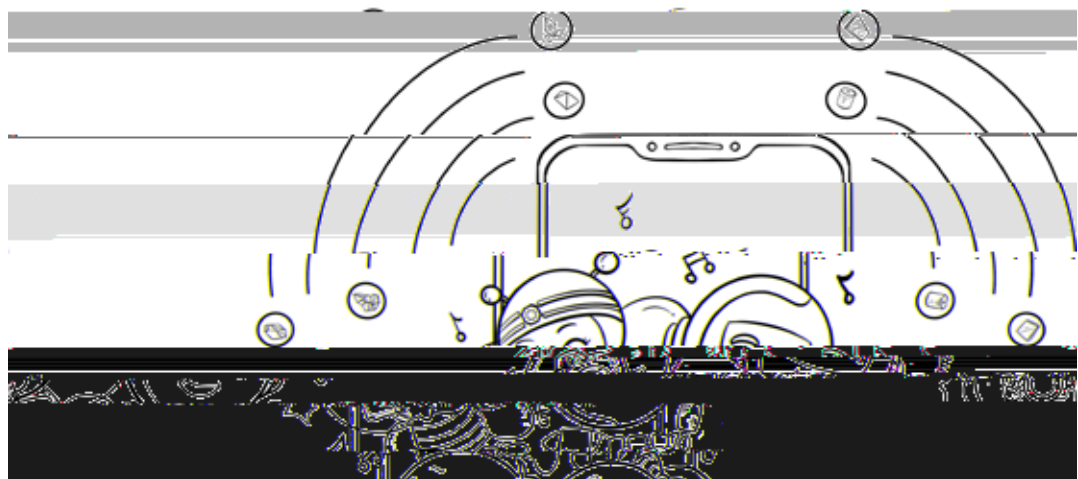


中国建材集团

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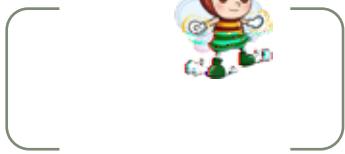
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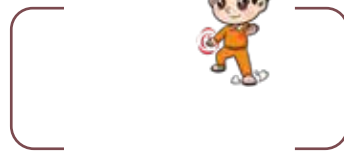
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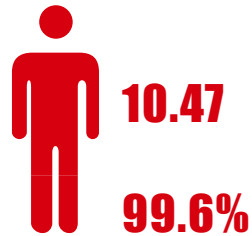
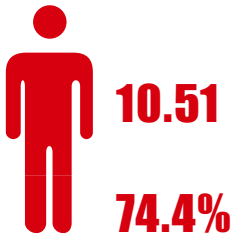
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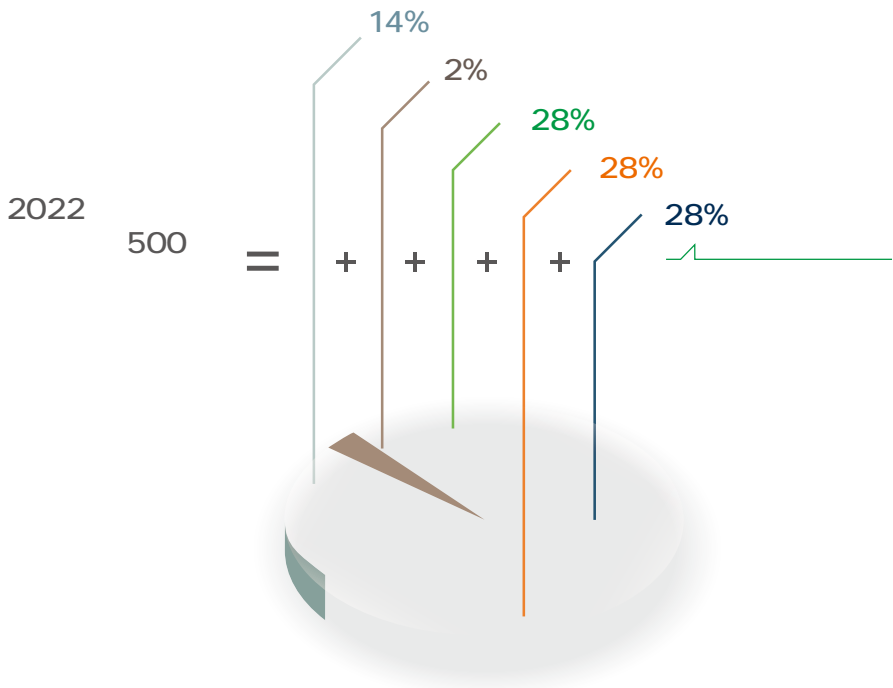
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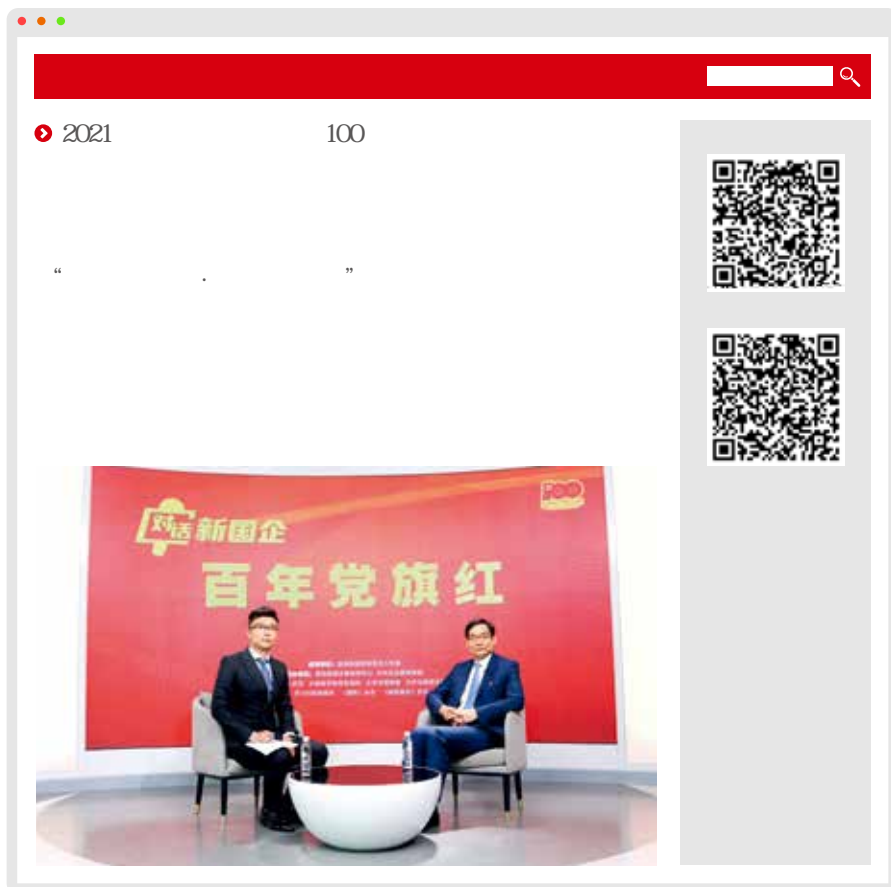
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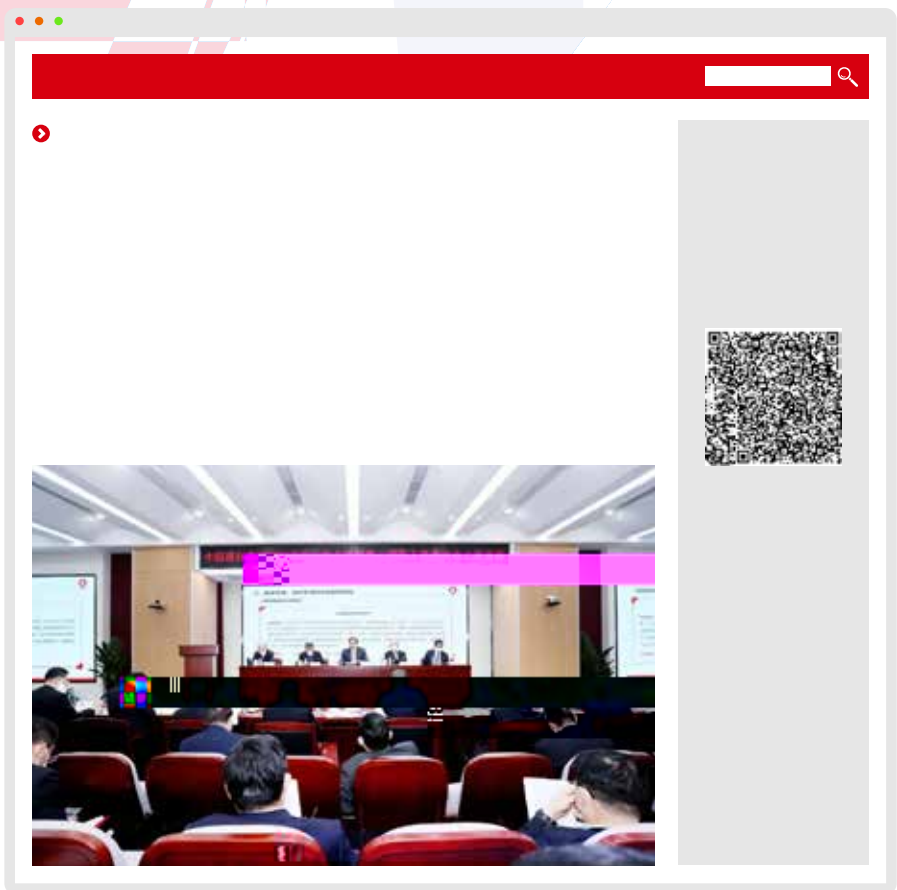
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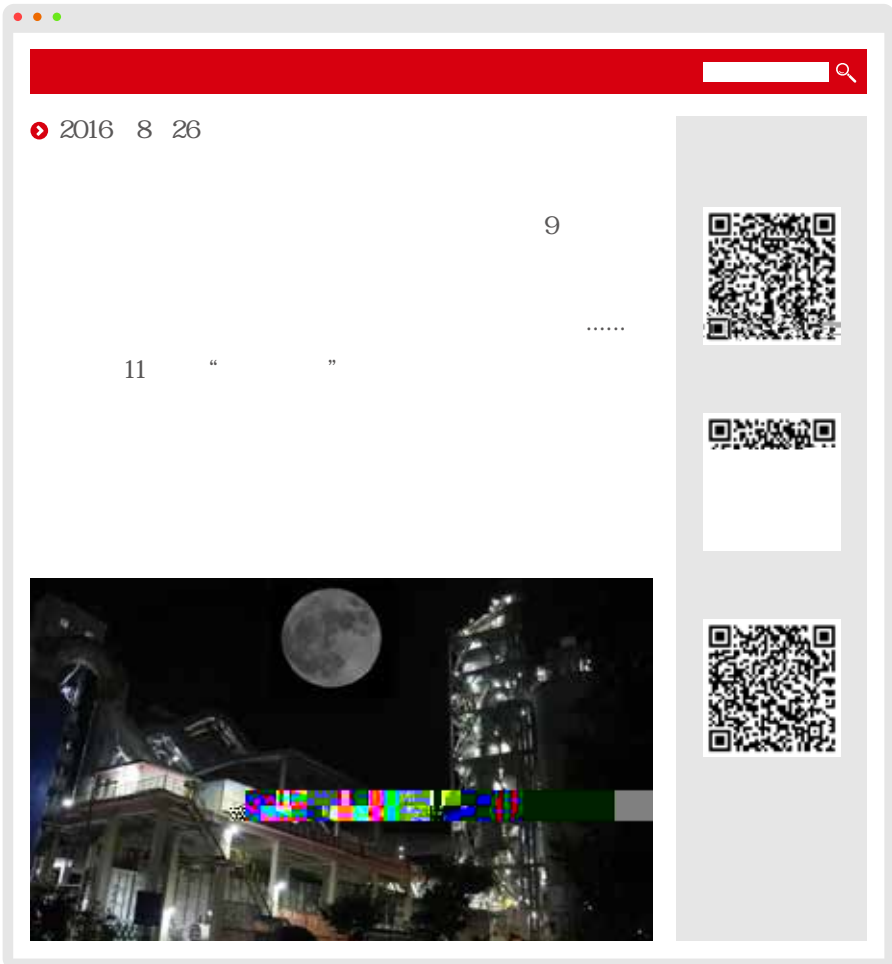


