

Slingshot

Industry Best Practices

October 2022

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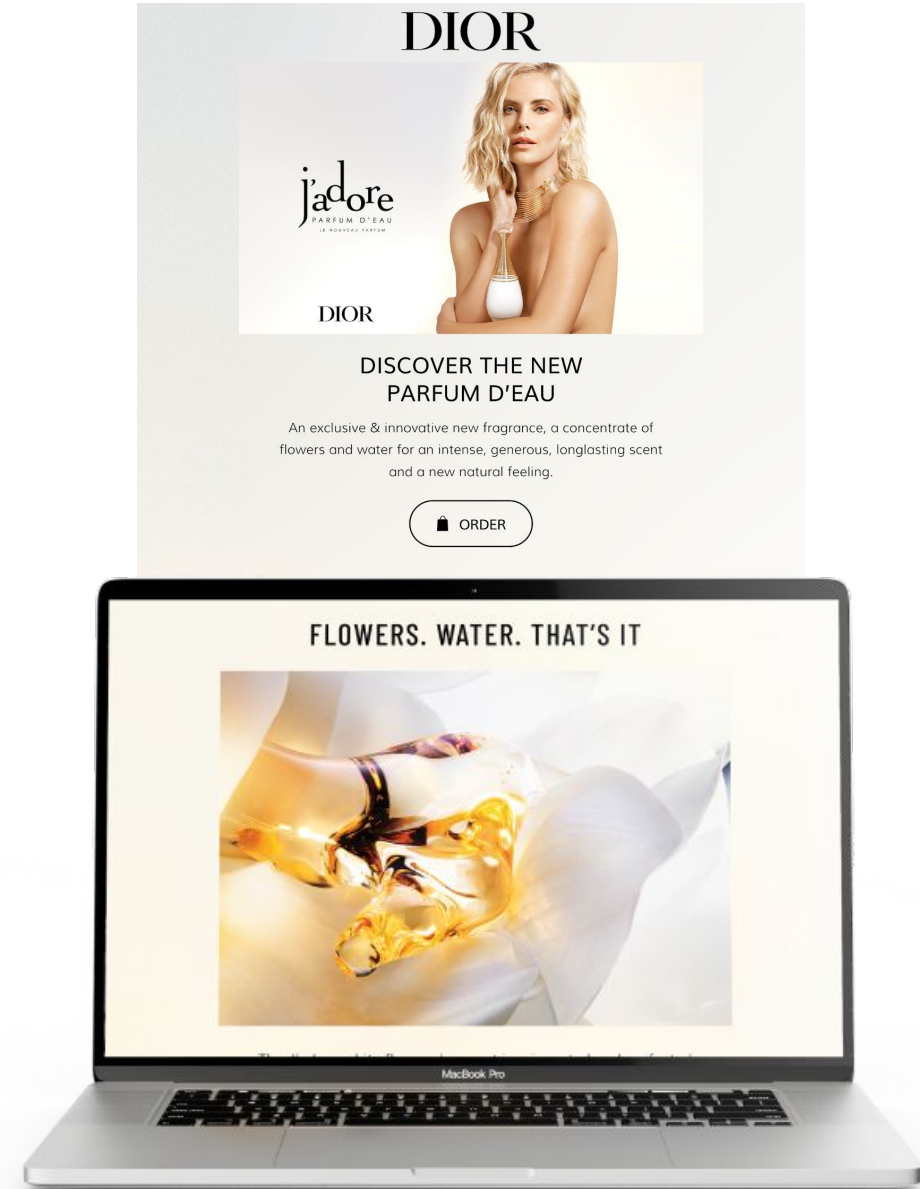
Slingshot case studies 01

DIOR

J'adore parfum d'eau

As Dior relaunched their iconic perfume: j'adore while revealing their first-ever alcohol-free and water-based fragrance, Slingshot was hired to design and develop an immersive online experience to promote J'adore Parfum d'Eau on their e-retail partner websites.

