

# Slingshot

Industry Best Practices

January 2023

**SLINGSHOT.**

Slingshot Case Studies 01

Social Content 02

H5 & Mini-programs 03

New Regulations & Functions 04

**GET READY**  
for change

## Slingshot Case Studies 01

# CIVP (Vins de Provence)

## Project : Social Media Management

At the end of the year 2022, Vins de Provence social media activities were launched. In the aim of improving 'brand' awareness among Chinese consumers and building a strong image that 'Provence' is the first choice when buying rosé. Thus, the content directions are mostly related to 'Vins de Provence' and Rosé wine knowledge, as well as lifestyle content introducing the rosé wine that can be widely consumed in diverse circumstances.

### KPI in December 2022

- RED and Douyin accounts launch
- 8 WeChat articles with an average viewership of 1,000+.
- 6 Douyin videos published achieving an average 'likes' of around 1,000.
- 35 RED notes posted, with an average of 314 likes per note.



## Social content 02



# NEIWAI 内外

Project : NEIWAI X Peter Rabbit



2023 is the Year of the Rabbit in the Chinese lunar calendar. Chinese underwear brand NEIWAI worked with the famous picture book Peter Rabbit and launched a special collection of pajamas for Chinese New Year 2023.

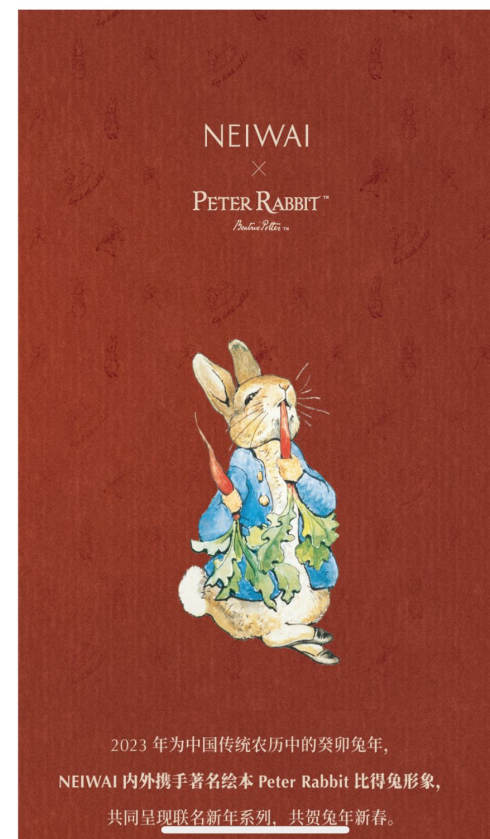
The article starts by presenting a creative video. In this video, a family wearing NEIWAI pajamas followed Peter Rabbit on an adventure. They saw all kinds of magical scenery and finally returned home with Peter Rabbit for the New Year festival.

After the video, the article introduces the concept of "Back from adventure, home is the dreamland", which cleverly connects Peter Rabbit's rabbit image and adventure stories with the real life of people going out to work and coming back home for the New Year festival. Such stories bring great emotional resonance to readers and bring positive benefits to the brand. At the end of the article, NEIWAI introduces the details of Peter Rabbit's co-branded pajamas, transforming positive emotional resonance into products and sales.

