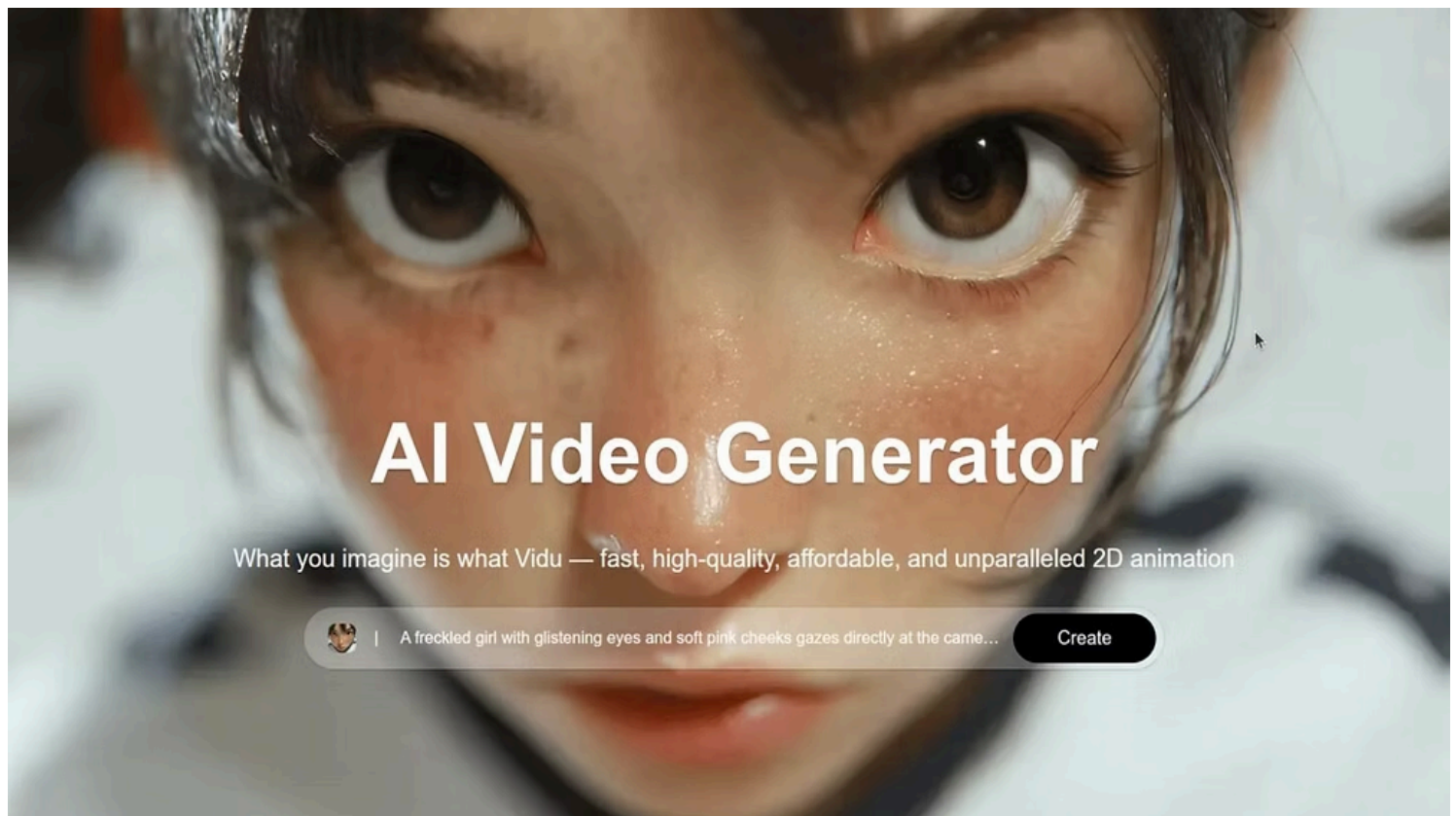


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Vidu

Vidu is a leading generative AI video platform known for its pioneering Multi-Entity Consistency feature, enabling seamless integration of unrelated images into a single, cohesive video. Its Q1 model delivers hyper-realistic visual effects, anime-style rendering, and synchronized audio—ranking #1 on the industry benchmark VBench. With an API for enterprise users and a growing community across 200+ countries, Vidu is reshaping how creators and developers produce AI-generated video content.