To showcase this innovative formula which involves blending a high concentration of floral oils and water, we created a mini-site that highlights both the floral and water aspects of the product.



DIOR

J'adore parfum d'eau

In order to create a connection between the user and the product, we have created several dedicated animations in which reproduce the product's key features: Scroll animation, dynamic videos, water ripple effects, and most notably, the creation of a swiper to switch between and compare the Parfum d'eau and Eau de Parfum.

This dedicated experience has been promoted in several Dior's partner marketplaces all around the world.



Scan to access to the project



Pinel et Pinel

Pinel et Pinel x Helena Rubinstein

On the occasion of Helena Rubinstein's 120 years anniversary, as the world-leading premium trunk maker, Pinel et Pinel was invited to create an exclusive collection with **5 iconic products**.

The co-branding is especially highlighted online by **massive mentions by KOLs on Chinese social media**, such as RED, Weibo and Douyin.



Pinel et Pinel

Pinel et Pinel x Helena Rubinstein

Highlights of the project:

- The co-branding scored over **100 million exposures** and triggered **over 86,000 engagements** on the Internet.
- Both Helena Rubinstein's and Pinel et Pinel's owned media channels have promoted the collaboration.
- By leveraging the collaboration, the number of notes on RED related to Pinel et Pinel has increased by **400%**, and gained **high-quality UGC content** for the brand.



Scan to access to Pinel et Pinel WeChat article



Pinel et Pinel social media posts

Social content 02

02 Social content (WeChat)

Hennessy 轩尼诗

Project : Mid-Autumn Festival

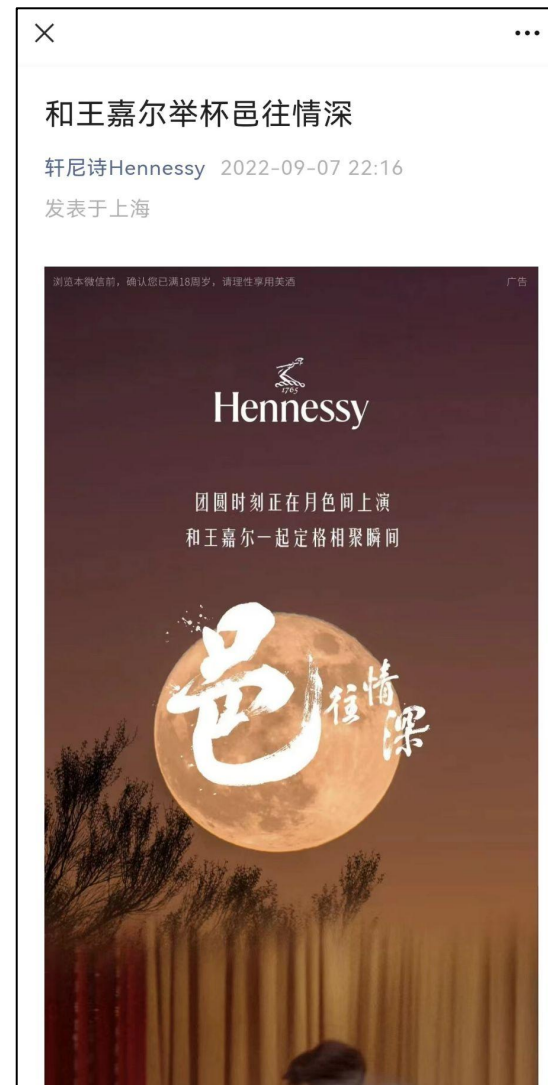


Hennessy published a WeChat article in September to celebrate the Mid-Autumn Festival.

The article mainly focused on the Mid-Autumn Festival reunion, moon-watching, and dinner parties. The overall design also used the elements of the moon and night scene accordingly.

In order to improve the interaction of the article, it mainly used the assets of the brand spokesperson - Jackson Wang (celebrity), also added the interactive effect of click-to-display, and inserted a module for downloading the celebrity's emojis at the end of the article.

