Radar Report #5_Women's Day

March 2024 Trends, Case Studies and Insights

How Brands Connect with Consumers in China

Created by Resonance

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Women's Day Campaigns China

Brand x Platform
Cases Studies
Radar Report
April 2024

Trend 1
Helping Women

Brands and platforms are collaborating to support women's career development and health through social responsibility campaigns using online and offline methods to help those in need.

Trend 2
Mental Health

Brands are connecting with women by aligning their values with women's health, healing emotions, using art and literature to foster empowerment and female self-expression.

Trend 3
O2O Events

Brands are increasingly using offline events and exhibitions to promote their philosophy and products, inviting female audiences to engage and interact, deepening connections.

Trend 4
New Storytelling

Advanced storytelling techniques and technologies are attracting young consumers. Brands are evolving to meet these expectations by modernizing their communication approach.

Trend 1 Helping Women

Starbucks' Women's Day Tribute: Cotton Cloud Latte & Art Collaboration

On RED, Weibo, and WeChat, Starbucks released videos featuring collaborations with rural artists, introducing new products and coffee cups.

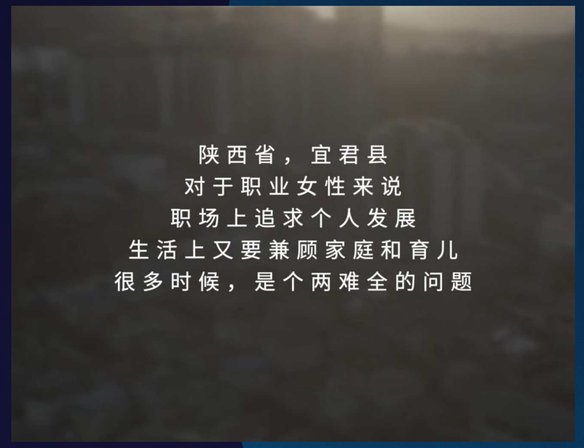
Offline, Starbucks invited rural artists to store locations to share their creative stories, and also held offline art exhibitions in four stores in Shanghai.

Starbucks created specific hashtags for users to share their experiences and released an art roaming map to guide consumers to check-in locations. It also published mobile wallpapers featuring artwork for users to download and use.

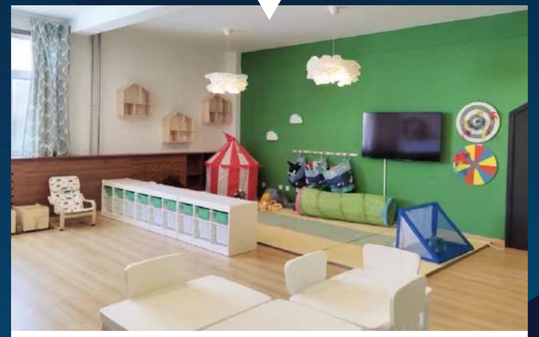
Starbucks teamed up with three rural female artists to create new coffee packaging and to launch two Cotton Cloud Latte flavors for Women's Day.

- Starbucks hosted an Art Walk in Shanghai to promote the collaboration through social media and in-store artist stories.
- Starbucks encouraged interaction with artists both offline at the Art Walk and online via a map and the hashtag #StarbucksArtGalleryInCoffeeCups. They also offered art-themed wallpapers.
- The initiative attracted 40 million social media views across RED, Weibo and WeChat

IKEA's Vision for Women: Creating Empowering Spaces in Remote Regions



BEFORE



AFTER

IKEA posted a video on Weibo and WeChat introducing the project, which has been implemented in remote areas across the country.

The five spaces established by the brand help career women focus on their own development by caring for children after school.

Leveraging its expertise in home furnishing solutions, IKEA designed and renovated existing spaces.

IKEA collaborated with Ant Financial Charity Foundation to create "Mulan Growth Spaces" in five remote regions.

- These centers offer after-school activities and education for kids and empower women in their careers and self-esteem.
- IKEA supplies these centers with its home furnishings and children's furniture, and shares the project's progress and goals on social media, showcasing its expertise in home solutions and promoting its children's products.
- This initiative highlights IKEA's commitment to understanding and aiding women's groups, fostering a strong emotional bond by addressing career women's challenges.

Purcotton's 'Nice For Her': Empowering Girls with Menstrual Care

Purcotton announced the launch of the Nice For Her charity project on March 4th on social media platforms through video promotion. A promotional short film was released depicting the story of two girls exchanging letters.

Offline, the brand provided menstrual packages to impoverished girls, held volunteer training sessions, offered free sanitary pads in public places, and launched a series of peripheral items.

Throughout mid-March, the brand continued to release five animated shorts on female physiological health, disseminated on RED, Douyin and Weibo.

Purcotton's "Nice For Her" campaign, with the China Women's Development Foundation, provides menstrual care to girls in rural and urban areas.

- This initiative offers care packages, free sanitary products, and health education. A short film featuring letter exchanges between girls from diverse backgrounds launched the campaign, highlighting the spirit of support.
- The campaign activities include care package distribution, health classes, a buy-one-give-one scheme, and volunteer training. Using WeChat, Weibo, and RED, Purcotton spreads menstrual health information through videos and animations, encouraging the use of the #NiceForHer hashtag for women to share their stories and purchases.
- The hashtag reached over 42 million views and the launch video hit 200,000 views.

RED’s ‘All Is Well’: A Comprehensive Campaign for Women's Health Awareness

RED launched a campaign through its “健康薯" official account, encouraging users to post related content using the hashtag.

The offline meetup invited many renowned bloggers to an interactive meetup activity. The entire discussion was filmed and posted on RED.

