RADAR REPORT #1

JULY 2023: TRENDS, CASE STUDIES AND INSIGHTS

HOW BRANDS CONNECT WITH CONSUMERS IN CHINA

CREATED BY: RESONANCE

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Resonance is an integrated digital marketing agency based in Shanghai, China. Our service is “everything digital x social marketing”. We’ve been around since 2008 and have done great work for many of the world’s most well-known lifestyle brands. Visit us: resonancedigital.com

What is the “Radar Report"?

The resonance “radar report” is a monthly report we distribute to clients, partners, and industry peers. It’s a useful way to see the latest, most interesting brand and platform strategies and new trends as they develop, one case study at a time. The report is free: email title “subscribe” to hello@resonancedigital.com

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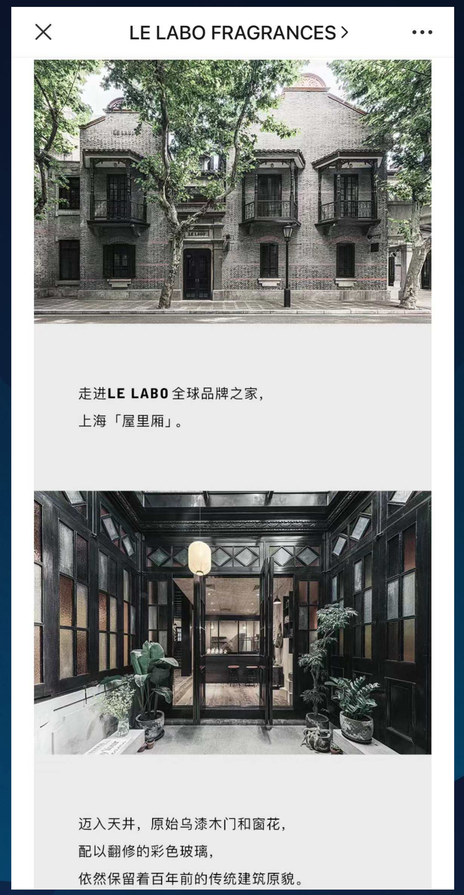
BREAKTHROUGH BRAND ACTIVITY

Localizing Luxury: How LE LABO Integrated Cultural Elements in their Mainland China Store Launch

LE LABO SHANGHAI
Le Labo Shanghai store in traditional Shanghai Shikumen architecture.

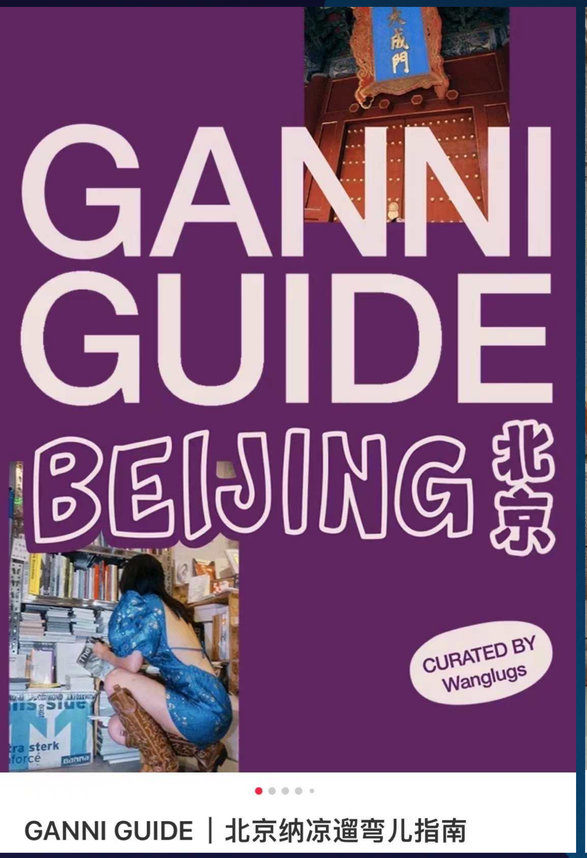
TOPIC: LE LABO 屋里厢
Use local Shanghai dialect as topic idea to deepen the embodiment of local culture.