As a result, this article received 24k views and about 600 likes (around 2 times compared to the average).



02 Social content (Red)

Arabica Coffee

Project : % Photographer Plan

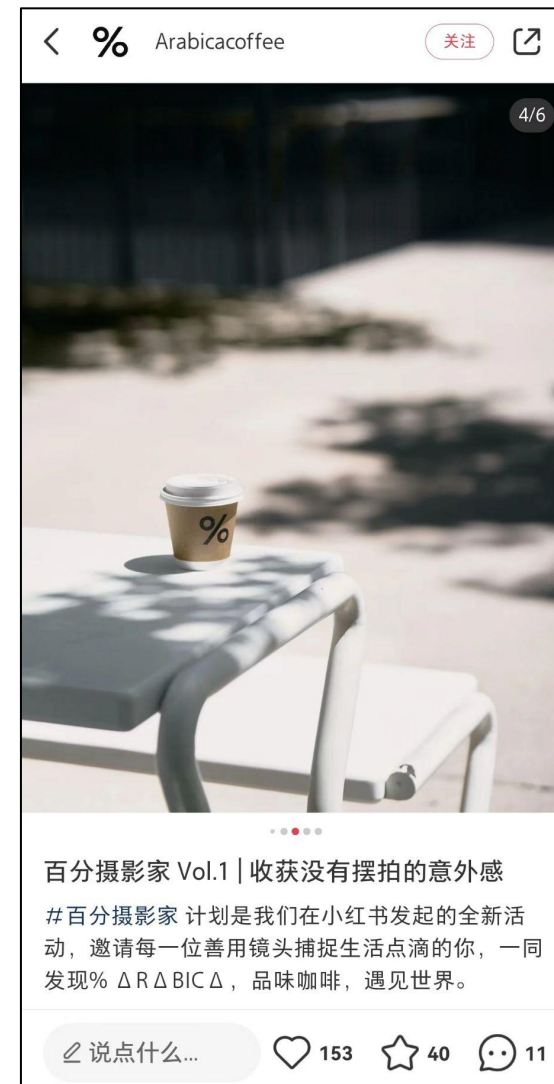


Arabica Coffee has recently launched a photographer program on Red. The brand invited users to post pictures, or videos related to Arabica Coffee, using the hashtag #百分摄影家 (100 points photographer).

Inviting photography enthusiasts to participate in this event attracts more people who search for a high-quality life, not only coffee lovers, and ensures the image quality at the same time, which helps demonstrate the product and brand philosophy in a high-end way.

Taking this first brand post of the selected works as an example, the excellent images showed the coffee indoors or outdoors with a relaxing and fresh atmosphere, which made people feel like drinking Arabica coffee to enjoy the wonderful life.

Therefore, though now the brand has only posted the works of 4 photographers, the event hashtag has received about 180,000 views.



02 Social content (Video)

HEYTEA 喜茶

Project : "A Little Bliss Day" comedy trailer

HEYTEA, a Chinese tea drink chain that is famous for its photogenic packaging and innovative drinks, released a stand-up comedy trailer that invites the audience to attend a comedy live streaming to promote its new bottled fruit tea.

By strategically inviting several popular young stand-up comedians to perform and advertise its new product throughout the video, HEYTEA made a favorable first impression on customers and raised curiosity for the new product among the audience. The promotional video also reinforced HEYTEA's mission, which is **to provide not only fruit tea but also originality and artistic creation for millennials.**

Besides, HEYTEA released this video on Moon Festival and used the topic "a little bliss day", in which the "bliss" is a pun on the name "HEYTEA" and means happiness in Chinese. The choice of the release date, the content, and the naming of the video altogether delivered a positive implication to consumers that a life with HEYTEA's product will be happy and healthy, which further facilitated HEYTEA to enhance its brand awareness in the Chinese young generation.

