

Slingshot

Industry Best Practices

June 2022

SLINGSHOT.

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GET READY
for change

01 Slingshot case studies

Audemars Piguet

Project : Royal Oak H5

Audemars Piguet is a Swiss manufacturer of luxury mechanical watches and clocks.

To celebrate the 50th anniversary of the Royal Oak, their iconic watch, they organised events in Zurich, Dubai and Shanghai.

To extend these experiences, we developed digital games in H5 which are both entertaining and educational.

The H5 explore the brand's backstory, its craftsmanship and the unique design features of the Royal Oak.

You may access the H5 via this [link](#).

Please open it with your smartphone!

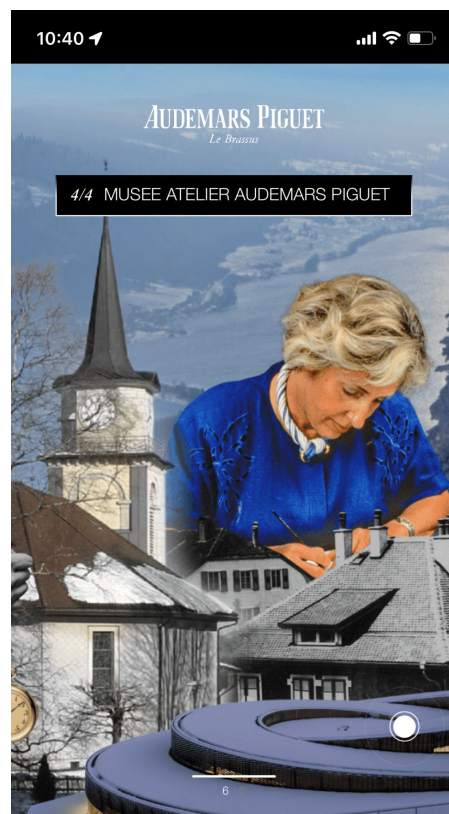


Audemars Piguet

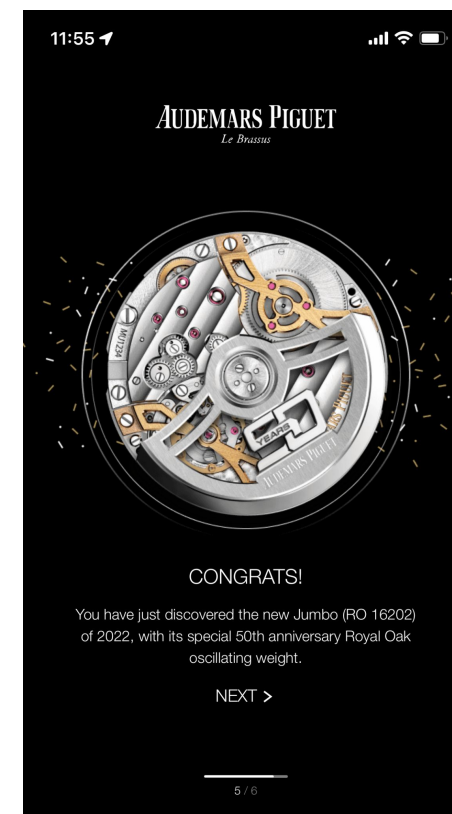
Project : Royal Oak H5



OUR UNIVERS - PANORAMA



THE NEW CALIBRE



CNIEL (French Dairy Organization) European Butter Promotion in Asia

As part of a Programme co-financed by the CNIEL and the European Union, our agency has been selected to organize various online and offline activities to **raise awareness around European butter**, especially of French origin, on its quality and versatility and to increase market value in mainland China, Taiwan, Japan and South Korea from 2021 to 2023.

Our team has defined a **360° campaign for the whole program** and new variation of visual guidelines has been designed for 2022 which serves as a global guidebook for all visual designs in the designated markets.

Key visuals were imagined to deliver key message around a precise annual theme with an exquisite star product and secondary products among consumers and professionals targets. These KV will be declined during Media worksop, students training and professionals session.



CNIEL (French Dairy Organization) European Butter Promotion in Asia

After having realized a recipe booklet on Bakery last year, our team selected **Afternoon tea** as the theme of 2022 to attract more foodies, media and professionals through afternoon tea snacks made with french butter.

Renowned chefs in Asia have created recipes that cater to local tastes, including a revisited version of the hero product Madeleine.