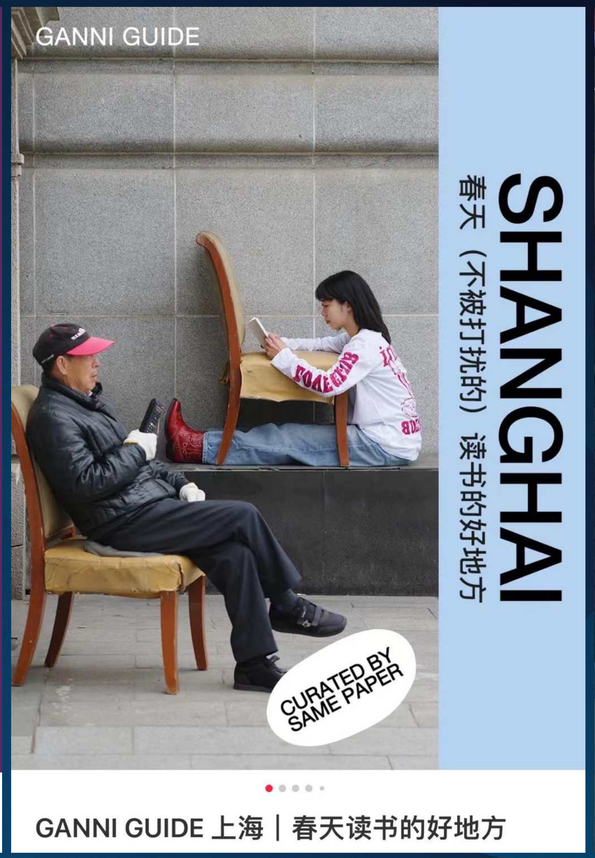
CITED CONCEPT
Interpret the creative concept of the store and highlight the localization experience it creates.

- LE LABO fused local architectural culture with their brand's identity for their first store launch in mainland China, employing Shanghai's unique Shikumen architecture.
- LE LABO's approach to marketing hinges on creating a sense of exclusivity and local connection. They released a limited-edition city-exclusive fragrance, offering customers a unique olfactory experience deeply connected to the city they are in.
- The brand's localization marketing strategy involved crafting distinct, localized experiences for customers. Embracing the local culture and curating personalized experiences, LE LABO fostered a robust link between their brand and the cities they operate in.
- In conclusion, LE LABO's Shanghai launch demonstrates how brands can successfully use local culture to create a unique and personal customer experience, forging stronger ties with their target audience.

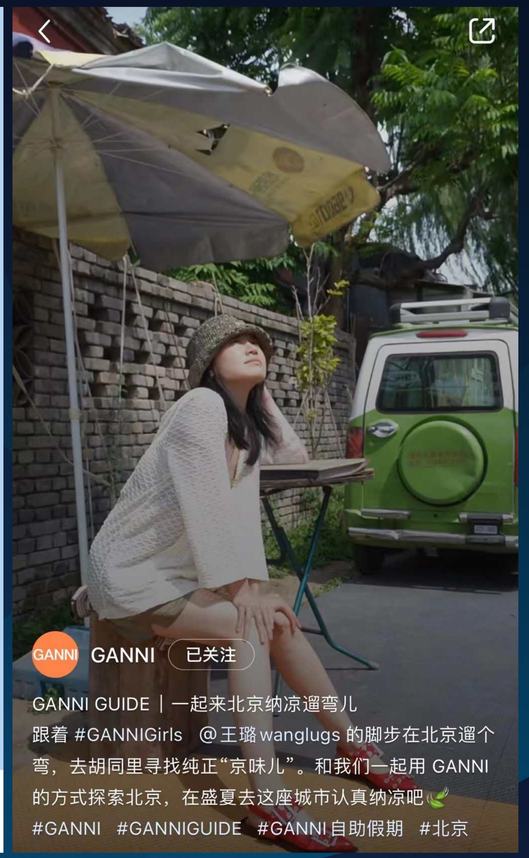
Creating Local Connections: How GANNI Utilized KOLs and Social Topics for Brand Influence



BEIJING CITY WALK
Integrate the language and life with local characteristics of Beijing into social topic.



