

# The Digital Channels

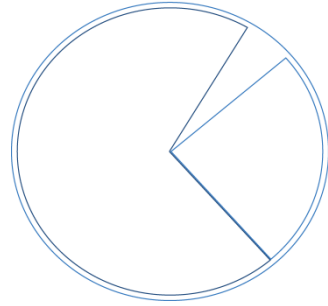
May. 2021

HONG KONG | BEIJING | SHANGHAI  
[www.daxueconsulting.com](http://www.daxueconsulting.com)



# ABOUT

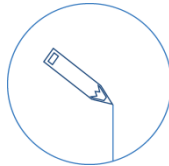




## MARKET RESEARCH



MARKET SIZING



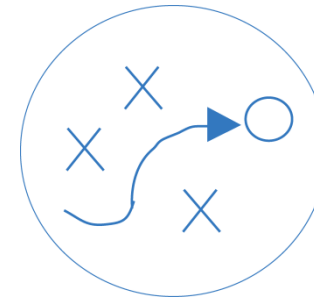
USER EXPERIENCE



CONSUMER STUDY



POSITIONING



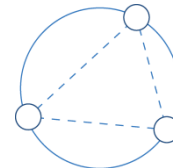
## MARKET STRATEGY



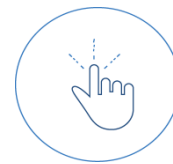
MARKET ENTRY



OPEN INNOVATION

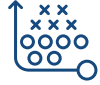


DIGITALIZATION



MARKET ACTIVATION

# OUR SERVICES



MARKET GAP  
IDENTIFICATION  
市场缺口



MARKET RESEARCH  
市场调研



REGULATORY  
FRAMEWORK  
管理框架



BUSINESS PLAN  
商业计划



MARKET POTENTIAL  
ASSESSMENT  
市场潜力评估



GO-TO-MARKET  
STRATEGY  
市场进入



MARKET ENTRY  
市场准入



CUSTOMER JOURNEY  
消费者旅程



COMPETITOR  
BENCHMARKING  
竞争者对标



MARKET SIZING  
市场规模



VALUE PROPOSITION  
& USP DEFINITION  
价值主张和销售主张



PARTNERSHIP  
SCREENING  
合作伙伴筛选



PRODUCT TESTING  
AND LOCALIZATION  
产品测试和本地化



DIGITAL STRATEGY  
数字战略



OMNI-CHANNEL  
STRATEGY  
全渠道策略

# OUR PORTFOLIO

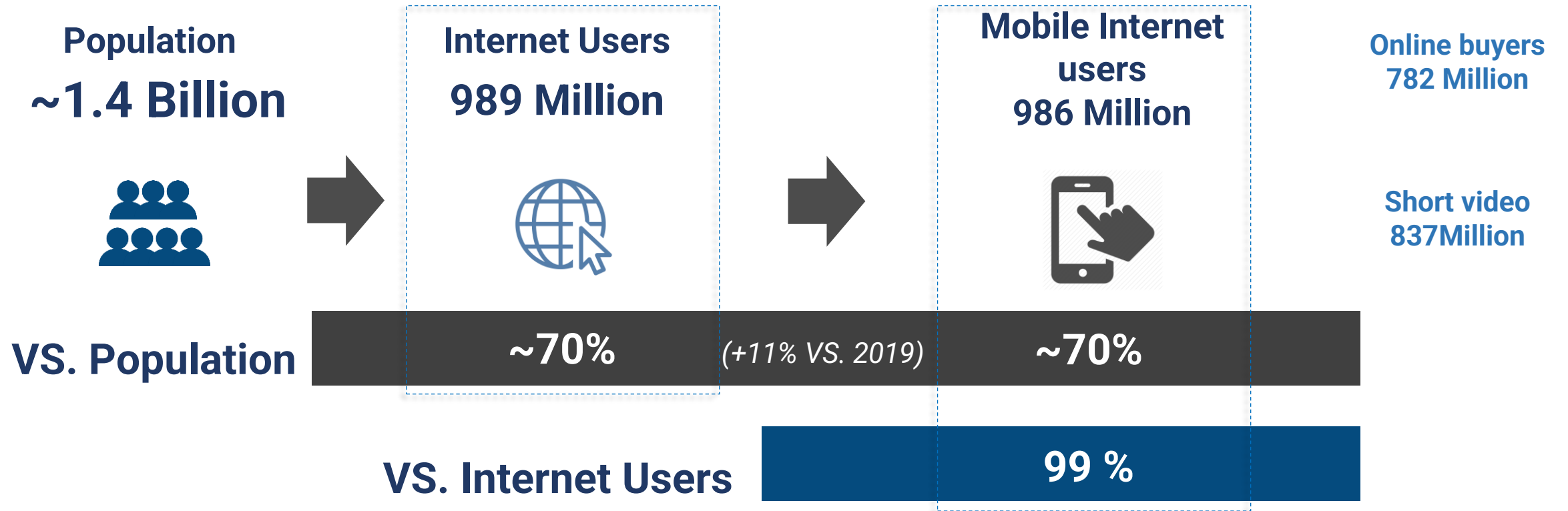
450+ projects for 350+ clients over the past 7 years