The clinic renovation activity attracted numerous users to check in and share their personal stories on RED.

On International Women's Day, RED initiated the "All Is Well" campaign to support women's health, addressing anxiety and stigma around illnesses. It motivated users to engage with women's health content.

- RED spurred online discussions with "#EveryoneHasMinorIllnesses," led by influential female bloggers sharing health stories, rewarding active participants. Offline, the "It's Okay Meetup" on March 7th had KOLs and experts discuss their health challenges. Furthermore, RED partnered with 14 hospitals in six cities to create women-friendly clinics, offering comfort and free plush toys to visitors.
- This campaign achieved over 600 million views on RED, demonstrating the potential for brands to engage users and boost awareness through women's health topics.

Tmall's Vision for Health: Educating Girls in Remote Areas

On Weibo, Tmall first disclosed the list of collaborating merchants, highlighting their recent charitable contributions to rural girls.

The official announcement of the Women's Day sales event featured special discounts on female hygiene products.

By blending sales promotions with charity, Tmall allocated profits to fund rural girls' physiology classes, promoting audience engagement.

Tmall, together with Alibaba Public Welfare and the Chongqing Charity Federation, introduced the "Sisters' Care Plan" to improve health education for girls in mountainous areas.

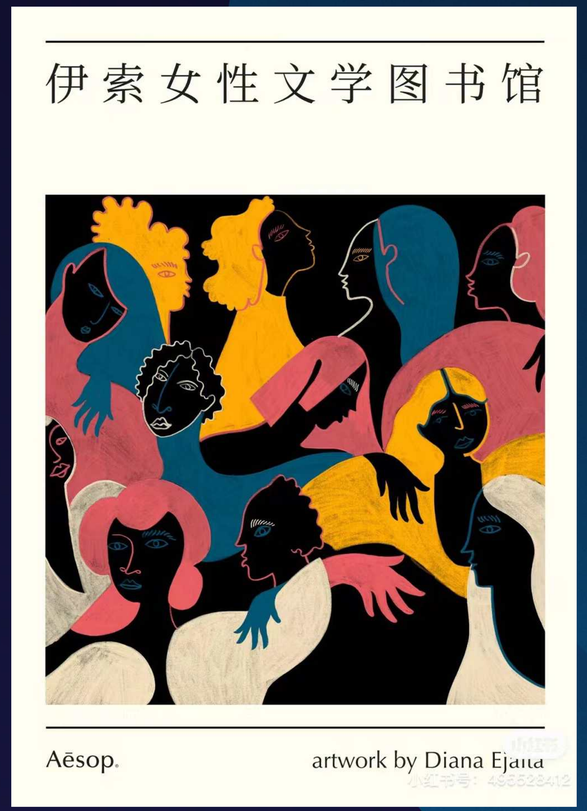
- This initiative, "Physiological Classroom for Mountain Girls," educates on health and hygiene by collaborating with welfare-focused merchants to offer relevant products on Tmall. For every 20 yuan spent, a health class is funded for these girls.
- Tmall also utilized Weibo to amplify the campaign, encouraging the community to discuss and share the #SistersCarePlan hashtag, significantly raising awareness and impact.
- The campaign's hashtag attracted over 25 million views and 100,000 interactions on Weibo.

Trend 1 Insights Helping Women

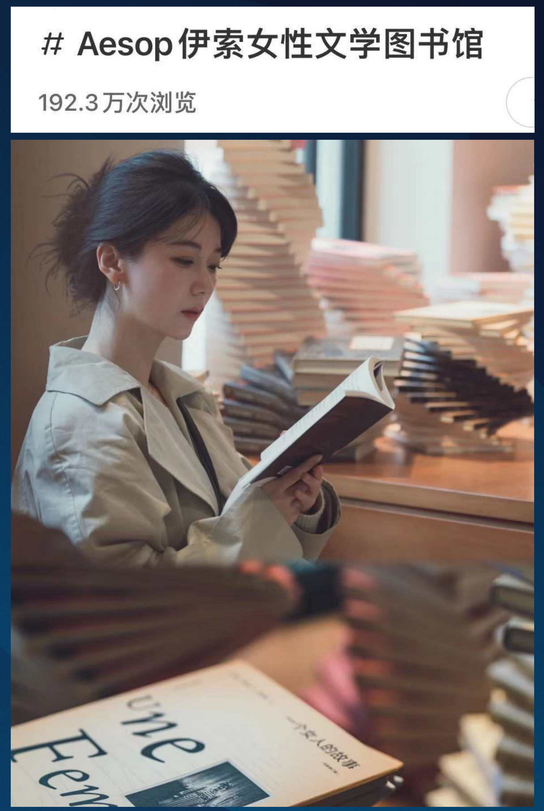
BRANDS	INSIGHT
STARBUCKS	By collaborating with rural artists, Starbucks has demonstrated an innovative strategy in integrating artistic philanthropy into brand marketing. This highlights the importance for other brands to incorporate art into their corporate culture and emphasizes the successful model of achieving brand goals and social responsibility through collaboration with artists.
IKEA	IKEA leverages its expertise in the home furnishing industry to address issues surrounding women's career development by creating female-friendly spaces. Brands should consider the needs of their core audience, integrating brand advantages with solutions to customer challenges, to establish closer connections and create a more appealing brand image.
PURCOTTON	Partnering with reputable foundations and crafting compelling narratives around societal values, like female empowerment, can effectively tap into consumer aspirations while driving meaningful social impact.
RED	The increasing emphasis on women's health topics underscores the importance of catering to specific health needs and promoting equal access to medical services. RED's campaign highlights the potential for brands to engage audiences by addressing these concerns, driving meaningful conversations, and fostering brand loyalty.
TMALL	This initiative sheds light on the potential of collaborative efforts between e-commerce platforms like TMall and merchants to make a tangible difference in the lives of rural children. This model sets a precedent for businesses to adopt a more holistic approach to corporate social responsibility, where profit-making initiatives intertwine with philanthropic endeavors.