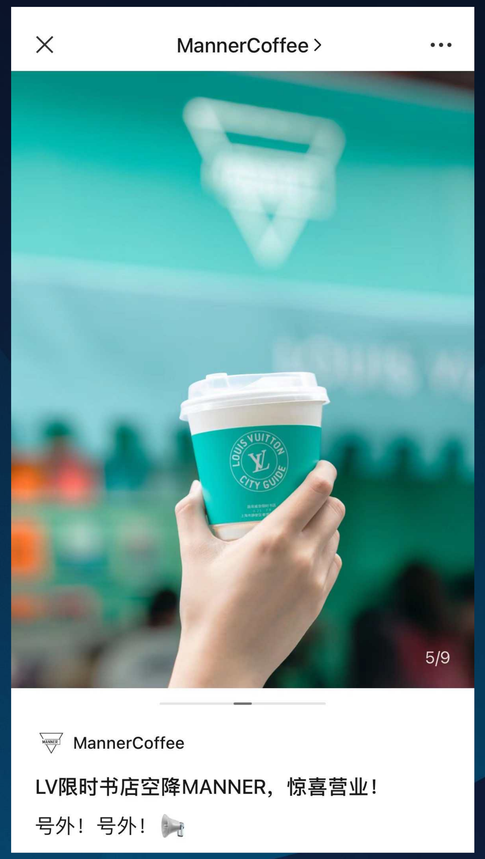
SHANGHAI CITY WALK
Combine popular youth culture and seasonal activities in Shanghai with social topic.



FEATURING WITH LOCAL KOL
Through featuring local KOLs, highlight brand characteristics and expand the influence of localization.

- For GANNI, social topics and local Key Opinion Leaders (KOLs) were the linchpin for creating impactful co-creations and brand influence in China. By collaborating with local girls and KOLs who epitomized distinctive local style features, GANNI constructed a local guide reflecting the brand's unique tonality.
- GANNI strengthened its brand influence in the Chinese market by presenting city guides and lifestyle insights from these local girls, all reflecting the brand's style.
- GANNI leveraged its understanding of its customer base and regional differences to fuse brand marketing with regional culture. This integration endowed the brand with urban cultural characteristics and geographical attributes, enhancing its connection with the local audience.
- In conclusion, GANNI's strategy exemplifies how effectively involving social topics and working with local KOLs can deepen a brand's influence and foster stronger local connections.

Fusing Brand Spirit with Local Culture: How LV Leveraged Co-branding to Amplify Brand Awareness