## I. Communicate Via Digital

# Internet Users 2021

50% of the internet users < 40 years old,  
students are major users, representing  
21%



# Main Digital Channels 2020

Top

1.3 million



**LONG ARTICLES**  
Followers  
Maintenance



**EXTERNAL "LINK"**  
Sales & Daily Tools



**SHORT VIDEO**  
Leverage "Friendship Power"

CONTENT TYPE  
ROLE / FEATURES

2nd

530 million



**TEXT, PHOTO, VIDEO**  
Leverage Fans Power

VIDEO TYPE  
FOCUS

490 million



**SHORT VIDEO & LIVESTREAMING**  
Feed/Educate Your Interests

~420 million



**BULLET SCREEN+ LONG VIDEO**  
Generate Emotional Connection

~400 million



**SHORT VIDEO & LIVESTREAMING**  
Target "Sinking" Market

B2B  
B2C  
Sales feature

3rd

70 million



**RATINGS & REVIEWS**  
Brick & Mortar Words-of-mouth

50-100 million



**REVIEWS WITH TEXT, PHOTO, VIDEO**  
Lifestyle & Words-of-mouth

LIFESTYLE  
FOCUS

280 million



**TEXT, PHOTO, VIDEO**  
Social News & Events

75 million



**TEXT, PHOTO, VIDEO**  
Credible Q&A

56 million



**TEXT, PHOTO, VIDEO**  
Tribe-centric



# Main Digital Channels 2020 - General



1.3 million

WeChat

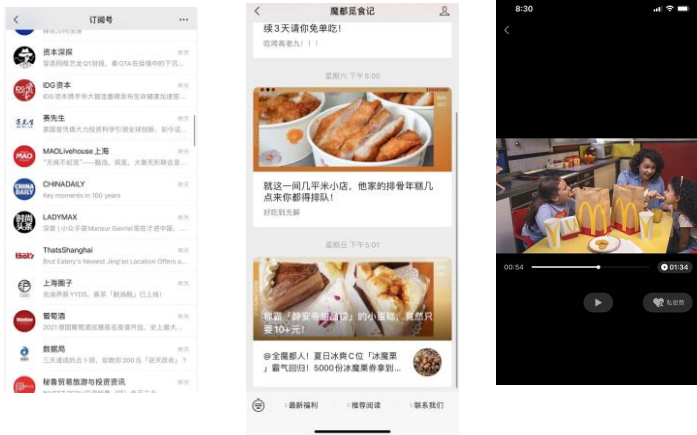
Followers' maintenance

Sales & Daily Tools

Leverage "Friendship Power"

LONG ARTICLES

SHORT VIDEO



External "LINK"