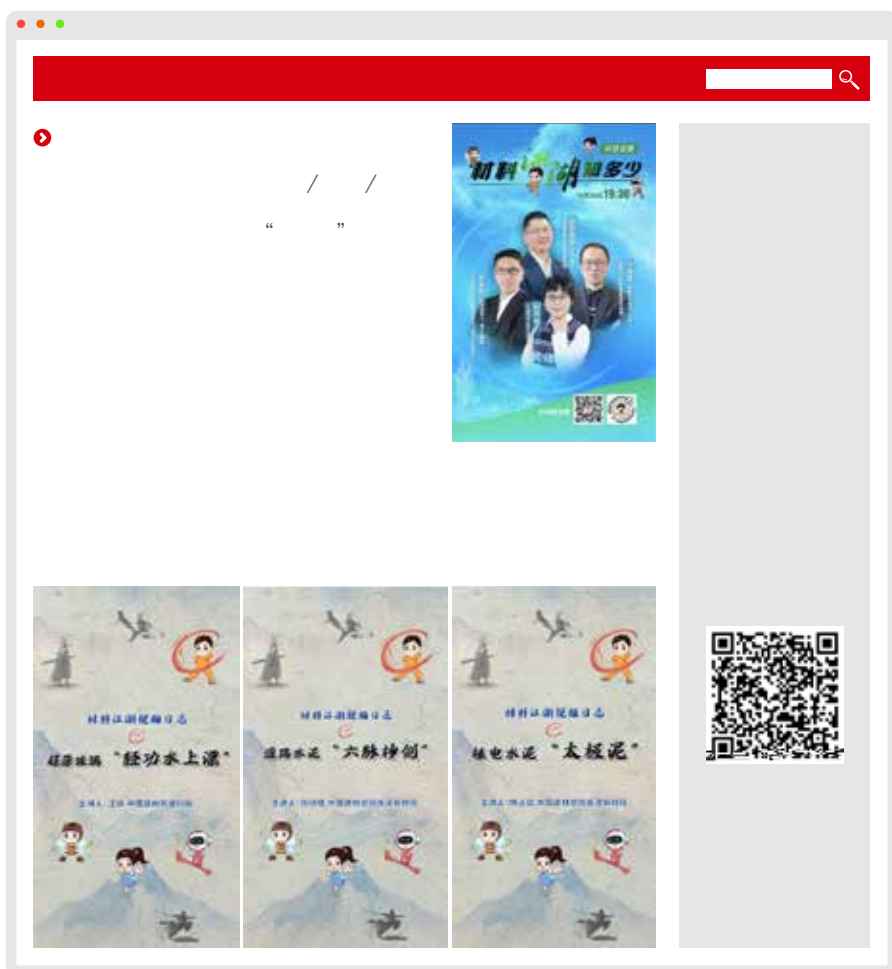


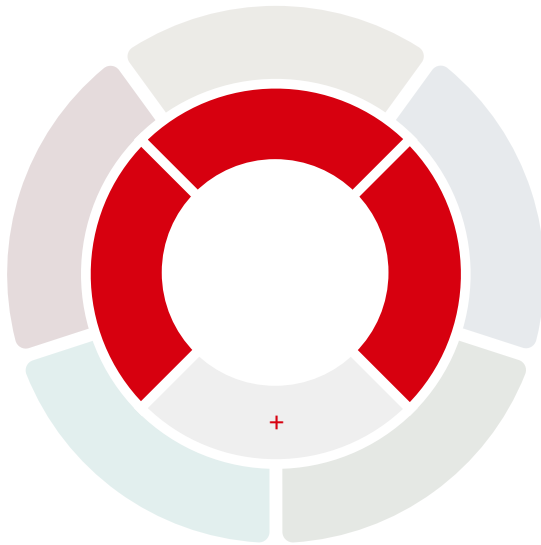
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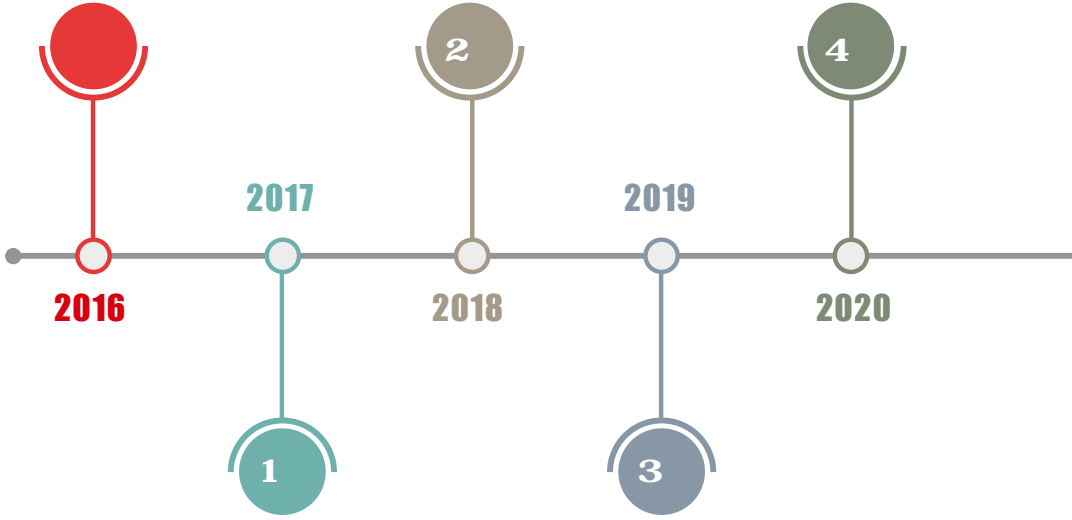
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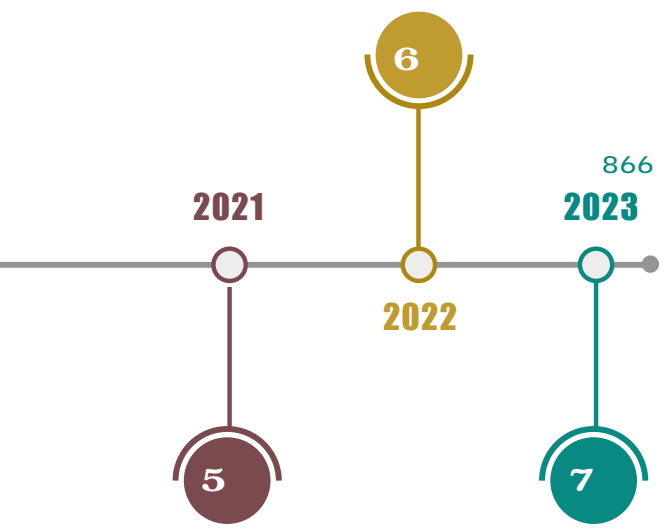
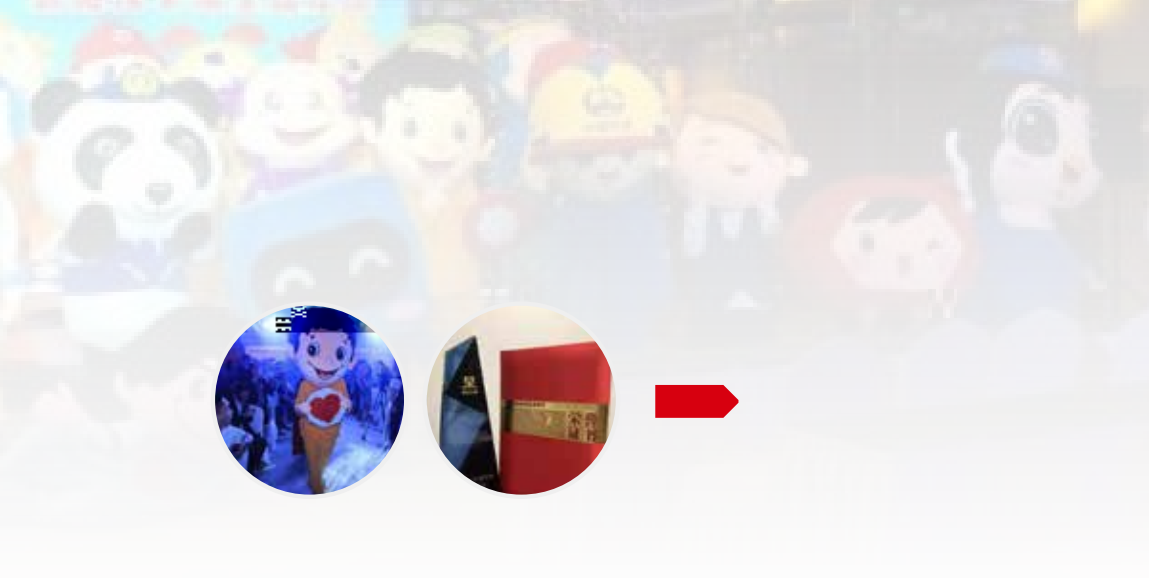
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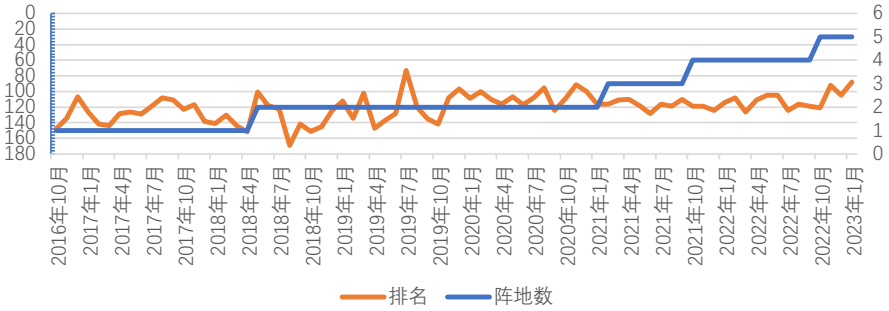
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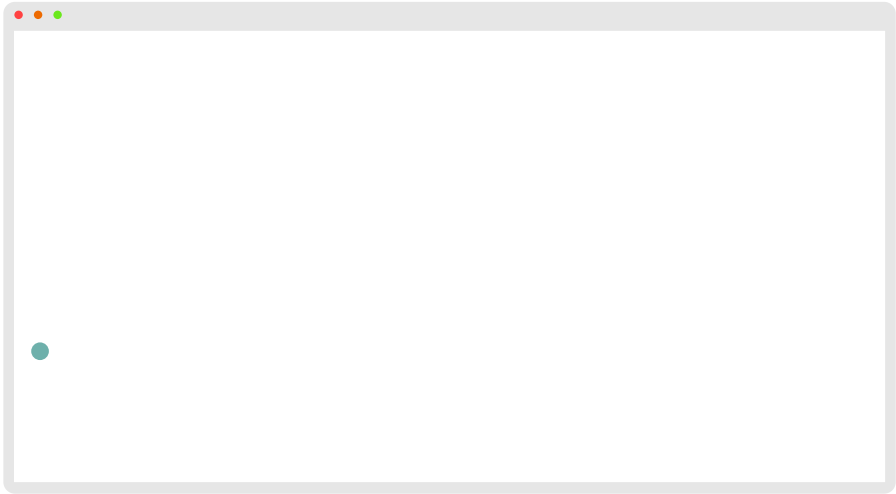