Our missions in the Recipe booklet 2022

- Source and cooperate with 5 well-known pastry chefs from different territories in Asia
- Strategy of content, Copywriting & proofreading
- Graphic design
- Thematic strategy and photo-shooting direction



PHOTOSHOOTING BOOKLET 2022

02 Social content

Shiguang Meijiu (时光梅酒)

Project : The aperitif in summer



In China, sweet low alcohol drinks have become a strong consumption category among the young generation, especially females.

Shiguang Meijiu is a local brand of green plum fruit wine in 8% volume, with a vodka base. In this article:

- The light green color of the bottle, wine over ice, crystal clear water, and the coolness brought by the vivid gifs make it pleasant to read in a hot summer.
- Focus on consumption scenes: a drink for friends gathering, easy to balance with spicy food, appetizing as it contains fresh acidity and can relieve grease from food. All of these, convey its key selling points: easy to pair with meals, accessible in the daily life of the young generation.
- Call to action: Leave messages of your "adventures" and have a chance to win the products.



Manner Coffee x HR

Project : One glass, green back



Manner Coffee, a local coffee shop chain is cooperating with Helena Rubinstein (HR) this summer. The principal idea is: Green bottle awakens the face, and coffee awakens the head.

- Matcha Ice Cream Latte, aka “a glass of green (youth) back (一杯青回)” is created for this occasion, available at Manner Coffee.
- People receive samples of HR green bottle - Powercell Skinmunity products with coffee purchase till July 15th, or free Matcha Ice Cream Latte by wearing green only on June 25th.

The visuals of this note create a refreshing atmosphere, and lively words full of imagination speak with youth spirits. Through this co-branding action, Manner Coffee gains more white-collar consumers, while HR starts to communicate with Gen-Z, although some loyal customers think it doesn't match HR's positioning as a luxury beauty brand.



MANNER x HR赫莲娜 | “一杯青回”，限定上市！

嘿，你是否也经常冒出没头没脑的“傻问题”？ 如何成为一只猫？摸鱼是工作的一部分



MANNER x HR赫莲娜 | “一杯青回”，限定上市！

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02 Social content (RED video)

Milk Deluxe (特仑苏)

Project : Mother's Day milk campaign



RED top KOL @小麦 released her self-made video "Mother's Day Today, Remember to Tell Your Mother...I Love You Very Much...", during which she recalls the growth of her daughter 小麦 and her path of becoming a mother as a vlogger.

The video records some daily stories of her and her cute daughter: even though it's life-changing and sometimes hard, the happiness and fulfillment from being a mother could be profoundly great.

It expresses the holiday wishes for all the mothers, resonating with RED users who are also moms, and promoted Milk Deluxe products by showing out the brand and product (CBP high-calcium milk) in the video.

The notes received 210,000 likes and 20,000 collects now.



02 Social content (Douyin Livestream)

New Oriental (新东方)

Project : New Oriental livestream

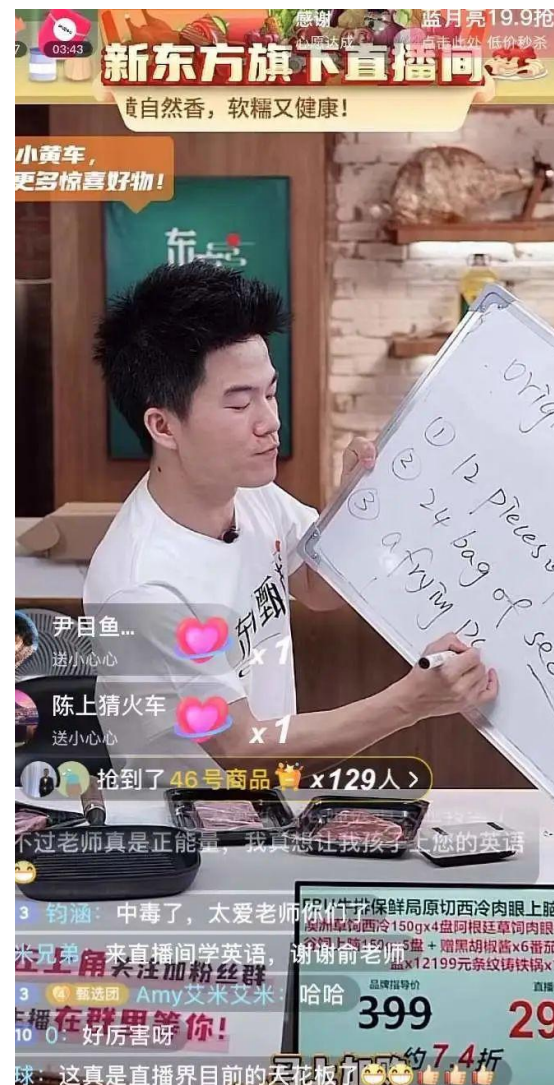


New Oriental used to be a tutoring titan in the Chinese domestic market, but faced the massive challenge of **transforming its business model** after authorities tightened up the management of off-campus tutoring in July, 2021.