490 million

BILIBILI

Generate Emotional Connection

BULLET SCREEN + LONG VIDEO

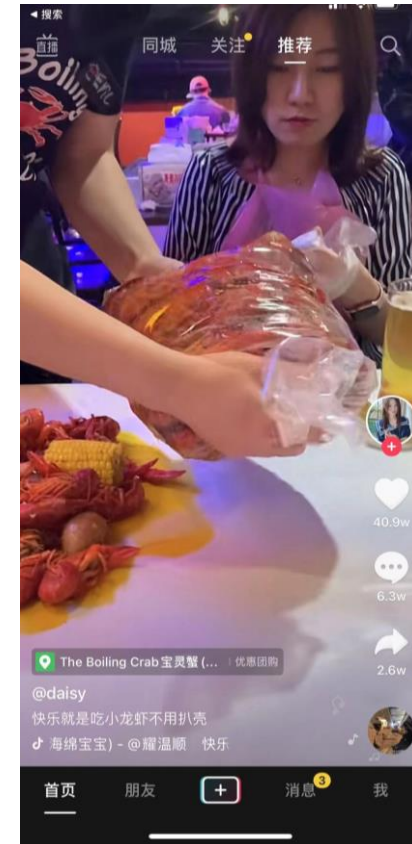


~420 million

DOUYIN

Feed, Educate Your Interests

SHORT VIDEO & LIVESTREAMING



