Radar Report #12_Artificial Intelligence

October 2024 Trends, Case Studies and Insights
How Brands Connect with Consumers in China
Created by Resonance

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AI Powered Campaigns
China

Brand x Platform
Cases Studies
Radar Report
November 2024

AI powered Marketing Trends

1	**AI Interaction**	Brands are increasingly using AI to enhance both offline and online interactions with their customers. These AI-driven experiences include photo templates, virtual try-ons, AI-generated art and writing, and more. By integrating these innovative technologies, brands are creating more engaging and personalized experiences.
2	**KOL Co-creation**	Brands are actively engaging KOLs in creative processes by inviting them to collaborate on AI-generated posters and launching co-creation contests. This approach not only fosters deeper connections but also broadens participation, enriching the brand's storytelling and enhancing its presence.
3	**AI Innovative Usage**	Brands are expanding their use of AI into various areas such as product development and design, innovative interactions, and art. By leveraging AI in these diverse ways, they are driving creativity and enhancing the customer experience.
4	**Brands' AI Assets**	Brands are now utilizing AI to independently create more engaging and creative assets, such as posters and TV commercials. Using AI technology, they can develop dynamic and innovative content that captures attention and enhances their visual storytelling.

Trend 1 AI Interaction

Sprite: "Cool Space" AI Photo Campaign to Enhance Sprite Visibility and Drive Engagement

Users scanned a QR code from Sprite products to access the "Coca-Cola Bar" Mini Program and join the "Cool Space" AI photo campaign.

Inside the Mini Program, users picked their favorite celebrity ambassador, such as Jay Chou or Zhang Yixing, for the AI-generated photo.

Users selected from various photo templates with different styles and poses, and uploaded their own picture to personalize their AI photo.

Users generated and saved an AI-composited image and earned chances to win exclusive merchandise by purchasing products.

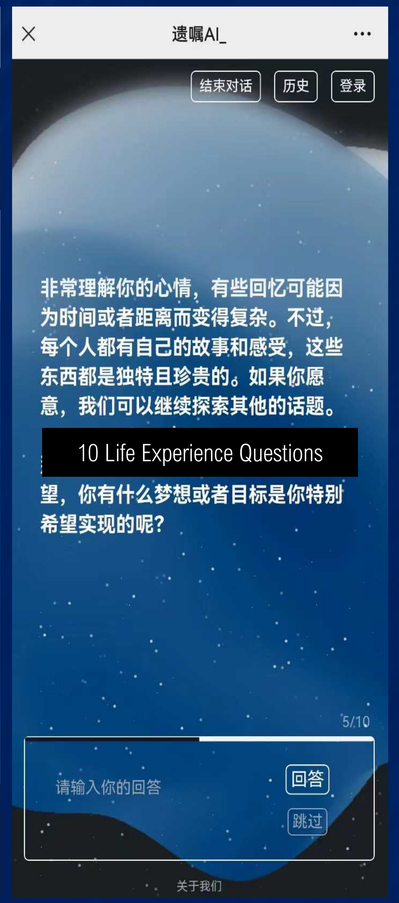
Sprite launched the "Cool Space" AI photo interaction on their WeChat Mini Program as part of a refreshing summer promotion with celebrity ambassadors, attracting many young users.

- **AI Customized Photos:** Users can visit the "Coca-Cola Bar" on the WeChat Mini Program, upload a photo of themselves, and generate AI photos with their favorite celebrity ambassadors, which they can save and share.
- **Prize Draws:** After creating their AI photos, users could complete daily tasks or purchase Sprite to earn chances to win exclusive ambassador merchandise. Sprite also launched the #SpriteCoolSummerMusicFestival# hashtag on Weibo, RED, and Douyin to boost engagement.
- **High Engagement:** The hashtag #SpriteCoolSummerMusicFestival# generated over 18 million views on social media platforms.

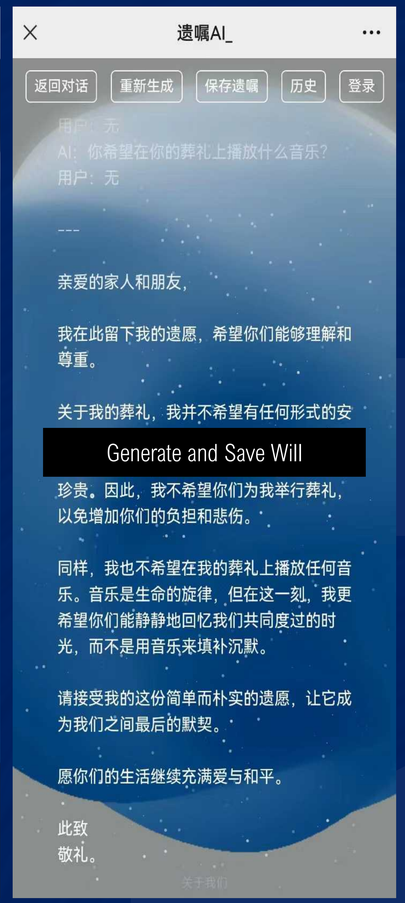
New Weekly X China Will Bank: AI-Generated Will Initiative for Personalized Estate Planning

Users scanned the QR code to access the mini-program and start the will creation process.

The AI began with themes such as regrets and memories to guide the conversation.



Users answered ten questions about their life experiences, with detailed follow-ups from the AI.



The AI generated a draft will, which users could edit, regenerate, and then save and share.

New Weekly and China Will Bank launched the "AI Co-Writing Will Initiative," using a WeChat mini-program to help users gain self-awareness by automatically generating personalized wills based on their responses.

- **AI-Generated Will Creation:** Users accessed the "AI Will" mini-program, where they responded to a series of thoughtfully crafted AI-generated questions. The AI then processed their answers to create a customized will, which users could review, save, and share with ease.
- **Social Media UGC:** After generating their wills, many participants shared their AI-generated wills and experiences on WeChat and RED platforms.
- **High Engagement:** The promotional article for the "AI Co-Writing Will" initiative captured significant attention, amassing over 100,000 views on WeChat, reflecting strong engagement.

Nestlé: "AI Parallel Mountain Photo Studio" H5 Campaign to Enhance Brand Visibility

Nestlé utilized AI digital technology to release a series of three MR videos showcasing spectacular landscapes through giant Nestlé coffee installations.

Users could access the event page by searching for the "NesClub" mini-program on WeChat and select from three destinations.

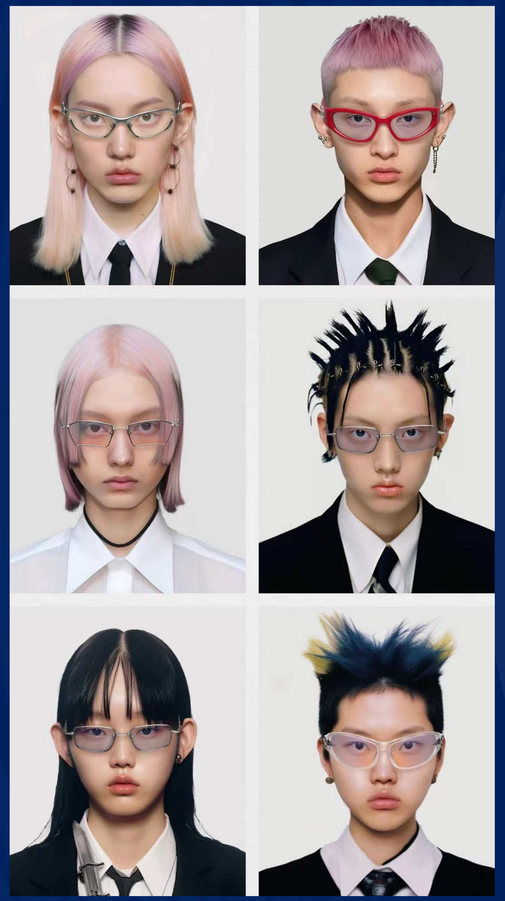
By uploading a photo, users could unlock a personalized cartoon avatar and create a unique check-in photo with fun captions and magical scenery.