The Mission

After launching its V1 and V2 updates, Vidu recognized a clear pattern: its strongest traction came from the animation and anime creator community. While the technology had broad potential, its brand narrative and outreach needed to better align with this core user base. Simultaneously, the company aimed to improve its visibility on Google Search, especially compared to peers like Veo and Kling, who had captured more top-of-mind awareness.

The campaign's primary goal was to generate widespread awareness and media visibility around the platform's model upgrades. Secondary objectives included increasing engagement

from animation creators and enterprise developers, and landing coverage that demonstrated Vidu's evolution from a powerful tool into a brand with cultural and commercial impact.

The Strategy

To deliver a story with more depth and resonance, Eleven International proposed a dual-announcement PR campaign. This approach combined two timely, high-impact updates:

- Hardware integration with HONOR: Vidu was powering on-device AI video creation in HONOR's newly launched 400 series smartphones in China, making cinematic-quality video generation accessible to mass-market users.
- IP collaboration with CCTV Animation: Vidu signed a landmark deal to reimagine Journey to the West, one of China's most iconic stories, using its generative AI platform—marking a major milestone in the evolution of GenAI-powered IP creation.

Together, these stories signaled a strategic push in both consumer accessibility and original content development, positioning Vidu as more than a tool—it's a cultural driver.

Key components of the campaign included:

- Targeted media outreach to top-tier tech, animation, entertainment, and regional outlets
- Press release drafting and tailored pitching to ensure relevance across different verticals
- Story placement strategy aligned with key verticals like GenAI innovation, anime/animation trends, and IP licensing

The messaging was carefully tailored to reach creators, marketers, and developers, while also establishing Vidu's leadership in the fast-moving generative AI category.

The Results

The campaign exceeded expectations, securing 11 pieces of earned media coverage across major global verticals and regions. These included top-tier placements in *Variety*, *Deadline*, *Animation Magazine*, *Phandroid*, *MacSources*, and *OK! Magazine*—spanning GenAI, tech, entertainment, lifestyle, and animation press.

The coverage not only increased brand awareness but also positioned Vidu as the first GenAI video platform to enter both the consumer hardware space and IP development space simultaneously. By generating consistent narratives around its model upgrades and cultural relevance, the campaign laid the foundation for long-term engagement and visibility. Vidu now enjoys an enhanced profile among creators and enterprise users alike—cementing its place as a global leader in the future of AI-powered storytelling.

Let's get started on achieving your business objectives. [Send us a message](#), or an email at connect@11.international.

Featured Media Coverage:



- **Variety:** [‘Journey to the West’ IP Deal Powers Vidu’s Honor Partnership, AI Video Push](#)
- **Animation Magazine:** [Generative Video Co. Vidu Sets Collabs for ‘Journey to the West’ Anime, Honor 400 Smartphones](#)
- **OK! Magazine:** [Hollywood's Next Big Disruption? How AI is Bringing Blockbuster Magic to Your Smartphone](#)
- **Deadline:** [Chinese AI Video Generator Vidu Strikes IP Deal For Animated Series ‘Journey To The West: Legends Of The Monkey King’](#)
- **Phandroid:** [Vidu Brings AI Video Generation to Honor 400 Series and Classic Anime IP](#)

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Eleven International

Established in 2017, Eleven International is an award-winning cross-border communications agency for consumer tech, Web 3.0, and B2B tech brands.

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