Search for "小喜之日" in WeChat Channels



02 Social content (Video)

ANTA 安踏

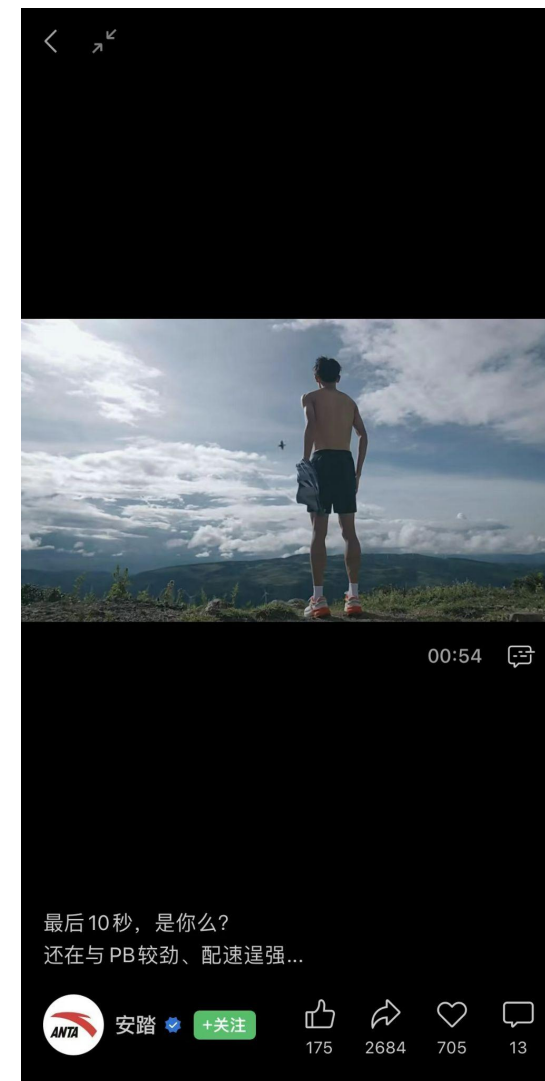
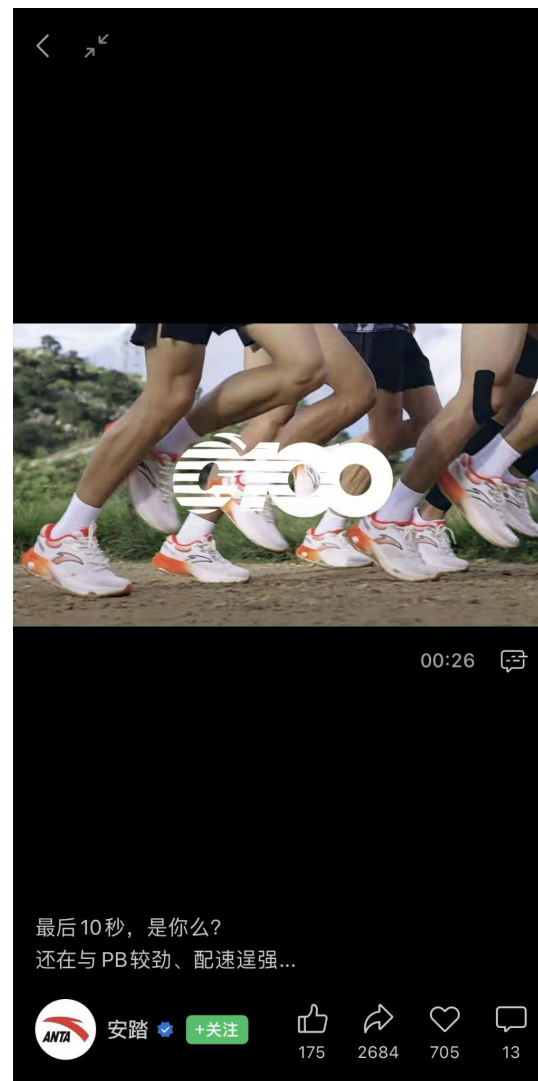
Project : "Challenge 100"

After successfully launching the campaign "Challenge 100" in 2016 to promote its running shoes, ANTA Sports reformed and launched a new "Challenge 100" campaign to promote its new C100 professional running shoes.

