MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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BRAND COMMUNICATION STRATEGY IN THE NEW MEDIA ENVIRONMENT: THE CASE OF XIAOMI AUTOMOBILE

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

Academic supervisor:
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ANNOTATION

The structure of the master's thesis includes four chapters. The Chapter 1 is The theoretical basis of brand communication in the new media era. The Chapter 2 is Research on the status quo of new media communication of Xiaomi automobile brand. The Chapter 3 is Research on new media communication effect of Xiaomi automobile brand. The Chapter 4 is Research on existing problems and countermeasures of new media communication of Xiaomi automobile brand.

The master's thesis includes 67 pages, including 7 charts and 16 data tables, and 34 references.

Keywords: new media, brand communication strategy, Xiaomi automobile, automotive industry, consumer behavior, social media.

This study takes the promotion strategies of the Xiaomi Automobile brand on new media as the research object.

The research topic of this study is the communication characteristics of the Xiaomi Automobile brand in new media.

The purpose of this study is to analyze the state and features of brand promotion of Xiaomi cars in the context of new media, evaluate the results of communication, develop optimization strategies and help Xiaomi cars increase brand influence and competitiveness in the market.

The research methods include literature review, secondary data analysis and online survey and so on.

This study explains the concept characteristics of new media and brand communication, analyzes the multi-channel communication strategy and performance of Xiaomi Automobile, discusses the impact of new media communication on consumers, summarizes the advantages and disadvantages of communication content, and puts forward optimization suggestions focusing on differentiation, strengthening user interaction and optimizing content creation.The area of practical application is new media, research, and digital marketing for automotive brands and related industries.