All participants in the H5 interaction had a chance to win a 5,000 RMB travel grand prize and a full case of Nestlé coffee in a lucky draw.

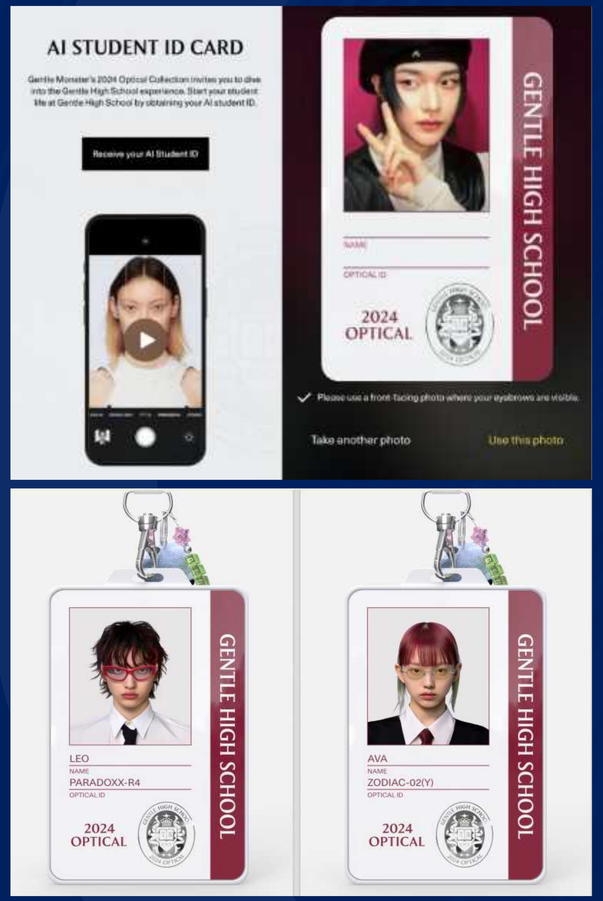
Nestlé Coffee launched the "AI Parallel Mountain Photo Studio" H5 interactive mini-program, blending the experience of Nestlé ready-to-drink coffee with stunning mountain landscapes through AI-enhanced photography.

- **AI-Enhanced Stunt Videos:** The brand created three MG special effects videos for the "Leap into the Mountains" campaign, utilizing AI technology to depict three stunning outdoor scenes.
- **AI-Themed Photo Interaction:** Users could access the AI Parallel Mountain Photo Studio through the mini-program, view MR video landscapes of different destinations, and generate AI-stylized travel photos. Participants also had the chance to enter a prize draw.
- **High Engagement:** The H5 program attracted over 140K new users, and within a week, it was accessed nearly 100,000 times.

GENTLE MONSTER: AI Student Card Experience for 2024 Optical Collection



On the GM website or WeChat official account, users could access the AI Student ID Card page, select their preferred card template and style, and upload a photo.



Users entered personal details to DIY their student ID card and could generate and customize the card with accessories. They had the option to regenerate the card if needed.

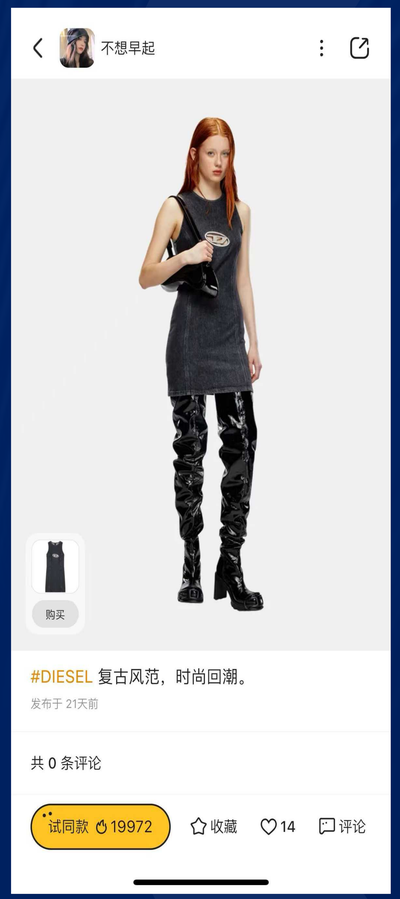
Gentle Monster launched the #GentleHighSchool hashtag on Weibo and RED to encourage sharing. At the GENTLE HIGH SCHOOL pop-up in Beijing, visitors chose a frame, wore high school-themed attire, and received a physical student card.

Gentle Monster launched an innovative AI-driven student card experience to promote their 2024 optical collection. The campaign saw high participation, with many users engaging with this cutting-edge feature.

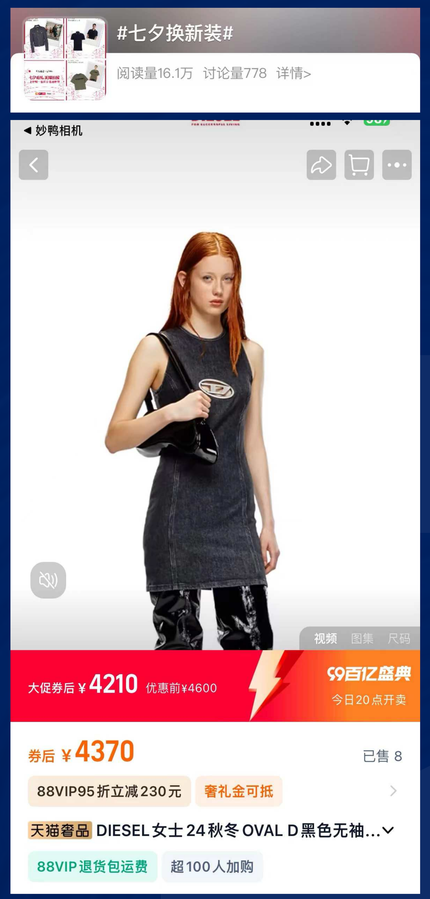
- **Online AI Student Card:** Customers visited Gentle Monster's official website or WeChat account to create their personalized AI student card. They simply took a photo with their front camera to instantly generate a custom card.
- **Offline Physical Card Experience:** At the GENTLE HIGH SCHOOL limited-time space in Beijing, visitors selected a frame and took a photo to receive a physical student card. Gentle Monster also encouraged UGC by launching the #GentleHighSchool hashtag on Weibo and RED.
- **High Engagement:** The custom student card event drew over 70,000 participants, while the campaign garnered more than 15 million views across social media platforms.

Miaoya Camera x Tmall Luxury: AI Try-On Event to Boost Qixi Festival Engagement

Users accessed the Miaoya Camera app, clicked on the “Outfit” section, and navigated to the luxury brand page, where they could browse a range of high-end brands like Burberry, BOSS, and FERRAGAMO.