Trend 2 Mental Health

Aesop's Ode to Women's Literature: Engaging Communities In-Store and Online



Continuing from the previous year's campaign, Aesop announced the launch of the Women's Literary Library event on Weibo, WeChat, and RED, inviting audiences to participate in-store.



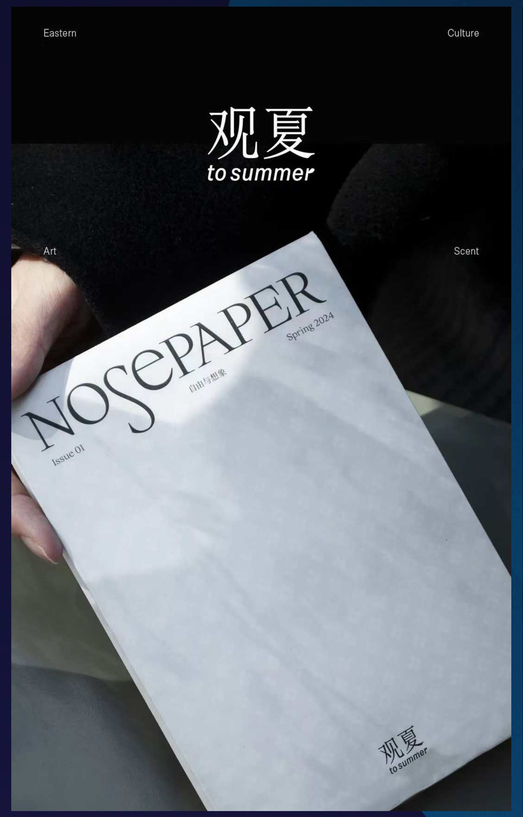
Under the #AesopWomenLiteraryLibrary tag on RED and Weibo, KOLs and audiences actively shared their experiences of participating in the event.

Offline reading sessions invited several renowned authors to engage in dialogues. Authors and attendees shared event content under relevant topics.

Aesop presents the "Aesop Women's Literary Library" event for International Women's Day, highlighting women's themes and voices.

- In select stores, Aesop hosts the "Aesop Women's Literary Library," featuring books by or about women. Customers enjoy reading sessions and receive limited-book giveaways.
- Online, Aesop promotes the event across platforms like WeChat, Weibo, and RED, using the hashtag #AesopWomenLiteraryLibrary to engage users. Strategic teasers and countdowns build excitement, while endorsements from Key Opinion Leaders (KOLs) boost visibility.
- The event hashtag achieved nearly 2 million views.

To Summer Unveils City-Exclusive Perfume with 'Women's Study Room' Event



To Summer updated the "Freedom and Imagination" event across Weibo, WeChat, Douyin, and RED, inviting female poets to contribute to the Nosepaper collection.

Prior to International Women's Day, announcements were made on all three platforms about the one-day shop manager, fragrance master salon, and poetry reading event, encouraging audiences to participate.

Collaborating with KOLs, the theme of "Freedom and Imagination" is used to promote the new perfume, reflecting the unique cultural and emotional values of the brand and product.

To Summer organized the "Women's Study Room" and "Freedom and Imagination" events to introduce a new city-exclusive perfume for female consumers.

- The "Women's Study Room" featured the Nosepaper poetry collection, contributions from female poets, and celebrity one-day shop managers. It also included a fragrance salon and poetry reading event "Freedom and Imagination."
- #FreedomAndImagination hashtags on social media and collaborations with influential KOLs increased engagement on Weibo and RED.
- This campaign garnered over 1 million social media views, highlighting the brand's fusion of emotional literature, art, and fragrance.

Dior's 'Women For Women': A Celebration of Female Empowerment with Wang Ziwen and Lu Yu

The brand first released promotional videos on Weibo and RED, leveraging celebrity images to promote the theme of female empowerment and attract more traffic.

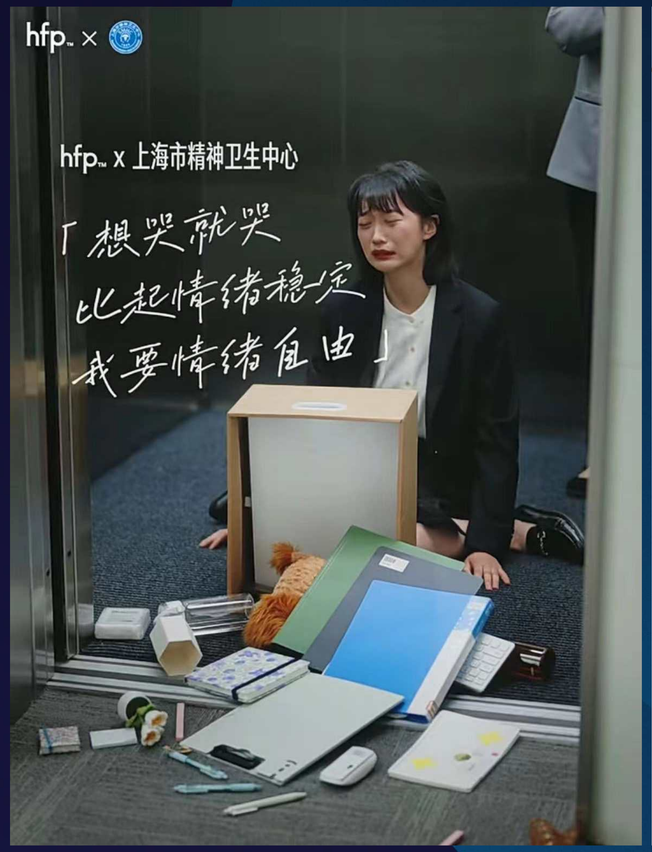
In the official posters, celebrities were dressed in DIOR attire, carrying Lady Dior handbags, integrating the brand image into the event.