# Main Digital Channels 2020 - Lifestyle

500-100 million



Lifestyle & Words-of-mouth

REVIEWS WITH TEXT, PHOTO, VIDEO

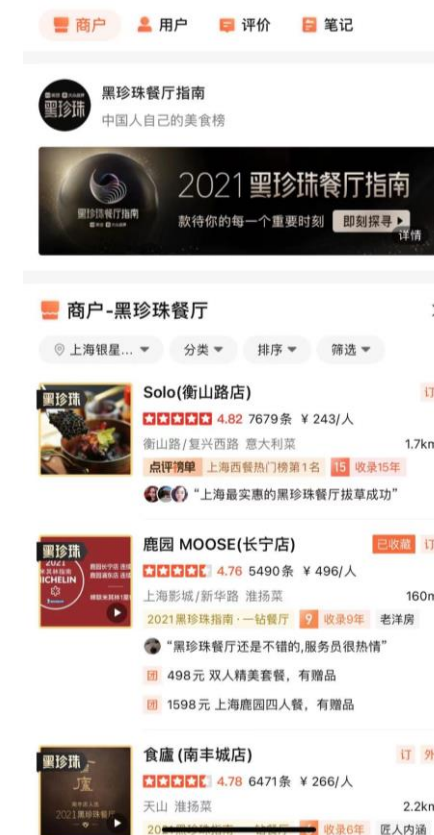


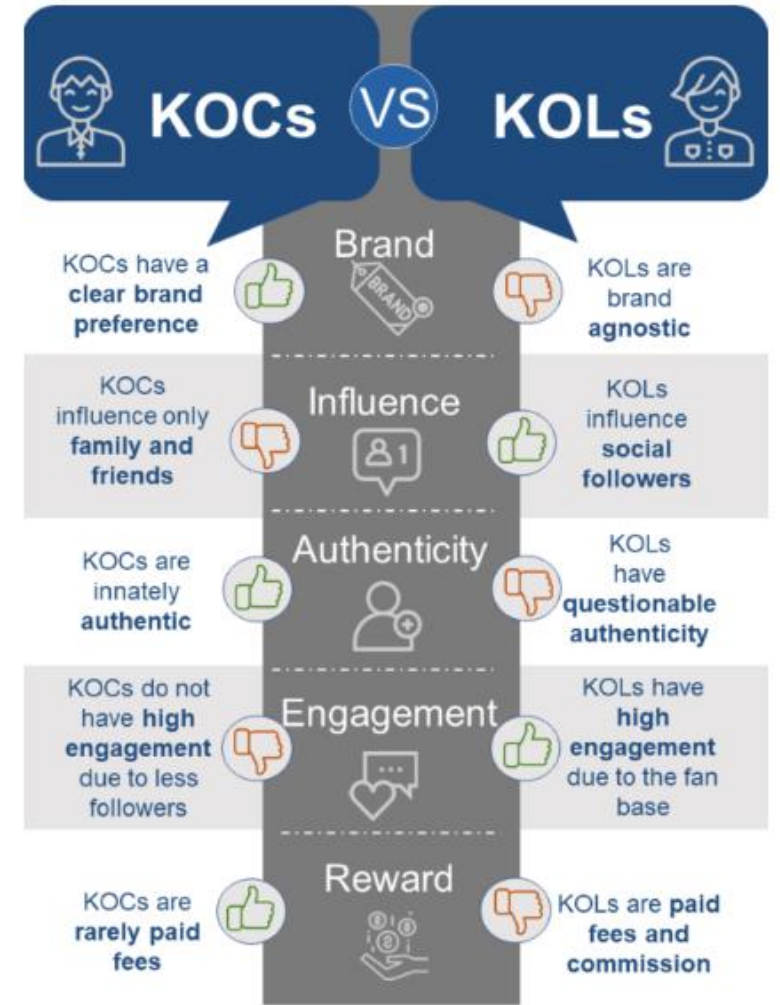
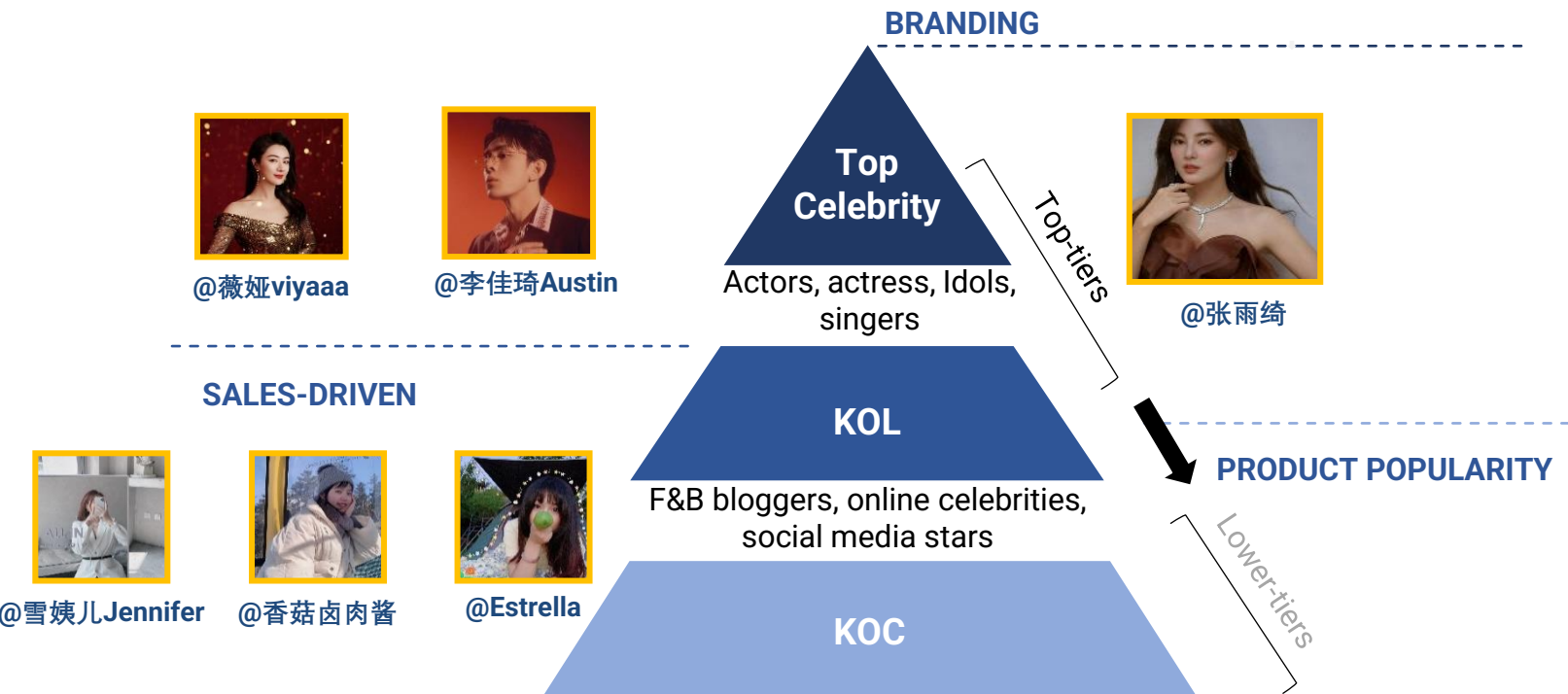
70 million