After selecting their preferred clothing items, users uploaded a clear full-body photo to generate an AI-powered virtual try-on. They could experiment with different looks, regenerate their virtual outfit, or continue adding items for a customized appearance. This interactive feature allowed users to visualize various styles and make informed fashion choices.

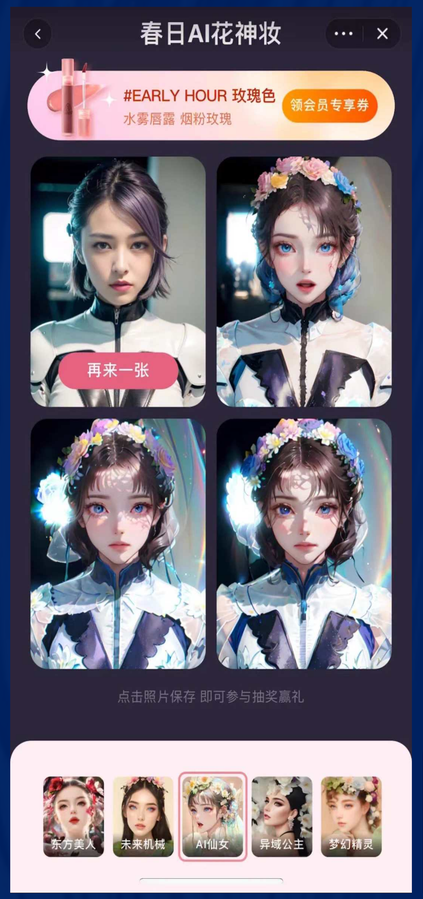


The app also included a direct link to the Tmall flagship store for easy purchases. Both brands promoted the event with the hashtag #七夕换新装 on Weibo and RED to drive UGC and engagement.

Miaoya Camera partnered with Tmall Luxury for a special AI try-on event during the Qixi Festival, blending cutting-edge camera technology with e-commerce to enhance luxury brand shopping. The event was further enriched by interactive social media activities.

- **AI Try-On:** Through the Miaoya Camera app, participants could select from various luxury brand clothing items. By uploading a full-body photo, users could experience AI-powered virtual try-ons and create personalized outfits.
- **Social Media Interaction:** On Weibo and RED, users were invited to share their AI try-on experiences using the hashtag #七夕换新装. The most-liked posts would win gifts from Miaoya Camera, and Tmall hosted interactive giveaways on Weibo to increase engagement.
- **High Engagement:** This campaign garnered over 170,000 views across social media platforms.

3CE x Tmall: AI-Driven Spring Member Makeup Experience to Attract Engagement



Users accessed the mini-program via the Tmall 3CE flagship store, uploaded their photos, and the AI generated virtual makeup experiences based on five styles. Each virtual look was paired with popular lipstick shades. The system also suggested clothing and eye makeup details to complement the lipsticks. The same photo could generate various styles.

The photos saved by users will display the corresponding lipstick shade, guiding users to purchase on Tmall and promoting brand conversion rates.

On Weibo and RED, 3CE's #春日AI花神妆 hashtag campaign used AI to showcase flower goddess makeup styles for different groups.

Tmall and 3CE have partnered with Cosmo magazine to release an exclusive "Spring AI Flower Goddess Makeup" collection for members, featuring 5 distinct makeup styles, each paired with a different lipstick shade.

- **AI Photo Try-On:** Users can enter the mini-program through the Tmall flagship store, upload their photos, and use AI to generate virtual try-ons for the five makeup styles. They can select and experiment with different looks to find their preferred style.
- **AI-Powered Visuals:** On Weibo and RED, 3CE launched the #春日AI花神妆 hashtag campaign. The campaign featured AI-generated flower goddess makeup looks on various women, displayed through a mirror display.
- **High Engagement:** The hashtag #春日AI花神妆# garnered over 150 million views on social media, with more than 60,000 participants engaging in the experience and discussions.

YILI: Leverage AIGC to Enhance 2024 Year of the Dragon Marketing

Yili's 2024 New Year TVC, enhanced with AIGC effects, attracted more attention and increased exposure.

Yili used AIGC, combined with MBTI social traits, to create multiple adorable cartoon dragon characters with different MBTI personalities.

Yili's AIGC-created cartoon dragon characters were featured in a 2024 "Dragon Luck Test" interactive page on the WeChat Mini Program, boosting user engagement.

Yili utilized AIGC to create a 2024 New Year TVC and developed an AI cartoon dragon character based on MBTI, integrating it into a WeChat Mini Program test activity, successfully boosting exposure and engagement.

- **2024 Year of the Dragon TVC:** Using AIGC to add special effects and cooperate with celebrities, Yili produced a compelling TVC for the New Year of the Dragon 2024, effectively increasing exposure and capturing attention.
- **Online AI Cartoon Dragon Test:** Yili combined AI with MBTI social traits to create various cartoon dragon characters with different MBTI personalities and launched the "Dragon Luck Test" interactive page on the Yili WeChat Mini Program, enhancing user engagement.
- **High Engagement:** Yili's 2024 Year of the Dragon AIGC campaign garnered over 1.14 billion views on social media.

TMALL: Co-create AI Dragon Year Paintings Online with Celebrities

Tmall invited more than 20 celebrities, including Yang Mi to create their own Dragon Year paintings and set up a card collection activity to interact with platform users.

Users who collect all the cards of a celebrity can use AI to generate co-creation dragon paintings based on the celebrity's painting.

Users who collect all the cards of a celebrity can use AI to generate co-creation dragon paintings based on the celebrity's painting

Tmall collaborated with over 20 celebrities during the 2024 Dragon Year to create interactive AI-generated Dragon Year paintings through an online card collection activity, significantly enhancing user engagement.

- **AI Co-Creation with Celebrities:** Tmall partnered with over 20 celebrities to create an online card collection activity. Participants who collect all the cards of a particular celebrity can use the celebrity's Dragon painting as a base, allowing AI to select features and co-create a new AI-generated painting with the celebrity.
- **Social Media Engagement:** Tmall promoted the event online through Weibo hashtags. Additionally, Tmall collaborated with Xianyu app to establish an online platform for trading celebrity cards, increasing AI painting interaction rates and user engagement.
- **High Engagement:** The Tmall celebrity co-created AI Dragon Year paintings garnered over 2.18 billion views on social media.

Coca-Cola: Launch a Guinness World Record Challenge for the AI Dragon Art Campaign

Coca-Cola's "Dragon Connects Us" campaign allowed participation by scanning a Coke can or through the WeChat mini-program. Users could upload photos to receive AI-generated dragon-pattern portraits, and inviting family members could link the portraits into a complete dragon. Coca-Cola would eventually record the creation data to challenge the Guinness World Record for "Most Participants in a Digital Art Creation."

Coca-Cola created the Weibo hashtags #CocaColaDragonYearCan and #CocaColaKeepsUsTogether for online promotion, including giveaways within the topics to encourage UGC.

Coca-Cola launched the "Dragon Connects Us" 2024 CNY campaign, featuring AI-generated dragon-pattern portraits. By tracking participation data, Coca-Cola initiated a Guinness World Record challenge for "Most Participants in a Digital Art Creation," successfully increasing engagement.

- **AI Campaign World Record Challenge:** Coca-Cola's "Dragon Connects Us" campaign allowed participation by scanning a Coke can or through the WeChat mini-program. Uploading photos allowed users to receive AI-generated dragon-pattern portraits. Coca-Cola recorded the number of participants in the AI creation, challenging the Guinness World Record for “Most Participants in a Digital Art Creation”.
- **Social Media Engagement:** Online promotion through Weibo hashtags and giveaways with red envelopes, encouraging UGC.
- **High Engagement:** Coca-Cola's AI World Record Challenge campaign garnered over 690 million views on social media.

