

sopexa

International Communication & Marketing Agency **Food, Drink, Lifestyle**



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sopexa

INTERNATIONAL MARKETING GROUP
FOR FOOD, WINE & LIFESTYLE

DIGITAL MARKETING & E-COMMERCE IN CHINA

May 2018

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1 STATUS OF THE MARKET PLACE

CHINESE SOCIAL MEDIA

UBERISATION

VS





GAFA



VS.



BATX



Tencent 腾讯





MOBILE ADDICT



允许使用手机
但风险自负

CELLPHONES IN
WALK IN THIS LANE
IT YOUR OWN RISK

2 SOCIAL MEDIA COMMUNICATION : WECHAT & WEIBO



WECHAT WHAT IS IT?

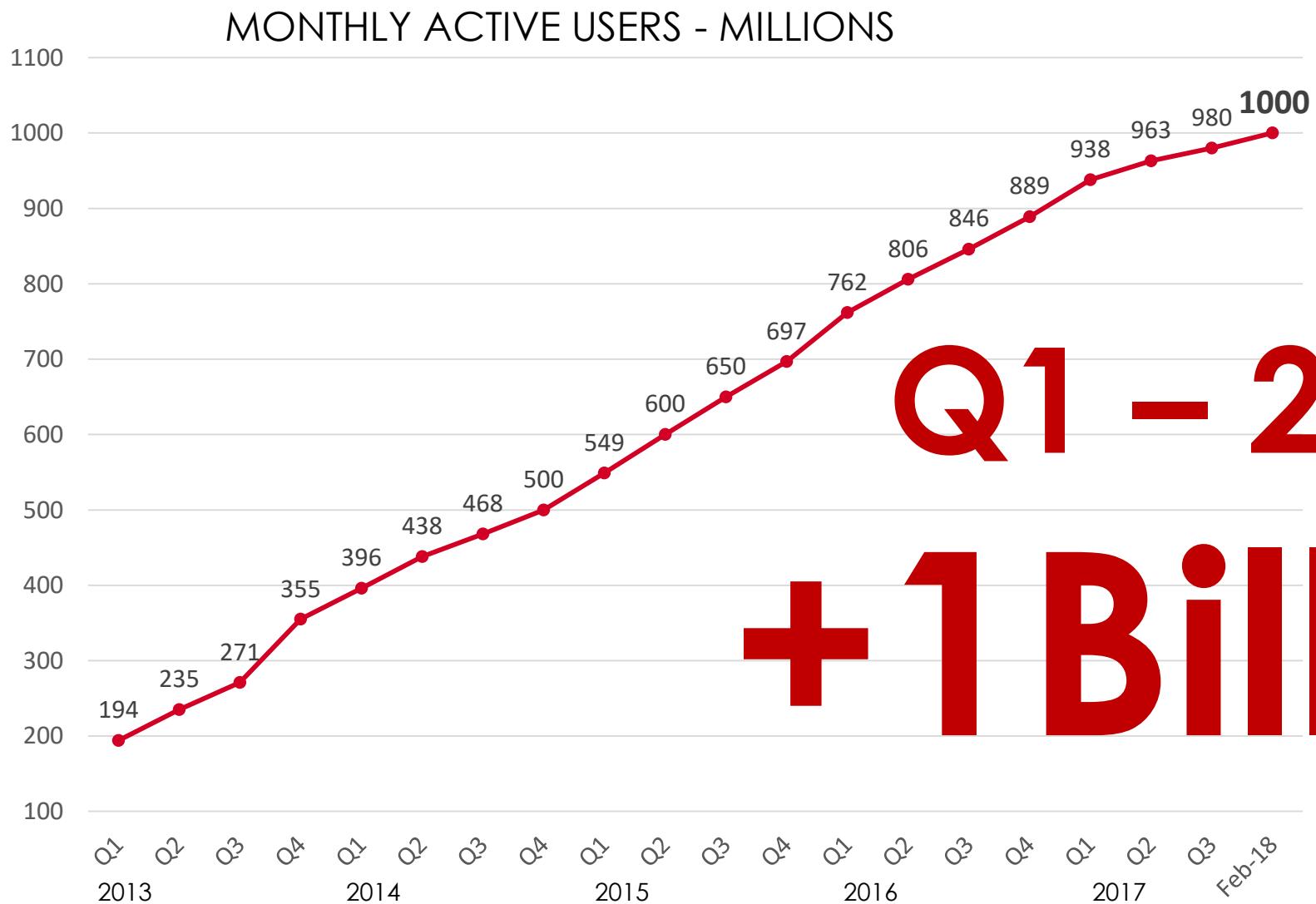
WeChat is much more than a Social network:
It's a **new Lifestyle**

WeChat connects people to each other, and puts them in touch with services, brands, places ... It promotes a report ONLINE TO OFFLINE (O2O).