Continuous updates of event videos and photos on Weibo and RED enriched the thematic content, transitioning offline activities to online influence.

Dior and T Magazine collaborated on "Women For Women", featuring celebrities like Wang Ziwen and Lu Yu discussing female empowerment and promoting Dior's Lady Dior handbags.

- Dior sponsored celebrities for makeup, clothing, and handbag events and collaborated with T Magazine on an online video. Using hashtags like #WomenForWomenFromHereToThere, Dior engaged with T Magazine on Weibo and RED, focusing on women's diverse power.
- Celebrities actively interacted with Dior's campaign posts, amplifying brand reach and engagement.
- This event achieved over 26 million social media views on Weibo and Red.

HFP's #我要情绪自由 Initiative: Encouraging Women to Share and Win for Emotional Wellness



HFP first released promotional videos on Weibo, WeChat, RED, and Douyin, expressing the theme through three short stories.

The jointly launched stress-relief products were promoted on Weibo, WeChat, and RED, with consumers eligible for free gifts.

Multiple platforms invited audience interaction through comments, offering the chance to win co-branded peripheral products.

HFP collaborated with the Shanghai Mental Health Center to launch the #我要情绪自由 project for Women's Day, advocating emotional freedom for women.

- HFP released videos featuring three women confidently expressing emotions amid career challenges. They also partnered with the Shanghai Mental Health Center to introduce three co-branded stress-relief products. Users sharing personal experiences on WeChat, Weibo, and RED can win products, enhancing engagement.
- With over 1 million views and 50,000 likes, the campaign highlights the impact of emotional liberation. By partnering with mental health organizations, brands can engage and connect with consumers on a deeper level.

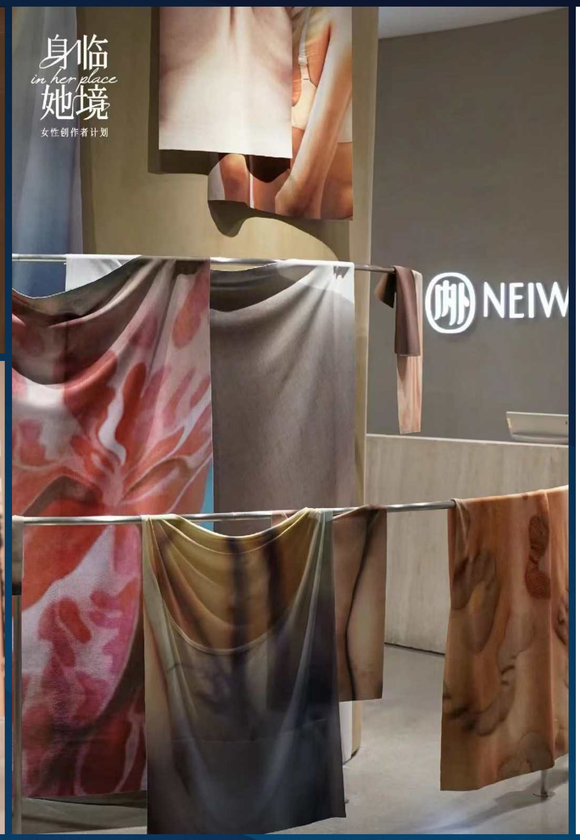
Trend 2 Insights Mental Health

BRANDS	INSIGHT
AESOP	This campaign emphasizes the significance of resonating with consumers on a personalized, emotional level, particularly focusing on women's individuality and experiences. Moving forward, brands can cultivate stronger connections by crafting tailored offline experiences that deeply resonate with the emotional nuances of their female audience.
TO SUMMER	To Summer's fusion of poetry and fragrance underscores the potency of creative storytelling in brand marketing. By intertwining artistic elements, brands can captivate audiences and establish deeper emotional connections, enhancing overall brand appeal and resonance.
DIOR	The success of Dior's "Women For Women" dialogue underscores the importance of aligning brand messaging with themes of individuality and freedom to resonate with female consumers. This campaign underscores the potent fusion of product promotion with the celebration of female empowerment, offering a blueprint for brands to resonate with their audience's aspirations while effectively showcasing their offerings.
HFP	By collaborating with mental health organizations and centering on the theme of emotional freedom, brands can not only convey positive social values in their marketing but also deeply resonate with their audience's emotions, thereby fostering closer brand relationships. This innovative collaboration opens new avenues for brand partnership marketing.

Trend 3 O2O Events

Ma Lingli and NEIWAI: A Partnership Celebrating Women's Artistic Expression

NEIWAI has released multiple posts, including documentary shorts, on RED, WeChat, and Weibo.