Trend 1 Insights AI Interaction

BRANDS	INSIGHT
SPRITE	By enabling users to create personalized AI photos with celebrity ambassadors and enter prize draws, Sprite effectively engaged consumers seeking unique, shareable experiences. The use of AI on a familiar platform like WeChat boosted participation and generated significant social media buzz, enhancing brand engagement through interactive content.
NEW WEEKLY X CHINA WILL BANK	The "AI Co-Writing Will Initiative" used an interactive WeChat mini-program to guide users through a personal exploration by generating AI-created wills. This unique approach encouraged users to reflect on their values and share their experiences, leading to strong engagement and a wave of user-generated content on social platforms.
NESTLÉ	Nestlé Coffee's "AI Parallel Mountain Photo Studio" H5 mini-program creatively combined AI-enhanced visuals with their coffee experience, allowing users to generate personalized travel photos and explore virtual landscapes. This interactive approach deepened the connection between the brand and consumers, enhancing engagement through immersive and shareable content.
GENTLE MONSTER	Gentle Monster's AI student card experience combined online and offline interactions, letting users create digital student cards via their website or WeChat and receive physical cards at a special event. This innovative approach deepened engagement with their new 2024 optical collection by blending digital and physical experiences.
MIAOYA CAMERA X TMALL LUXURY	Miaoya Camera's AI try-on event for luxury brands during the Qixi Festival combined virtual fashion experiences with social media engagement. By enabling users to create personalized outfits through AI and share their experiences online, the campaign effectively enhanced brand interaction and fostered community involvement through immersive and interactive content.

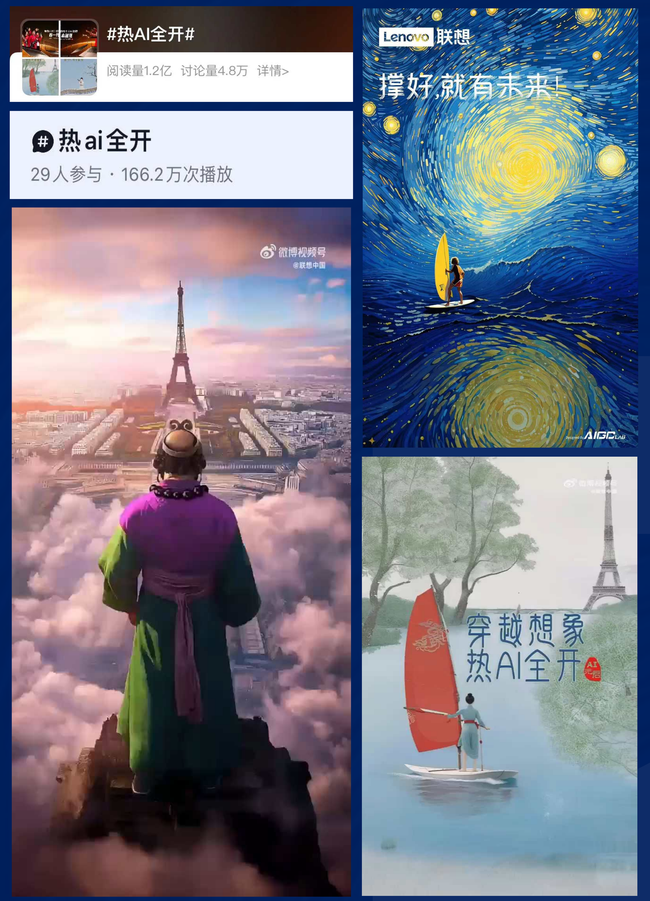
Trend 1 Insights AI Interaction

BRANDS	INSIGHT
3CE X TMALL	Tmall and 3CE's collaboration with Cosmo magazine introduced a "Spring AI Flower Goddess Makeup" collection, blending AI technology with beauty. By offering virtual try-ons and showcasing makeup looks through AI-powered visuals, the campaign enhanced user interaction and provided a personalized experience, driving significant engagement and interest across social media platforms.
YILI	Yili's use of AIGC for their 2024 New Year TVC and AI cartoon dragon character showcased an innovative blend of technology and creativity. By integrating MBTI-based cartoon dragons into an interactive WeChat Mini Program, Yili successfully elevated user engagement and deepened their connection with consumers through a unique, personalized experience.
TMALL	Tmall's New Year AI co-creation campaign leveraged AI and celebrity influence, combined with a card collection event on the platform, to successfully boost user engagement. This strategy lowered the participation barrier with AI, enhancing user enthusiasm and involvement. By seamlessly integrating entertainment with technology, Tmall created a more personalized and engaging user experience.
COCA-COLA	Coca-Cola's AI dragon painting co-creation campaign attracted a large audience by tying the event to a Guinness World Record challenge. This approach combined AI creativity with a public challenge, effectively drawing attention and increasing user participation. The campaign's unique concept also reinforced Coca-Cola's innovative brand image.

Trend 2 KOL Co-creation

Lenovo: #AIOnFullBlast Social Media Campaign with AI Art Creations for Paris Olympics

On Weibo and RED, AIGC artist KOLs posted AI-generated posters and videos of Lenovo computers themed around the Olympics, incorporating iconic Paris landmarks and famous artworks from China and abroad. They shared their creative concepts using the #AIOnFullBlast hashtag. Lenovo also reposted these posts to amplify the campaign's reach.

