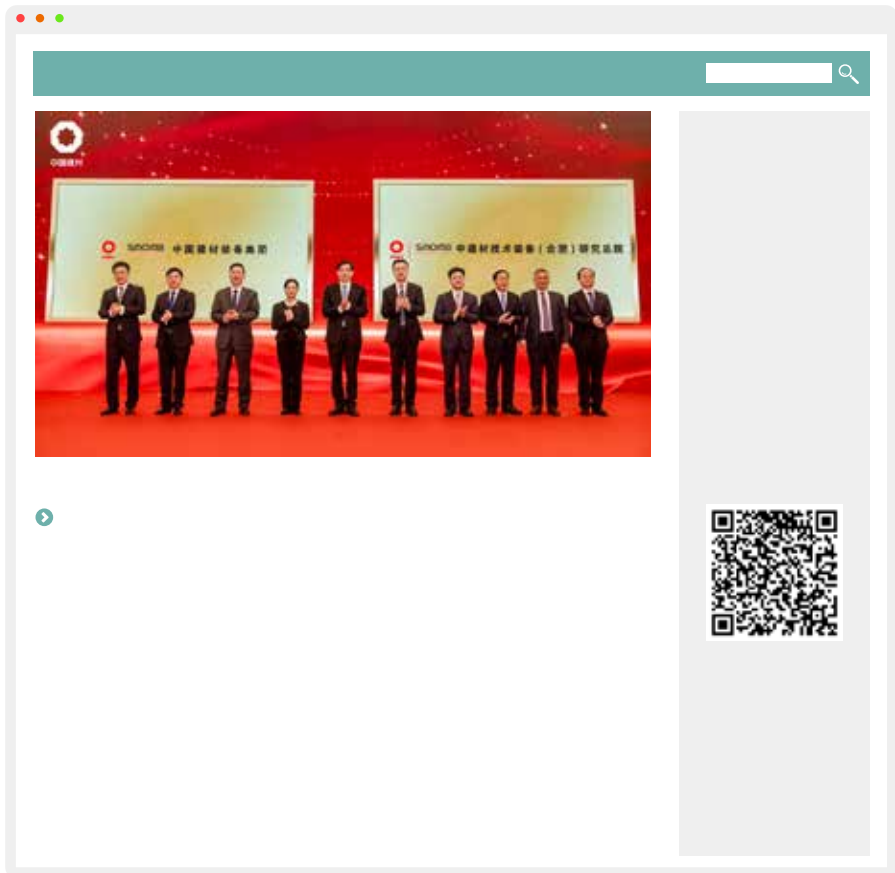


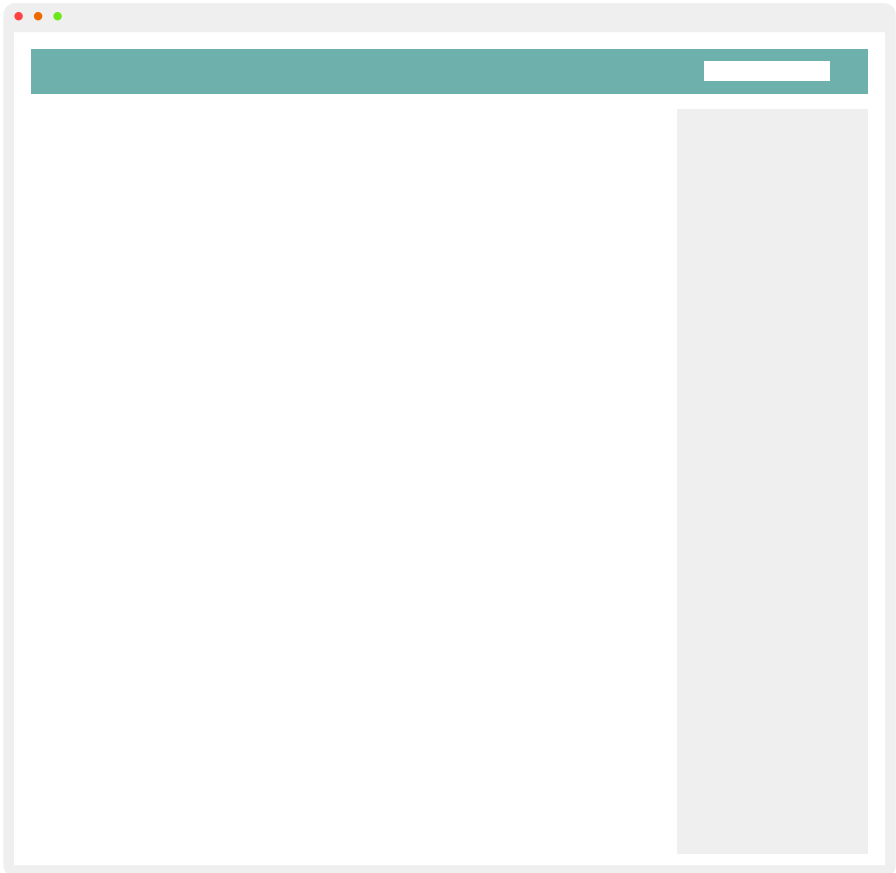












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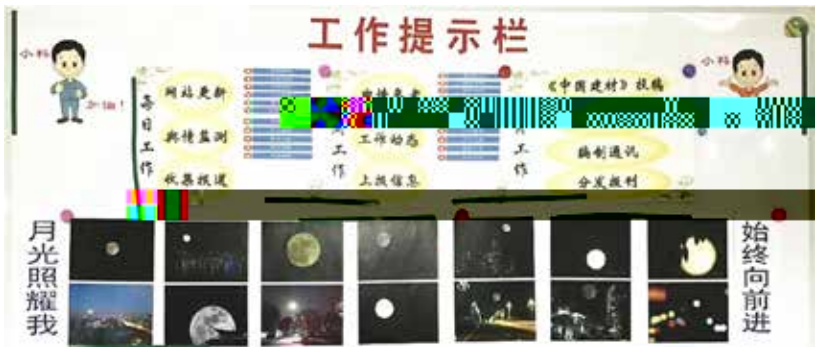


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- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