WECHAT IN SEVERAL **FIGURES...**

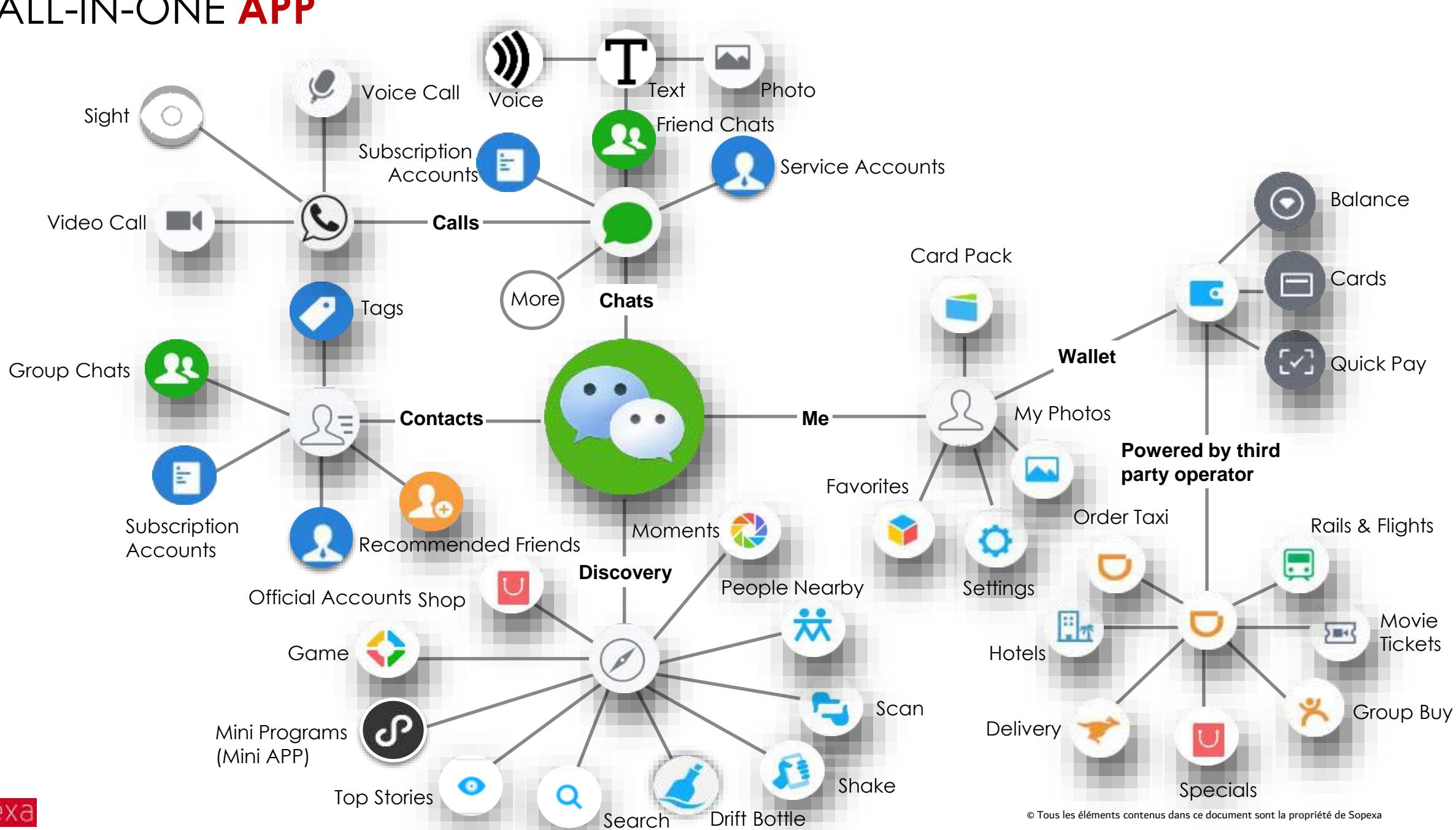
1st APPLICATION IN CHINA



A **MULTIPLE** APPLICATION



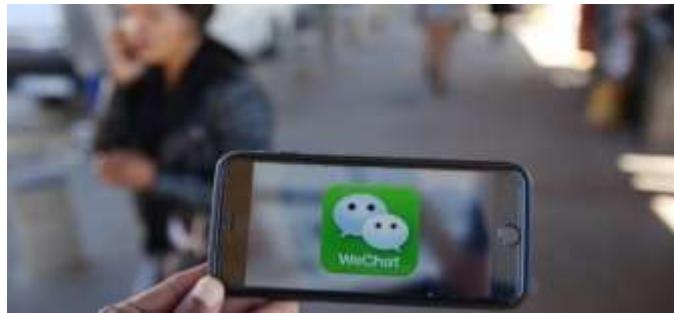
ALL-IN-ONE APP



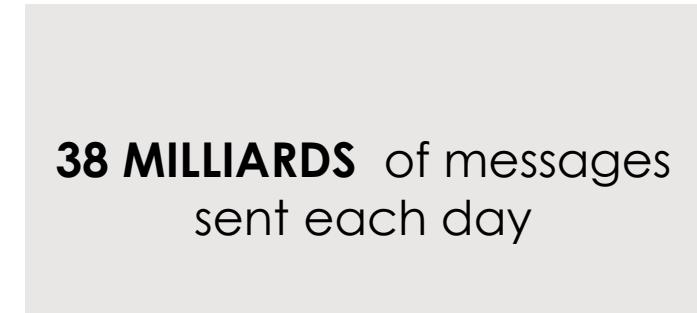
WECHAT IN SEVERAL FIGURES...