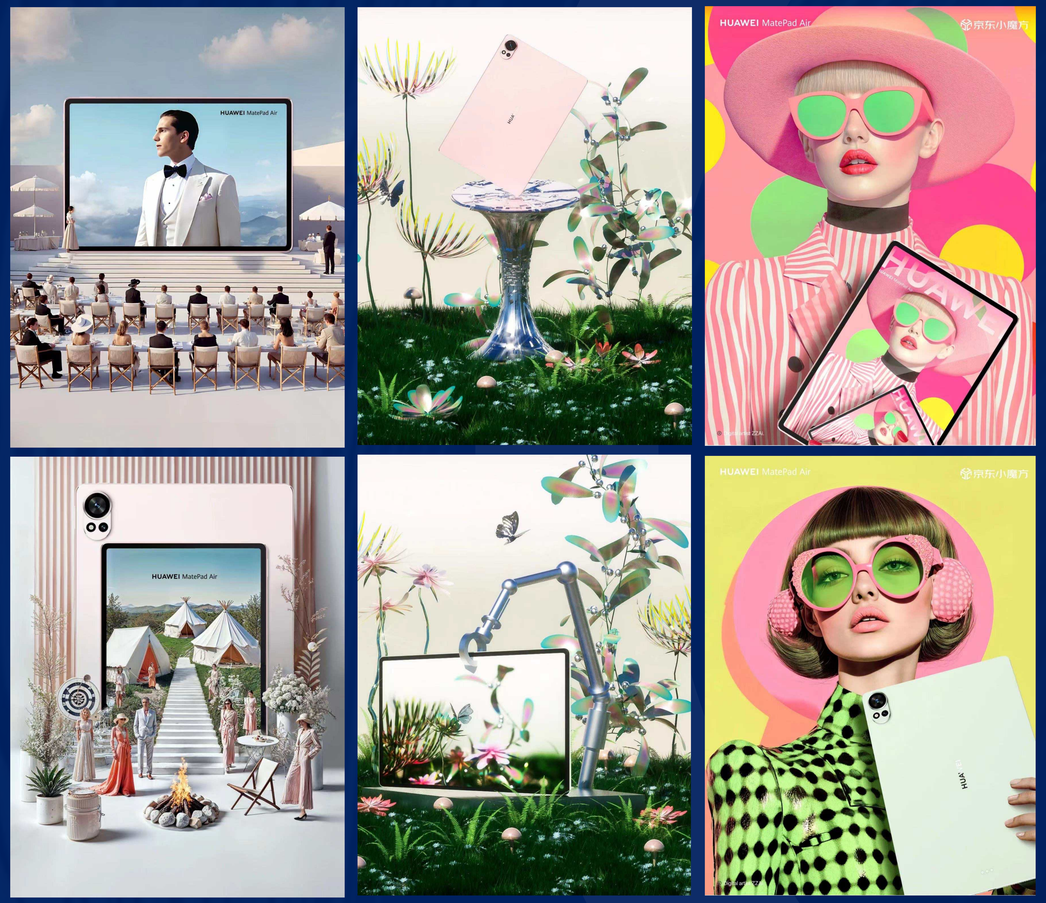


Lenovo launched the hashtag #AIOnFullBlast on Weibo, Douyin, and RED, sharing numerous AI-generated videos and posters, and held four interactive giveaways on Weibo, offering computers and branded merchandise featuring their spokesperson.

As the official partner of the Chinese Olympic team, Lenovo collaborated with numerous digital artists during the Paris Olympics, using AI-generated posters featuring product promotions to showcase its new computers.

- **KOL AI Creations:** KOLs posted AI-generated artworks on Weibo and RED that combined brand products with the Paris Olympics theme, merging AI technology with the Olympic spirit to create a "Universal Olympic Arena," cheering for the Chinese Olympic team.
- **Social Media Campaign:** Lenovo launched the hashtag campaign #AIOnFullBlast on Weibo, RED, and Douyin, releasing and reposting a series of AIGC videos and posters, and conducting multiple giveaway interactions on Weibo.
- **High Engagement:** The campaign garnered over 1.3 billion views on social media platforms, with over 50,000 people participating in discussions.

Huawei × JD.com: AI Art Campaign on RED to Highlight MatePad Air



Huawei also invited digital artist KOLs such as @ANSHI_AN-AI, @ZhuangErQi, and @ChiLvShan to create promotional posters using AI features of the product. They shared their creative concepts on RED using the hashtag while promoting JD.com's e-commerce campaign.

Huawei and JD.com jointly launched the hashtag #AIInspiredMacaronTablet on RED, collaborating with KOLs to promote the AI technology of the new MatePad Air series.

Huawei and JD.com collaborated on RED to invite digital artist KOLs to promote the new MatePad Air Macaron tablet, using RED platform and creative expertise to engage potential customers, increasing brand exposure.

- **KOL AI Creations:** Huawei invited digital artists to post AI art posters created with the Huawei tablet on RED, promoting the AI capabilities of the Huawei MatePad Air and JD.com's e-commerce campaign while explaining their design concepts with the artists offering insights into their design concepts.
- **Social Media Campaign:** Huawei and JD.com launched the hashtags #AIInspiredMacaronTablet and #ExploreJDAIMacaronHuaweiTablet on RED and Weibo, partnering with numerous KOLs for promotion. Additionally, JD.com also promoted the event on Weibo.
- **High Engagement:** The campaign garnered over 1.5 million views on social media platforms.

Tmall Super Launch: AI-Powered Digital Art Campaign and Showcases for 618 Mid-Year Promotion

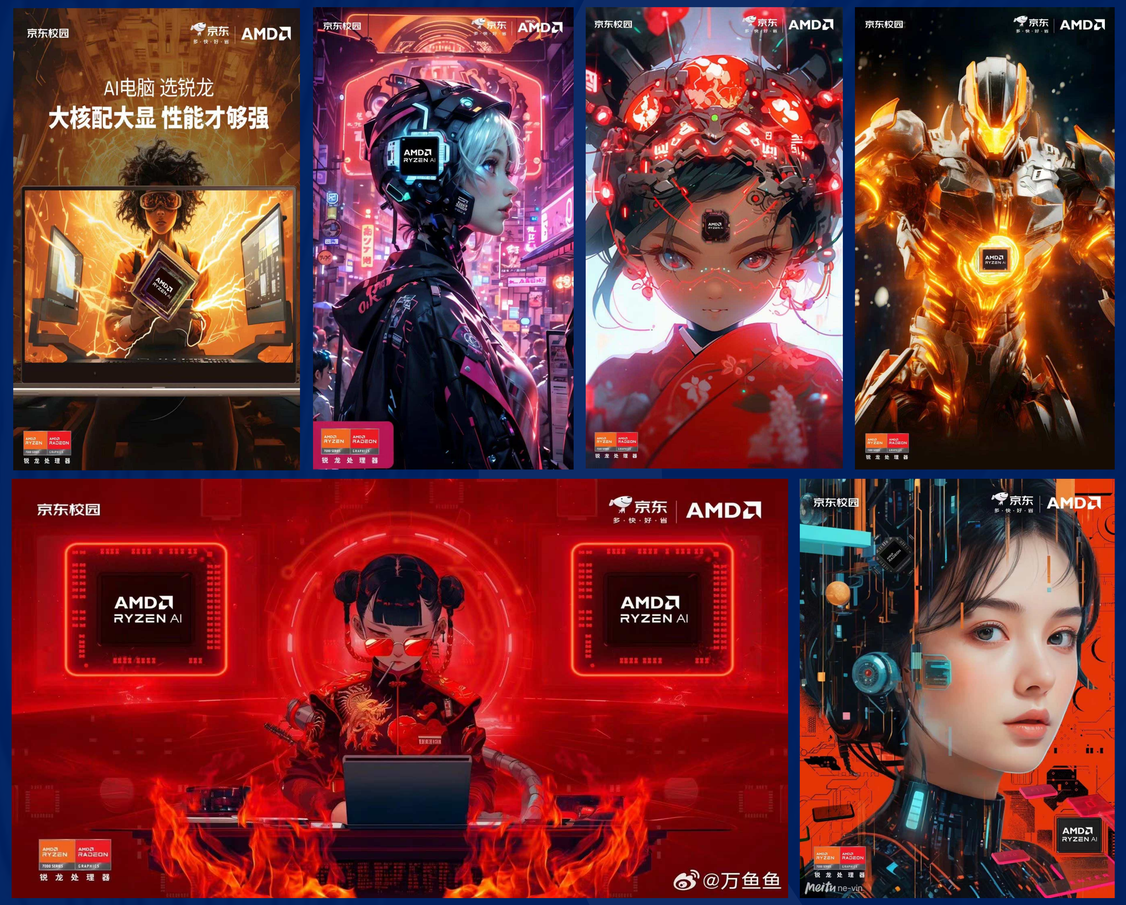
Tmall Super ONE launched the “Super Brand Spirit Showcase,” inviting AIGC artists like Deng Li and An Jianming, in collaboration with the China Academy of Art, to create AI-driven futuristic visual posters for over 30 brands.

The Tmall 618 event collaborated with 7 digital artist KOLs, each creating AI-generated futuristic visual posters for eight major brands, including Casarte, Dreame, Disney, Lancy, LEGO® Toys, Luzhou Laojiao, McDonald's, and Sisley. These posters were themed around different showcases for the 618 promotion and were promoted on Weibo, Douyin, and RED.

