

Huawei honored with 2008 Frost & Sullivan Asia Pacific Award for Market Share Advancement Award in the Videoconferencing Infrastructure Systems Market

AWARD OVERVIEW

Award Description

The Frost & Sullivan Award for Market Share Advancement is presented each year to the company that has demonstrated excellence in increasing its market share within its industry. The recipient has demonstrated strategic excellence in product innovation, marketing, and sales strategies that have resulted in the largest gain in market share over the past year.

Measurement Criteria

In addition to the methodology described below, there are specific criteria used to determine final competitor rankings within the industry. The recipient of this Award has excelled based in one or more of the following criteria:

- Competitive pricing strategy—perceived customer value versus price
- Strong sales force strategy—number of sales people (direct and indirect), sales force specialization, efficiency in distribution, ability to train and educate, and strong customer service
- Ability to establish brand awareness through promotional activities and advertising
- Strategic alliances that expand customer base (increase distribution, marketing and sales resources, and global expansion)
- Product innovation—satisfying unmet needs, creating new needs, and developing new products
- Ability to grow in a saturated or maturing market

Research Methodology

To choose the recipient of this Award, the analyst team tracks market share gain, increase in sales, and brand awareness efforts within the industry. This is accomplished through interviews with market participants, end-user studies, and extensive secondary research

SAMPLE AWARD PUBLICITY CAMPAIGN

- Issue a [Press Release](#), incorporating the [Award Logo](#), [Award receiving photo & Analyst Quotes](#)
- Feature [Award Logo](#) and [Analyst Quotes](#) on the Huawei's website with hyperlink to the [Press Release](#) (<http://www.hyflux.com/awards.htm>)
- Let [Movers & Shakers Interview](#) showcase, on frost.com and Huawei's website, how the leadership of Huawei's C-Level Management Executive has brought the company to where it is now
- Extract Huawei's [Award receiving video clip](#) and incorporate into Huawei's existing corporate video for use at exhibition, trade shows, customer events
- Upload [Award Write-up \(sample attached\)](#), onto Huawei's website for viewing/downloading by potential business partners, investors, media etc. This powerful marketing document acts as a mini whitepaper and Frost & Sullivan's official testimonial on how Huawei's has surpassed its direct competitors to be deserving of this prestigious Award