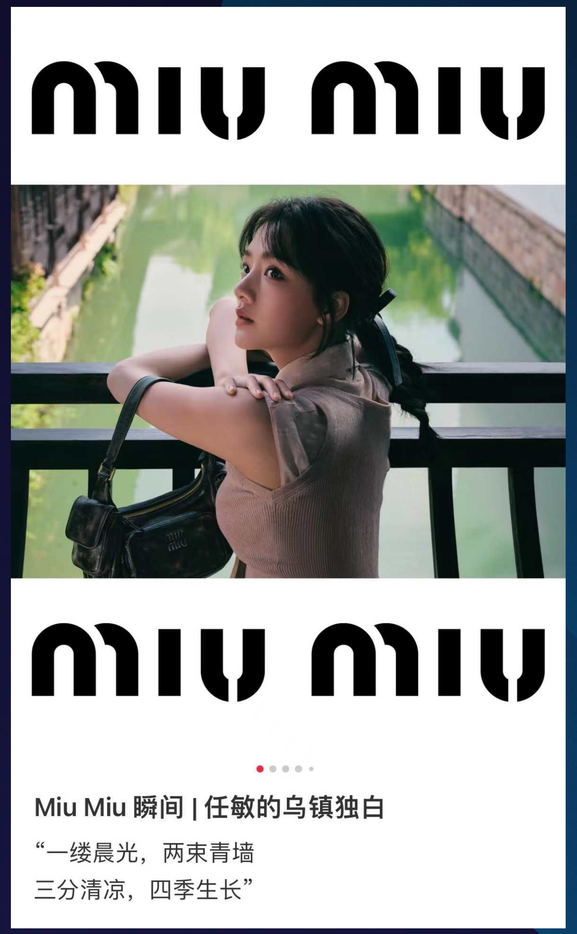


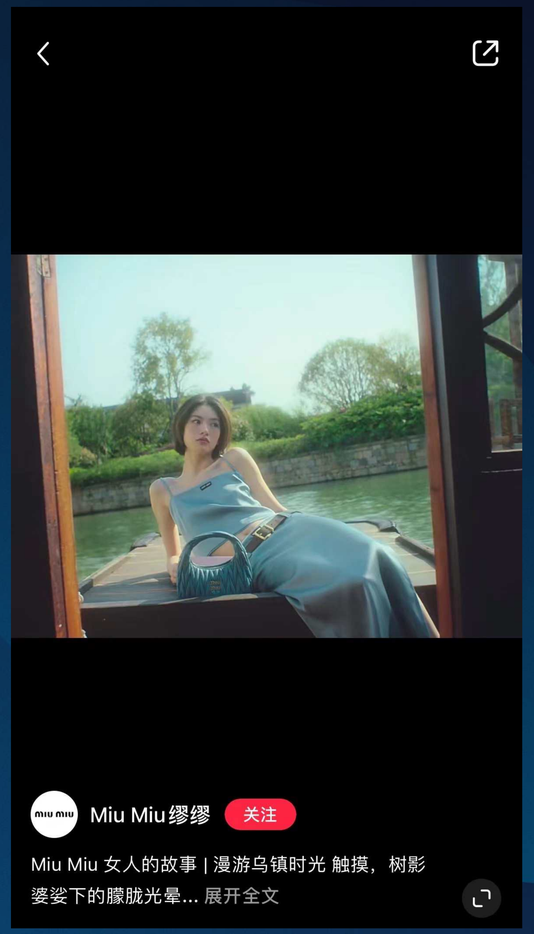
LV x MANNER - CO-BRANDING BOOK STORE
LV continues to develop brand travel gene, promotes the city guide, and selects three stores with Shanghai urban characteristics to create a co-branding event with high attention.

LV x MANNER - CUPS
Co-branding wechat post from Manner, demonstrate the co-branding details.

- LV, with its core ethos centered around the spirit of travel, incorporated its city guide in a co-branding initiative with local coffee brand Manner. This collaboration aimed not only at short-term consumer attraction but also the infusion of the brand's culture into the consumer community, thereby securing long-term influence.
- The co-branding with Manner not only highlighted LV's brand spirit but also resonated with the target audience in Shanghai, enabling LV to reach a broader audience and strengthen its influence in the Chinese market. This strategic move established a deeper connection with consumers, thereby enhancing LV's brand value.
- In conclusion, LV's co-branding strategy offers a blueprint on how incorporating local culture and consumer integration can be pivotal in deepening brand awareness and augmenting long-term influence.

Fusing Tradition with Fashion: How MIU MIU Leveraged Localized Events for Brand Engagement





MIUMIU WOMEN'S TALES IN WUZHEN

Invited local actress to participated in Wuzhen city guide event, created local brand assets to carry out brand's short film story series, conveyed the artistic and humanistic spirit of the brand's strong integration with local culture.

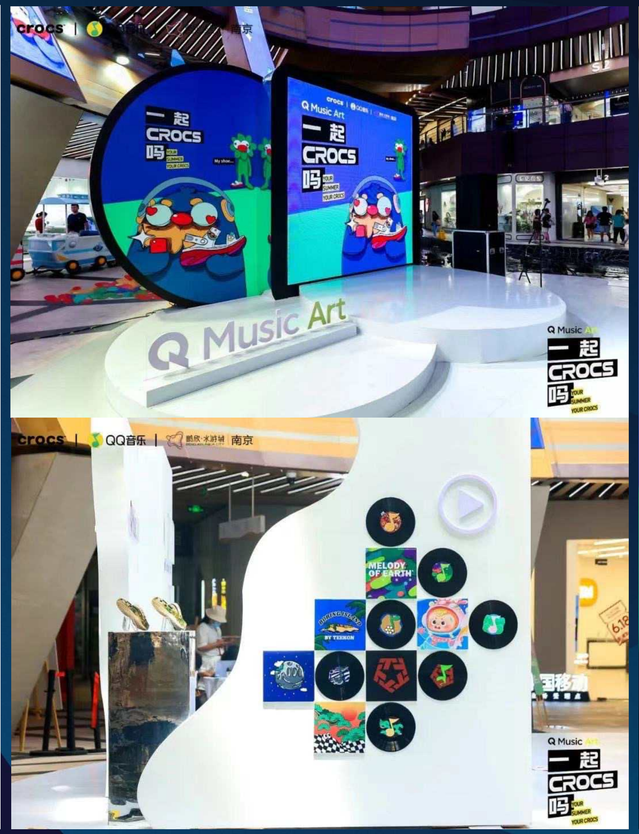
MIUMIU WUZHEN GUIDE MP

Created a wechat mini program on the event to better communicate the activity and engage with users.

