



# AmCham 2022 Marketing Outlook

Andrea Fenn  
Shanghai, June 7, 2022

Winning in China will be  
less about communication  
and more about marketing

7:00 - 9:00  
16:30 - 19:00



# LAWSON 罗森

RED BULL GIVES YOU WINGS

奥地利 RED BULL  
为你添翼

Red Bull logo and Chinese text at the bottom of the poster.

L-café logo

Interior view of the Lawson store with various products on shelves. A person wearing a yellow helmet and a face mask is riding a delivery scooter in front of the store entrance.

和世界冠军谷爱凌一起  
**奶一口中国牛**

自由式滑雪世界冠军  
谷爱凌

Midea 美的  
2022 这个美的一年

**开放新厨房  
就选美的电磁灶**  
谷爱凌的开放新选择

谷爱凌 BGI

开放新厨房·就选美的电磁灶

优益C  
适合中国人的益生菌

中国肠道大会指定产品

500亿活性益生菌  
优益C LC-37

燃动冰雪  
要强中国

谷爱凌

扫码领200元红包

luckin coffee  
瑞幸咖啡 品牌代言人 谷爱凌

年轻 / 就要瑞幸

自由式滑雪世界冠军  
**谷爱凌**  
瑞幸咖啡品牌代言人

她是18岁的天才滑雪少女  
2021年新加坡X Games世界极限运动会金牌  
2021年自由式滑雪世锦赛中夺得“双冠王”