IN 2017

902 MILLIONS of persons connected daily



50% of the users spend more than 90 minutes every day on WeChat



68 MILLIONS of videos posted in 24H

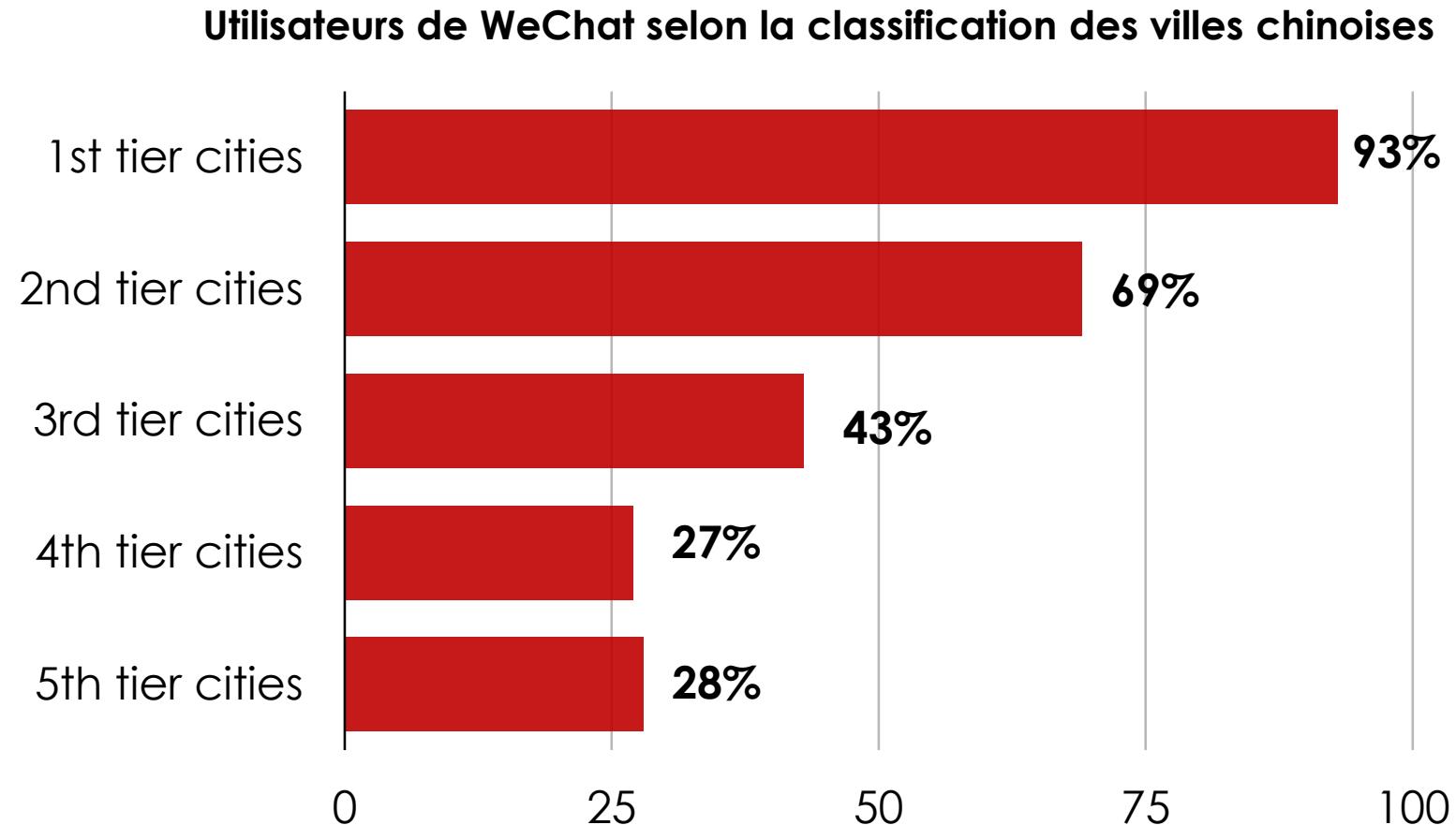


38 MILLIARDS of messages sent each day



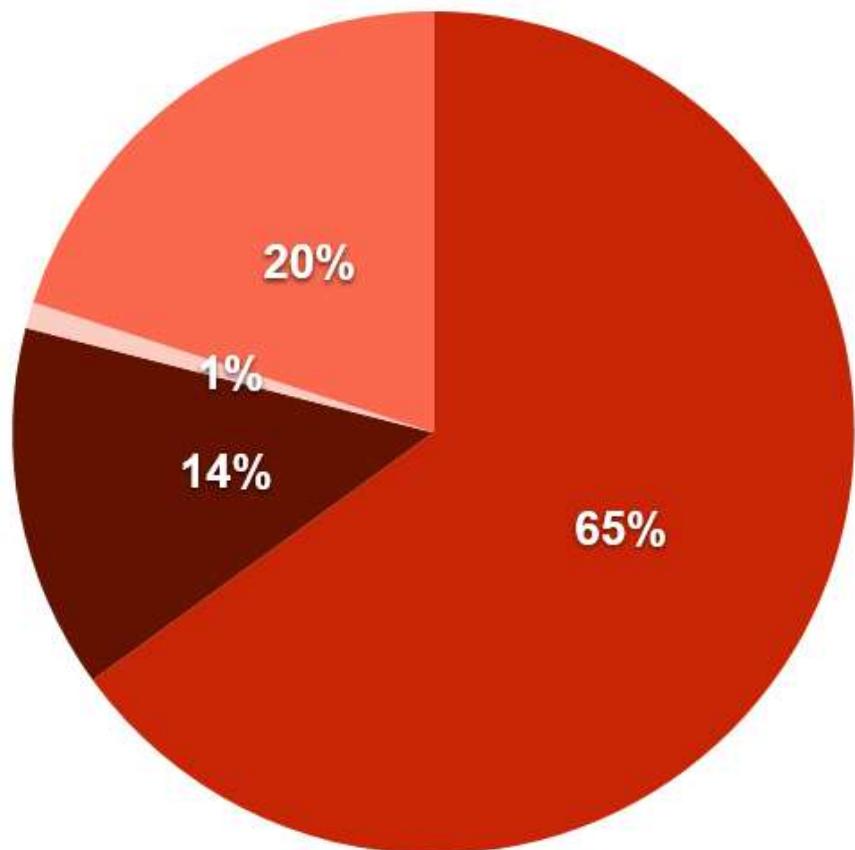
280 000 000 MINUTES of videos and calls each day, which is **540 years!**

CITY LEVEL USAGE RATES



TYPICAL USERS

■ Typical Users (Born in the 80's & 90's) ■ Youths (17-21Y)
■ Seniors (55Y & +) ■ Others



2 TYPES OF OFFICIAL WECHAT ACCOUNT

20 MILLIONS of official WeChat account

3,5 MILLIONS of active official WeChat account

7,7 MILLIONS of active users on these official WeChat account



SERVICES ACCOUNT

Promote the products and the services of the companies



SUBSCRIPTION ACCOUNT

To communicate and interact with the followers.

WECHAT MINI PROGRAMMES

Officially launched on January 9, 2017 in WeChat

A Mini Program is a dematerialized **native APP** in the WeChat ecosystem.

No need to download or install the Mini program

Allow to present a Native APP without having to download it at first,

Reduce the gap between online and offline (O2O)



+ de 580 000 mini App

95% e-commerce plateforme have created their mini App

+ of 170 millions of users every day

WEIBO WHAT IS IT?



A Chinese platform of micro-blogging where people **FOLLOW**, @, #, people create the poll, **SHARE** the music, the photos and the videos.



70%

30%



SOME FIGURES OF WEIBO...



340 MILLIONS of active users each month

154 MILLIONS of users each day

91 % of users connect via their smartphone

+ 45 MILLIONS of dollars in the 1st trimestre of 2017

PROFIL OF THE USERS

A **DIVERSIFIED** PUBLIC AND UTILISATION