- MIU MIU created a localized brand event that cleverly blended fashion with traditional Chinese culture. The brand infused its innovative spirit into the theme of limited-time roaming in Wuzhen, using this as a platform to showcase its values.
- The brand invited several local actresses to expand the event's influence, effectively combining star power with brand presentation. This move enhanced the aesthetic experience, closely aligning it with MIU MIU's brand values.
- To further leverage this localized cross-border event, MIU MIU established a WeChat mini-program. This platform integrated marketing content and city guides, boosting consumer engagement. The effective use of social media also amplified consumer awareness of the brand's events.
- In summary, MIU MIU's event in Wuzhen exemplifies how brands can integrate traditional culture and celebrity influence into localized events to strengthen engagement and increase brand awareness.

Tuning into Youth Trends: How CROCS Utilized Popular Music for Brand Rejuvenation

CROCS x QQ MUSIC
Created some interesting assets to inspire the youth group to take part in.



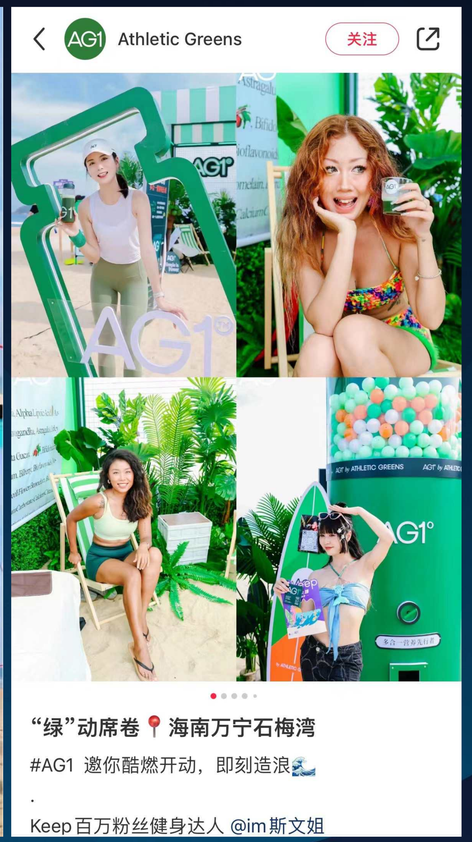
CO-BRANDING MUSIC FESTIVAL
Buile up offline installation in Nanjing shopping mall, achieved an increase in local influence

CO-BRANDING MUSIC FESTIVAL
Invited local musicians, enhanced the effectiveness of brand and young people's association.

- CROCS capitalized on the indispensable role of live music in the lives of today's youth, partnering with QQ Music and local musicians to co-create an offline event. This collaboration showcased the synergy between music and youth trends, providing fresh inspiration and possibilities.
- Creating an emotional connection through music is a novel way for brands to engage young Chinese consumers. CROCS leveraged this approach to effectively communicate its brand rejuvenation, connecting with a younger demographic.
- In conclusion, CROCS's strategy demonstrates the power of music and partnerships in influencing youth culture and revitalizing a brand's image amongst younger consumers.

Health Meets Fitness: How ATHLETIC GREENS Leverages Local Fitness Platforms for Brand Awareness

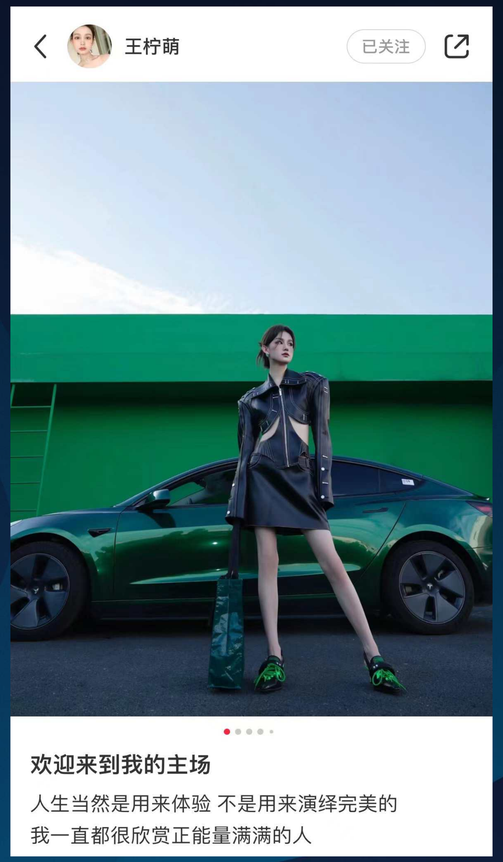
AG x KEEP OFFLINE CO-BRANDING
AG's collaboration Keep, with the theme of sports, conveyed its new essence of nutrition through offline sports events.