科勒  
**KOHLER.**

**敢于发问  
发现更多  
新可能**

谷爱凌 BGI

自由式极限滑雪世界冠军  
谷爱凌

凯迪拉克  
**凯迪拉克 x 谷爱凌**  
为逐梦而来

谷爱凌  
自由式滑雪世界冠军

Quark 夸克  
新生代智能搜索APP

**「大跳台」夺金  
踏上雪板就能高飞**

谷爱凌  
夸克APP品牌形象大使

上夸克搜 谷爱凌

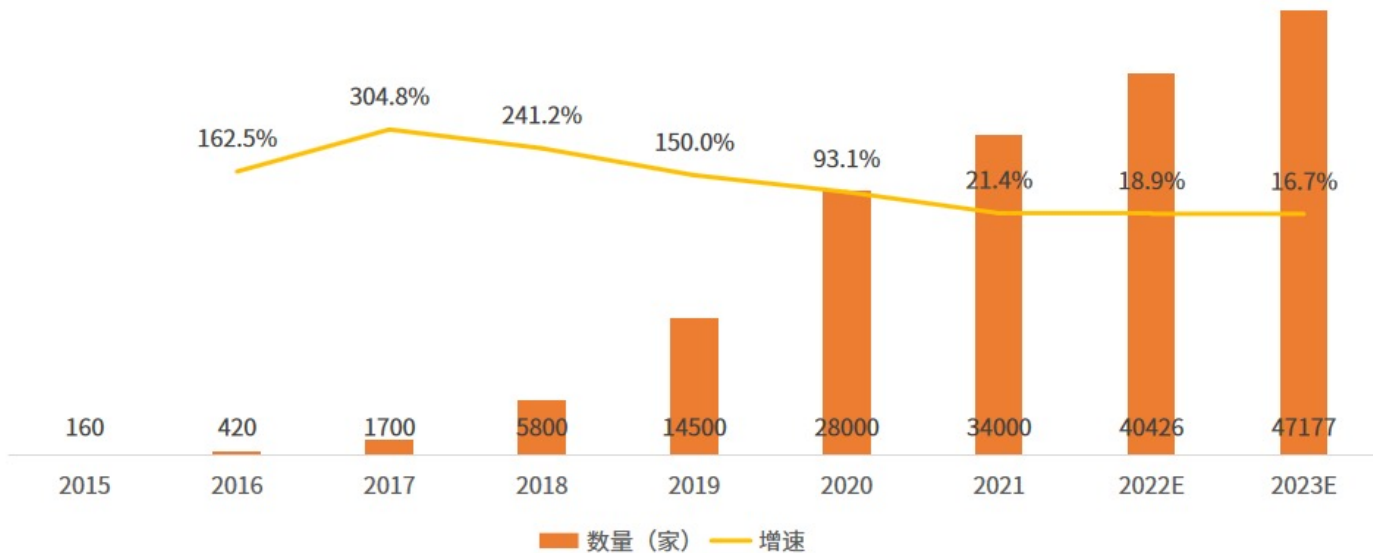
汤臣倍健 | YEP  
**科学营养**

谷爱凌 BGI  
汤臣倍健YEP科学营养品牌大使  
自由式滑雪世界冠军

# There are more and more influencers

## 2015-2023年中国MCN机构数量及预测

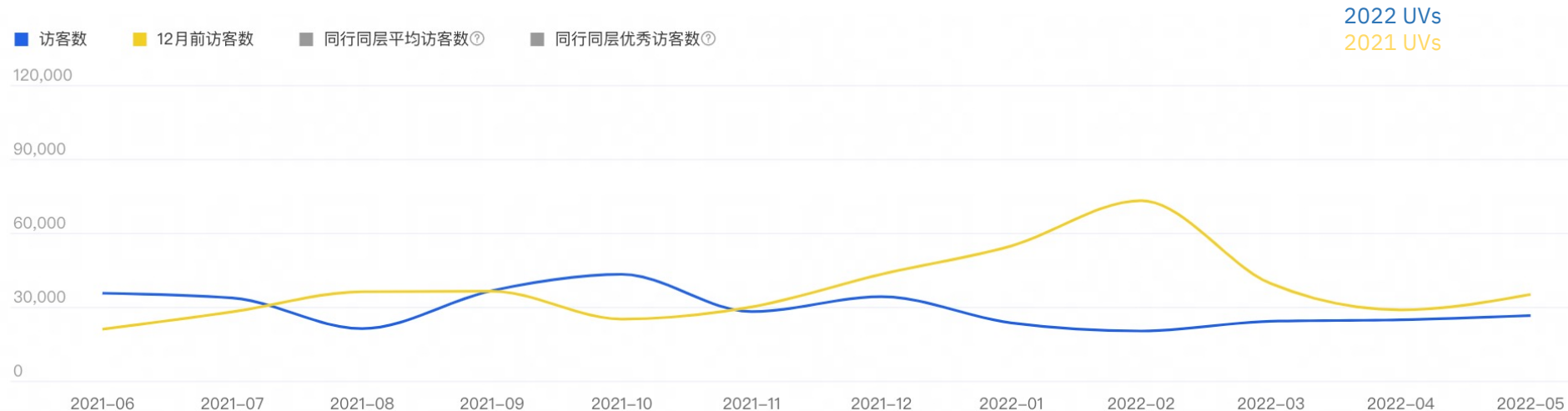
Actual and Estimated number of Chinese MCN institutions from 2015 to 2023



Source: iimedia.cn

# But less people to listen to them

Lifestyle home diffuser Tmall/Taobao traffic  
2022 v 2021



Source: Tmall internal data

# Big streamers have plateaued

May 26, 2022 (Opening day of 618 Pre-sales)

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超值推荐 618 预售!

1.55 亿 251 宝贝

2022-05-26 16:01



Total Views:  
**155 Million**

Oct 20, 2021 (Opening day of 11.11 Pre-sales)