Brick & Mortar Words-of-mouth

RATINGS & REVIEWS





## CHINESE FOOD



### CONTENT

FOOD TUTORIAL, RECIPE, FOOD CALENDAR, COOKING TIPS

### CHANNEL



### POPULARITY



Mass Consumers

### ANALYSIS

Innovative new recipes would have a lot of likes and comments. Tutorials on traditional dishes are also popular among young generations.

## BAKING/PASTRY



BAKING TUTORIAL, RECIPE, BAKING TOOLS, CALORIE CALCULATION



Female Predominantly; Moms

High quality ingredients sharing, low sugar & salt, ease of the process and the innovative bakery are frequently discussed. Young generations also prefer low calorie recipes.

## SNACK & DRINK



INNOVATIVE RECIPE, TUTORIAL, HEALTH-RELATED KNOWLEDGE



Female Predominantly

Recipes follow the latest trends. Functionality (e.g. healthy effects, whitening effects, low calorie) can be selling points. The attractiveness from the look is also important.

## LOW-FAT DIET



MEAL PREP, FOOD CALENDAR, FOOD ADVICE, CALORIE CALCULATION



Gym Enthusiasts; People On A Diet

Weekly meal prep, healthy & high protein food advice, balanced nutrition are frequently mentioned. Reducing fat and Increasing muscle are popular keywords.

## KIDS / BABY FOOD



### CONTENT

Food tutorial, Recipe, Nutrition value of food

### CHANNEL



### POPULARITY



Moms

### ANALYSIS

There is emphasis on the restricted use of condiments, the nutrition value, food for different months, the functionality of baby food (e.g. color, shape, usefulness).

## WESTERN FOOD



### CONTENT

Food tutorial, Recipe, Nutrition value of food

### CHANNEL



### POPULARITY



Young and middle-aged consumers

### ANALYSIS

The recipe for Spaghetti and its sauce is widely accepted. Different kinds of salads are welcomed by young people. The cooking instructions for meat and fish is another trend.

## JAPANESE FOOD



Meal Prep, eating alone, Cooking tutorial



Young consumers

Relatively niche market. Exquisite mother and white-collar workers are the main followers. Chinese are familiar with Japanese cuisine, so they have high willingness to try.

## KOREAN FOOD



Cooking tutorial, Recipe

Medium & Large



Young consumers

Relatively niche market. Young students and white-collar workers are the main followers. Bibimbap and Miso soup have many innovative ingredients and styles.

# Case Study Ramen talk: Mass promotion on live streaming (1/2)

- Compared with other instant noodle brands, the promotion of Ramen Talk on live streaming is extremely high.
- Ramen Talk live streams on nearly a monthly basis where they invite celebrities or KOLs to participate.
- In Apr. 2019, Ramen Talk first entered Austin Li's live streaming and sales volume reached **600k RMB** in 1 second. Ramen Talk has cooperated with Austin Li **7 times** in the whole year.

## First appearance on Austin Li's live streaming room



81.2 RMB can get 8 packages



57.9 RMB for 3 pieces

**48% OFF**

## Ramen Talk's live streaming data in 2019 (February – March)



Ramen Talk live-streamed with **450** KOLs



Held around **2,000** live streams in 30 days



The number of Ramen Talk's SKUs involved in all live livestreaming reached **88**

# Case Study Ramen talk: Mass promotion on live streaming (2/2)

Ramen Talk focuses on social media platforms, omni-channel online marketing and overall KOL marketing, trying to cover consumer groups in different channels by using intensive circle-level marketing .