SUMMER AND SPORTS AS THE MAIN SCENARIO
Expand event impact through offline marketing co-creation with a wide range of fitness and healthy lifestyle KOLs.

- ATHLETIC GREENS (AG) embraced a collaborative strategy with local fitness platform, Keep. Using the theme of sports, AG conveyed its focus on nutrition through offline sports events.
- By extending their online presence to offline marketing, AG successfully bridged the gap between lifestyle communication and emotional connection with consumers.
- Identifying an overlap between their target audience and the Keep community, AG leveraged the influence of local platforms and a range of offline activities. This strategy allowed the brand to reach a larger audience and significantly enhance brand awareness.
- In conclusion, ATHLETIC GREENS' approach emphasizes the impact of local collaborations and community influence in validating and promoting brand awareness in the health and fitness sector.

Harnessing Co-branding Power: Helena Rubinstein and Tesla's EDC Event Strategy Amplifies Brand Influence



HELENA x TESLA x EDC 7 CITIES

Fully combined the brand characteristics and common advantages to create visual assets, carried out bidirectional authentication of the sense of science and technology emphasized by brands. Using the EDC as the carrier, further deepens the connection with Chinese consumers and occupies the awareness of young TAs.

CO-CREATED WITH KOLS

Expanding the scope of brand co-marketing and creating seamless experiences for young users across online and offline channels, increasing brand influence in local market.

- In a strategic partnership, Helena Rubinstein and Tesla joined forces to leverage their shared brand DNA of technological innovation. The collaboration sought to tap into their respective strengths and market influence, connecting with a diverse consumer demographic. This move aimed to bolster both brands' market positions while fostering mutually beneficial business opportunities.
- The co-branding initiative was further enhanced by its connection to the EDC music festivals in seven Chinese cities. This association broadened the scope of co-marketing, creating a seamless experience for young users across digital and physical spaces.
- Through this collaboration, Helena and Tesla effectively communicated their commitment to brand innovation and trending culture to a younger audience. The strategy successfully amplified their influence in the local market.
- In conclusion, this case study highlights the potential of strategic co-branding and event partnerships in broadening audience reach and bolstering brand influence.

BRAND INSIGHT TAKEAWAY

BRAND	KEY METHOD	INSIGHT
LE LABO	Local architecture and dialect culture applied for launch event	Le Labo is renowned for its ability to cultivate an atmosphere of exclusivity and foster a profound local connection in every city it inhabits. Localizing to connect with Chinese audiences is a key pillar of their successful local strategy.
GANNI	Local Key Opinion Leaders (KOLs) collaborated in co-creating social content	Ganni strategically aligned its brand marketing with the regional culture, integrating it seamlessly to cultivate a refined client base. By featuring local girls who exemplified the brand's style in their lives and city guides, Ganni strengthened its influence in the Chinese market and fostered a deep connection with its audience.
LV	Co-branding was employed to foster strong connections within the local consumer community	LV's collaboration with a local coffee brand in Shanghai showcased its brand spirit and successfully attracted the target audience. This partnership allowed LV to expand its reach, reaching a wider audience and further solidifying its influence in the Chinese market.
MIU MIU	By collaborating with local celebrities, the brand combined celebrity marketing with the showcase of its brand values	Miu Miu successfully merged fashion and innovative spirit with Chinese culture, presenting an aesthetic experience that encapsulated its values. Additionally, the brand employed digital methods to enhance engagement between the brand and its consumers through its WeChat Mini Program.
CROCS	Offline popular music festival held to realize brand rejuvenation	Crocs recognized the significance of live music in the lives of today's youth, understanding that the emotional connection fostered through music presents a positive opportunity for brands to influence Chinese young people.
ATHLETIC GREENS	An offline event implemented by co-creating with a local platforms	Athletic Greens achieved brand and platform co-branding, reflecting its value through fitness platform certification. This extended online to offline marketing, validating brand awareness through positive community and platform influence.
HELENA & TESLA	Cross-border co-branding and engaged in music festival IP to greatly enhance the influence in Chinese market	Helena and Tesla, as industry leaders in different sectors, strategically employed co-branding to leverage their individual brand strengths and market influence. This collaboration enabled them to connect with consumers across diverse demographic groups, solidify their market positions, and create mutually advantageous business opportunities.

