

《消费者权益日——让各大品牌揪心的央视3.15晚会》

导读:哪些行业和品牌可能会在今天的3.15晚会被曝光？让我们拭目以待。



Today's World Consumer Rights Day, also known as '3.15' in China, is a day that can strike fear into the hearts of consumer-facing brands in China. That's because 15 March is the day the national broadcaster CCTV (China Central Television) airs an exposé show that has the ability to push corporate communicators instantly into crisis-management mode.

????????????????"3.15"??3?15??CCTV????????????????????????????????????
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Broadcast since 1991, the programme has in the past left brands such as Apple, Nikon and food app Ele.me, dealing with fallout on the morning of 16 March. It's probably a coincidence that the programme airs on the 'Ides of March'—the date of the public stabbing assassination of Roman dictator Julius Caesar in 44 BCE. But nonetheless, the day may have brands watching their backs.

?1991????????????????????????????APP????????????3?16????????????????????????????"3?15?"????44????????
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Usually, recent announcements from the China Consumers Association (CCA) provide an early indication of the industries that may go through CCTV's "assessments of quality" and "reviews of corporate integrity". Given the contents of a CCA theme-setting document for 2017 (the theme translates roughly as "with online honesty and

??2017????????????????????“????????????????”?????
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??Claire Zhang??
 ??GHC?????Brad Burgess????????????????????????

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??GHC?Burgess???“????”??
315??

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Political-prisoner' brands

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The likelihood of being on the receiving end of CCTV's wrath is higher for iconic brands targeted in recent geopolitical squabbles.

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