



BRAND NEW CHINA

***2 DUTCH GUYS DRIVING FROM CHINA TO
HOLLAND USING CHINESE BRANDS ONLY***

MEDIA ANGLES

A journey by Maren Striker & Rogier Bikker

TWO DUTCH GUYS QUIT THEIR JOB TO PROMOTE A NEW KIND OF CHINA.

During the past 5 years living in China we've seen China change from the factory of the world to a place with driven people, fascinating companies and innovative products.

By driving from China to Holland we capture the changing image of China. Because remarkable Chinese people, companies and products are increasingly found outside China's borders as well. Therefore we capture a brand new China in all the 12 countries we pass through.



***This journey is our way of sharing
what we believe in: a brand new China.***




ROGIER & MAREN

2 Dutch guys discover China around the world

After more than five years living in China, two Dutch guys decide to quit their job for a remarkable reason: to discover China around the world. They are looking for remarkable Chinese people in the 12 countries they pass through, as they drive from China to Holland.

Impressed by the fascinating stories of driven Chinese people, Maren Striker and Rogier Bikker decide to look for China, outside of China's borders.

They drive by car from China to Holland in a 3 month journey on the old Silk Road, spanning 15,000km and 12 countries. Meeting remarkable Chinese people along the way, who are building a 'brand new China'.

Mainstream: 
Economy: 
Travel: 

Possible custom content with this angle:

- Interviews with remarkable Chinese people living abroad
- Chinese people teaching Maren and Rogier foreign languages
- Visiting Confucius institutes along the road

2 Dutch guys proclaim a new China

After more than five years living in China, two Dutch guys decide to quit their job for a remarkable reason: to proclaim a new China. A 'brand new China', as they call it.

China has so many driven people and innovative companies, say Maren Striker and Rogier Bikker. But the perception of Chinese companies both inside and outside China is not always positive.

To show what Chinese people and products are capable of, they decide to drive from China to Holland by using Chinese products only. A Chinese car, laptop, phone and even sunglasses.

During their 3-month journey they look for those driven and innovative Chinese people and companies in the 12 countries they pass through.

Mainstream:



Economy:



Travel:



Possible custom content with this angle:

- Visiting remarkable Chinese companies and brands abroad
- Articles on the influence of China in each of the 12 countries
- Articles about the Chinese brands Maren and Rogier will travel with

2 Dutch guys look for a new China along the old Silk Road

After more than five years living in China, two Dutch guys decide to quit their job for a remarkable reason: to discover a new China in a road trip from China to Holland along the old Silk Road.

China is restoring its heights from ancient times. To capture the rise of China around the world, Maren Striker and Rogier Bikker decide to look for China, outside of China's borders.

They drive by car from China to Holland in a 3 month journey on the old Silk Road, spanning 15,000km and 12 countries. The road was once the only connection between East and West. It's ancient cities of Samarkand and Tashkent take you back to the times of Chinese caravans, bustling bazars and lonely mountain passes. But today, China's influence in the old Silk Road is growing again. Therefore Striker and Bikker capture a brand new China along the old Silk Road.

Mainstream:



Economy:



Travel:



Possible custom content with this angle:

- Photo series on the most beautiful places along the Silk Road
- Visiting Chinese-influenced places along the road
- Articles on the ancient (history) and present influence of China in each of the 12 countries
- Travel diary

1) DEPARTURE EVENT IN SHANGHAI

- Event
- Chinese media
- Foreign media
- One-time article
- Interviews with Maren & Rogier
- Interviews with sponsors
- Photo opportunity

DEPARTURE REPORTING MEDIA

Receive press release and photos at departure event

2) THREE MONTH JOURNEY

- Media partners receive custom content, such as:
 - Daily photo
 - Weekly video
 - Weekly article
 - Update per country
 - Etc

MEDIA PARTNERS

Receive content during the trip and logo of media will be featured on the car, content and channels

3) ARRIVAL EVENT IN ROTTERDAM

- Event
- Dutch media
- One-time article
- Interviews with Maren & Rogier
- Interviews with sponsors
- Photo opportunity

ARRIVAL REPORTING MEDIA

Receive press release and photos at arrival event

**“WHETHER YOU THINK YOU
CAN OR CAN’T, YOU’RE RIGHT”**

HENRY FORD

ENGLISH INQUIRIES

Rogier Bikker
rogier@brandnewchina.net
0086 – 186 0167 2657

Maren Striker
maren@brandnewchina.net
0086 – 150 0017 6044

CHINESE INQUIRIES

Sophia Liu
sophia@brandnewchina.net
0086 – 159 0091 5756

Jade Li
jade@brandnewchina.net
0086 – 150 0212 0586

WWW.BRANDNEWCHINA.NET