In this video, ANTA aligned with world-famous ultramarathon runner Pengbin Chen, calling on the audience to participate together with Pengbin in the 100-km ultramarathon event organized by ANTA. The video encouraged people to push the envelope and to make running a regular habit, which perfectly aligns with the original concept of ANTA Sports' "RUN WITH ME".

In addition, ANTA also worked with Jike Zhang, the fourth male player in the history of table tennis to achieve a career Grand Slam, to encourage people to share their unique running experiences. ANTA will randomly select one sharer and give him/her a pair of special C100 shoes with Jike's signature. The "100 Challenge" offers Chinese general runners the chance to experience the Olympic spirit and athletic spirit at close proximity.

Search for "安踏挑战100" in WeChat Channels



H5 & mini-programs 03

L'OCCITANE 欧舒丹

Project : Qee Bear gift box and NFT



L'OCCITANE cooperated with IP Qee Bear and created together several limited edition gift boxes in which we can find Qee Bear collectibles. They also released an interactive game on a H5 webpage to present users with Qee Bear's NFT.

When opening the H5, we can first see a map. The interaction is like making a trip online. On the map, we can see four co-branding products, each of which has its own origin. We can collect raw materials for these products by playing a game to win a lucky draw. The prize of the lucky draw is a free NFT of Qee Bear. NFT and IP co-branding are well combined to promote the brand.

It is worth mentioning that if we want to participate in the interaction, we must register a membership, which is convenient for the brand to attract new registrations and collect user information.



03 Mini-program case

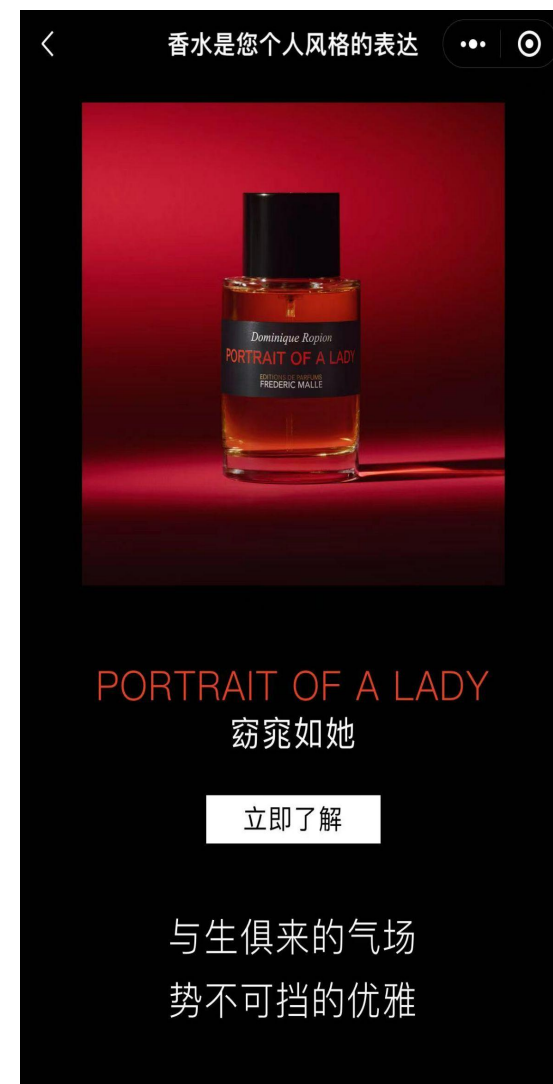
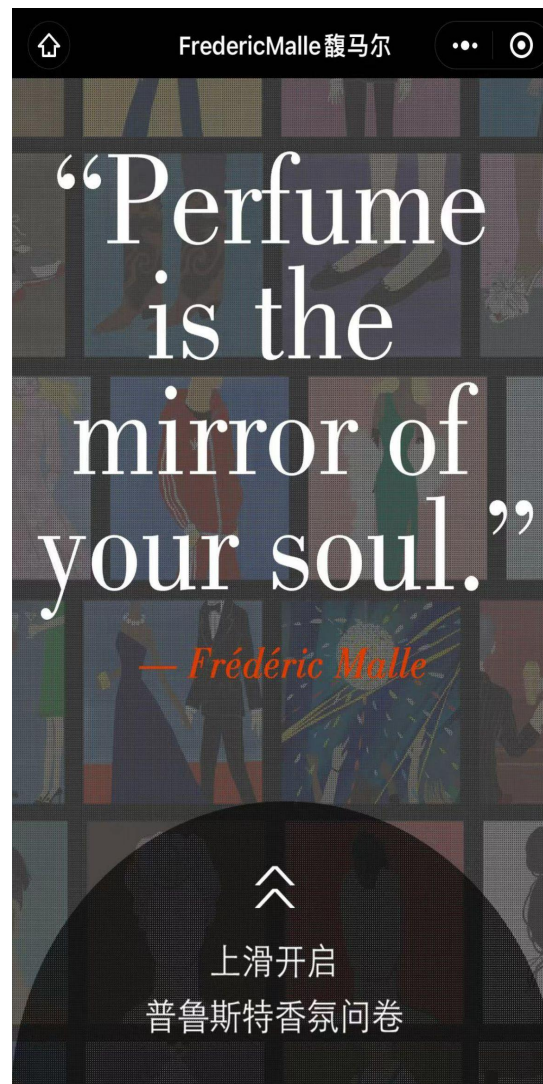
Frédéric Malle 馥马尔