During the 618 Mid-Year Sale, Tmall launched the [Tmall 618 Super Release] event, partnering with 6 digital artists to create custom-themed AI shows for 8 core brands to promote the discounts.

- **AI-Driven Brand Showcase:** Tmall Super ONE launched the "Super Brand Spirit Showcase," collaborating with AIGC artists to produce AI-generated visual posters for over 30 brands.
- **KOL AI Creations:** Tmall Super ONE launched the "Super Brand Spirit Show," inviting AIGC KOLs like Deng Li and An Jianming to create futuristic AI visual posters that integrate brand features, tailored for 8 major brands. The campaign was promoted across Weibo, RED, and Douyin.
- **High Engagement:** The campaign garnered over 1.28 billion views on social media platforms, with nearly 240,000 discussions.

Meitu × AMD China: AI Creation Contest with Digital Artists to Promote AMD Chip Innovations



Meitu invited top artists from the professional AIGC field, such as @WanyuFish and @Hyacinth, to collaborate with AI creators, attracting more AI enthusiasts to actively participate. They shared their AI-generated works and creative inspirations, promoting the contest to encourage more participation.

On Weibo, Meitu launched the hashtag #AIInspirationPartner and released tech-inspired AI templates on its platform for users to create their own photos.

Meitu Xiuxiu, in collaboration with AMD China and JD.com, launched an AI creation contest inviting participants to use Meitu Xiuxiu's AI drawing tools to create AIGC posters themed around AMD chips, promoting both products.

- **AI Creators' Participation:** Numerous AIGC artists shared their AI-generated futuristic and cyberpunk-style posters on Weibo and RED, explaining their creative concepts and promoting the contest.
- **Social Media Campaign:** Meitu Xiuxiu launched the hashtag #AIInspirationPartner on Weibo, encouraging creators to join the contest with prizes and providing exclusive AI image templates for users.
- **High Engagement:** The campaign garnered over 51.5 million views on social media platforms, with over 3,700 users participating in the discussion.

Tmall: AI Brand Poster Creation Contest to Boost 618 Engagement

Many participants chose brands such as Pulaier, Haier, Xueersi, Samsung Electronics, and Magnum to create AI brand posters. They shared their creative concepts and integrated brand stories and styles, showcasing their unique interpretation and artistic expression of the brands.

Outstanding entries can win 140,000 RMB, become Tmall 618 digital collectibles, and be featured as splash ads on Tencent Video.

Tmall, in collaboration with five major brands, launched the "Tmall AIGC Brand Co-Creation Contest," themed "AI Genesis," inviting AIGC creators to develop virtual AI images for the brands to promote the Tmall 618 event.

- **AIGC Creations:** Participants could select any brand to create AI posters for, with numerous AIGC artists sharing their works and explaining their creative concepts. While posting on RED, they also promoted the contest and used relevant hashtags to increase visibility.
- **Social Media Promotion:** Tmall launched #TmallKnowsAI on RED and promoted the contest on Weibo. Winning entries will be featured as splash ads on Tencent Video APP. Consumers can search for “digital collectibles” on Taobao to receive brand coupons during 618 discount season.
- **High Engagement:** The campaign garnered over 380,000 views on social media platforms

LACOSTE × Smiley: The Online AI Poster Co-creation Contest to Increase Engagement

LACOSTE and Smiley hosted an online AI poster co-creation contest. Participants can use AI to combine LACOSTE's crocodile and Smiley's face elements for poster creation. Entries can be submitted to Smiley's email to be considered for prizes, including an iPad Air, co-branded clothing, and shopping cards.

UGC was encouraged online through the launch of the hashtag #Lacoste×Smiley on RED and Weibo. Participants must submit their AI-created posters via email and post with the RED hashtag to be considered for participation. The RED hashtag features numerous AI-created entries.

LACOSTE and Smiley launched an online AI poster co-creation contest. Participants can use AI to combine brand elements for poster creation. The brand's jury will select 23 winning entries, combining hashtag-driven promotion to expand campaign participation.

- **Online AI Poster Contest:** Participants are required to incorporate LACOSTE's crocodile and Smiley's face elements in their AI-generated posters. Entries must be submitted via email to Smiley and posted on RED with the hashtag #Lacoste×Smiley for successful participation. Winners will be selected by the brand and awarded an iPad Air, co-branded clothing, and shopping cards.
- **Social Media Engagement:** The hashtag #Lacoste×Smiley was created on RED and Weibo to encourage UGC and drive the co-branding campaign.
- **High Engagement:** The AI poster contest garnered over 12.54 million views on social media.

Trend 2 Insights KOL Co-creation

BRANDS	INSIGHT
LENOVO	Inviting KOLs to co-create AI-generated content provides Lenovo with a unique platform to showcase its products. By partnering with digital artists, Lenovo uses AI to create engaging visuals that tie into specific themes, driving significant user engagement and discussions on social media.
HUAWEI × JD.COM	Huawei and JD.com's collaboration on RED invited digital artist KOLs to showcase the new MatePad Air Macaron tablet through AI-generated art. By using the tablet to create and share visually compelling posters, the campaign highlighted the device's AI capabilities and JD.com's e-commerce features. This approach effectively boosted brand visibility and engagement on social media.
TMALL SUPER LAUNCH	Tmall's [Tmall 618 Super Release] event leveraged AI-generated visuals created by digital artists to enhance the promotion of discounts for core brands. By integrating futuristic designs with brand features, the campaign not only highlighted the innovative aspects of each brand but also captivated audiences with visually striking content.
MEITU × AMD CHINA	Meitu Xiuxiu's collaboration with AMD China and JD.com featured an AI creation contest where participants designed AMD-themed posters using Meitu Xiuxiu's tools. AIGC artists shared their futuristic creations on social media, boosting brand visibility. The campaign drove engagement through user-generated content and exclusive AI templates, fostering broad interaction.
TMALL	Tmall's "AI Genesis" contest invited AIGC creators to design virtual images for major brands, enhancing promotion for the Tmall 618 event. The initiative engaged users by showcasing innovative AI-generated content, which was featured in prominent placements like Tencent Video and Taobao, driving both brand visibility and consumer interaction.
LACOSTE × SMILEY	LACOSTE, in collaboration with Smiley, launched an online AI poster creation contest, promoted via RED and Weibo hashtags. This strategy successfully leveraged online buzz and AI creativity to attract user participation and increase brand engagement. The contest further solidified LACOSTE's position as a forward-thinking and creative brand.

Trend 3 AI Innovative Usage

Coca-Cola x Xiaodu: AI-Enhanced "Future 3000" Limited Edition Product and AIGC Immersive Experience

Coca-Cola launched the hashtag #未来3000年畅享无界限 on Weibo, RED, and Douyin to promote their AI-developed "Future 3000" flavor. The limited-edition product features packaging designed with AI-generated imagery.

Coca-Cola collaborated with Xiaodu to develop an AI-powered experience. By scanning the QR code on the bottle or can, users could access the "Coca-Cola Bar" mini-program and explore the "Future Vision Platform." Through this platform, they could utilize the "Future 3000" AI lens to upload their photos and visualize themselves in a futuristic world. Additionally, users had the option to select various styles to generate more sci-fi-inspired visual artworks.

Coca-Cola launched the "Future 3000" limited edition product with AI through its "Real Magic" platform, featuring a WeChat mini-program where users could explore the future 3,000 years from now via an AIGC photo experience.