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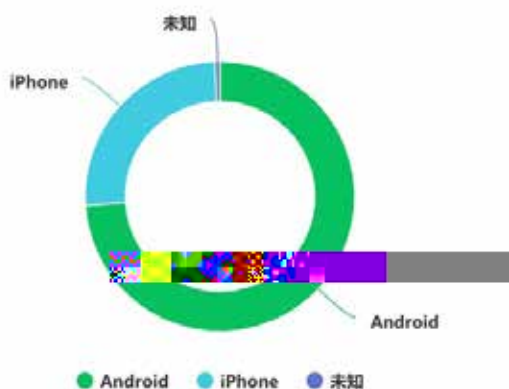
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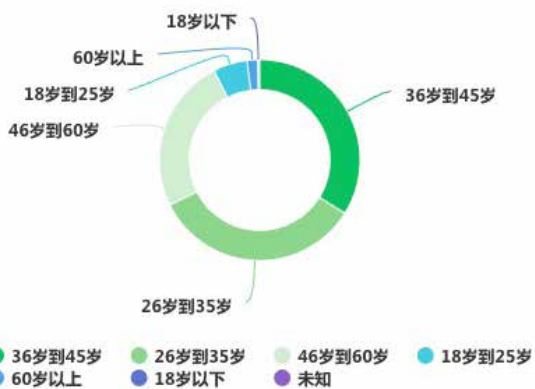
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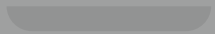
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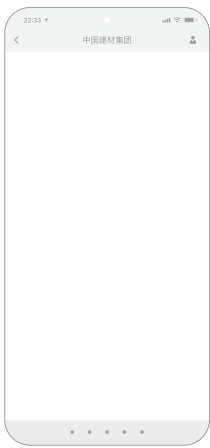
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中国建材集团集中党委的二十大开幕式

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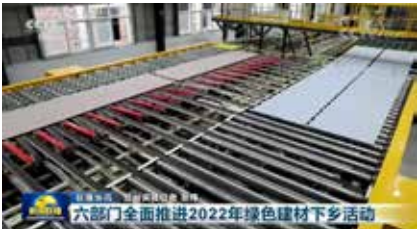



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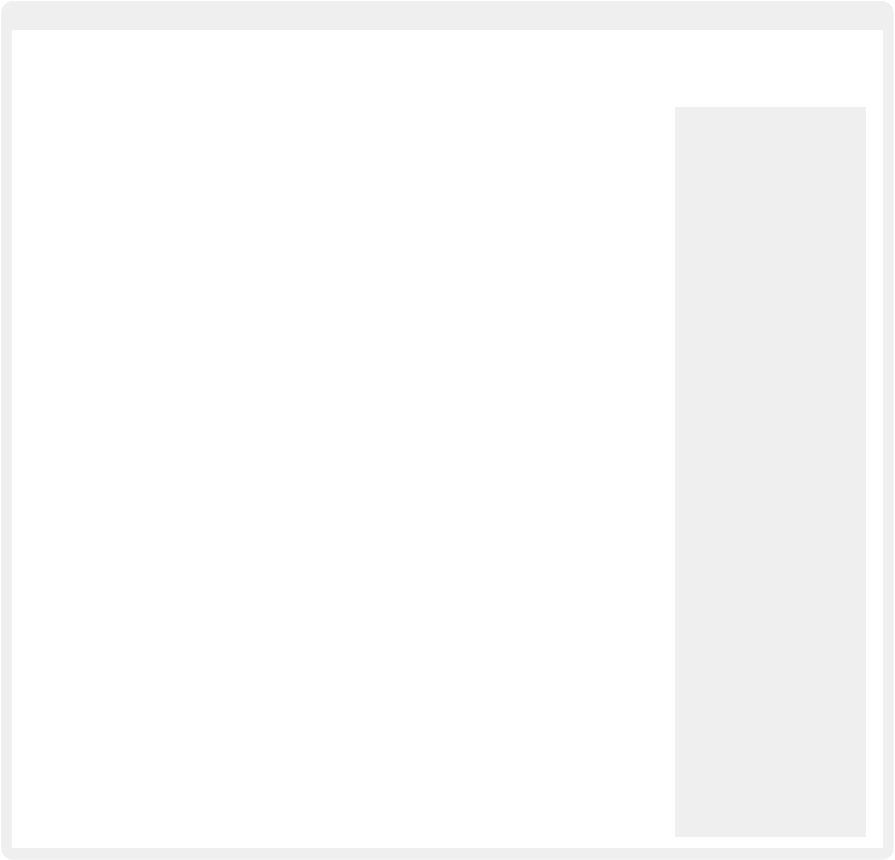


