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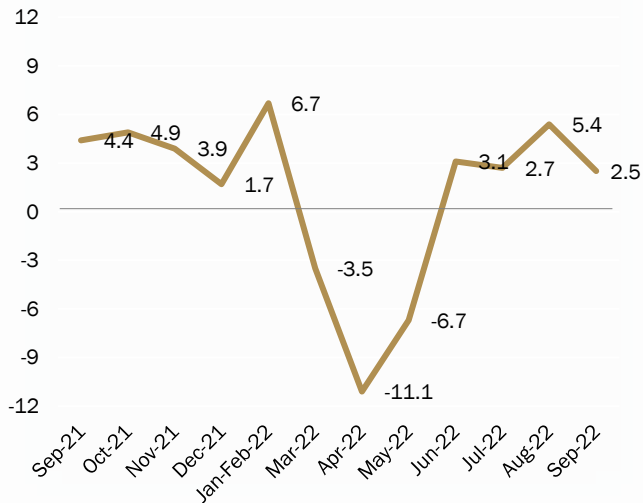


Let's start by the obvious

We know that this edition of 11.11 will be different for many reasons

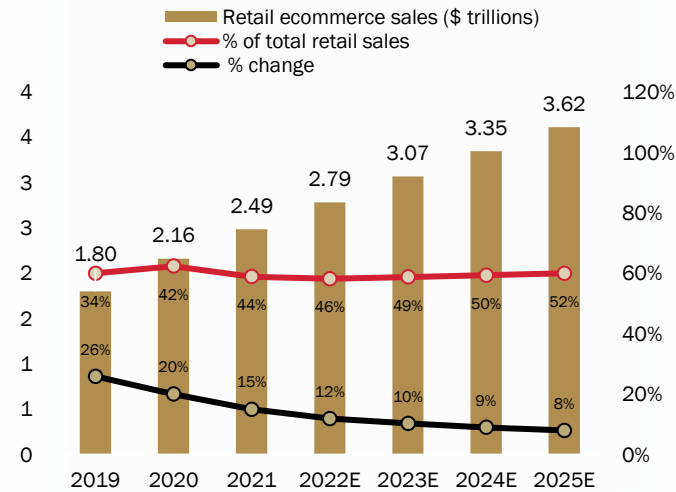
Economy in Recovery

National retail sales of consumer goods YoY (%)



EC Growth Plateauing

Retail Ecommerce sales in China, 2019-2025, eMarketer Estimation



A different tonality

11.11 shopping festival turns to long-term, sustainable growth



What does it mean for Brands?