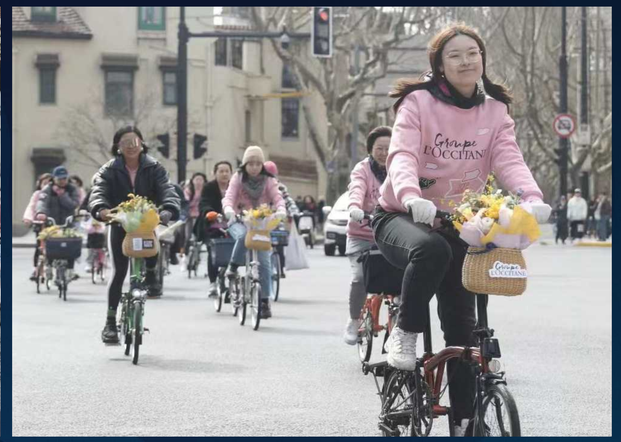
The offline art installation will be showcased at NEIWAI stores in Shanghai, initially promoted through photo campaigns.

NEIWAI invited audiences via WeChat, Weibo, and RED to attend the exhibition and share their experiences.

NEIWAI launched "In Her Place" showing how female artists navigated societal and personal barriers. Artist Ma Lingli, the program's inaugural participant, promoted NEIWAI's values and new silk series.

- Ma's artistic journey was captured in a short film and shared on Weibo, WeChat, and RED. NEIWAI's collaborative art installation with Ma debuted at their Shanghai stores.
- Detailed content introducing the exhibition's themes and background stories was shared on social media to attract attendees. Additionally, NEIWAI incentivized user-generated content by offering silk scarves.
- This campaign, garnering over 200,000 social media views, effectively championing themes of female self-expression.

L'Occitane's Green Mission: Partnering with BROMPTON for an Eco-Conscious Ride



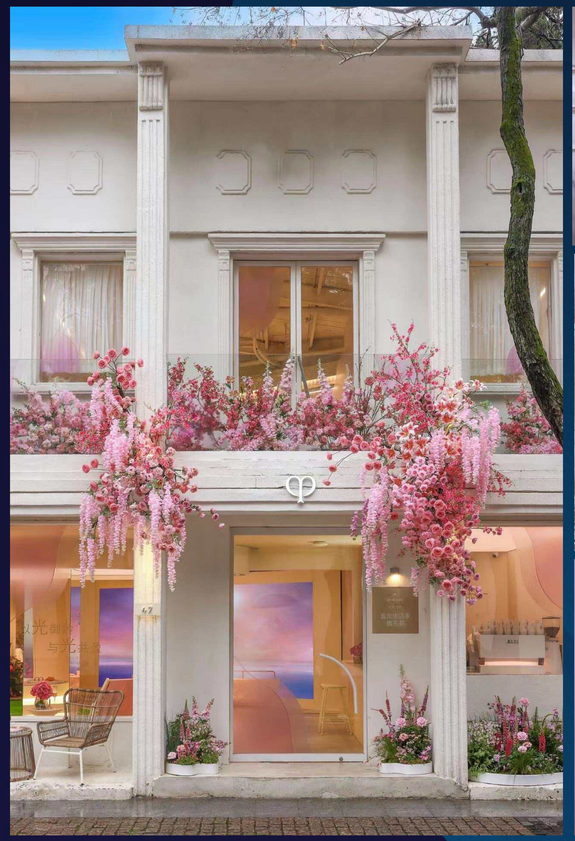
L'Occitane used Weibo for promotion, sharing event photos to highlight the brand's environmental engagement.

The offline cycling event invited dozens of women to ride along a designated route, check in at specified locations, and learn about relevant brand products and culture at the brand's stores.

L'Occitane collaborated with BROMPTON folding bicycles to launch "Today I'm a Green Advocate" cycling event, with a thematic focus on pink for female audiences.

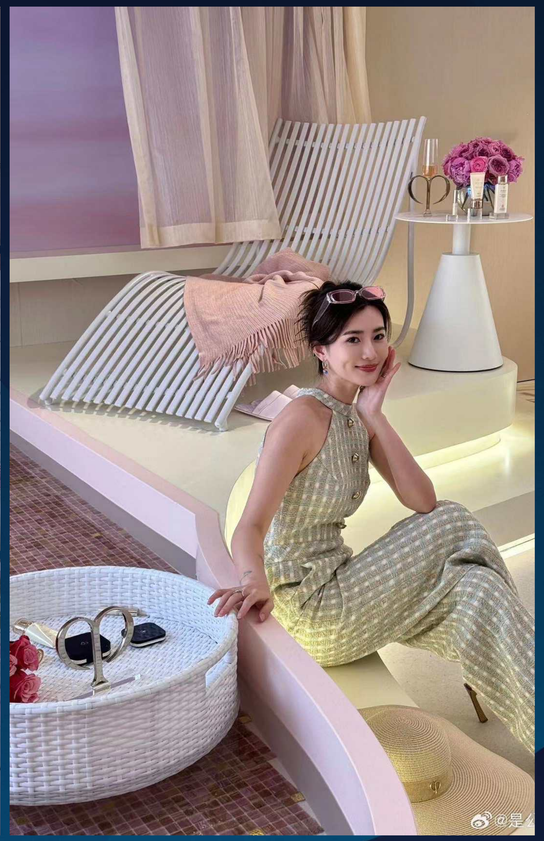
- The event used both offline and online strategies to enhance engagement. Offline activities included organized cycling events, where female employees and participants followed a designated route, checked in at specific locations, and captured moments through photos, promoting interactive participation.
- The online promotion on Weibo underscored the event's environmental mission, showcasing L'Occitane's commitment to sustainability through its organic and natural product labels. This campaign amassed nearly 250,000 reads on Weibo.

CPB and HONNA Golf: Tee Off with Exclusive Lifestyle Club for Female Consumers



CPB first launched a limited-time club event on RED, Weibo, and WeChat, inviting audiences to check in at the venue.