Personal account

Use Weibo as a divertissement



Enterprises

Promote their brand and attract the consumers



Celebrities

Communicate with their fans



Journalistes

Investigation and research of informations



Medias

Obtain and release the informations



KOL

Influence their community

PROFESSIONAL WEIBO ACCOUNT- A marketing and commercial tool



► Interact with its target

The dashboard to manage its page and the content, customization of the display of the pages in order to select the better way to attract the clients.

● Analyse the data

60 types of data to analyse the performances of its page in terms of the posts, fans etc.



The Alibaba logo is displayed prominently in large, bold, orange letters. Above the letters, a stylized orange cloud features a black curved arrow pointing upwards and to the right. In the background, there is a silhouette of a city skyline with several skyscrapers, including one with a distinctive spire.

Alibaba

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ALIBABA

WHY THE CHINESE **ECO-SYSTEM** IS SUCH **UNIQUE** ?

“In America, there’s Walmart, there’s Kmart. All retailers are everywhere, so e-commerce is just like a dessert. In China, e-commerce is the main course.”

Jack Ma, Founder and President of Alibaba group

ALIBABA WHAT IS IT?

A market place (B2B/B2C & C2C), a research motor and a bank, all in one



ALIBABA WHAT IS IT?

THE BIGGEST SALESMAN IN THE WORLD



Tmall

Site of e-commerce B2C n°1 in Chine.

Taobao

Site of E-Commerce C2C n° 1 in Chine.



Alipay

A payment application used by individuals and professionals for the mobile payment transactions.

ALIBABA WHAT IS IT?