It means that if

ROI is the

purpose, it might

not happen

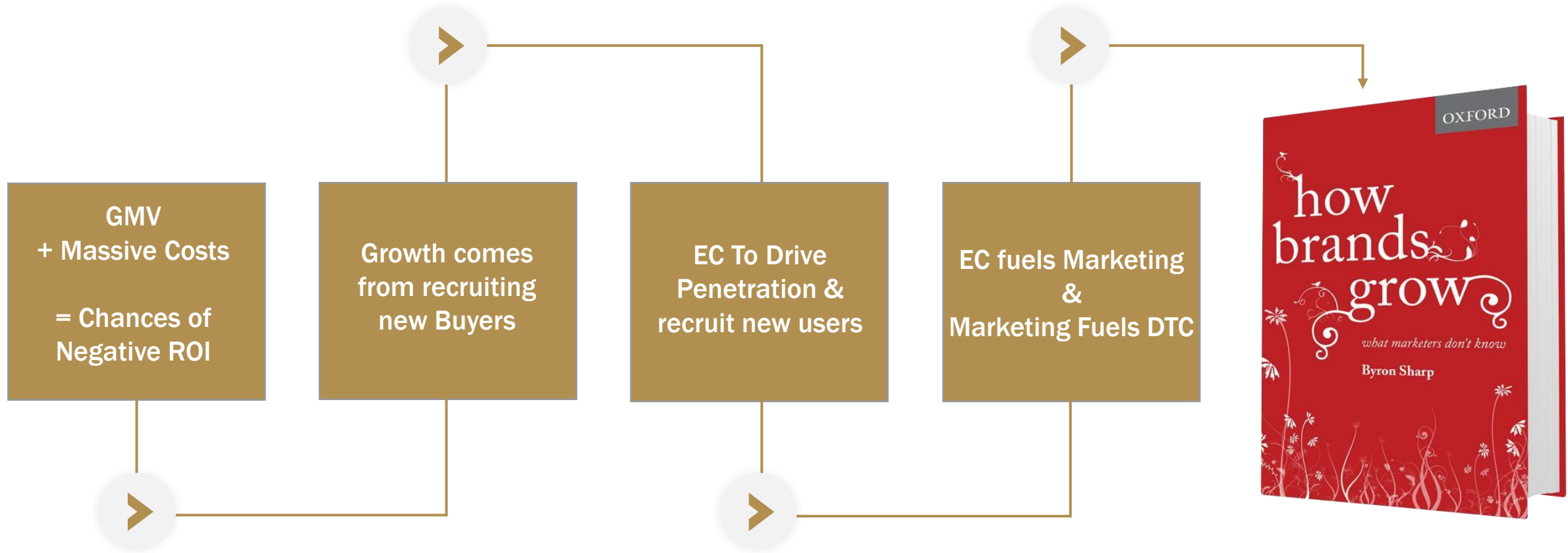
The cost of activating 11.11 or even Super Brand Days kept increasing dramatically in the past 3 years.



Knowing this, should 11.11 or Super Brand Days be evaluated only under the light of Revenue & ROI ?

If you play 11.11 (Or ANY Big Festivals like Super Brand Day)