## Major promotion channel

- Bilibili is the major promotion channel for Ramen Talk, where it introduces its products in details.
- In 2018 and 2019 Ramen Talk has cooperated with 338 KOLs for live streaming on Bilibili.

👁️ 20 million video views\*

Bilibili



WeChat



## WeChat content marketing

- In 2017 and 2018, Ramen Talk heavily promoted its products on WeChat.
- Average views on WeChat articles reached over 20k
- Ramen Talk writes articles about latest activities and products. It also introduces some co-brand activities.

👁️ 100k exposure\*

## Short video platforms

- In 2020, only in 1 month, 13 KOLs with over 1 million followers mentioned Ramen Talk.
- Searching for “ramen” in Douyin, the weight of “Ramen Talk” is much higher than that of “ramen”.

👁️ 500 million exposure\*

Douyin



Xiaohongshu



## Second-time promotion platform

- Most content on RED are product reviews and sharing product details.
- Some content was related to Austin Li’s live stream, for example:  
# Noodles recommended by Austin Li  
# Ramen Talk, evaluated by Austin Li

👁️ 10k searching results

Weibo



## KOL promotion channel

In 2020 Ramen Talk has cooperated with 7 Top KOLs with 10 million followers on Weibo.

👁️ 10 billion exposure\*

\* Exposure and video views data are as of 2020

## II. Sales Via Digital



# Main E-commerce Players

## ✓ GENERAL



## ✓ VERTICAL



## ✓ DELIVERY



## ✓ NEW RETAIL



## ✓ BRICK AND MORTAR

Hyper/Supermarkets

Brands



HEYTEA  
喜茶

Chained Store



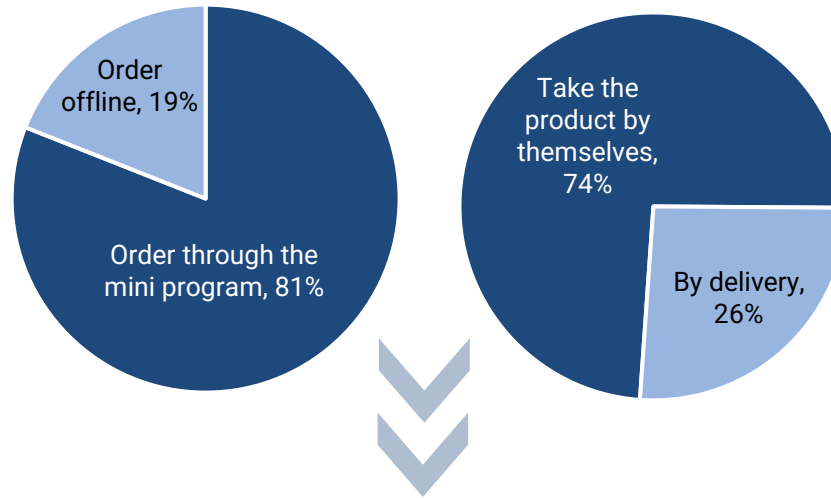
McDelivery.

# Case Study Hey Tea Go: An Optimized Customer Experience

- Consumers demand a modern tea lifestyle with convenience and rapid service. HEYTEA rolls out mini program and mobile app in response to overwhelming consumer demand, their waiting time decreased by **1/3**.
- In addition, HEY TEA also launched specific HEY TEA GO offline stores, serving customers who live in residential districts but not near city center or large shopping malls.



HEY TEA GO App increased **13 million** users in 2020, totally reached **35 million** users by the end of the year.



Many customers choose purchase online and get products by themselves

Source: HEY TEA Annual Report



In 2020 HEY TEA opened **102** new HEY TEA GO offline stores in total

# Case Study Hey Tea Go : One Drink's Customization

✓ description with 2 HD pictures



拼单 搜索商品

**芝芝四季春**

含乳制品、茶

冷热皆宜/热500ml“45°倾斜，大口喝”经典回归。兼有绿茶香气与乌龙茶的韵味。在传统工艺上，增加了茶叶色泽辨识工艺，以保证四季春茶的鲜爽纯正。前调类似野姜花风味的百花香，中调更有淡淡柠檬果皮香，后调茶香四溢，回韵清爽悠长。