THE BIGGEST SALESMAN IN THE WORLD



Source: CLSA

25 MILLIARDS of dollars of GMV* in 24h, during 11.11 in 2017, the Chinese Single Day



Baidu 百度

+

4 BAIDU

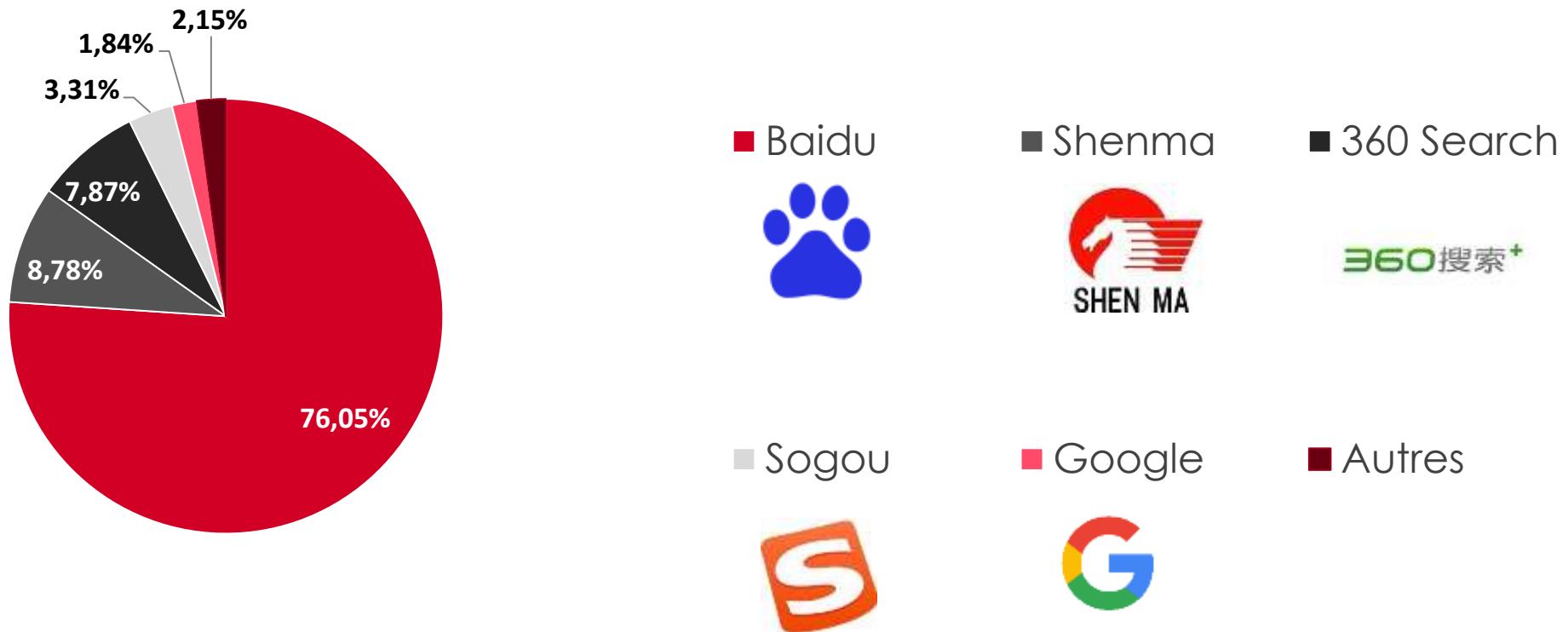


NVIDIA.

BAIDU WHAT IS IT?

1st SEARCH ENGINE IN CHINA

Search Engine in China, April 2017



A photograph of two young women outdoors, likely in a park or garden setting. They are both holding smartphones on selfie sticks, which are mounted on tripods. The woman on the left has long brown hair and is wearing a dark jacket. The woman on the right is wearing a black baseball cap and a dark coat with a fur-trimmed hood. They appear to be engaged in a video call or recording a video. In the background, there are trees and a blurred view of a building.

5

LIVE STREAMING A NEW DIGITAL TREND IN CHINA

THE LIVE STREAMING IN CHINE WHAT IS IT?

A NEW MODE OF INSTANT COMMUNICATION FOR THE BRANDS AND THE USERS...

...on more than **200 digital platforms of live streaming.**



THE LIVE STREAMING IN CHINE WHAT IS IT?

DIVERSIFIED CONTENTS AND THE UTILISATION

Divertissement and communication

The live streaming is overall a tool of divertissement where the users communicate and share directly of the events on the front of **thousands** of viewers.



The dynamic e-commerce

Alibaba and **JD. com**, have launched their plateforms of live streaming for those brands associate to their influencers in order to promote and sell their products to their fans.



A SOCIAL PLATEFORM IS MORE AND MORE IMPORTANT IN CHINA



In 2017, the live streaming platforms have more than **344 MILLIONS** of Chinese users.

In 2016, the industry represent **3 MILLIARDS** dollars.

It is estimated that it will represent more than **15 MILLIARDS in 2020**.

+ of 40% of the users between 26 and 35 years old.