我是全能小料，是你们的小料，为美好生活加点料
小料“微”发布，绝对“一手”料
每个人都离不开材料，我就在你的身边

我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象

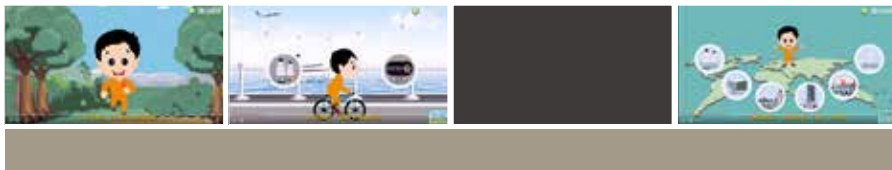


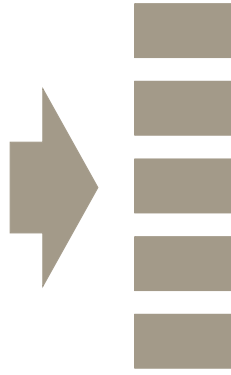
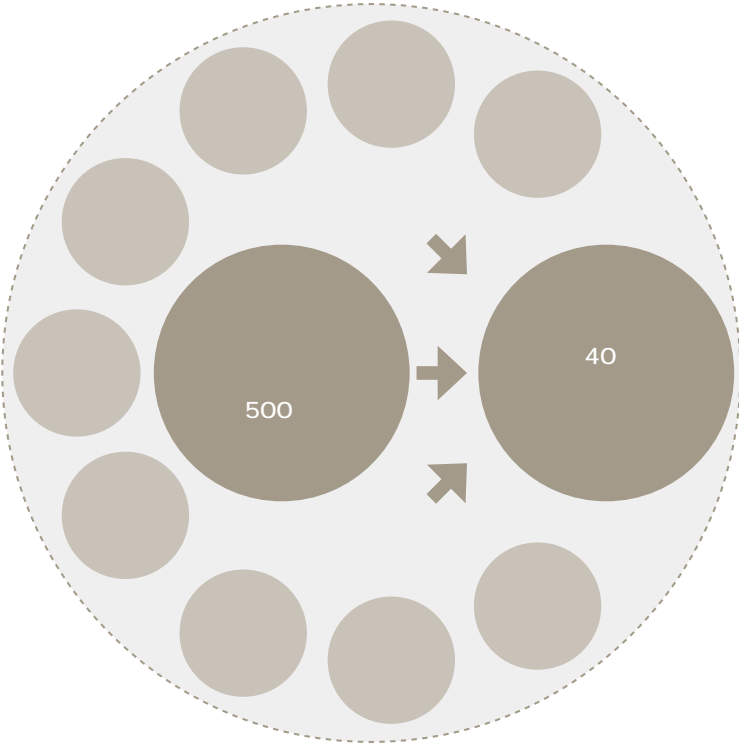
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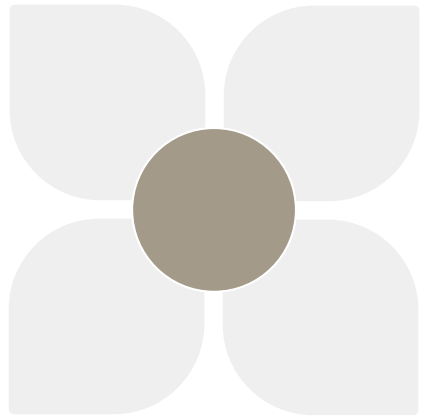
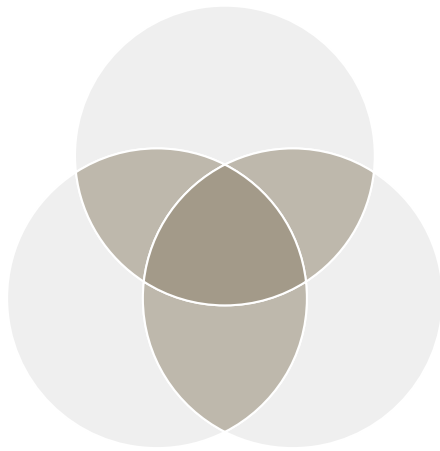
我是建材大M，materials的M
展现集团智能创新和转型升级形象

我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神













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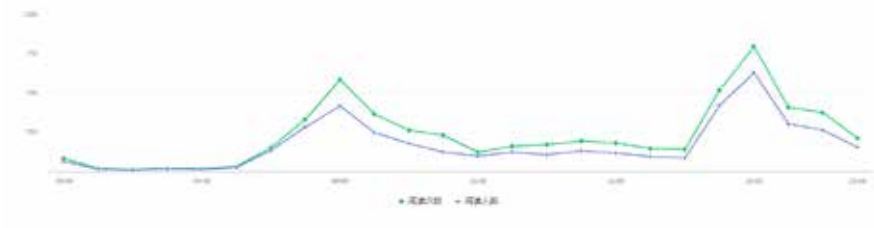


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材料创造美好世界
CNIM makes the world better