\*茶底如选择牛乳茶，牛乳茶选用优质冷藏牛乳，口感清新顺滑。

\*热饮选择雪山奶油顶易融化，推荐分装奶油顶，敬请谅解。

\*热饮温度高，拿到后请小心饮用，使用吸管时请注意烫口。

\*芝士使用动物性奶油及牛奶打制，不添加奶盖粉、植脂奶油。

原创0糖0卡糖 ¥1

原创0糖0卡糖 ¥1

¥22

PLA可降解吸管(推荐),银色杯,冰(推荐),正常(推荐),标准甜(推荐),纯茶,芝士(推...

加入购物车

✓ Sugar level X 2!

✓ 10 main options to customize your drink &, with tips

拼单 搜索商品

原创0糖0卡糖 ¥1

绿色喜茶-环保保条例,我们不再主动提供塑料餐具

PLA可降解吸管(推荐) PLA特细吸管

纸吸管-口感略有影响 不使用吸管

杯型

银色杯\* 换透明PP杯

状态

冰(推荐)\* 温 一点温

比较烫 很烫-勿选PLA吸管

¥22

PLA可降解吸管(推荐),银色杯,冰(推荐),正常(推荐),标准甜(推荐),纯茶,芝士(推...

加入购物车

✓ Tools

✓ Size

✓ Temperature X 2!

拼单 搜索商品

茶底

纯茶\* 牛乳茶

口味

芝士(推荐)\* 换雪山奶油顶

换芝芝雪山奶油顶 多芝士 少芝士

分装

不分装(推荐)\* 冰不分装热分装 分装 ¥1

顶料

撒抹茶粉\* 烤黑糖 碧根果碎 ¥2

¥22

PLA可降解吸管(推荐),银色杯,冰(推荐),正常(推荐),标准甜(推荐),纯茶,芝士(推...

加入购物车

✓ Base

✓ Taste

✓ Packaging

✓ Option

✓ customers reviews

拼单 搜索商品

产品热评

“清爽解腻” “茶香味甘” “经典回归”

冬\*\*冬 0 0

四季春茶是喜茶火起来的明星产品，虽然天热起来了，但是还是喜欢喝温的，加一点咸芝士奶盖，口感很神奇！很喜欢！

旺\*\*旺 2 0

回归的四季春依然是神仙单品，茶香四溢的四季春上面是浓郁的芝士，口感更加有层次，少糖的口感更棒，更可以感受到茶香~本来点的是去冰，不小心做错了，加了一点冰块，询问了一下服务员，本来只是想问一下，但是服务

¥22

PLA可降解吸管(推荐),银色杯,冰(推荐),正常(推荐),标准甜(推荐),纯茶,芝士(推...

加入购物车

本店已休息

### III. Novelties - Create The Popularity

# Hunt For New Taste Experiences – The Market Will Need A Higher Capacity For Regular Taste Iteration

COCKTAILS MIXED WITH VARIOUS ELEMENTS INSPIRED FROM THE HORECA INDUSTRY

Fruits, Herbals, Milks, Champagne



SWEET MIXED WITH SALTY ELEMENTS INSPIRED FROM CHINESE CUISINE

## Popsicle X Rice-pudding

钟薛高X五芳斋清煮箬叶雪糕

参考价: 12.6元/78g | 产地: 中国

类型: 组合型全乳脂 | 热量: 462KJ/支

淘口令: \$Jued1COuCWHS\$



## Popsicle X dried meat floss



“粽子味”的冰淇淋吃过吗?

没吃过不要紧, 钟薛高这支, 即使过了端午尝。说真的, 咬下第一口的时候, 它真的给我碱水粽的感觉, 那种久煮后的糯米吸入的粽叶然复刻得那么真实。雪糕和粽子的这波CP炒功, 粽叶清香、糯米软糯、雪糕香甜带着茶了。

FLAVORS INSPIRED BY REGIONAL AND INTERNATIONAL DISHES

Thailand, Japan, Sichuan, Wuhan are most popular cuisines, and have spicy & heavy tastes



END.