BRAND INSIGHT TAKEAWAY

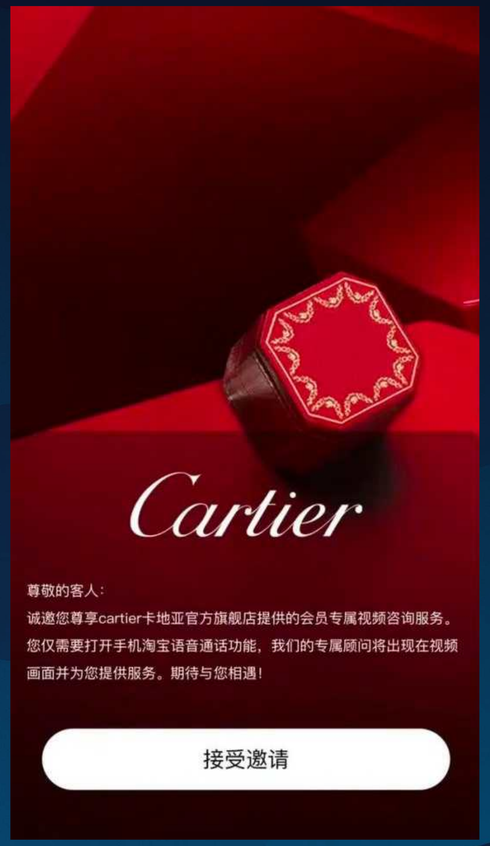
METHOD	LE LABO	GANNI	LV	MIU MIU	CROCS	ATHLETIC GREENS	HELENA & TESLA
Integration of local culture (including lifestyle, architectural art, language and culture, etc.)	√	√	√	√			
Co-branding marketing			√		√	√	√
Creation of social topics to deepen brands awareness	√	√		√			
Co-creation with celebrities/KOLs to expand influence		√		√	√	√	√
Offline marketing event to reach more TA				√	√	√	√
Youth marketing (including color, music, popular lifestyle or distinctive visual identity)					√	√	√

INNOVATIVE PLATFORM ACTIVITY

TMALL's Strategy: Effective Use of Digital Infrastructure in the 618 Event

ONLINE DIGITAL MALL
Co-created an online digital mall with many brands, subverting traditional EC shopping experience.

3D STORE SHOPPING EXPERIENCE
3D display utilizes realistic virtual reality technology to present comprehensive details, stimulating the desire to purchase.



ONLINE CUSTOMIZED SALES
The online exclusive consultant combines e-commerce shopping with offline experience.

- TMALL effectively used its digital infrastructure to promote over 200 luxury brands and launch 100,000+ new products in its 618 event. This played a significant role in boosting e-commerce sales.
- In the 618 event, TMALL saw 12 brands outpace their previous year's entire event sales in just the first 30 minutes. This outcome illustrates TMALL's innovative approach to online luxury shopping and its impact.
- By integrating digital aspects into the traditional retail experience, TMALL witnessed sales growth. This indicates the potential influence of digital transformation on the retail industry.
- Moreover, TMALL's 618 event facilitated connections between global luxury brands and local Chinese consumers, highlighting the importance of localized strategies in e-commerce.
- In summary, TMALL's strategy in the 618 event underscores the potential of digital methods in supporting growth in the luxury e-commerce sector.

Revolutionizing E-commerce with AI: How JD Employed Intelligent Customer Service and AIGC for the 618 Event

JD 618 - SHOKZ EARPHONE
Bone conduction headset at a huge discounted price.

JD 618 - MACBOOK AIR
Created a low price for Apple followers.

JD 618 - PICO 4 PRO
Low priced activity also applied for VR facility products.