Then you must calculate your ROI on more than GMV



The first step is to equip your self with the right capabilities

Move beyond ROI to measure EC penetration

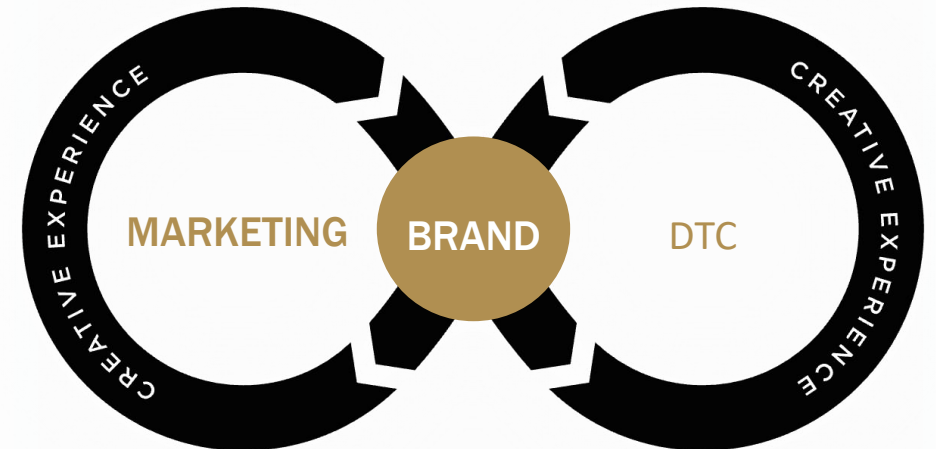
FROM REVENUE & ROI

TO EC PENETRATION

PUBLICIS
GROWTH OS

Connect Marketing to DTC

Stop thinking of EC as the last mile



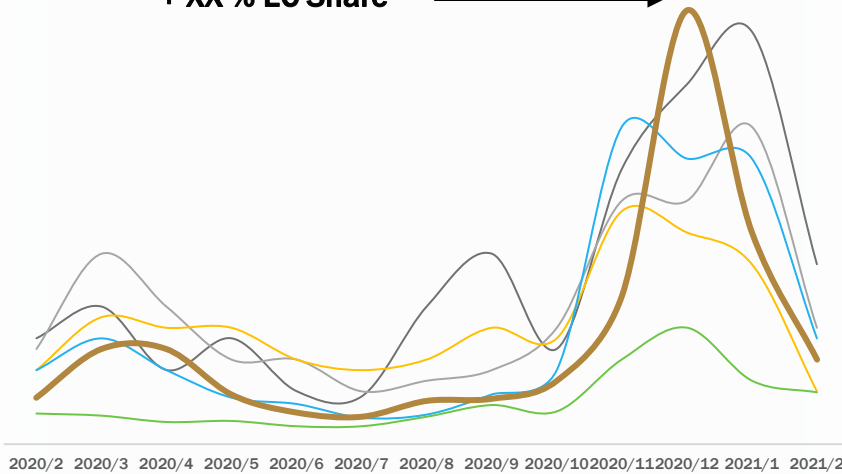
PUBLICIS
GROWTH OS

Then EC festivals can become a Recruitment Event (VS ROI Only)

From optimizing EC penetration

(Growth comes from recruiting new buyers)

+ XX % EC Share



To recruiting new buyers with EC festivals

(Creating IMC centered on JD)



Navigation Menu

Overview

Social Buzz

EC Share of Buyers

ALI

JD

EC Spending (Beta)

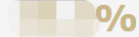
EC

ALI

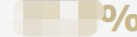
JD

KOL

MOM social growth



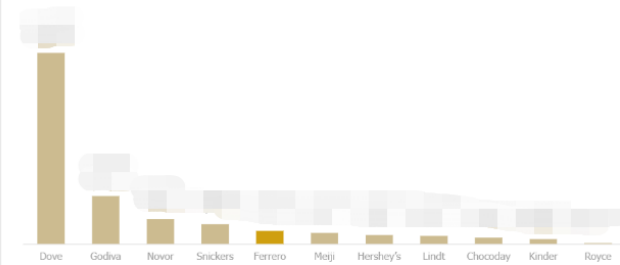
MOM EC Growth



Ranking of Monthly Social Buzz

Monthly Buzz | Share of ...

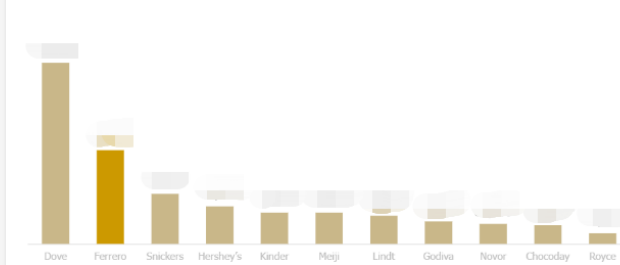
- 11 Tracked Brands' Related Social Buzz Volume & MoM Growth on 4 Major Social Platforms (2022/10)



Ranking of Monthly EC Buyers%

No. of Buyers | Share of ...

- Number of Buyers of Each Brand in The Total Chocolate Category Buyers Within All EC Platform (2022/9)



Ferrero's Monthly Social Performance

- Number of Social Posts Split by Platform in The Given Month (2022/10)
- Frequency of Social Posts Split by Sentiment in The Given Month (2022/10)