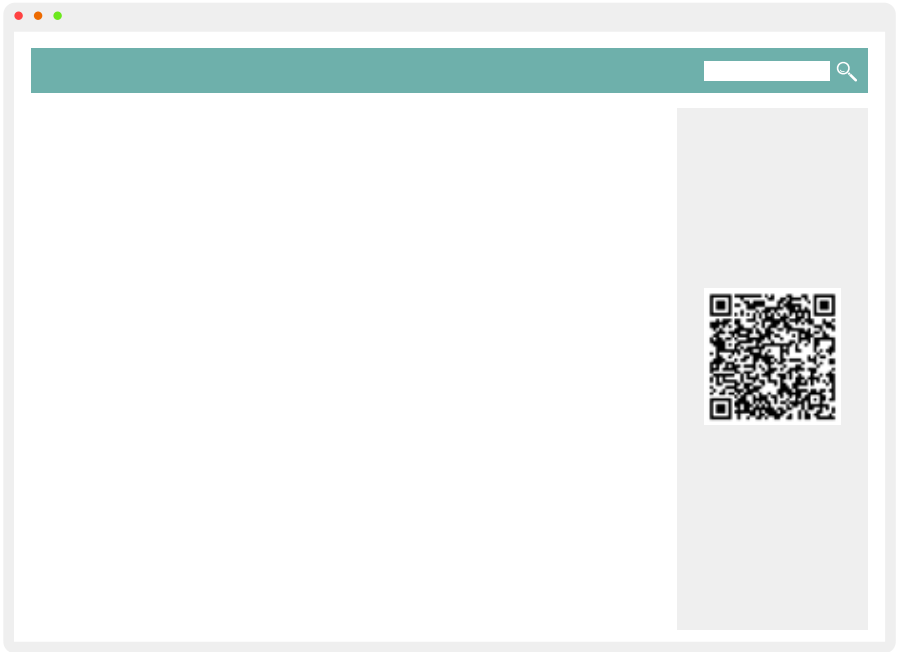
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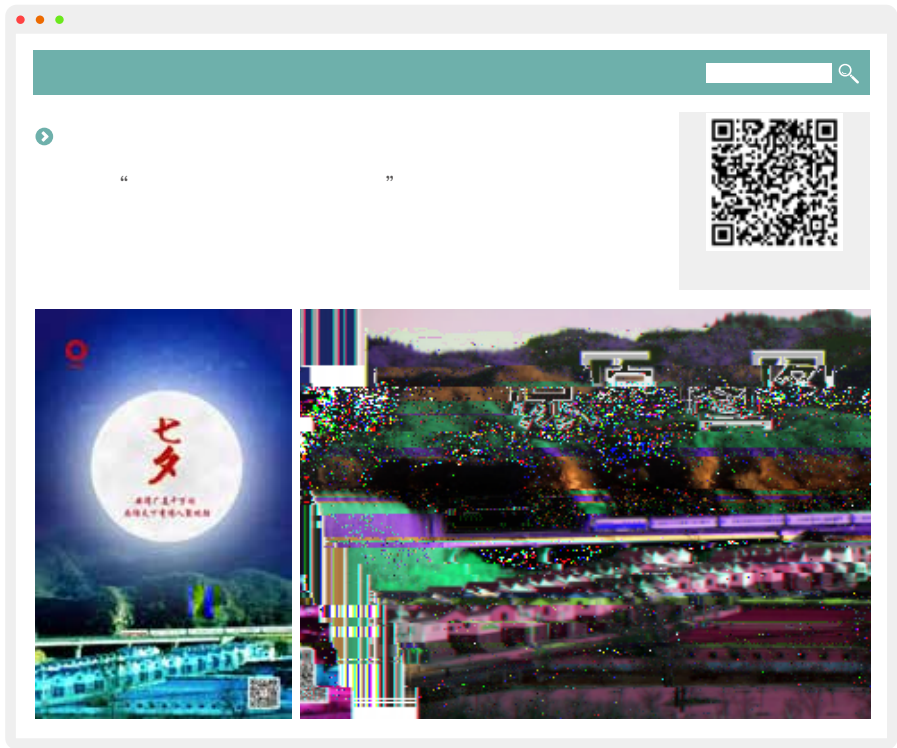