爱抖

爱抖

6

DOUYIN
A NEW ADVERTISING PLATFORM

首页

发现

LOS ANGELES

+

消息

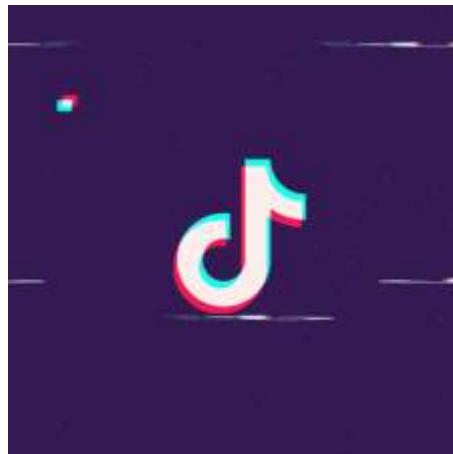
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DOUYIN WHAT IS IT?

Douyin is a ‘short video social app’

Douyin allows users to create and share short clips that can be heavily edited with filters, music, AR and many other fun effects.



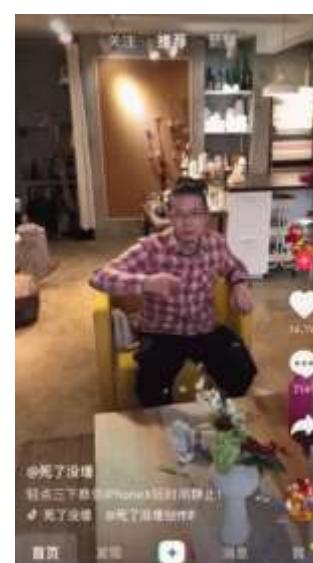
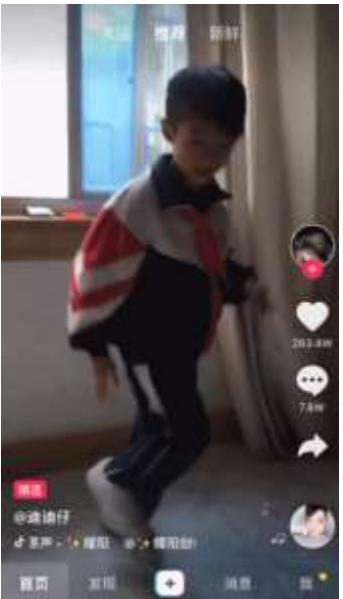
THE DOUYIN IN CHINE WHAT IS IT?

YOUNG, FUN, CREATIVE

over **61 million** daily active users...

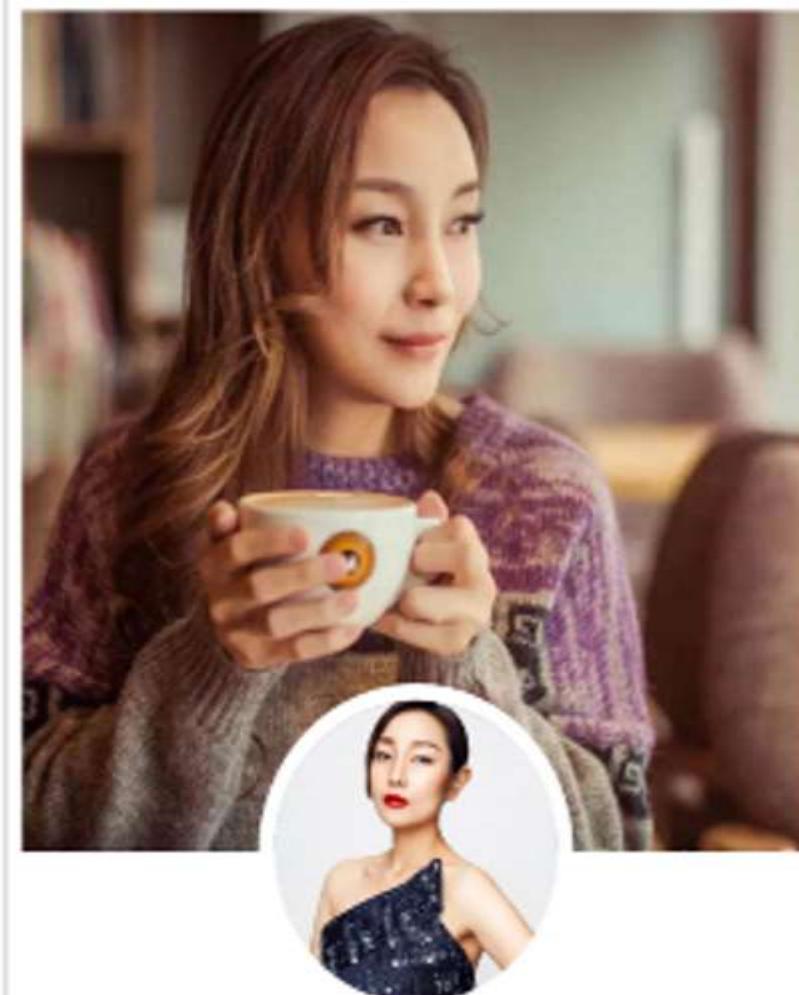
The latest **advertising** platform

Big brands like **Michael Kors, Audi, OPPO, Pizza Hut** are starting to turn to Douyin for social media campaigns that target China's Gen Z consumers.