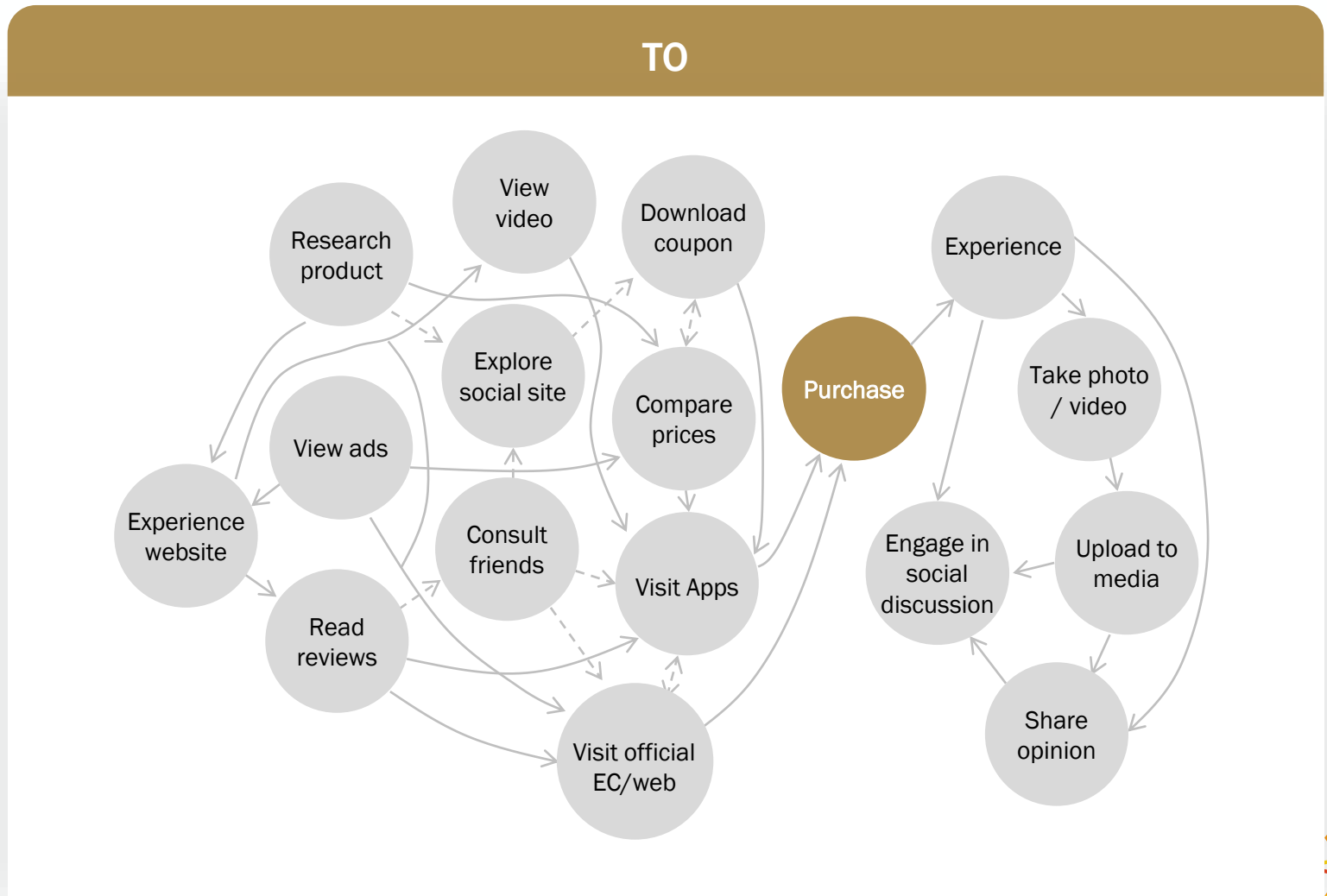
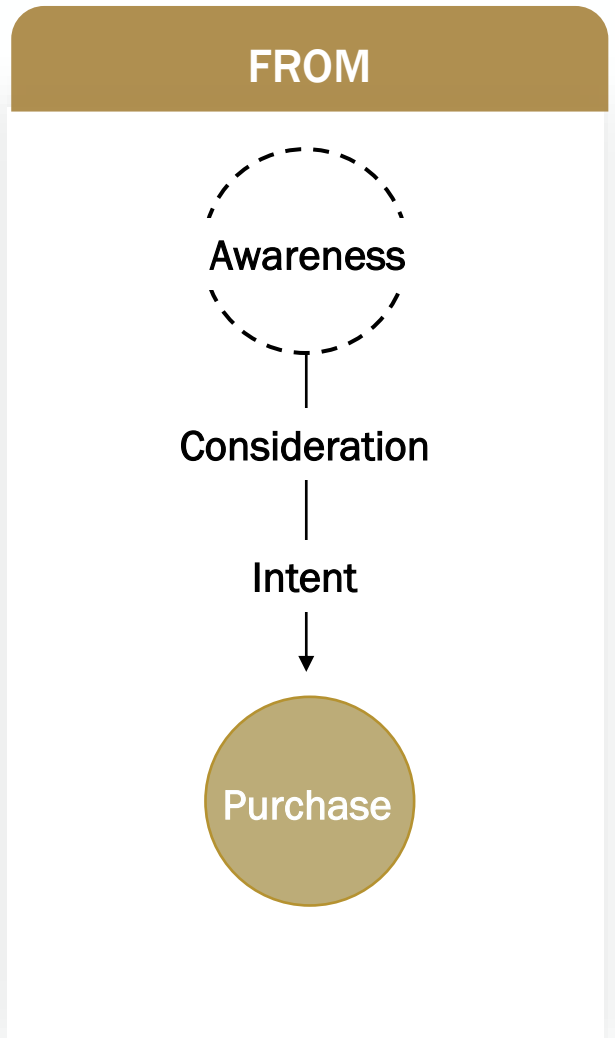