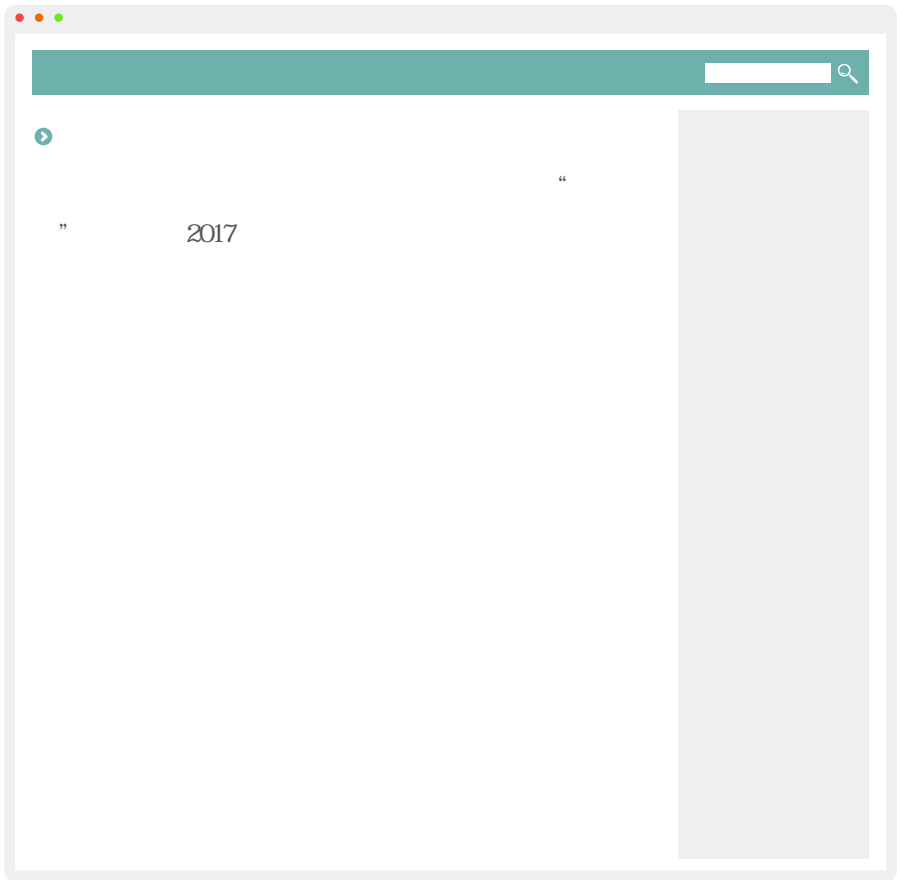


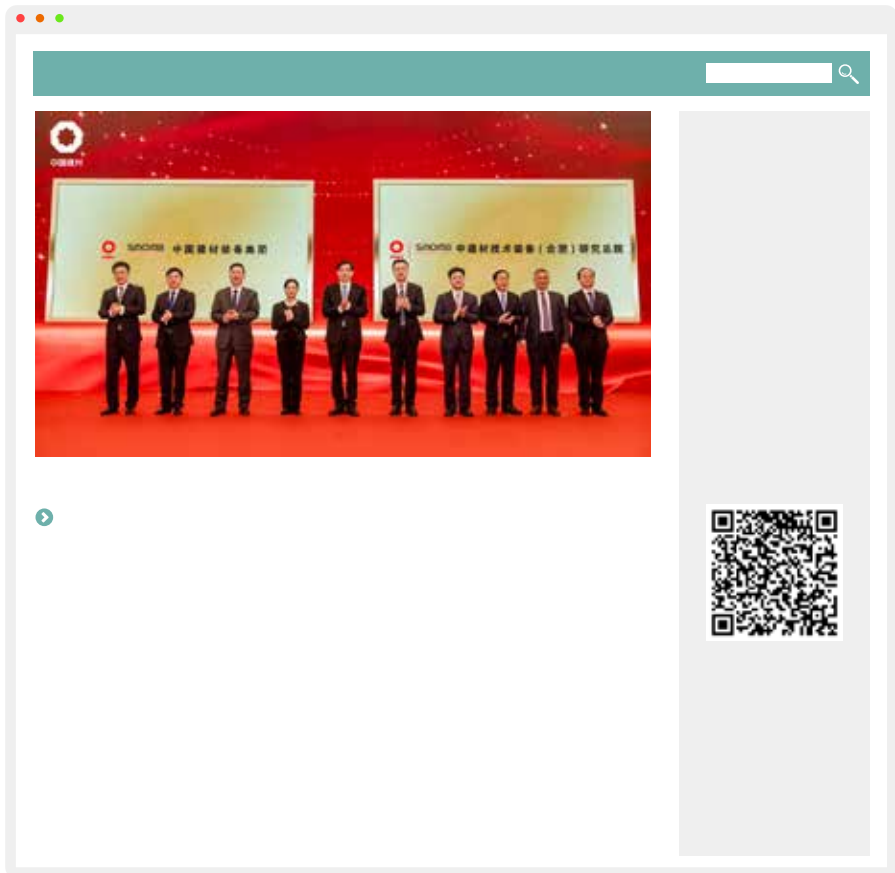


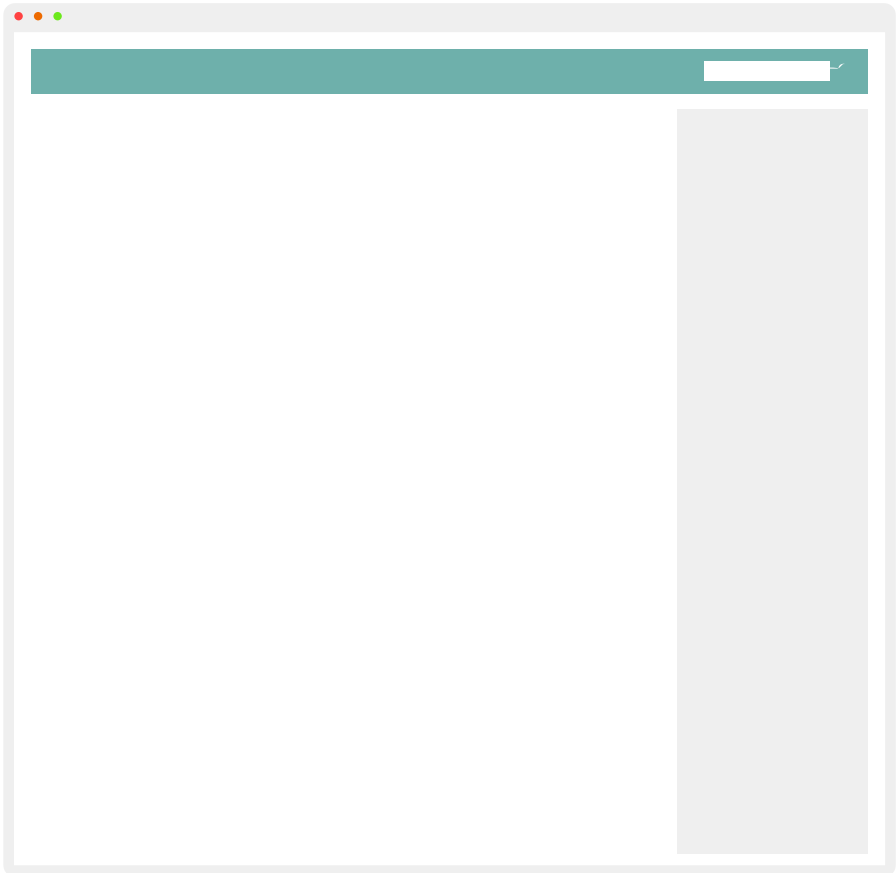












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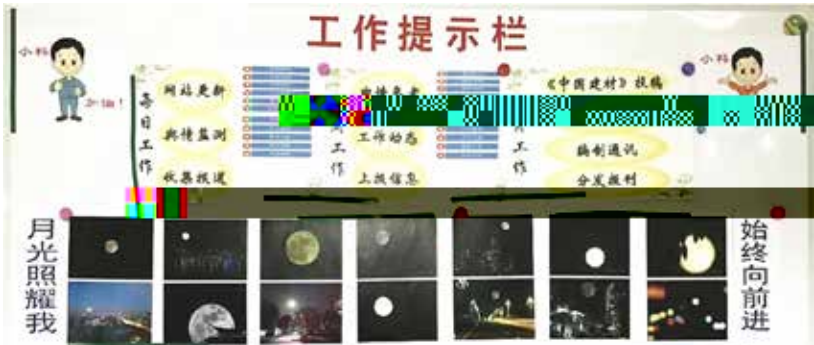


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- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



我是全能小料，是你们的小料，为美好生活加点料
小料“微”发布，绝对“一手”料
每个人都离不开材料，我就在你的身边