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超值推荐 双十一爆款

2.49 亿 439 宝贝

2021-10-20 14:30



Total Views:  
**249 Million**

Source: Kungfu Data

# And brand-owner streaming...





How will marketing in China  
become more about  
**marketing?**

**User journeys are back**



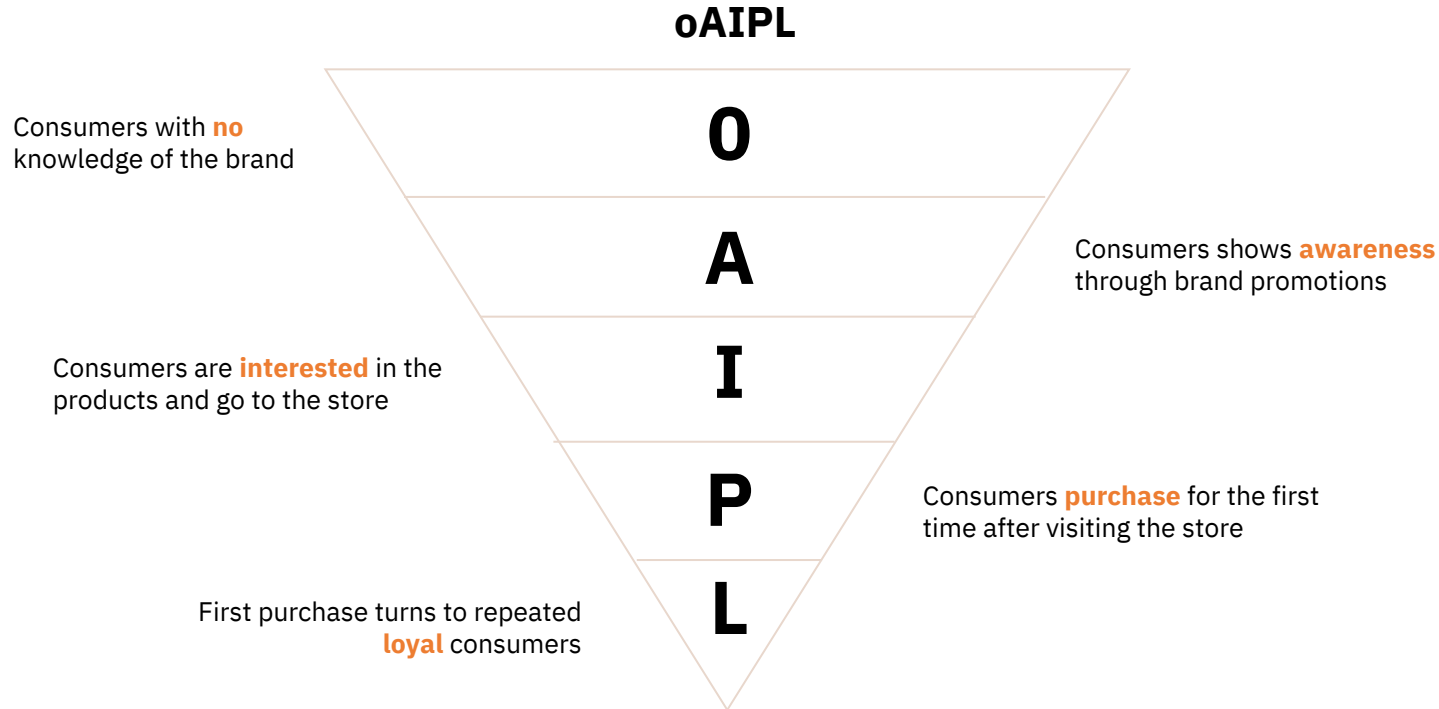
Douyin CPC based video ad with link directly to brand Tmall pages



WeChat moments ad with link directly to brand Tmall pages

# The old funnel is back to stay

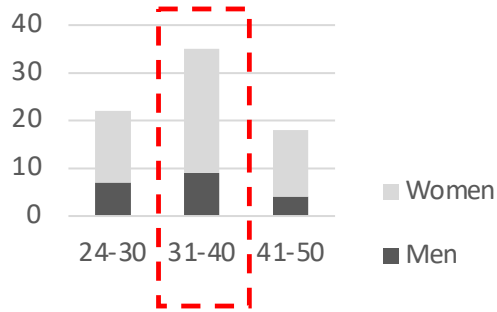
Awareness, Interests, Purchase and Loyalty is the funnel used inside Alimama algorithm to target and convert audience. This model is also enlarged to cover traffic from Tmall external.



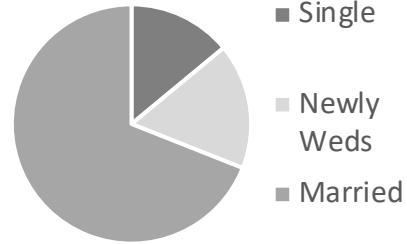
**Data is key**

# Data shows us our real consumers

Top Consumer Age Groups



Marrital Status



Top Consumer Interest



**2M+** consumer profile pool for targeting

# Making traffic sustainable

Use brand's existing ECOMMERCE consumers data to validate their social interests and behavior.