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KOL'S MAJOR ACTOR OF CHINESE SOCIAL MEDIA



KOL'S*: WHO ARE THEY?

THE INFLUENCERS OF THE NET CHINESE

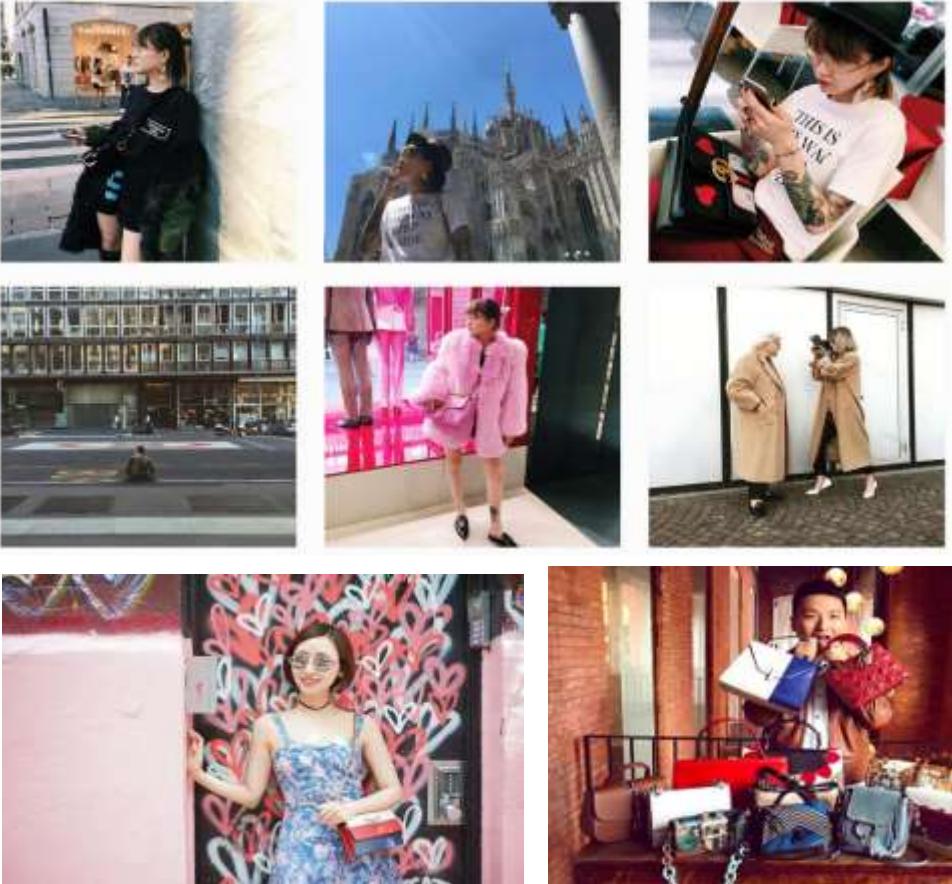
Specialized bloggers in the domaine of **cosmetic and tourism.**

These bloggers are the valuable influencers in their community, who can reach to more than **ten millions fans.**

The brands have quickly realized the interest to create **the partnership with these Chinese Key Opinion Leaders.**