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走进中国建材
打造“国之大材” 保障产业链自主可控

播出时间：9月25日财经频道


2021

经济信息联播

中国建材：打造“国之大材” 保障产业链自主可控

QR Code

Search bar



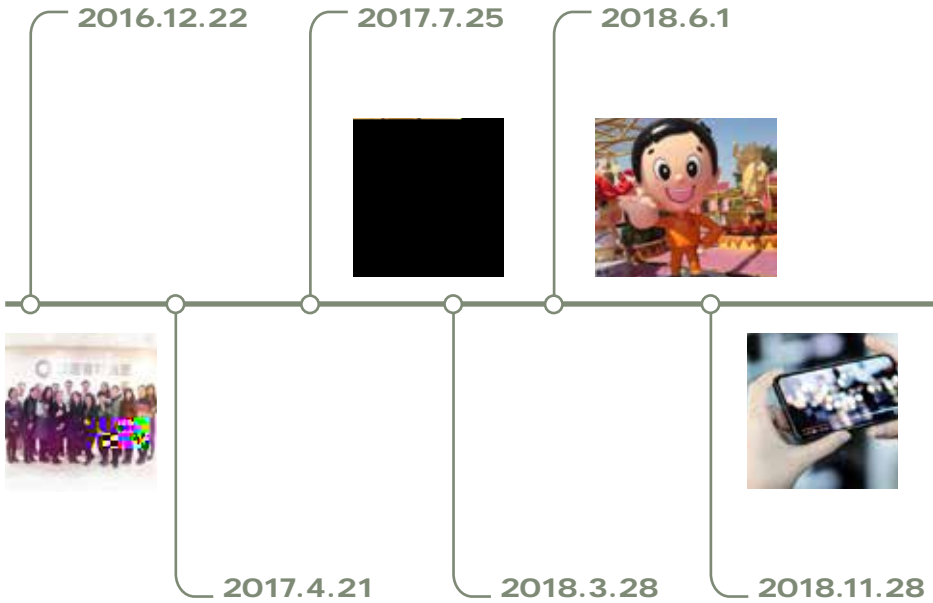
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