

CEIBS 30th anniversary brand communication

01

CEIBS Hosts
Global Lighting
Ceremony to
Celebrate 30th
Anniversary



纽约·美国
NEW YORK U.S.



伦敦·英国
LONDON U.K.



新加坡
SINGAPORE

In celebration of CEIBS' 30th anniversary, we hosted a spectacular Global Lighting ceremony, showcasing CEIBS in iconic cities across the world including London, New York, Brussels, Singapore, Hong Kong, Beijing, Shanghai, Shenzhen, Suzhou, Guangzhou, Chengdu, Chongqing, Xi'an, and Huzhou. A powerful tribute to three decades of excellence and global impact, local CEIBS alumni also gathered at these vibrant displays to express their heartfelt wishes for their alma mater's 30th birthday.



布鲁塞尔·比利时
BRUSSELS BELGIUM



成都·中国
CHENGDU CHINA



北京·中国
BEIJING CHINA



上海·中国
SHANGHAI CHINA



湖州·中国
HUZHOU CHINA



香港·中国
HONGKONG CHINA



重庆·中国
CHONGQING CHINA



广州·中国
GUANGZHOU CHINA



深圳·中国
SHENZHEN CHINA

02

CEIBS Launches Online Mini-Programme to Unite Alumni Worldwide

Over the past three decades, CEIBS has cultivated a global network of outstanding alumni across 91 countries and regions around the world. During our 30th anniversary celebrations, the school launched a dedicated digital WeChat mini-programme to invite members of the CEIBS community around the globe to join the CEIBS 30th Anniversary Global Light Ceremony and turn our love for our school into a light shining across the world, while extending our best wishes and congratulations to CEIBS.

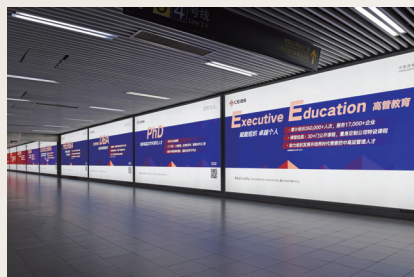
Within two weeks of its launch, 1.03 million participants from 189 countries across all seven continents engaged with the campaign. This unique initiative not only celebrated CEIBS' inspiring 30-year journey but also looked ahead to a bright future filled with possibilities for the entire CEIBS community.



03

Metro Advertising

From October 30 to December 12, CEIBS ran 30th anniversary advertisements across six major metro hubs in Shanghai: Shanghai Railway Station, Shanghai South Station, Longyang Road Station, Guilin Road Station, and Zhongshan Park Station. The campaign reached an estimated 34 million commuters.



04

Airport Advertising

Between mid-November and November 30, 101 CEIBS anniversary-themed billboards were prominently displayed at Shanghai Pudong International Airport and Shanghai Hongqiao International Airport, with an estimated reach of over 1 million travelers.



05

Wanda Plaza Advertising

Throughout November, CEIBS anniversary celebration advertisements lit up LED screens at more than 100 Wanda Plaza shopping malls in over 80 cities across China, reaching an audience of over 35 million people.

