

The Amazing Son in Law/Super Hero Charlie Wade - Charlie Wade Chapter 7272

The following day, Charlie Wade, Claire, and Loreen returned to Aurous Hill as scheduled.

Charlie Wade had arranged a meeting with Hank and Matilda to discuss Tawana's concert in person the next day.

After dropping Claire off at home, Charlie Wade left under the pretext that Don Albert needed him and headed to Heaven Springs.

Hank and Matilda were already waiting there.

At the entrance, Don Albert greeted Charlie Wade and personally escorted him to a diamond box. He said, "Mr. Wade, I'll have someone serve the cold dishes first. You can chat with Professor Hank and Professor Matilda in the meantime."

"Okay," Charlie Wade replied. He then greeted Hank and Matilda, saying, "Uncle Hank, Aunt Matilda."

Hank smiled and asked, "Charlie Wade, you just got back from Japan and already arranged to meet us. What's so urgent?"

Charlie Wade said, "I have two matters to discuss with you. Let me start with the first. While in Tokyo, I met Miss Fei, who offered suggestions for the future model lineup of Bruce Automobile. She believes our first car should be positioned as a neutral, medium-to-large sports sedan. What are your thoughts?"

Matilda smiled and said, "I don't know much about cars, but it seems Hank shares the same idea."

"That's correct," Hank nodded. "We've reviewed all Gao Heng's models, but they mainly consist of unconventional crossovers. After discussions, we concluded that these don't align with Bruce Automobile's positioning and strategy. We're designing three prototypes: a large five-seater SUV for families, a six- to seven-seater SUV, and the medium-to-large sports sedan you mentioned. Our plan is to launch the sedan first, followed by the SUVs."

Charlie Wade smiled and said, "That aligns well with Miss Fei's perspective, but I'm slightly concerned that our positioning might directly compete with the popular Remi Automobile."

"Exactly," Hank agreed. "We currently see Remi Automobile as our main competitor. They have several aspects worth studying and learning from. However, we aim to differentiate ourselves even with similar positioning. Remi Automobile's overall investment is about 20% less than ours, which allows us to use better, more advanced manufacturing equipment without increasing production material costs, enhancing our cars' overall competitiveness."

"Additionally, one of Remi Automobile's major challenges is their limited production capacity. Their current delivery cycle is nearly six months, and if they launch new models, the delays will only worsen. We can outperform them in this area."

At this point, hank continued his analysis: “We also have another significant advantage—AI. Our AI computing power is currently unmatched by any other car series globally. Even if all their models combined their resources, they wouldn’t surpass us. This means that when our vehicles integrate with our AI system, the computing power available to each car will far exceed the highest capabilities of current car systems. This gives us a unique opportunity to develop the most advanced intelligent driving system. With this in place, our overall competitiveness will be well-supported.”

“Great,” charlie Wade replied with satisfaction. “Since you’ve already made progress on this front, let’s move on to the second matter.”

He paused for a moment, building suspense, then asked, “Are you familiar with Tawana Sweet?”

Matilda smiled and said, “She’s a big star and a famous singer. She’s very popular. I sometimes enjoy listening to her songs.”

hank added, “I haven’t listened to her much, but Zhiqiu used to be a big fan, so I’ve heard some of her music through her.”

charlie Wade grinned and said, “The next topic I want to discuss is how to have bruce Automobile sponsor 20 solo concerts for Tawana in China.”

“Twenty concerts?!” exclaimed hank, who specialized in economics. Surprised, he said, “I’ve read financial articles analyzing the economic impact of Tawana’s concerts in Singapore. The data was incredible. Her performances generate revenue far beyond ticket sales—they boost advertising, venues, catering, and attract fans from far away. Even though a concert lasts only a few hours, it drives significant spending on transportation, accommodation, dining, and shopping. If she holds 20 concerts in China, the economic benefits would be substantial.”

He then asked charlie Wade curiously, “I seem to recall that she’s never held a concert in China before. bruce Automobile isn’t a professional event organizer—can we actually manage to invite her?”

charlie Wade smiled confidently and said, “I’ve already reached an agreement with her and her agency. Over the next few years, she’ll perform at least 50 concerts for me. However, I don’t plan to schedule all 50 back-to-back. We’ll start with 20 concerts this year and evaluate the results.”