Recently it began trending on China's social media platforms, after its teachers started livestreaming the selling of agricultural products, books and daily necessities using both Chinese and English.

Anchors combine useful English phrases with the selling of products, such as providing the English translation of the product and commonly used sentences.

Their excellent English expressions and knowledge stories have attracted an enthusiastic fan base and millions of views to the channel. The account has over 3.37 million followers in total. Its sales volume was 17.7 million yuan (\$2.64 million) over the three days.



03 H5 & Mini-programs

Michelin

Project : New product testing

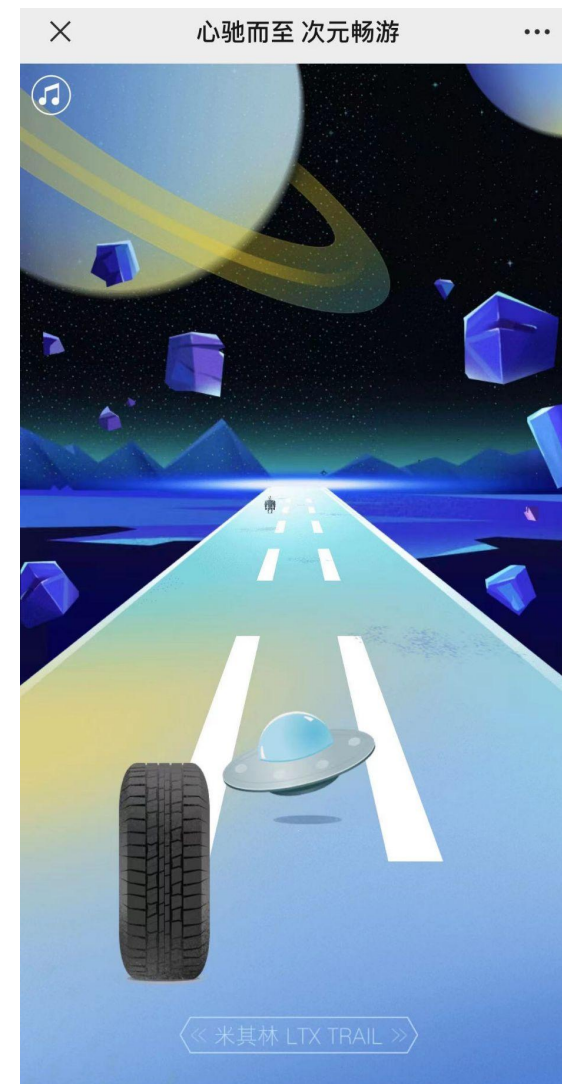


Michelin is a top-selling tire brand. In this H5, Michelin invites users to test their new tires by answering questions and playing an "obstacle dodge game" in three different environments.

Users are given three tasks:

- Testing the wet braking performance of *Primacy SUV+* tire on the street of the city;
- Testing the ability to cope with bad road conditions in suburbs on a rainy day;
- Navigating and creating interstellar exploration tunnel in metaverse using Michelin tire;

The creative H5 combines multiple-choice questions on driving habits and a mini-game of avoiding obstacles together, which enables users to learn about new products while playing games.



03 Mini-program case

Italy Travel

Project : Italian National Tourism Agency

To better help Chinese tourists plan trips to Italy, ENIT (Italian National Tourism Agency) has launched its mini-program "Italy Travel" in partnership with Tongcheng Travel, a famous Chinese online travel agency.

The mini-program integrates four major functions:

- Offering a comprehensive multi-media guide for different tourist destinations;
- Providing real-time navigation service and bilingual audio introduction for various scenic spots;
- Travel product booking;
- Equipped with useful tools, such as exchange rate, translation, AI Q&A;

"Italy Travel" serves as both an intelligent service platform, and a collective marketing tool to promote Italy travel and Italian culture in China.