我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象

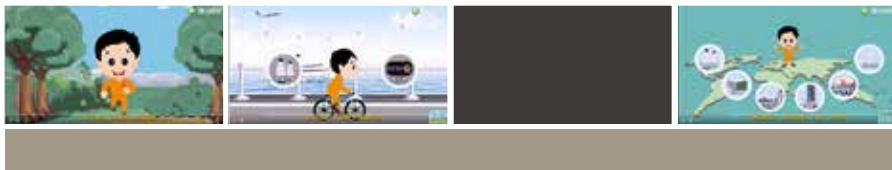


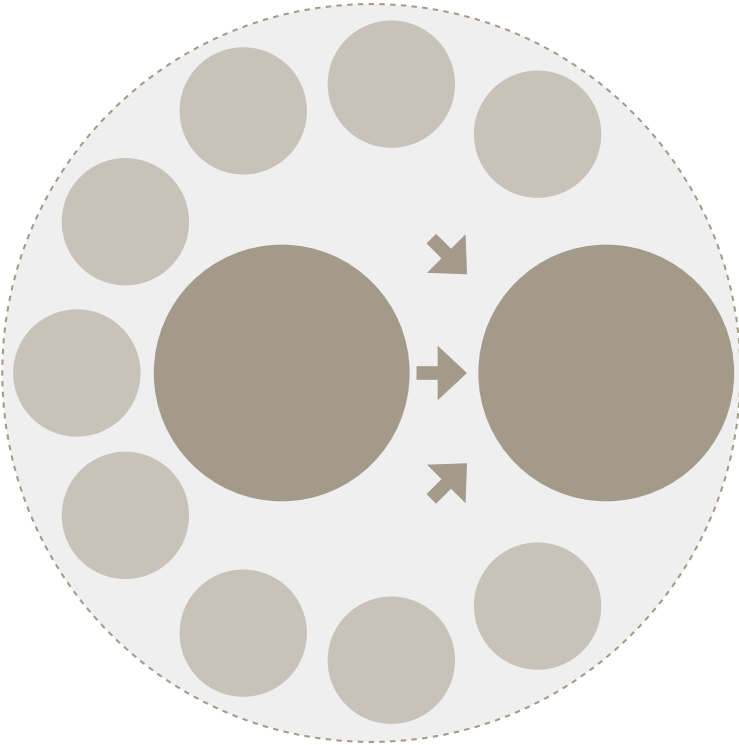
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我是建材大M，materials的M
展现集团智能创新和转型升级形象

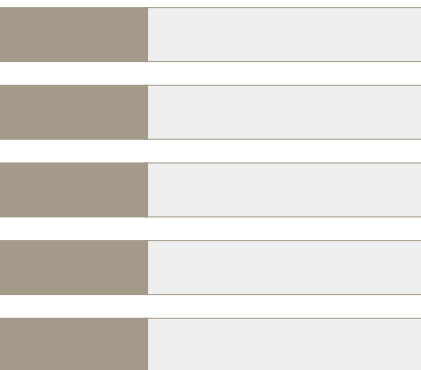
我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神

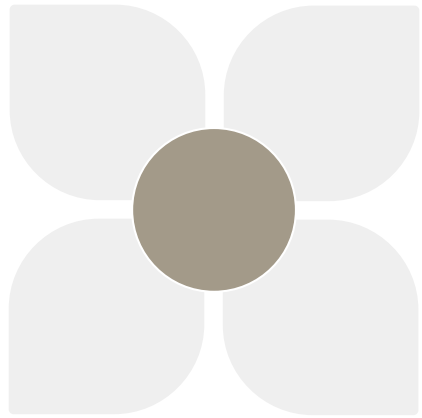
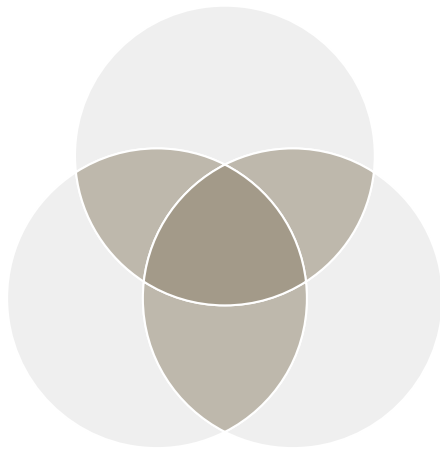