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hank exclaimed in surprise, “That’s incredible! Even without considering the economic benefits from the 20 concerts, the advertising impact alone is unparalleled!”

“Exactly,” charlie Wade agreed. “These 20 concerts will be exclusively hosted and sponsored by bruce Automobile. What I propose is that we don’t sell any external advertisements. Instead, all ad spaces will solely promote the brand name and logo of bruce Automobile.”

“But in that case,” hank said, “won’t we lose significant advertising revenue? If her concert fees are too high, wouldn’t the loss of that income make it hard to recover costs?”

“It won’t be an issue,” charlie Wade said with a confident smile. “These 20 concerts won’t cost us a cent in appearance fees. We’ll only need to cover venue expenses. With a star of her caliber, we won’t need to spend anything on publicity. Once the concerts are officially announced, the domestic media will naturally report it extensively, turning it into front-page news.”

Excited, hank said, “That’s fantastic. Only concerts by top stars can have such a significant long-tail effect. People will continue talking about iconic performances for years, meaning our advertising benefits will last long after the events themselves.”

Matilda, deep in thought, added, “If bruce Automobile is going to host these concerts, we’ll first need the proper qualifications for organizing performances. Starting with approval for hosting such events, we must ensure every requirement is met. Regulations for foreign performers are even stricter, and we don’t currently have those qualifications.”

charlie Wade looked at her and asked, “This sounds like your area of expertise, Aunt Matilda. How do you suggest we handle it?”

“The simplest solution,” Matilda replied, “is to acquire a company that already has the necessary qualifications. Once we’ve bought it, regardless of its current name, we can rebrand it as bruce Automobile Performance Agency Co., Ltd. or bruce Automobile Cultural Communication Co., Ltd. If we find the right company, the acquisition and rebranding process can be completed quickly.”

“That works,” charlie Wade said. “Let’s proceed by buying an existing company.”

After a moment of thought, hank asked, “Since we’ll be hosting the concerts, should we collaborate with a platform for ticket sales?”

charlie Wade shook his head firmly. “I don’t trust any domestic ticketing platforms. I’m worried they’ll succumb to greed and turn into unofficial scalpers.”

hank asked, “Are you suggesting we handle the ticketing ourselves?”

“Yes,” charlie Wade replied. “I thought about this before coming here. The biggest challenge for this event will likely be the ticketing process. For an international star like Tawana, getting approval for the necessary performance procedures won’t be an issue. China is now actively supporting international artists to perform domestically. As for the venues, we have nothing to worry about. Thanks to China’s rapid economic development in recent years, the domestic performance market has flourished. Cities at the second-tier level and above all have excellent performance venues. The conditions are ready, and Tawana’s team will bring their own stage and sound equipment. So, all the hardware requirements are covered.”

“I’m not aiming to profit from these performances, but I want to ensure that the ticket sales process is absolutely fair and transparent. There must be no favoritism or fraud. Ticket sales must follow a strict real-name system, and admission should also be based on the same fair and stringent real-name verification. We need to ensure that even if someone buys a ticket for 2,000 yuan, no one offering 20,000 yuan—or even 2 million yuan—can bypass the system and gain entry with that ticket.”

charlie Wade paused before continuing, "Since fairness and justice are our priorities, I believe it's best to handle ticketing ourselves. We can develop software or a small program specifically for managing ticket sales."

hank said, "This type of ticketing system will require robust infrastructure to handle high traffic. When ticket sales open, it's likely that millions of people worldwide will flood the system simultaneously to grab tickets. Developing such software or programs in a short time might make it difficult to handle the massive traffic reliably without any issues."

Matilda added, "Even if we sell tickets officially using a real-name system, we still need to consider the problem of technical scalpers."

"I've seen cases involving these scalpers," she continued. "They create specialized ticket-grabbing software. People who don't have the time to grab tickets or are worried about missing out provide their personal information to these scalpers, who then use the software to increase their chances of securing tickets. These scalpers charge exorbitant fees upfront. Although the tickets are purchased under real names and admission requires real-name verification, the scalpers still profit illegally. This practice not only violates the rights of other audiences but also severely disrupts the fairness of the ticketing process."