



BlueFocus WRIBOT
Intelligently generate
1,000+ articles in 1 second





About Us



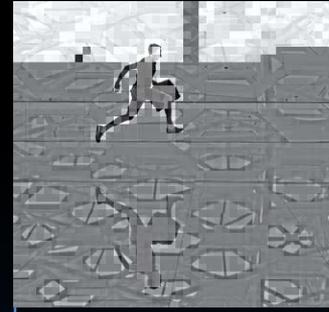
Provide media data services to over 300 business users



Over 50 IT employees with rich product R&D experience



Labeled data collected from Chinese media over the past 15 years



Specialize in collecting massive media text data and natural language processing

Bluefocus, AI empowers intelligent marketing



DIGITAL DEMANDS A BROADER SCOPE AND GREATER RESPONSIBILITY

传播数字化变革了市场主及公关代理商的工作职能

Digital/social's impact on PR goes beyond use of media and communication. It has required a re-evaluation of brands' internal structures, marketer responsibilities and the scope of work for PR agencies.

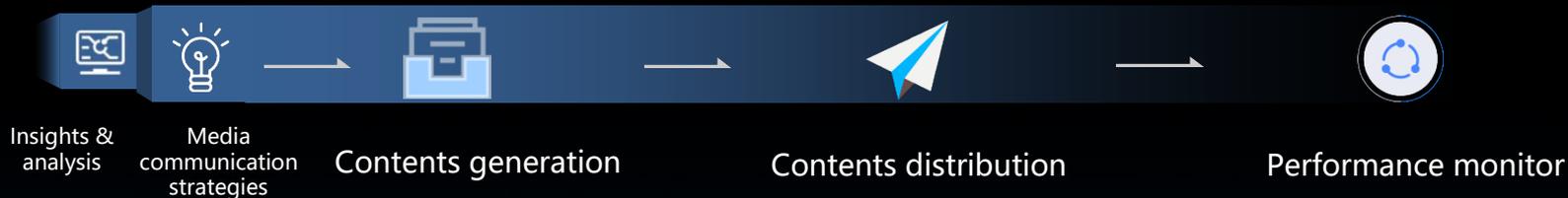
In addition to the traditional PR responsibilities of brand communication and public affairs, more than half of the interviewees are in charge of social communications, event/BTL marketing, advertising, and digital marketing, with one-third of that group involved in media planning and buying. This shows that PR responsibility on the client side has been extended and is more complex. In addition, over 40% of the PR agencies are now in charge of KOL management and social-related work as well as traditional PR services.

数字化/社交化对公关领域产生的冲击，其影响不仅仅在媒体使用及传播手段等层面，更深入地影响了品牌方的内部组织及职能架构，以及公关代理商的工作范畴。将近一半的受访市场主，除了品牌传播及公关事务等传统公关领域的职责之外，还需要同时肩负社交传播、活动/线下营销、广告营销或数字营销等其他，甚至还有三分之一的受访者需参与媒介的策划及购买，显现品牌方的公关负责人员的工作范畴有相当程度的扩充与复杂化。

另外，也有超过4成的公关代理商，除了传统的公关服务项目，同时还负责客户的KOL管理、社交媒体维护等社交相关的工作范畴。

PR responsibility on the client side has been extended and is more complex.

Challenge of media communication



Performance of communication is supported by decent amount of media coverage.

While different platforms look for contents in different forms and styles, customized contents will stand out;

News and central issues are super dynamic and social media, as it becomes main stream media, is fragmented and expensive to coordinate;

Manual monitoring and reporting are inefficient and incomplete in the face of current market situation with huge amount of media, contents.



Marketers:

**We need a smart, reliable and
cost-effective writing robot to
help us!**

BLUEFOCUS | AI





 **Productive Rewriter**

 **Sharp-Sighted**

 **Generate 1,000 Articles in A Second**

 **Content Spinner**

HOT
Highly Tie in with Hot Topics

 **Format Arrangement**

 **Click Release**

 **Real-Time Monitoring**



Writing robot - WRIBOT

Product explanation- Content Optimization



Through computer operate and 1 million+ in-house articles as data base, WRIBOT has been able to simulate news drafting just like a human being



Based on the tonality and style of media outlet, WRIBOT will be able to customize 1,000+ different versions based on one article.