Current Estimated Spending

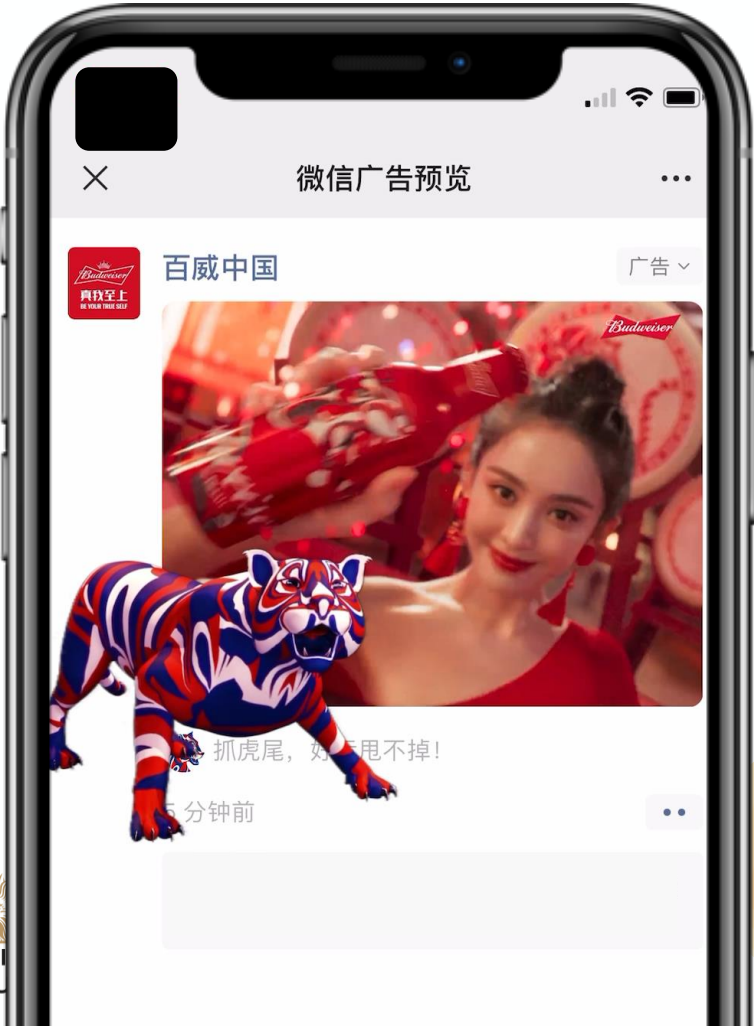
- Estimated Spending of Each Brand on Ali Platform in The Given Month (2022/9)