- **AI Co-Created Product**: Coca-Cola collaborated with AI to create the “Future 3000” flavor, featuring AI-generated packaging designs. The campaign was also promoted with the hashtag #未来3000年畅享无界限 on Weibo, RED, and Douyin, featuring celebrity endorsements.
- **AIGC Photo Experience:** Partnering with tech brand Xiaodu, Coca-Cola developed a mini-program where users could take photos, and AI would generate futuristic images, with options for further transformations.
- **High Engagement:** The campaign hashtag garnered over 190 million views on social media, with over 900,000 participants.

Shanghai Xintiandi: AI Symbiosphere Immersive Art Installation Blending Nature and Technology

The installation combines tropical plants, recycled materials, and metal frames to represent the harmony of nature and urban life. Visitors interact with a "well" made of screens and mirrors. AI captures their reflection, transforming it into a virtual animal that mimics their movements.

A 30-second personalized video is created from your movements and turned into a QR code for sharing as a digital keepsake.

Shanghai Xintiandi Shopping Center collaborated with artist Hu Haijie to present the "AI Symbiosphere," a large-scale immersive installation located in the mall's central atrium, providing visitors with a unique, interactive experience for free.

- **AI Virtual Animal Reflection:** Visitors standing in front of the installation's screen initially see their real-time reflection. Using advanced AI algorithms, this reflection then morphs into the image of an animal, as if reflected in a pond.
- **Digital Souvenir:** The transformation process is captured and converted into a QR code, which visitors can scan to receive a personalized video keepsake of their unique experience.
- **High Engagement:** Over the 16-day exhibition period, the "AI Symbiosphere" interactive installation attracted nearly 16,000 interactions from visitors.

Chicecream: Create a New Ice Cream Product Sa'Saa —— Fully Developed By AI

Chicecream produced an AI-assisted TVC for the new ice cream product. The AI interpreted the inspiration behind Sa'Saa, incorporating elements like sharks, soda water, and saxophones.

Sa'Saa ice cream, from concept and packaging to flavor and promotion, was entirely created by AI. At the 2023 product launch event, Zhong Xue Gao's founder, Lin Sheng, introduced the AI creation process.

Online promotion on RED and Weibo included hashtags, alongside the release of AI-created surreal posters for Sa'Saa ice cream.

Chicecream launched Sa'Saa, an ice cream product created entirely by AI, from concept, packaging, and flavors to promotion. The product launch event, along with a TVC, posters, and hashtags, successfully increased the exposure of the new ice cream product.

- **AI-Developed New Product:** Chicecream's new Sa'Saa ice cream, from concept, packaging, and four flavors to promotional TVCs, was entirely conceived and created by AI. At the 2023 product launch event, Zhong Xue Gao's founder, Lin Sheng, introduced the AI-driven creation process. This AI-crafted product, with a strong technological flair, successfully garnered significant attention.
- **Social Media Promotion:** Online promotion was carried out via the Weibo hashtags, along with the release of AI-generated posters.
- **High Engagement:** The AI-developed new product garnered over 3.84 million views on social media.

Trend 3 Insights AI Innovative Usage

BRANDS	INSIGHT
COCA-COLA X XIAODU	Coca-Cola's "Future 3000" campaign combined AI-driven product and flavor design with a futuristic experience on WeChat. Users interacted with AI-generated images, discovering a limited edition product and flavor inspired by the future. This innovative approach highlighted Coca-Cola's creative use of AI, enhancing user engagement through a blend of cutting-edge technology and immersive experiences.
SHANGHAI XINTIANDI	Shanghai Xintiandi's "AI Symbiosphere" installation, in partnership with artist Hu Haijie, used AI to transform visitors' reflections into virtual animals. This interactive experience, featuring a personalized video keepsake, highlighted the engaging potential of AI in creating immersive art. The installation successfully drew significant visitor interaction, showcasing how AI can enhance public art experiences and attract crowds.
CHICECREAM	Chicecream used AI to design a fully AI-generated product, from packaging to marketing, reducing design costs and leveraging AI's trending status to gain significant attention. This approach effectively utilized the current AI trend to increase brand exposure. The strategy also demonstrated Chicecream's commitment to innovation and efficiency in product development. Furthermore, the AI-driven process reinforced the brand's image as a forward-thinking and trendsetting brand.
CARTIER X SHANGHAI MUSEUM	Cartier's collaboration with Shanghai Museum and Cai Guoqiang employed AI to blend traditional Jiangnan aesthetics with modern innovation. The AI-generated visuals created an immersive and interactive experience, highlighting Cartier's seamless integration of cultural heritage and cutting-edge technology to deepen audience engagement.

Trend 4 Brand AI Assets

YILI: Leverage the Olympics and AIGC to Create Impactful Posters

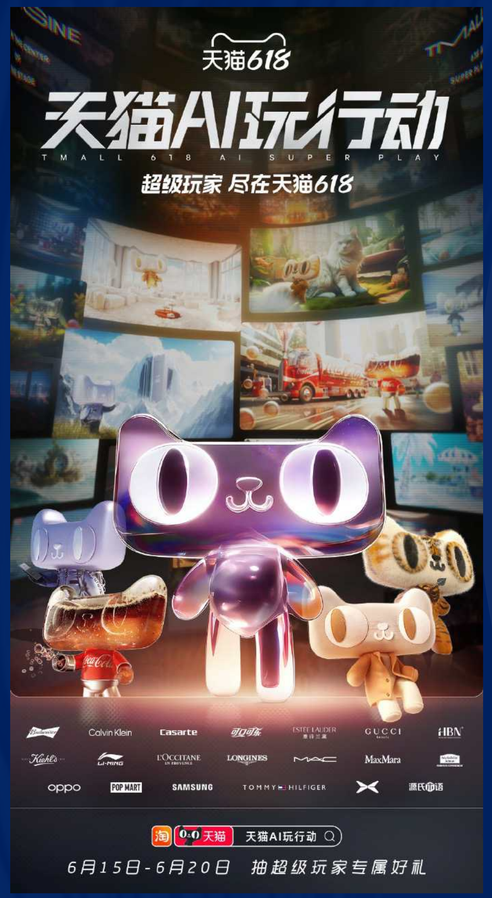
Yili combined Olympic trends with popular Chinese athletes to create Olympic-themed posters using AIGC, featuring hot air balloons, cable cars, cars, and buses appearing at landmarks across China.

Yili used AIGC to create posters incorporating elements of Shanghai's Bund to promote the digital milk carton pop-up event held in Shanghai during the Olympics.

Yili harnessed the Olympic trend and combined them with the image of popular Chinese table tennis players to create brand-specific, impactful posters using AIGC, increasing brand exposure and effectively promoting the offline pop-up stores with AI posters.

- **Olympic-themed AIGC Posters:** In May, Yili combined Olympic topics with popular Chinese table tennis players, using iconic city landmarks as backdrops to create impactful posters with AIGC, successfully attracting attention and boosting exposure on social media.
- **Pop-up Store AIGC Posters:** In July, during the Olympics, Yili hosted an offline pop-up event in Shanghai featuring digital milk carton themes and AIGC-designed posters, enhancing participation from online to offline.
- **High Engagement:** Yili's Olympic AI posters garnered over 13.817 million views on social media.

TMALL: Create Brand AIGC Tmall Image Posters to Generate Buzz for the 618 Campaign



During the 2023 "618 Campaign," Tmall used AIGC to assist in creating branded Tmall digital collectibles for the 20 partnered brands.

Tmall collaborated with 20 brands for joint marketing, using AIGC combined with brand characteristics and Tmall imagery to create unique posters for promotion.