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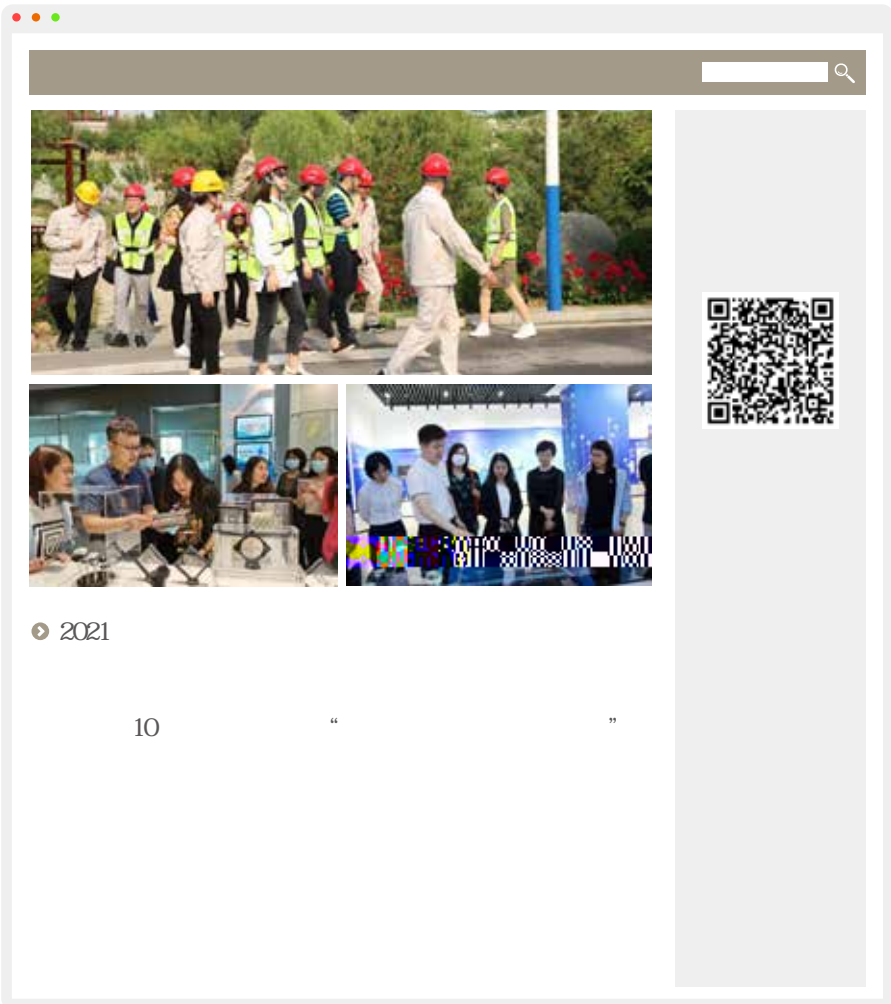


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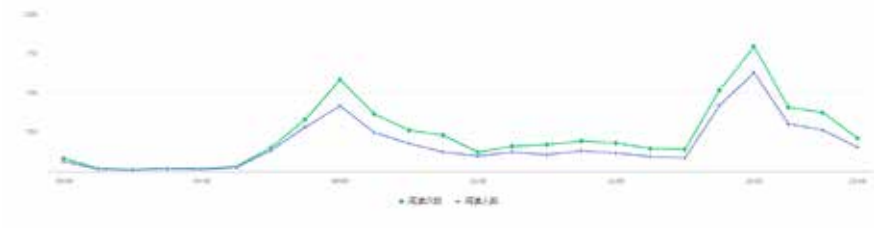