Run algorithm on Alimama and social ecosystem to expand the fitted consumer profile based on Validation step.



Use the new user pool as the target for placements in all Alimama & social platforms for both awareness and eCom conversion.

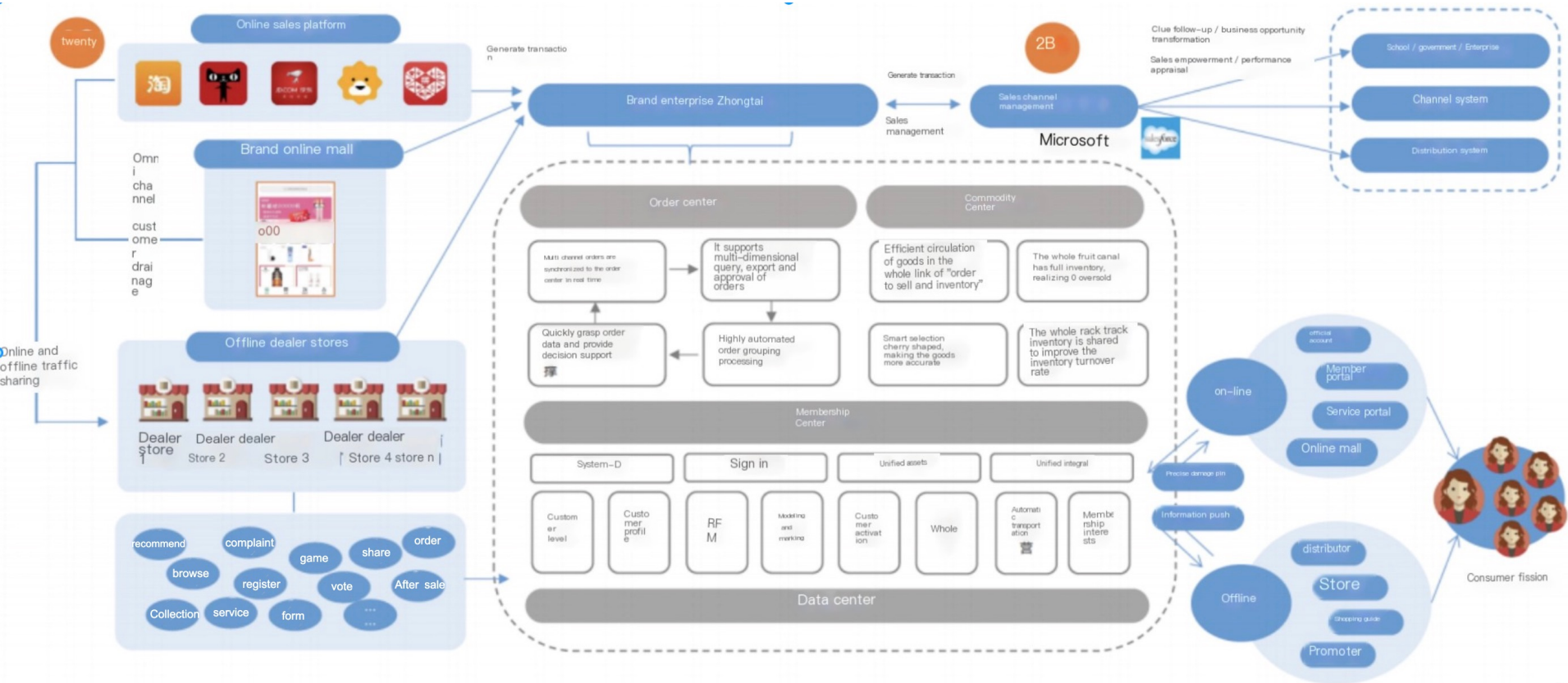


Place ads targeting the expanded social media user pool.

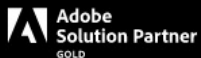


**IT will sit back in the room**









adacent  
CHINA

let's talk

→ **contact**

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