Search for "意大利旅行" in WeChat



04 New regulations & functions

04 New regulations & functions

Red

Stricter regulations for all the users

Buying or selling accounts & fake data (follower, viewership, interaction) face more severe penalties: both KOL and MCN will be punished. In the worst case, Red will even cut off all cooperation. - Released by Red on June 20

New viewership calculation method - Released by Red on June 14

Viewership	Inside Red	Outside Red (logged in, e.g. in WeChat)	Outside Red (logged out, e.g. in browser)	Statistical Definition
Previous	✓	✓	✓	PV (Page View)
New	✓	✓	X	UV (Unique visitor)

With the reduction of off-site traffic and the revision from the number of views to the number of visitors, the viewership normally drops by about 4 to 5 times.



Source: 1) Red Official Platform Account: 薯管家([Link](#))

2) 麋鹿先生Sky: [Link](#)

04 New regulations & functions

Douyin

Service fees for local service providers

Douyin (equivalent of Tik Tok) announced that from the 1st of June, **service fees would be charged for local life service businesses** (local restaurants, tourist sites, entertainment, etc).

Businesses need to pay Douyin service fees as long as they publish product or service information on the platform, such as product name, price, store address, etc., and then generate transactions with users.

The rate varies from a **minimum of 2%** (tourist sites) to a **maximum of 8%** (marriage).

Recently, Douyin has strengthened its **transformation into an e-commerce platform** not only for local businesses but also by moving the e-commerce center entrance to the homepage. Thus, for brands, it can also be expected to get more e-commerce support from Douyin in the future.



Source: 1) Douyin,《Standard description of service fee for life service in 2022》

2) 江南晚报(Jiangnan Evening News): [Link](#)

618 Shopping Event

New highs in GMV, but the slowest growth since 2020

2022 618 Overall GMV	Traditional E-comm Platforms GMV	Livestream E-comm Platforms GMV
¥695.9 billion (↑ 20.3%) (\$104 billion)	¥582.6 billion (\$87 billion)	¥144.5 billion (\$22 billion)

Whether it's GMV or ranking, the 2022 618 performance of traditional E-commerce platforms is similar to that of the previous year.

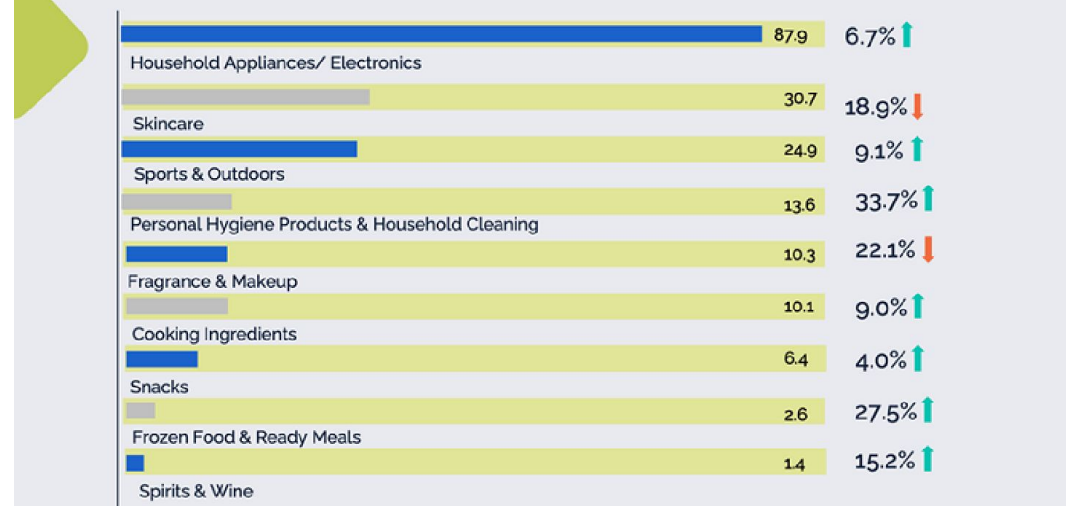
In the field of Livestream E-commerce, due to the departure of well-known TaoBao Live (DianTao) chief livestreamers (Li Jiaqi, etc), the ranking changes - Douyin occupies the first place, Kuaishou the second, and TaoBao Live (DianTao) down to No.3.

Household appliances/electronics are the top sellers, reaching ¥87.9 billion. Next is skincare (¥30.7 billion). In addition, Fragrance & makeup rank 5th (¥10.3 billion) and spirits & wine rank 9th (¥1.4 billion).

Top 3 Live streaming Ecommerce Platforms in 618 2022



Category Performance GMV (Billion)



Source: Sekkei Studio and Syntun ([Link](#))

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