Project : Personality questionnaire

Following the popular Proust Questionnaire at that time in Paris, Editions de Parfums Frédéric Malle created a questionnaire on the WeChat mini-program. With the theme of "Discover who you are and Perfume is the mirror of yourself", the questionnaire is composed of 8 personal questions such as what is your favorite hairstyle and clothes. We could choose answers according to different illustrations. At the end of the questionnaire, everyone may get different results. And different perfume is recommended for each personality.

This questionnaire is more personal and less branded than other interactions. It helps the brand to collect customers' information and give personalized product recommendations in a more acceptable way.

Search for "FredericMalle馥马尔" in WeChat - menu- submenu"普鲁斯特香氛问卷"



New regulations & functions 04

Douyin e-commerce

Governance on the unqualified products

Douyin issued a special governance announcement on the "three-no" products, referring to the unqualified products without product names, factory names, and factory addresses.

Selling these products not only violates the rules of the platform but also violates the provisions of the "Product Quality Law of China", which seriously disrupts the normal operation order of the platform and seriously affects the user experience.

In order to maintain a good business environment, the platform started to conduct special governance on these unqualified products since September 20, and will entrust a third-party agency to conduct random inspections.

Once found, the platform will deal with the product in accordance with the "Management Rules for Violations of Merchants" and "Detailed Rules for Merchants - Unqualified Product Identification Marks". At the same time, depending on the severity of the situation, the platform will take measures including but not limited to suspending business for rectification, deduction of deposit, and closing stores, etc.



04 New regulations & functions

Taobao live-streaming

Austin Li, King of live-streaming returns

20 September, after more than three months of absence, Li Jiaqi returned to screens. During the 2-hour live-streaming, over 60 million viewers viewed his live-streaming video and all the 26 products are sold out within the period of live-streaming.

As the top salesperson of Taobao live-streaming, on 20 October 2021, pre-promotion of double 11, he had 249 million viewers and his sales reached 10.653 billion yuan.

The return of Li Jiaqi is helpful for Taobao to win back some users. The executives said that there will be a good future with healthy competition between the platforms.

This time, Li's style changed, he is more rational and focused on product experience, rather than using gimmicks just for sales, which shows Li and his team started to transform.

Li's return enables the platforms like Douyin, Kuaishou and Taobao to form a healthy competition pattern, which is good for consumers, businesses and the industry.



Source: [Link](#)

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