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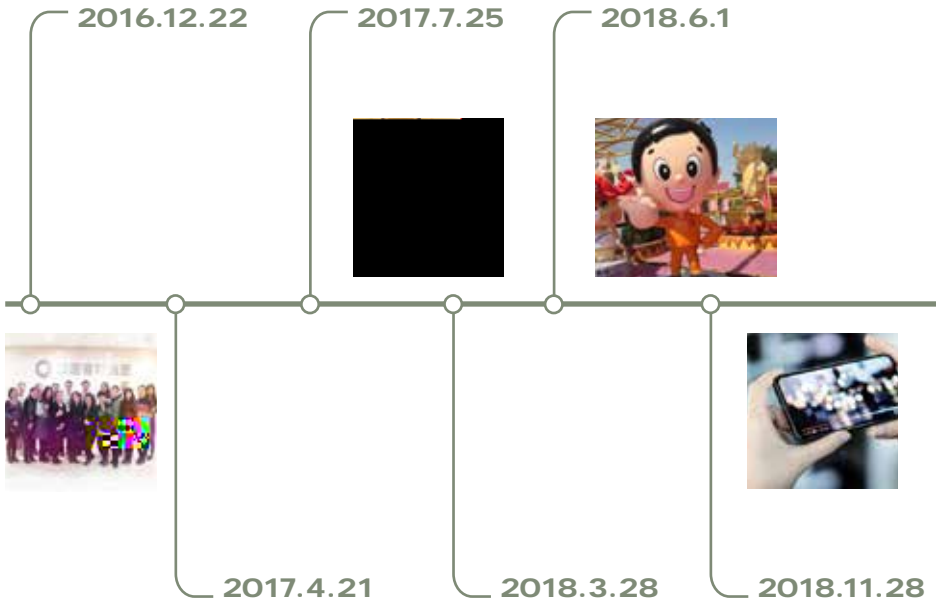
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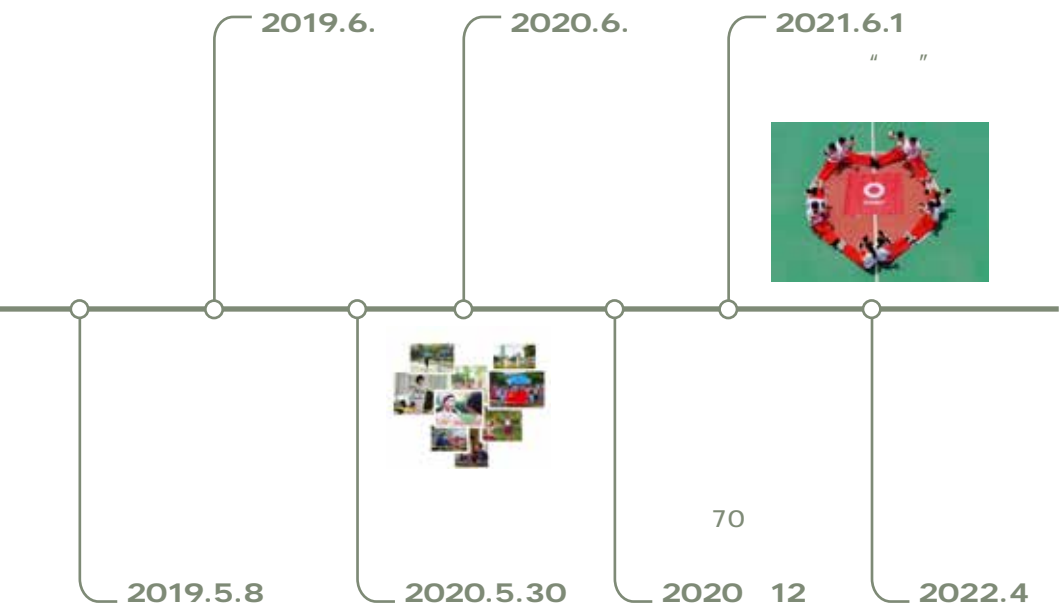
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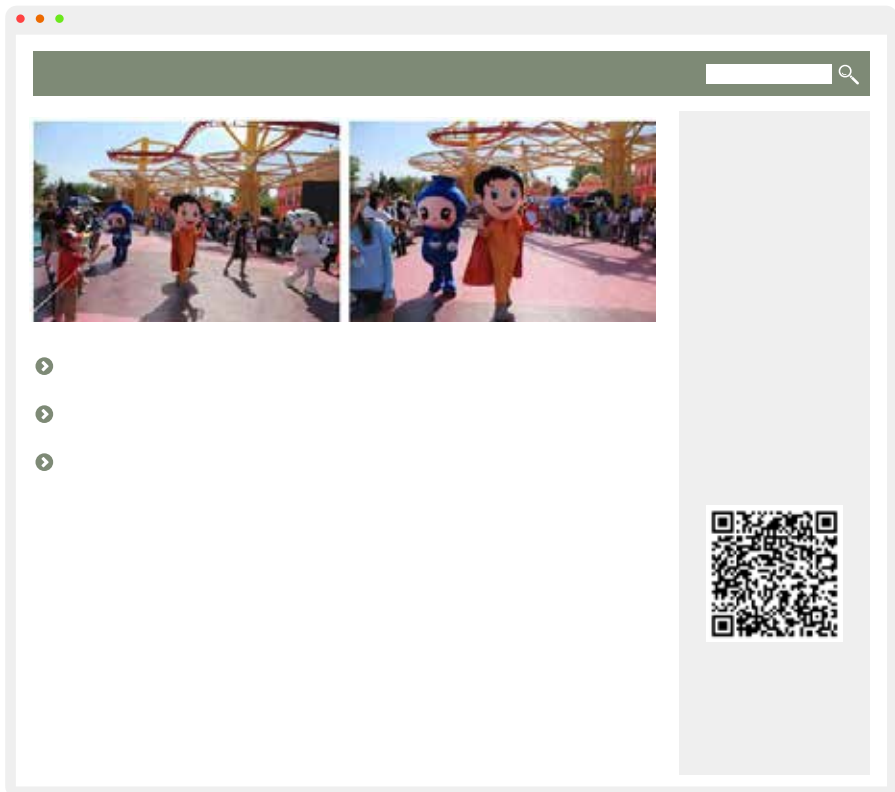
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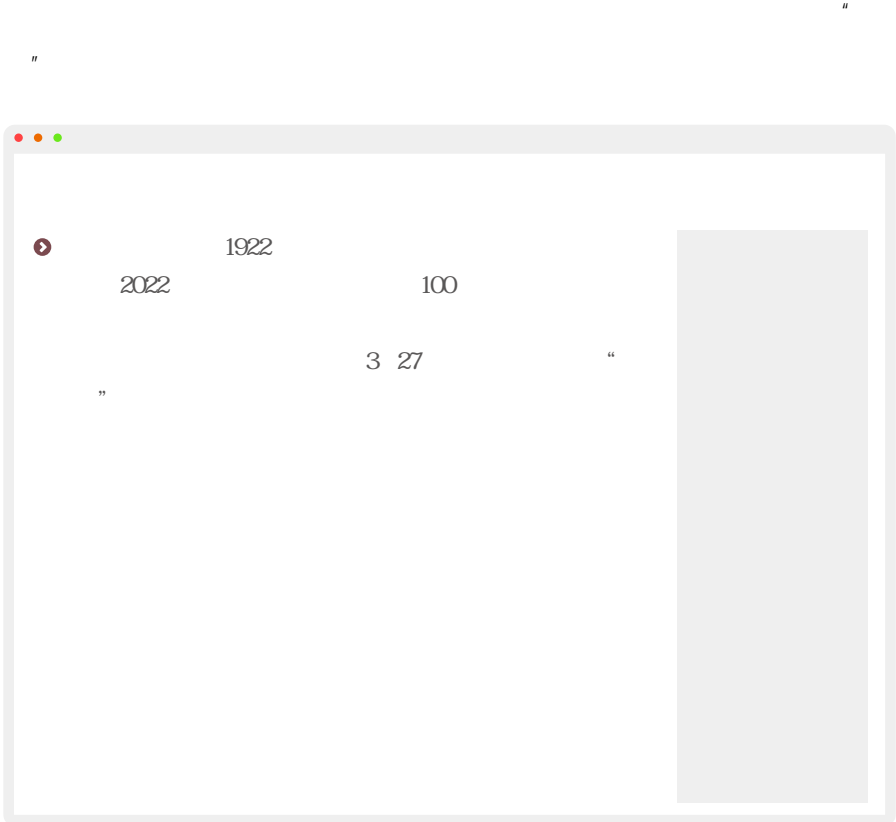


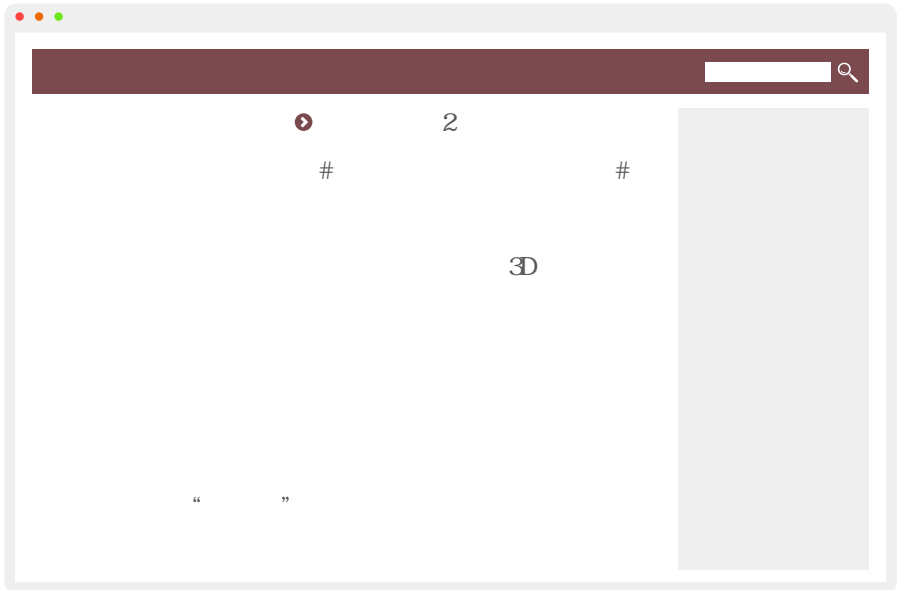


即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

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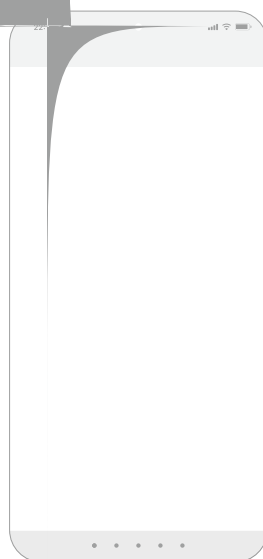
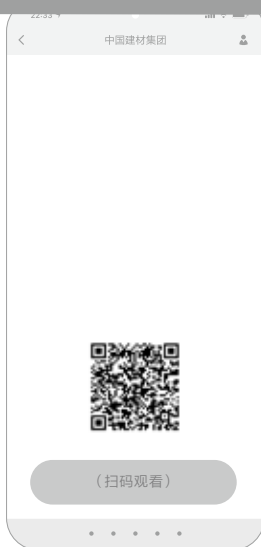
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EPILOGUE