CPB shared videos and photos on RED, Weibo, WeChat, and Douyin, introducing club services, enticing consumer interest.



KOLs checking in at the venue and sharing their experiences on RED have boosted exposure.

CPB partnered with HONNA Golf to launch an offline lifestyle club, inviting female consumers to experience customized services and newly launched products.

- The club showcased different themed activity areas, providing diverse recreational zones.
- CPB announced the event on WeChat, Weibo, and RED, encouraging real-time updates and using the #CPBShineBrightLifestyle tag to promote user-generated content. Additionally, CPB collaborated with Key Opinion Leaders to share their event experiences on RED.
- The event garnered over 5 million social media views, demonstrating CPB's success in engaging female consumers through unique experiences and personalized services.

Xiaomi and Southern People Weekly's Exhibit: 100 Chinese Women Through the Lens

Xiaomi teased and launched the #100RealHer topic on Weibo, announcing collaboration with 10 female photographers, and incentivizing audience participation with giveaways for retweets and comments.

The brand regularly updated photographic works based on photographers' contributions, sharing them via posters, videos, and texts on RED and Weibo, while encouraging audience interaction and comments.

The offline photography exhibition took place in Xi'an, where many KOLs checked in and shared their experiences on RED. Xiaomi also posted on Weibo to directly promote and attract check in.

Xiaomi partnered with Southern People Weekly, inviting 10 female photographers to capture the lives of 100 real Chinese women using the Xiaomi 14Ultra.

- By collaborating with female KOL photographers and utilizing Xiaomi's smartphone cameras, the brand aimed to spotlight genuine moments and challenge stereotypes about women's appearances.
- Xiaomi initiated the #100RealHer hashtag on Weibo and WeChat, encouraging audience interaction and participation in themed prize giveaways. In Xi'an, the brand curated a physical photo exhibition, inviting attendees to check in onsite. Meanwhile, female KOLs checked in at the venue and shared their experiences on RED, expanding the campaign's reach.
- Campaign engagement: 17 million views and 20,000 discussions on Weibo.

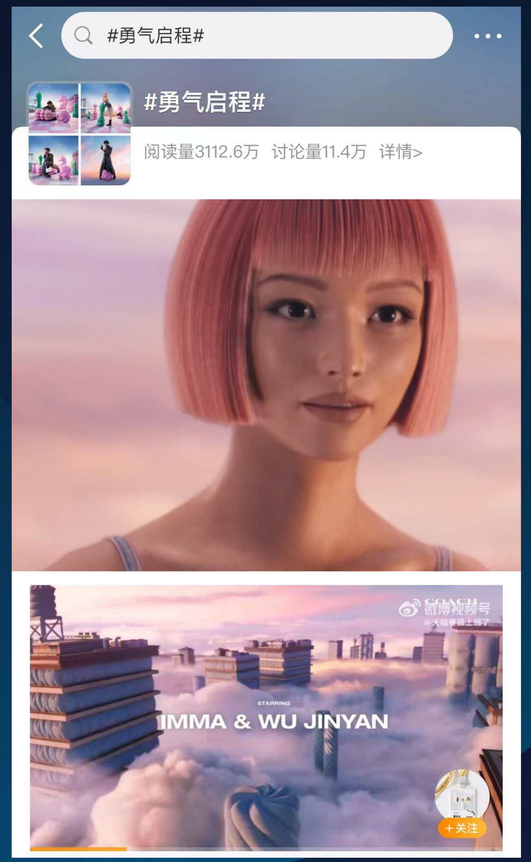
Trend 3 Insights O2O Events

BRANDS	INSIGHT
NEIWAI	NEIWAI's event exemplifies the strategic fusion of brand storytelling with artistic expression, leveraging the captivating allure of an exhibition to spotlight NEIWAI's latest silk series. By intertwining product promotion with immersive art experiences, brands can not only cultivate resonance but also cultivates a sophisticated, aspirational brand image among consumers.
L'OCCITANE	L'Occitane showcases its commitment to green and natural values by collaborating to host a green cycling event. When promoting its core values, brands can initiate offline philanthropic activities, inviting specific consumers for in-depth experiences, thus deepening their understanding and appreciation of the brand's values.
CPB	The event's success highlights the efficacy of integrating bespoke offline experiences with targeted online campaigns, illustrating the power of tailored engagement strategies in resonating with female consumers and strengthening brand affinity.
XIAOMI	Xiaomi's campaign, by hosting a lifestyle photography exhibition, seamlessly integrates its new product into consumers' daily lives and art, bridging the gap between the brand and its audience, fostering closer brand interaction and resonance.

Trend 4 New Storytelling

Coach's 'Courage To Be Real' Campaign Triumphs with 50M Views on International Women's Day

Coach debuted its promo video on Weibo, WeChat, and RED, revealing the IMMA and Wu Jinyan collaboration.