Stop thinking upper and lower funnel. It is not relevant anymore



Full Funnel means: Marketing fuels DTC & DTC fuels brand building



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Commerce, exactly like Marketing requires creativity

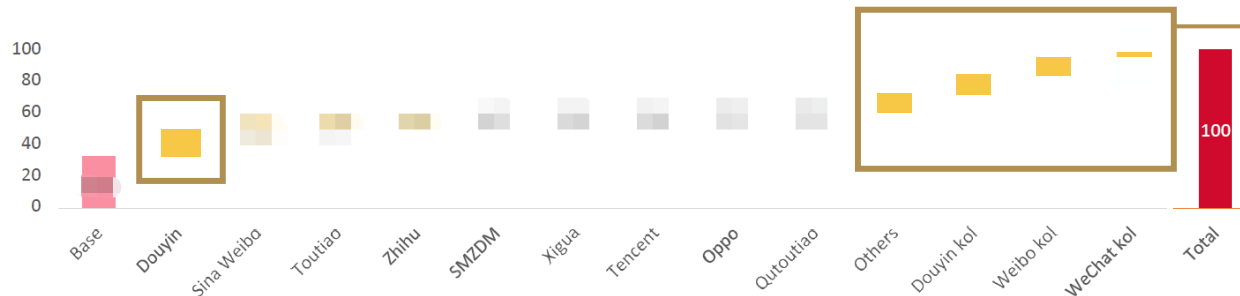


To be able to do that. You have one weapon: Analytics Based Planning

Full Funnel Planning means that media contribution to EC is quantified

Model 1

Impact of branding channels on Ali queries



Model 2

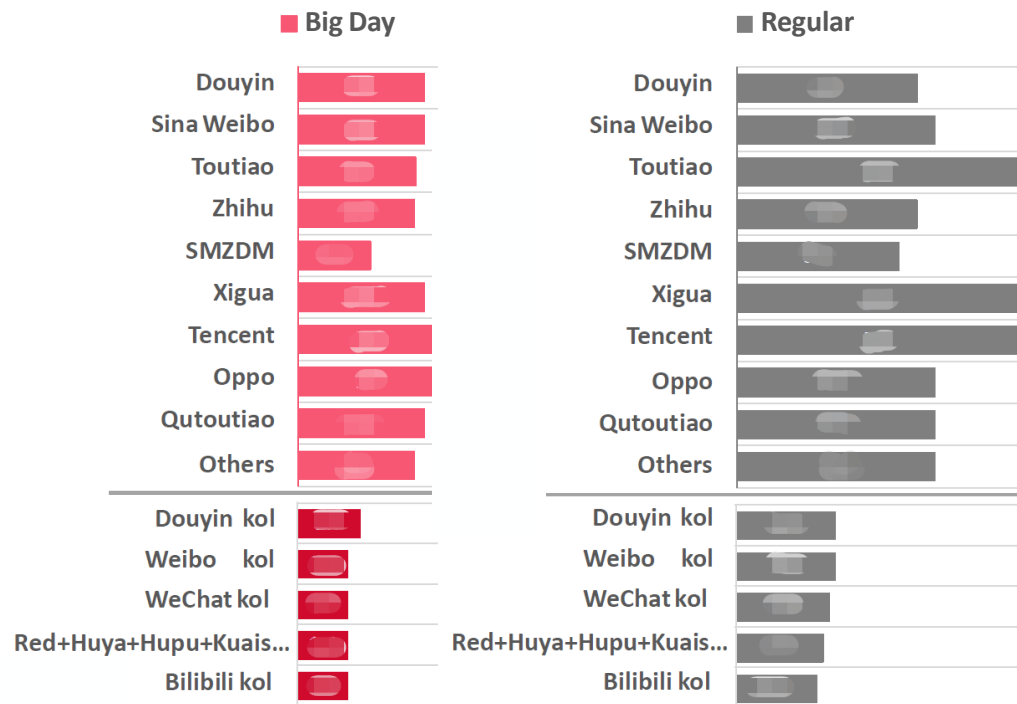
Incremental revenue to detect the most impactful associations