- JD's implementation of intelligent customer service in their 618 event led to an astonishing 700 million consultations. They expanded into 1,200 new categories, which contributed to an overall sales boost by over 30%.
- JD collaborated with Baidu AI technology to generate engaging product posters. Building upon the concept of 'low-priced but high-quality items', they created 20 unique frog images. These images were customized to align with product characteristics, enhancing interactivity and marketing appeal.
- Artificial Intelligence Graphic Creation (AIGC) played a vital role in efficiently producing a vast number of marketing assets in a short timeframe. During the intense 618 e-commerce promotion period, AIGC demonstrated its effectiveness as a tool for bolstering content production and promotional capabilities.
- In conclusion, JD's strategy during the 618 event underscores the influence of AI technologies in e-commerce, offering insights for future digital marketing strategies.

Redefining E-commerce through Slow Live Stream: The Impact of KOS on RED's 618 Event

RED LIVE - 章小蕙玫瑰梦想橱窗
Old money lifestyle brought high conversion rate, artistic packaging of products, focusing on lifestyle sharing rather than selling.

RED LIVE - 董洁董生活的买手店
Transmitted the lifestyle and philosophy of affluent women, transforming EC live commerce into a visually aesthetic shopping experience.

- RED has been making waves by centering on 'slow live stream' to commercialize its e-commerce platform. Over the past year, the number of live streamers on RED surged by 337%, with live stream sessions growing by 214% year-on-year.
- RED transitioned to a Key Opinion Sales (KOS) driven model, enhancing unity between influencers, products, and the live stream environment. This strategic shift established a high trust level among consumers, enriching their shopping experiences and emotional connection with the live broadcasts. As a result, this led to an increase in the Gross Merchandise Value (GMV), disrupting traditional e-commerce live streams which were heavily promotional.
- The KOS model distinguishes RED from other platforms. By integrating influencer marketing, live stream, and direct sales, RED effectively drove product awareness, engagement, and conversions during the 618 event.
- In conclusion, RED's success with the KOS-driven slow live stream approach in the 618 event highlights the potential of this strategy in revolutionizing e-commerce and influencer marketing.

Summer Marketing IP: KWAI is Transforming Traditional E-commerce Logic for the 618 Event

KWAI x HONOR
Scenario: Summer photograph
Choose the photograph function of product, corresponding to the creation of memories.

KWAI x PROYA
Scenario: Summer Sunscreen
Insight into summer sun protection needs, highlighting the light texture of sunscreen.

KWAI x BAZZARMEN
Co-created with BAZZARMEN in color marketing.

- KWAI reimagined its traditional e-commerce approach by building a unique summer marketing IP for the 618 event. This innovation led to a total Gross Merchandise Value (GMV) of 370 million and garnered an exposure of 2.1 billion.
- By incorporating the concept of high-quality and cost-effective products into summer lifestyle scenarios, KWAI revolutionized the traditional e-commerce promotional approach. This shift not only enhanced KWAI's creative, marketing, and business capabilities but also deeply resonated with consumers.
- KWAI further enhanced the consumer experience by integrating the summer life scenarios of six associated brands, infusing a sense of pleasure and ritual into the consumption process. This approach transcended simple purchasing activities and provided a more comprehensive and enjoyable consumer experience.
- In conclusion, KWAI's success with the summer marketing IP approach during the 618 event highlights the potential of thematic and lifestyle integration in redefining traditional e-commerce logic.

PLATFORM INSIGHT TAKEAWAY

PLATFORM	METHOD	STRATEGY	INSIGHT
TMALL LUXURY	Virtual Reality Online Shopping	Digital Tech Driven	By utilizing Tmall's data technology capabilities and integrating them with metaverse marketing narratives, luxury brands have the potential to drive their business growth online through sophisticated digital marketing strategies.
JD	AIGC Empowerment	AIGC Intelligence	JD incorporated AIGC technology into its 618 marketing campaign, leveraging AI tools for advertising asset distribution. This method demonstrated the practical usage and innovation potential of AI technology within the marketing industry.
LITTLE RED BOOK	KOS Create Emotional Connection	Emotion Demands Oriented	By creating a powerful resonance in identity, product selection, and the live streaming atmosphere, consumers were able to enjoy a positive shopping experience. They found emotional value during live streams, which in turn increased GMV. This strategy aided Red in finding effective commercial methods to enhance its connection with consumers.
KWAI	Marketing IP Link Shopping Scenario	Scene Based Marketing	By tapping into consumer potential via specific consumption scenarios, the Kwai 618 e-commerce campaign zeroed in on genuine consumer needs. This resulted in a holistic enhancement of the platform in terms of content marketing, brand development, and the product ecosystem.

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