

Huawei's Product Stories Syndicated to Euronics

[Euronics](#) integrated Huawei's Product Stories in its website [explaining to Italian consumers the HMS \(Huawei Mobile Services\) features](#), integrated into its smartphones starting from the P40 series.

[Huawei](#) – known by the public because of its smartphones. During the second quarter of 2020, Huawei became the world's top smartphone seller, overtaking Samsung for the first time ever. Furthermore, the Chinese tech giant is engaged in the development of network and telecommunications infrastructure. Recently, Huawei joined Icecat for the open distribution of its rich product content to all its e-commerce partners.

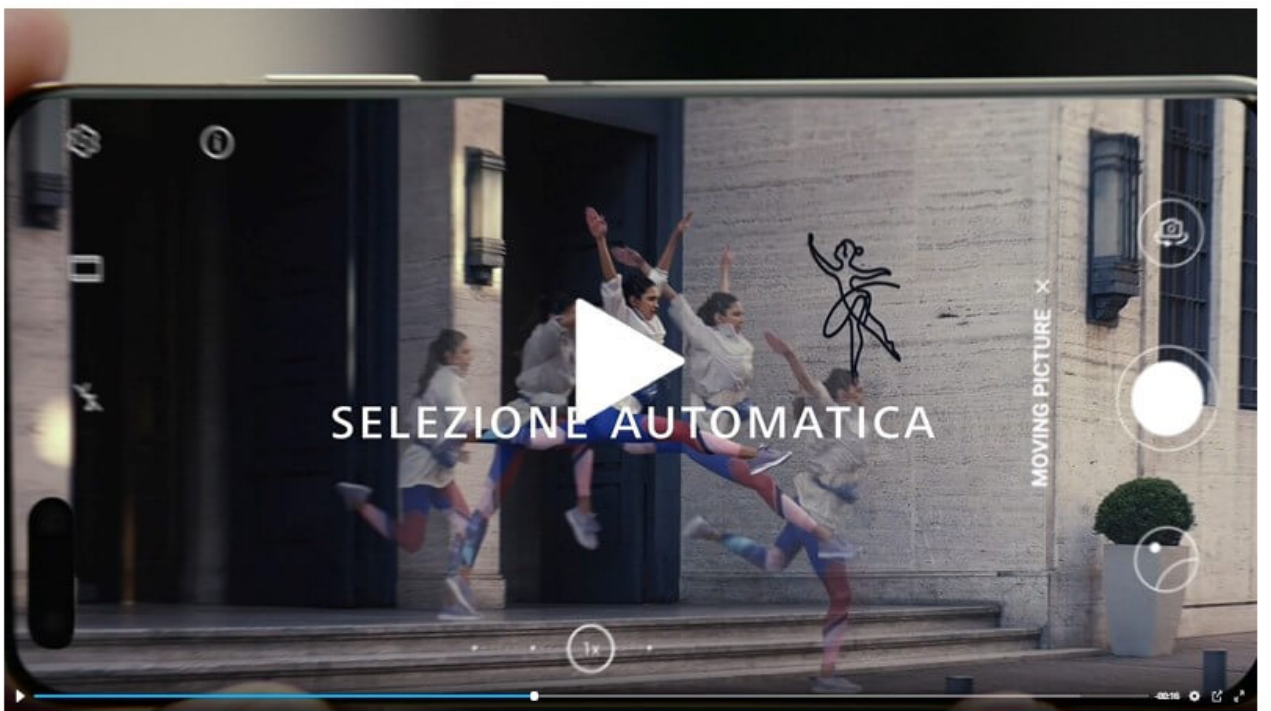
What are Product Stories?

Compelling product descriptions don't just convey what your product is, but why a customer should buy it. Product stories represent a planned use scenario of the product. They're similar to story mapping but focused on a single-use scenario or workflow rather than all scenarios.

A Product Story is, in essence, an html5 minisite that can contain various multimedia blocks like videos, feature explanations, and an image gallery.



Example from the image gallery



Example of an included video

If you are a Huawei reseller, you can use your Icecat account to download its free product content, or otherwise please [register online](#), or contact your Account Manager!

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