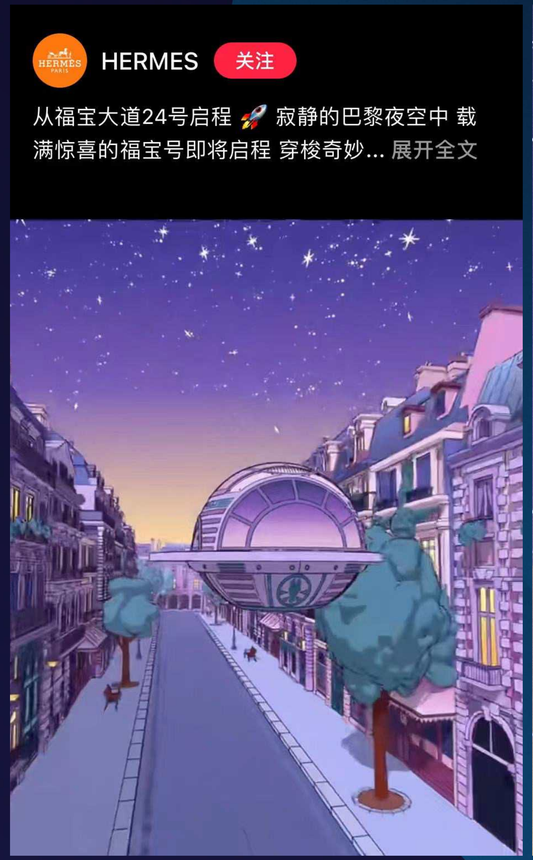


Wu Jinyan, accompanied by COACH's latest products, joins hands with the virtual character IMMA to exhibit the brand's unique interpretation of adventure and fashion, epitomizing the perfect alignment of personal charm and brand image.

Coach's "Courage To Be Real" campaign, launched on International Women's Day to promote the brand's latest product line.

- Coach partnered with its virtual ambassador IMMA and Chinese spokesperson Wu Jinyan to create a virtual promotional videos showcasing the brand's latest product line.
- Coach launched the #CourageToBeReal hashtag on RED and Weibo to foster discussions, complemented by event posters for further promotion.
- With over 50M social media views and 200K Weibo discussions, the campaign's success demonstrates the power of blending digital narratives with celebrity partnerships to boost brand visibility and engagement.

Hermès Launches Animated Comic Campaign for GenZ: A Galactic Journey to Fashion



Hermès first released animated a promotional vides on WeChat Mini Program, Weibo, and RED, introducing a spaceship image.

In an interactive H5 activity on WeChat Official Account, viewers could scroll through to explore related products.

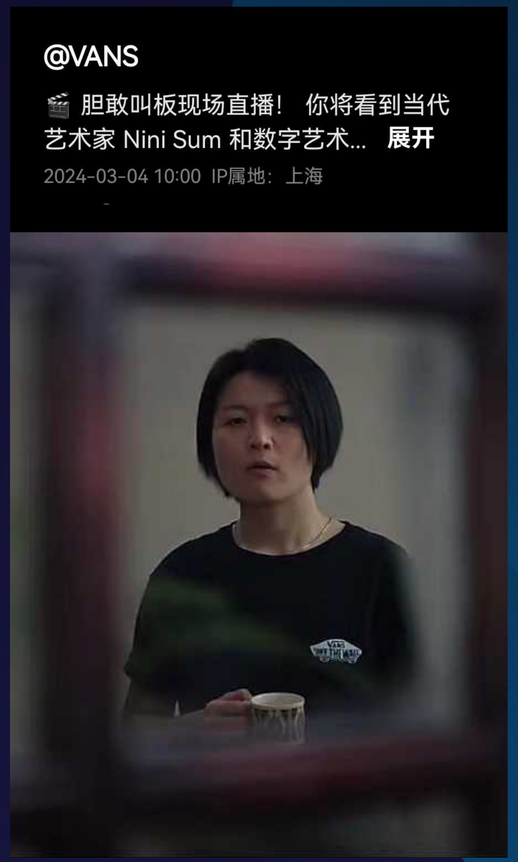
The brand highlighted Parisian backgrounds in promotional posters, echoing its founding history, and systematically introduced theme products.

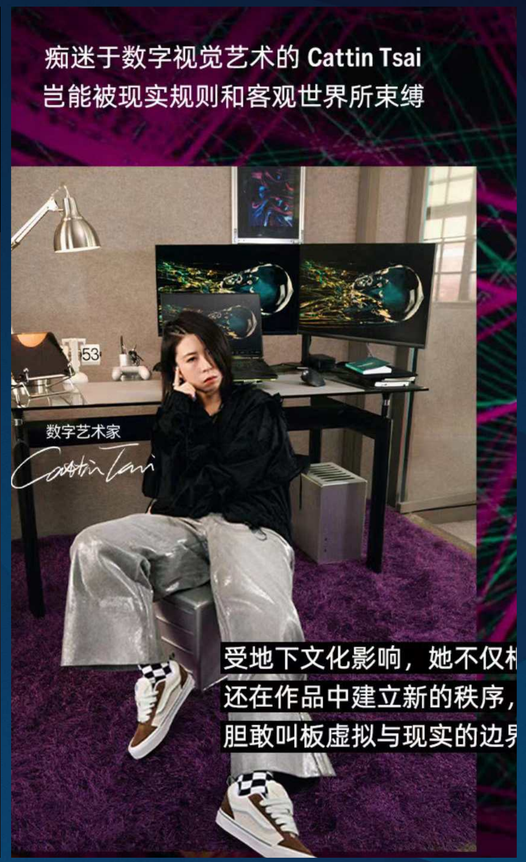
Hermès debuted an animated comic-style campaign on Women's Day, strategically targeting female GenZ while promoting its 2024 Spring/Summer collection.

- The campaign featured a comic-style promotional video across Weibo, WeChat mini-program, and RED, using a spaceship motif to showcase new and classic products. Hermès also introduced an interactive H5 activity on WeChat, inviting audiences to swipe through screens for added engagement. Additionally, the #载满惊喜的福宝号 (The Fortune Ship Filled with Surprises) hashtag was launched on Weibo, accompanied by a series of posters and posts encouraging viewers to explore the WeChat mini-program for purchases.

- With 1 million views on Weibo, about 30,000 reads on WeChat, and surpassing 1.2 million views on RED, Hermès' campaign underscores narrative storytelling and innovative brand marketing, particularly effective for younger demographics. Overall, the campaign attracted over 2 million views across all social media platforms.