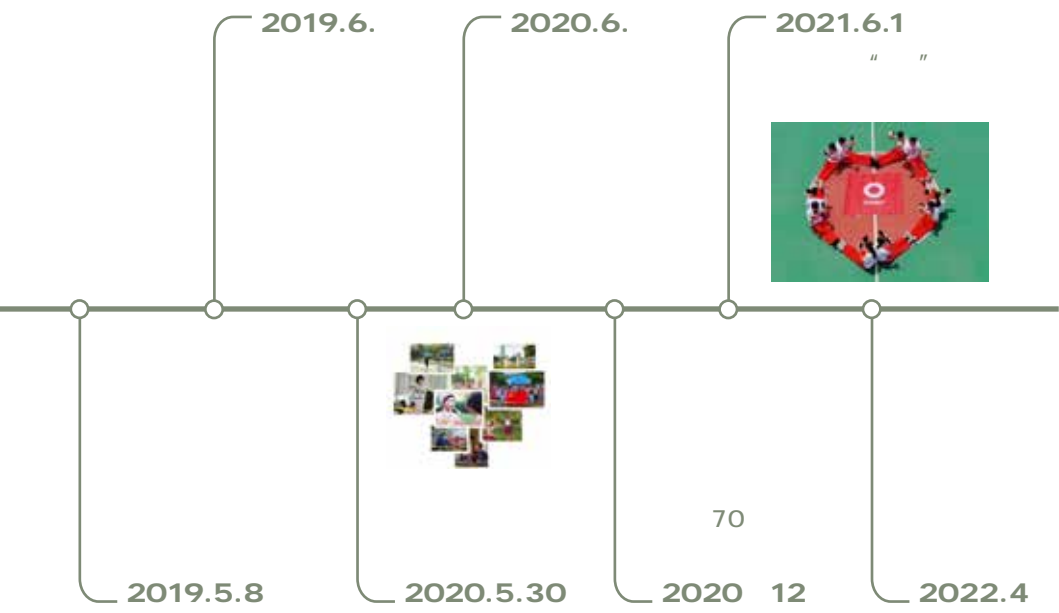
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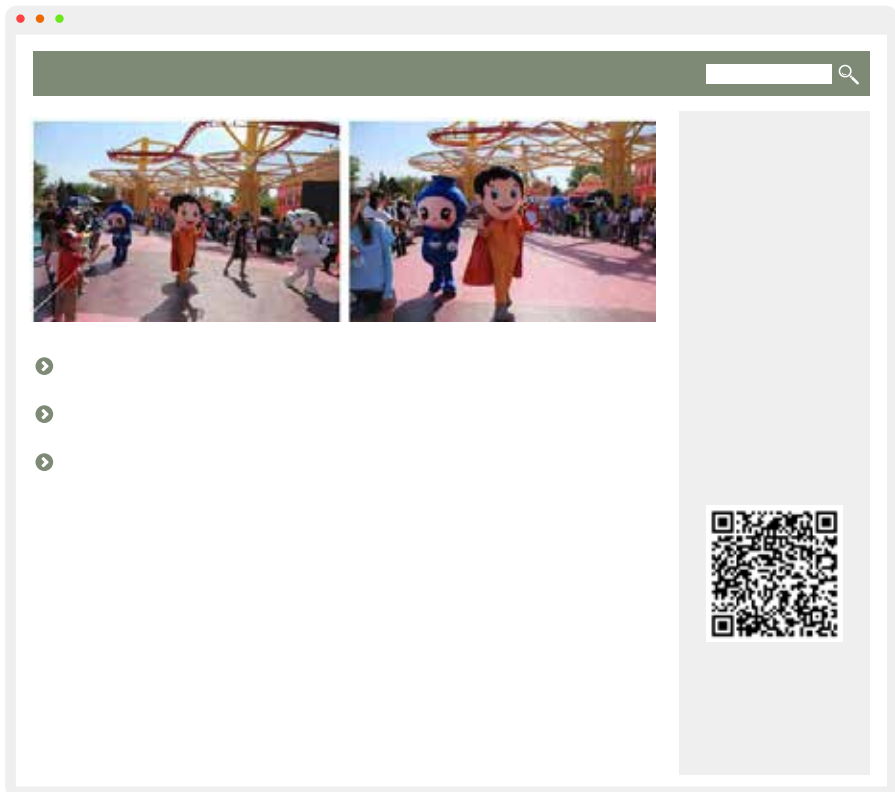
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即直接采用社会上的现成热点标题，以集团官微的内容贴合社会热点标题。