	Toutiao	Wechat KOL	Tencent	Douyin KOL	Weibo KOL	Xigua	MZDM	Red
Douyin	xx%	xx%	xx%	xx%			xx%	xx%
Toutiao		xx%		xx%			xx%	xx%

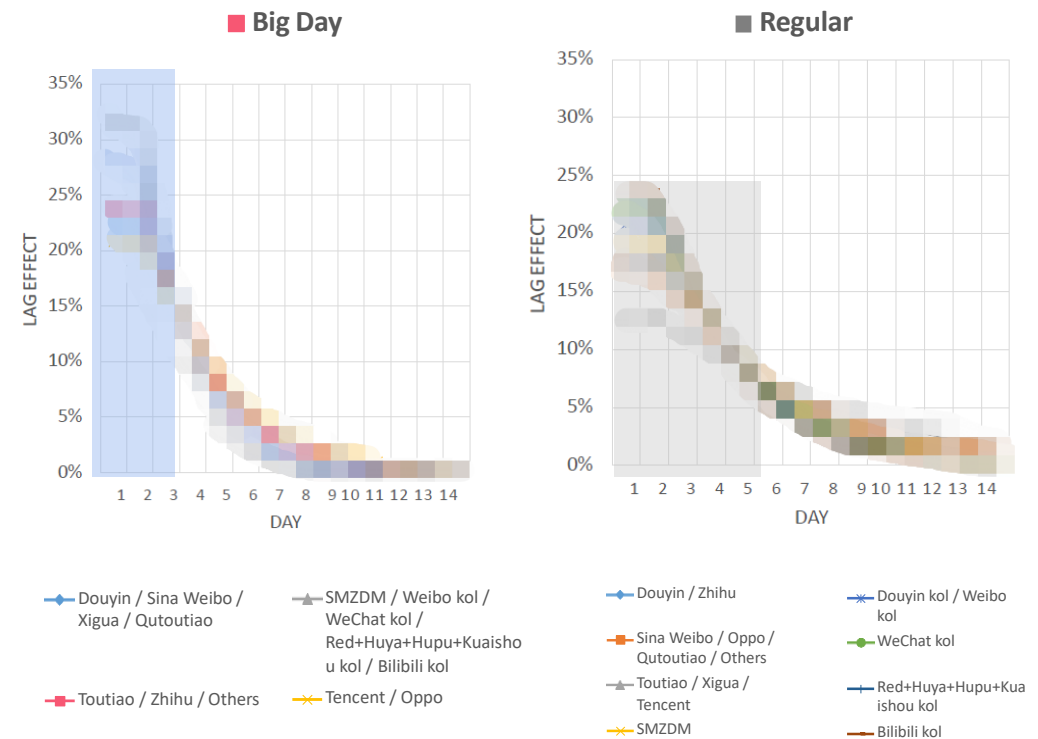


To be able to do that. You have one weapon: Analytics Based Planning

Media average response days is shortened around EC festivals



KOL & social commerce synergized to maximize EC response



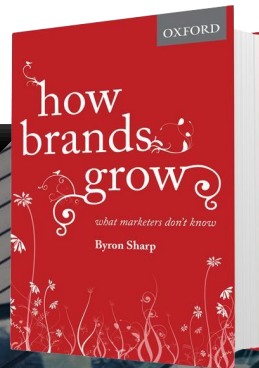
Key Take aways

Mindset Change

ROI (alone) cannot anymore be the main KPI of 11.11 (or any EC Events)

Recruitment = Growth

GROWTH comes from recruiting new buyers



Full Funnel

Consumer Journey is no longer staged

FULL FUNNEL

Is the only way to drive healthy growth

The NEW ROI

Calculate the impact of your 11.11 on:

GMV
+
New Users / members
(Penetration)
+
Brand Impact

Thank you !



Add me on WeChat !