Automatic inserting relevant images, product, and further reading links



WRIBOT can customize different versions of articles based on the tonality and style requirements of media outlets



Writing robot - WRIBOT

Product explanation- Hot Topic Matching



WRIBOT could analyze and extract the core message and labels with any news articles.



Real time capturing latest hot news/topics and identify relevant hot topics for further content penetration



Real time updating latest hot news/topics and automatic add it into articles



Rewritten articles can be re-edit again and be further distribute via POSTBOT.



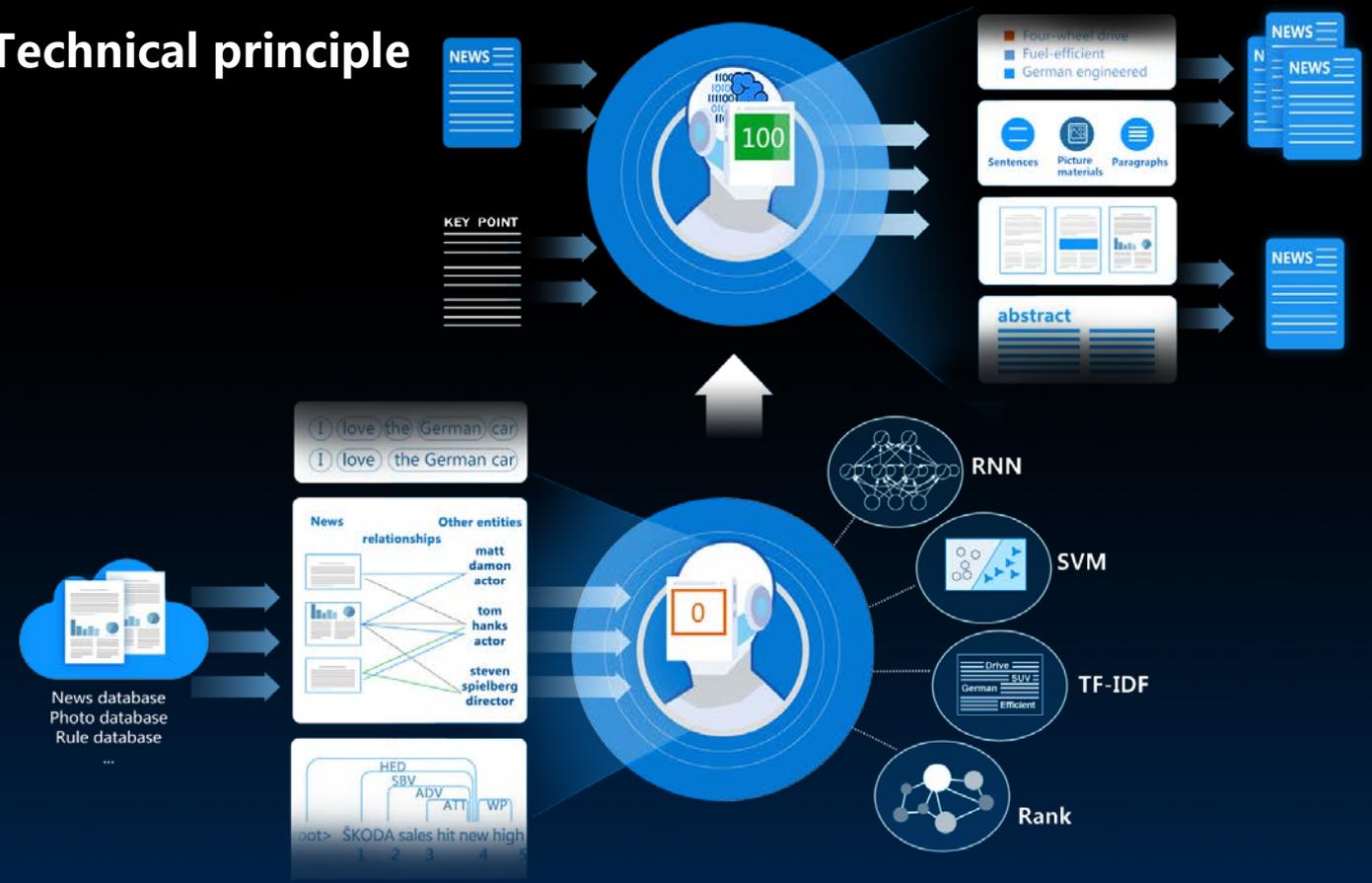
Product screenshots-Mobile





Writing robot - WRIBOT

Technical principle



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Thanks!

Bluefocus International