KOL'S : KINGS AND QUEENS OF THE SOCIAL MEDIA



+ of 36 500 influenceurs in the Chinese digital world

+ of 385 MILLIONS of Chinese Followers

Micro-influenceurs : **10 000 - 20 000** Followers

Macro-influenceurs : **→ 20 MILLIONS** of Followers

74% : Female

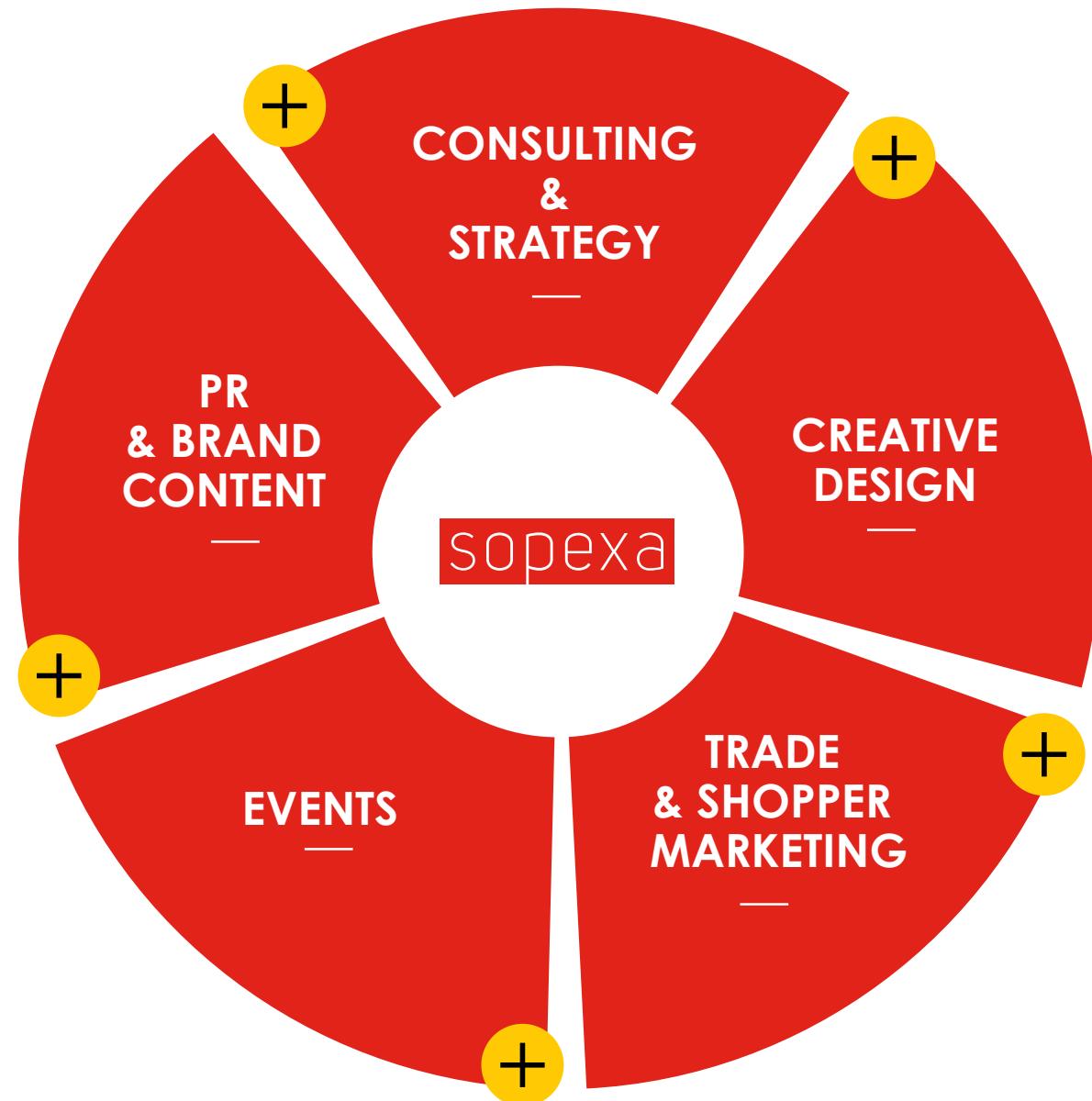
40% : 17-23 years old

26% : Male

48% : 24-33 years old

INTERNATIONAL
COMMUNICATION
AGENCY
100 %
FOOD, DRINK
& LIFESTYLE





X

EXPERTISES

WORLDWIDE

SUCCESS STORIES

Sopexa

worldwide

63 countries

27 agencies



Sopexa Asia / Oceania

CHINA - Beijing

SOUTH KOREA - Seoul

JAPAN - Tokyo

CHINA - Shanghai

CHINA - Canton

TAIWAN

HONG KONG & MACAO

PHILIPPINES

THAILAND

VIETNAM - Ho Chi Minh

MALAYSIA

SINGAPOUR

INDONESIA

AUSTRALIA

INDIA

EXPERTISES

WORLDWIDE

SUCCESS STORIES



SECTORS

EXPERTISES									
DRINKS		Côtes du Rhône	BORDEAUX	CALVADOS	FRENCH GLACE PROVENCE	VAL DE LOIRE	GARNACHA	BURGUNDY	BEAUJOLAIS
PINEAU DES CHARENTES	Creative design	Events	PR & Brand Content	Events	PR & Brand Content	Events	PR & Brand Content	PR & Brand Content	Trade & Shopper Marketing
OULED THALEB	Trade & Shopper Marketing	PR & Brand Content	Events						
OST & KO	Events	Consulting & Strategy	SUCCESS STORIES						
WORLDWIDE									
MILK MOMENTS.	Creative design	MOVENPICK	BRAVO! LE VEAU	BOVALAGE	DOLCE VITA	CNIEL	EURIAL	SUCCESS STORIES	
CNIEL	PR & Brand Content	MÖVENPICK	BRAVO! LE VEAU	BOVALAGE	DOLCE VITA	CNIEL	EURIAL		

FRESH PRODUCTS

SECTORS

				CREAM OF EUROPE		FRUITS & VEGETABLES				
Events	Consulting & Strategy	Events	PR & Brand Content	PR & Brand Content	PR & Brand Content	Consulting & Strategy	Events	PR & Brand Content	Events	Trade & Shopper Marketing
Events	Trade & Shopper Marketing	Trade & Shopper Marketing	PR & Brand Content	PR & Brand Content	PR & Brand Content	Consulting & Strategy	Events	PR & Brand Content	Trade & Shopper Marketing	
	GROCERY									
Trade & Shopper Marketing	PR & Brand Content	Trade & Shopper Marketing	Consulting & Strategy							
LIFESTYLE						MULTI-SECTOR				
Events	PR & Brand Content	Events	PR & Brand Content	Events	Events					
Events	Events	Trade & Shopper Marketing								

EXPERTISES

WORLDWIDE

SUCCESS STORIES

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