Vans' 'Dare to Challenge Her' Campaign Celebrates Women's Day with Digital Artistry and Classic Kicks





The brand first launched an H5 interactive activity on WeChat, then invited viewers to click and watch promotional videos on WeChat Video Account. This video was also released on Douyin and RED.

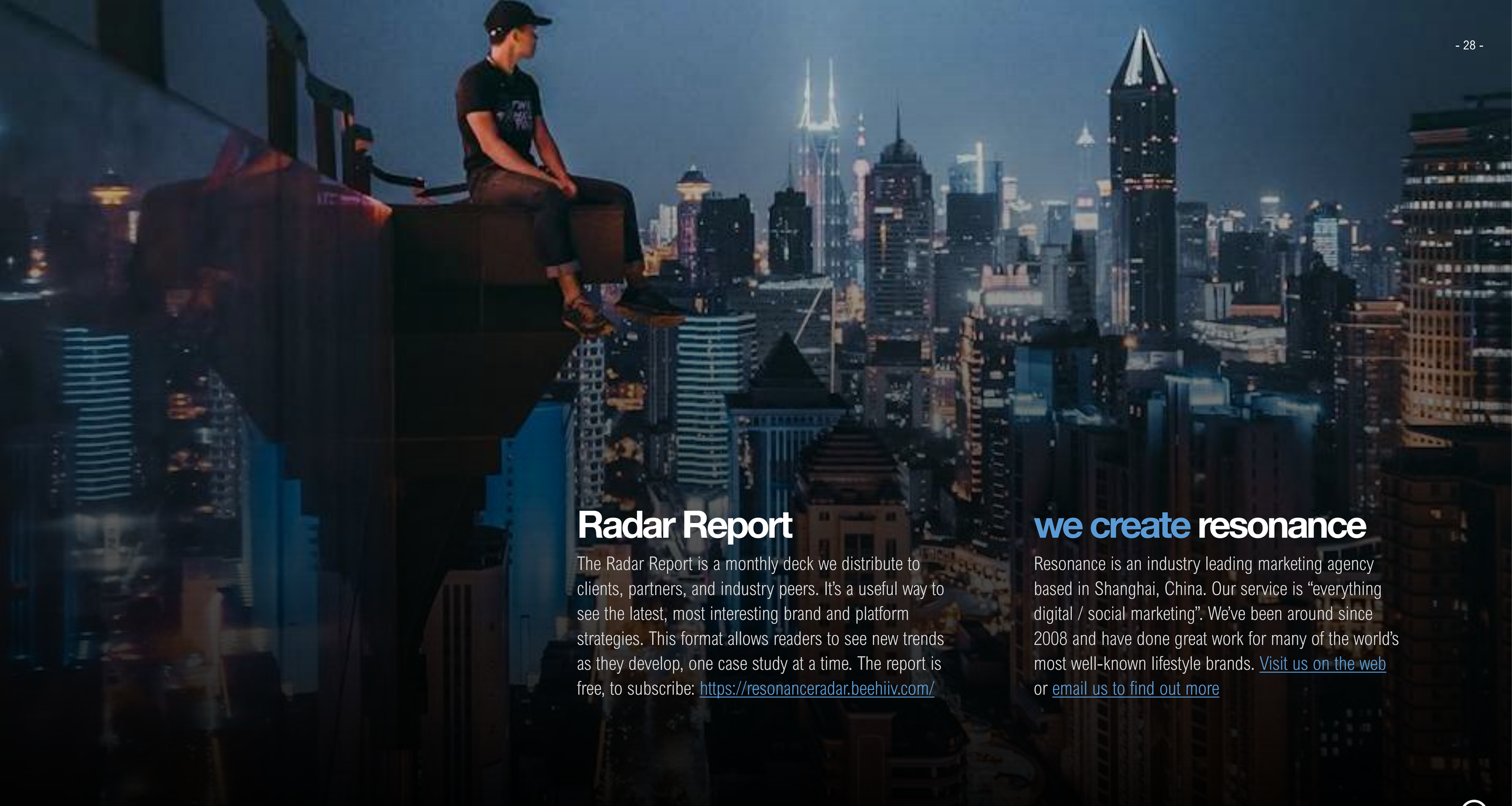
On WeChat and RED, Vans encouraged viewers to participate in a lucky draw activity.

Vans launched the "Dare to Challenge Her" campaign on Women's Day, inviting two contemporary digital artists to promote two classic shoe products through PK.

- On WeChat, the brand initiated an H5 interactive activity, inviting viewers to scroll through and learn about the stories of the two artists. Additionally, Vans released a short video on WeChat Video Account, Douyin, and RED.
- The brand also engaged audiences to interact and comment through lottery draws on RED and WeChat.
- The campaign reached 1M views, underscoring how the combination of contemporary and digital art in engaging narratives can provide audiences with fresh experiences.

Trend 4 Insights New Storytelling

BRANDS	INSIGHT
COACH	The strategic integration of virtual influencers alongside real-world celebrities highlights the evolving landscape of marketing, showcasing the effectiveness of innovative storytelling to captivate audiences and enhance brand engagement.
HERMÈS	Hermès' animated campaign showcases the captivating potential of animation and technological prowess in engaging female audiences, underscoring the brand's commitment to innovation in marketing strategies. This trend highlights the transformative impact of immersive storytelling and cutting-edge technology on modern consumer engagement.
VANS	Vans' campaign highlights the potency of blending contemporary and digital art forms, underscoring the effectiveness of artistic collisions in marketing strategies.



Radar Report

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