

Media Relations:

Mitsubishi Electric Turkey Official PR Agency

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The brand participated in the event organized by Yalova University Business Administration and Economy Club and enlightened students on their career path

Mitsubishi Electric Explained Marketing and Brand Management to University Students

Developing advanced technology solutions since over 95 years in order to improve the quality of life of societies all around the world, Mitsubishi Electric came together with students at "APEX'19" organized by Yalova University Business Administration and Economy Club. Participating as speaker in the event, Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz told the youth his experiences in his presentation titled "Tips for Brand Communication and Suggestions to Future Marketers and Brand Managers" and told about the global effects of digitalization on the world of marketing and brand communication.



Known for its advanced technology, ecological approach and innovative products with high quality aimed towards numerous different sectors, Mitsubishi Electric came together with the students of Yalova University. Organized under the leadership of the President of Yalova University Business Administration and Economy Club Selin Kılıç and club members, "APEX'19" event had expert guests

from different sectors as participants. Giving a presentation titled "Tips for Brand Communication and Suggestions for Future Marketers and Brand Managers" in the event, ***Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş***

Ceneviz informed students on service scope of; sales, marketing and brand management departments and relayed his experiences using examples. Stating that communication requires a process management that changes rapidly, Savaş Ceneviz put emphasis on changing dynamics of marketing and brand communication in digital world.

Marketing and brand management complete each other

Saying that individuals that perform sales are called "marketers" because marketing and sales are mistaken for one another, Ceneviz said about the topic; "There are drastic differences between operating principles of sales and marketing departments. While marketing determines its operations based on long term strategies, sales operate on shorter term strategies. Marketing and brand management come forward as concepts that complete each other. Brands that manage to stay strong in the middle of this environment of heavy competition are the ones that leave positive impressions on consumers' minds. To achieve this, brands must be managed with correct and long term strategies and must invest in reputation."

Global brands must closely follow local dynamics



Reminding us that globalization, which started with Silk Road trading brought global branding alongside as well, Ceneviz said, "It is a vital aspect that global brands follow local dynamics closely and properly analyze the markets they operate in. Brands that ignore the dynamics of the geography they operate in will find it almost impossible to continue their

operations in such markets in the long term. One of the leading global brands at this point, Mitsubishi Electric, applies its regions and country specific communication studies and direct operations with sensitivity. We combine our brand's global strategies and brand promises with local dynamics of Turkey and manage our marketing and brand communication processes."

Conventional and digital marketing synchronization is a must

Saying "Digital platforms are no longer online for a short while, we live online", Ceneviz emphasized on the fact that as internet took its place in our lives rapidly, communication models are also shaped in accordance with this order. Stating that, although conventional marketing strategies sustain their validity, it is a very important necessity to synchronize it with digital marketing tactics, Ceneviz said, "Brands need to structure their conventional and

digital communications in a way that they complement each other and be compatible with each other. At this point, it is vital that new generation follows the world closely and monitor both regional and local developments to refresh their knowledge. In this highly integrated communication period thanks to digitalization, it is possible for different individuals in Vietnam and Norway to learn developments at almost the same time. At this point, we can say that alongside their communication processes, brands' manufacturing processes are also becoming digital. Our brand Mitsubishi Electric's robotics technologies, its answer to Industry 4.0 named e-F@ctory and its air conditioners with artificial intelligence infrastructure can be named among the products that are examples of digitalized manufacturing processes. In the digital world, marketing departments will have to work in close contact with IT departments and although employees won't need as extensive knowledge as that of a software engineer, having knowledge on marketing automations and softwares in the following periods will prove beneficial to them" and ended his words.

Yalova University Business Administration and Economy Club Members

Selin Kılıç, Bilge Gündoğdu, Enes Kabukcuoğlu, Cansel Gücüm, Ezgi Pehlivanoğlu, Alican Karataş, Sefa Bodur Osmanhan Kılıçarslan, Berk Coşar, Meltem Aldemir, Merve Nur Gülhan, Yusuf Hof, Hamza Çakır, Ertuğrul Yılmaz, Ceren Parmaksız, Ayşen Güler, Barış Şabanoğlu, Hazal Çetinkaya, Hilal Çakmak.

About Mitsubishi Electric Corporation

With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion) in the fiscal year ended March 31, 2018. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighboring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

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