Online Weibo hashtags #TmallAIPlayAction and #ThisTmallAICreativityIsAmazing were used, and the partnered brands promoted with AI posters through WeChat Moments ads.

During the 2023 618, Tmall launched the "Tmall AI Play Action" campaign, collaborating with 20 brands for joint marketing. Tmall created AIGC brand posters and Tmall digital collectibles, supported by online promotion, effectively increasing exposure.

- **AIGC Branded Contents:** During the 2023 "618 Campaign," Tmall collaborated with 20 brands for joint marketing, using AIGC to create brand posters and Tmall digital collectibles, resulting in significant attention and exposure for the campaign.
- **Online Social Media Promotion:** Tmall created AI promotional ads for the 20 partnered brands. The brands promoted through WeChat Moments ads, while hashtags #TmallAIPlayAction and #ThisTmallAICreativityIsAmazing on Weibo further strengthened online promotion.
- **High Engagement:** Tmall's 618 AI campaign garnered over 370 million views on social media.

SATINE: Create an AI Digital Ambassador to Promote a Unique Brand Image

SATINE designed a brand-specific digital ambassador using AI, named "Jin Yin," and launched this ambassador through live streams on Douyin and Weibo.

The AI digital ambassador "Jin Yin" released an AI-generated introductory TVC online and actively represented the SATINE brand in variety shows and exhibitions.

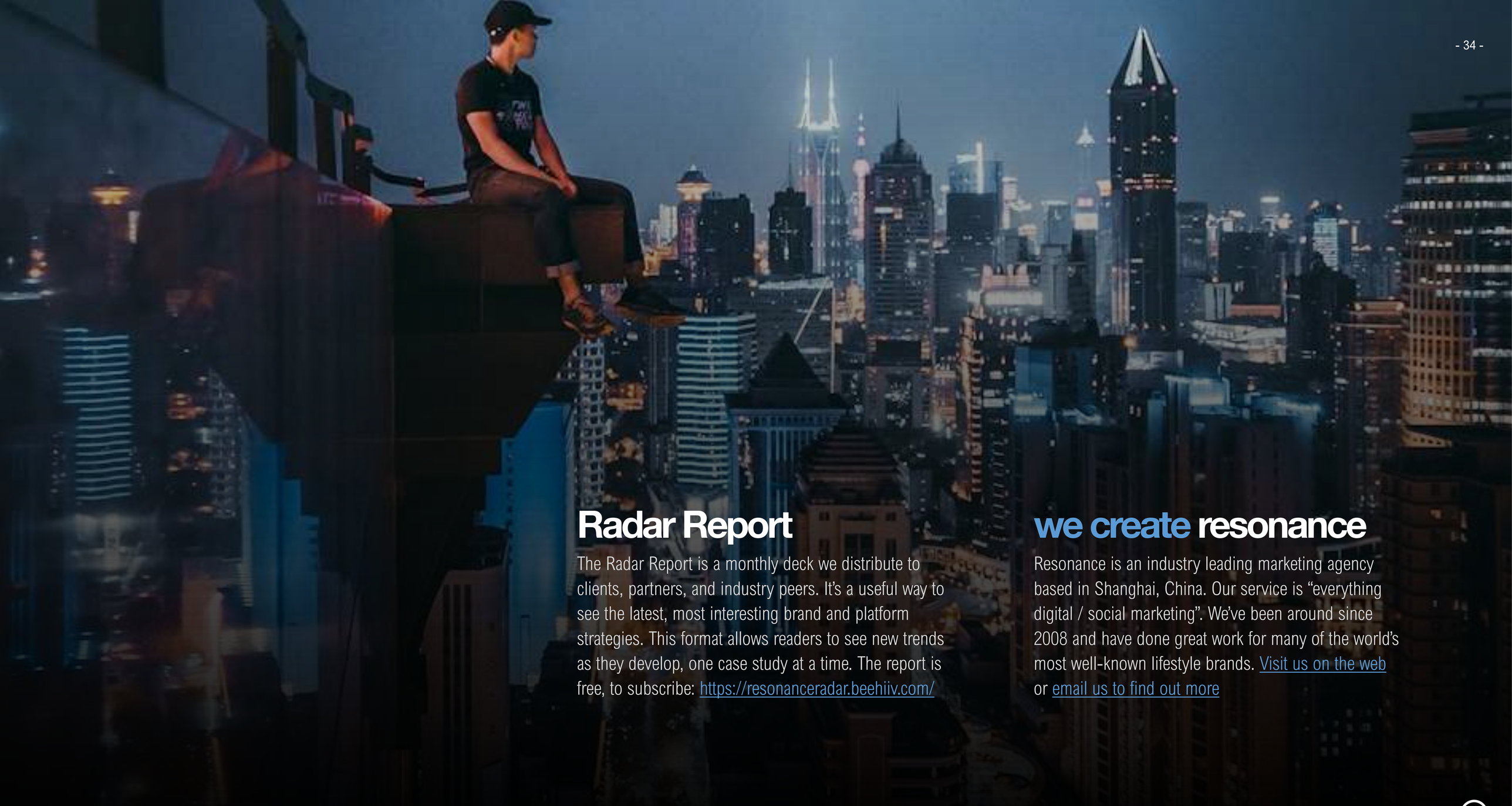
The Weibo hashtag #SATINEDigitalAmbassadorJinYin was used for online promotion. The RED brand account produced new posters for promotional activities using the AI ambassador's image.

SATINE leveraged AI to create a unique digital ambassador, launching a TVC and representing the brand in variety shows, exhibitions, and on official online accounts, effectively increasing brand visibility.

- **AI-Designed Digital Ambassador:** SATINE utilized AI to create an exclusive digital ambassador named "Jin Yin," launched an AI TVC, and featured this ambassador in variety shows and exhibitions, successfully garnering significant attention.
- **Social Media Promotion:** SATINE promoted the digital ambassador "Jin Yin" on Weibo using the hashtag #SATINEDigitalAmbassadorJinYin, while the RED account used the ambassador's image to generate new AI posters for promotional activities, effectively increasing online exposure.
- **High Engagement:** The release of SATINE's AI digital ambassador generated over 1.61 million social media views.

Trend 4 Insights Brands' AI Assets

BRANDS	INSIGHT
YILI	Yili used AIGC to create impactful posters, integrating Olympic trends and featuring popular athletes in AI-generated designs. This approach capitalized on AI's visual impact and current trends, effectively increasing brand exposure through online promotion. The campaign also highlighted Yili's ability to stay relevant by aligning with major global events. By associating with prominent athletes, Yili further strengthened its connection with health and excellence.
TMALL	Tmall partnered with 20 brands for the 2023 618 campaign, utilizing AI creativity in digital collectibles, AI posters, and WeChat Moments ads to achieve effective exposure and platform traffic. This strategy combined brand recognition with AI creativity, boosting the event's conversion rate. The collaboration underscored Tmall's strength in uniting multiple brands under a cohesive, innovative campaign. Additionally, it showcased Tmall's ability to lead in the adoption of cutting-edge marketing technologies.
SATINE	SATINE created a brand-exclusive AI digital ambassador, featured in offline variety shows and exhibitions, while also generating new AI promotional posters online. This approach used the digital ambassador to enhance brand awareness and exposure through combined online and offline activities. The initiative positioned SATINE as a leader in blending traditional and digital marketing strategies. Moreover, the digital ambassador provided a unique, engaging touchpoint for consumers to interact with the brand.



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