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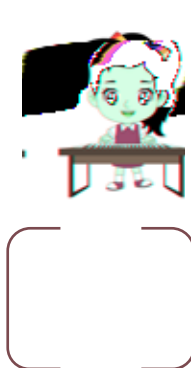
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即原创构思，将企业的内容与社会热点相结合，碰撞出新的火花，从而使人眼前一亮。

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即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

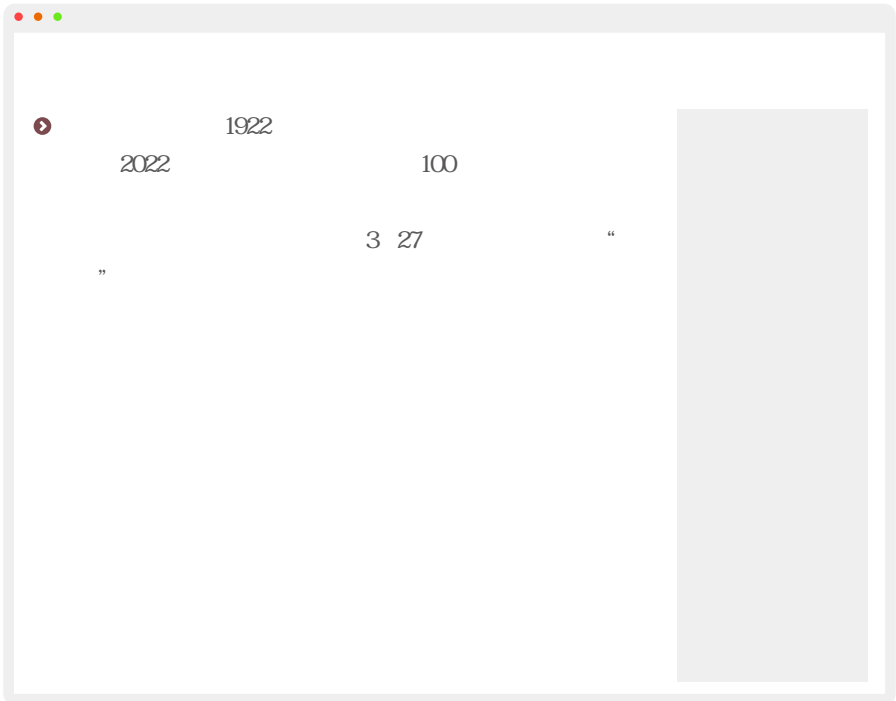
