

ANONYMISED TWO-PAGE PREVIEW

The record may be strong. The evidence architecture may not be.

This preview shows the structure and judgment style of a China Presence Diagnostic. All identifying details have been removed. It is not a client case study and does not imply that any person or institution commissioned our work.

ILLUSTRATIVE EXECUTIVE JUDGMENT		
PUBLIC SIGNAL	DIRECTIONAL VIEW	WHAT THE SIGNAL MEANS
Underlying China substance	STRONG	The public record indicates material history and current relevance.
Narrative coherence	FRAGMENTED	Evidence is distributed across entities, announcements and time periods.
Chinese-language usability	MIXED	Existing material requires consistency, source and status checks before reuse.
Leadership attribution	UNRESOLVED	Roles, entities and authority need a verified bilingual map.

THE DECISION

Do not begin with a campaign. Begin with evidence control, identity resolution and an attributable operating timeline.

ILLUSTRATIVE 90-DAY MANDATE

Sequence creates credibility.

The work moves from facts to decisions, from decisions to assets, and from assets to a controlled public record. Public activity comes last - not first.

01	DAYS 01-10	READ THE FIELD Normalise names, entities, claims, sources and dates. Establish a search baseline and quarantine unsupported statements.	OUTPUT Evidence registry / identity map
02	DAYS 11-30	SET THE POSITION Agree the operating role, proof themes, Chinese naming standard, executive attribution and release controls.	OUTPUT Decision brief / claims standard
03	DAYS 31-60	BUILD THE ASSETS Create the Chinese evidence hub, operating timeline, executive profiles and priority dossiers.	OUTPUT Owned-channel foundation
04	DAYS 61-90	ESTABLISH THE RECORD Release approved assets against defined stakeholder decisions and measure retrieval, comprehension and reuse.	OUTPUT Verified record / next mandate

BOUNDARIES OF THIS PREVIEW

This is an anonymised, abridged demonstration of method and format. It is based on lawful public-source diagnostic work, contains no confidential client information, and does not represent due diligence, legal advice or a complete media audit.

No fabricated engagement. No implied access. No guaranteed third-party outcome.

PRIVATE ENQUIRIES office@cnpresence90.com

Independent China strategy and presence advisory

02 / cnpresence90.com