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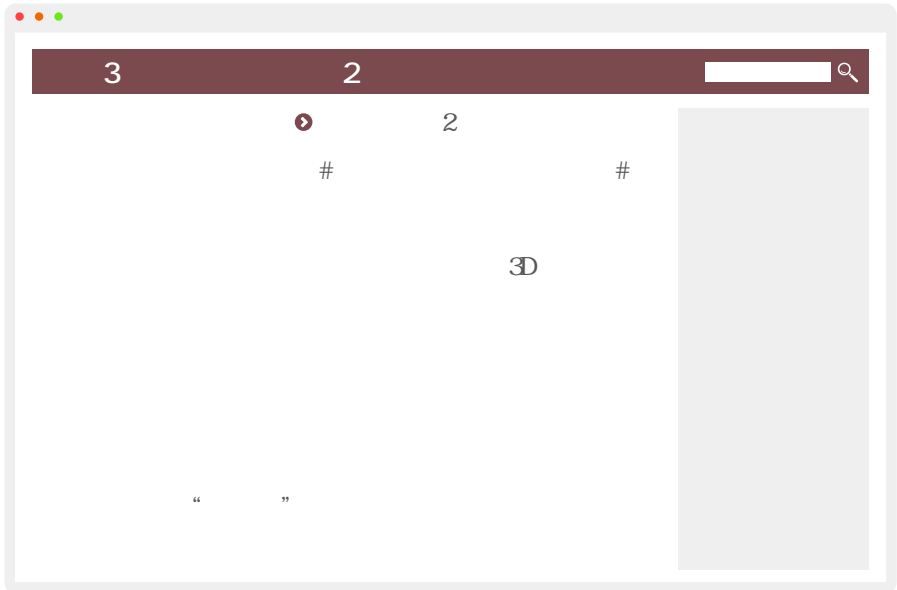
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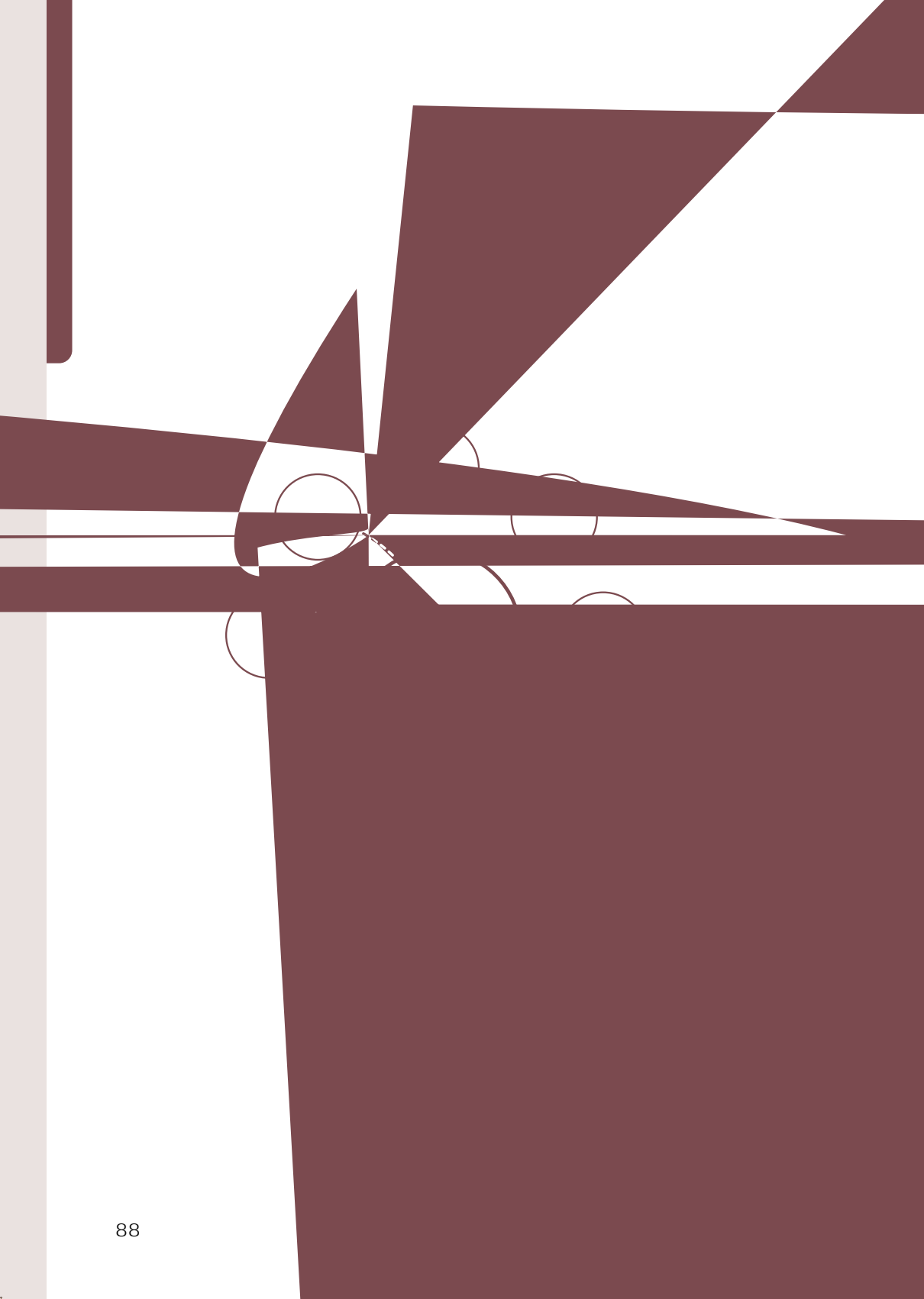


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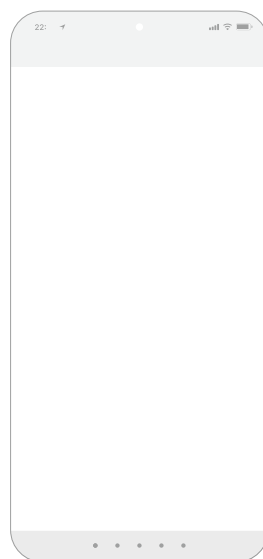
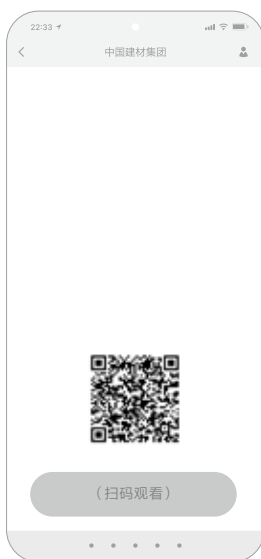
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EPILOGUE