## NEIWAI x Peter Rabbit™新年联名 | 冒险归来，家是梦乡。

NEIWAI内外 NEIWAI内外 2022-12-14 12:01

发表于上海



# Guming 古茗

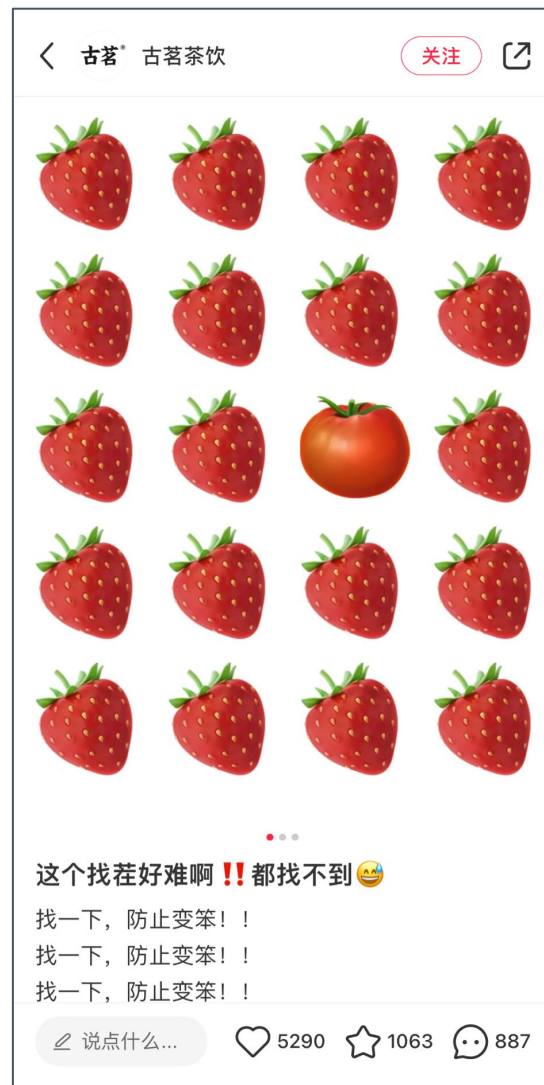
## Project : New Tea Promotion



As a well-known tea brand in China, Guming has launched a new winter strawberry fruit tea. Different from other brands' official announcements of new products, Guming adopts a very interesting and highly interactive way to launch new products on RED, which arouses heated discussions among audiences on the RED platform.

Guming aroused the curiosity of RED users by publishing a simple and cute find-the-difference game. Participants can find differences in the fruit picture and discuss them with each other in the comment area. When RED users participate in the game, they will discover Guming's new strawberry tea drink on the next page and will link the joy brought by the game with the tea drink, thereby promoting purchases.

This clever yet simple-to-make post successfully went viral on RED and helped Guming spread its new product content among target customers.



## 02 Social content (Video)

# Starbucks 星巴克

## Project : Members Fest: Those with Stars

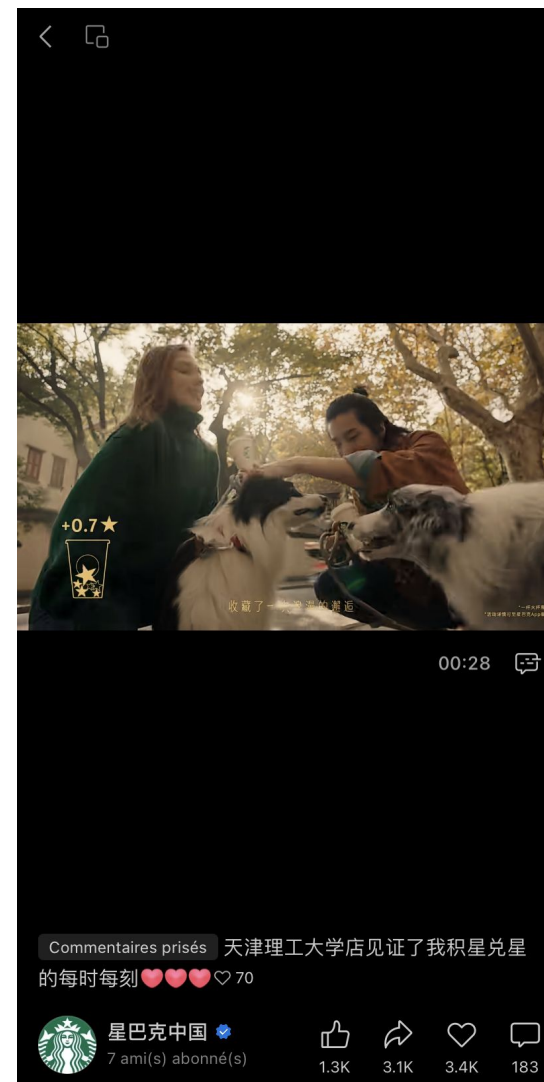
"Those with stars" is what Starbucks call their members. This heartwarming video was released to open up for its recent campaign on 16th December called Member Fest (星巴克星光会员节). Like many other membership systems, customers are rewarded with stars for their purchases at Starbucks. However, instead of seeing customers as someone who pays, Starbucks considers each person as an individual with emotions.

The video demonstrates various moments (joyful, sad, surprising) in daily life for those with stars, delivering an excellent brand image, caring for each individual and each meaningful moment.

Naturally, everyone can relate to these little stories behind the stars of Starbucks. The video enhances the connection between viewers and the brand.

This unconventional approach of marketing was well received by its members and others.

Search "星巴克中国" (official account) in WeChat Channel





## 02 Social content (Video)

# Bananain 蕉内

## Project : Plan Red 红色计划

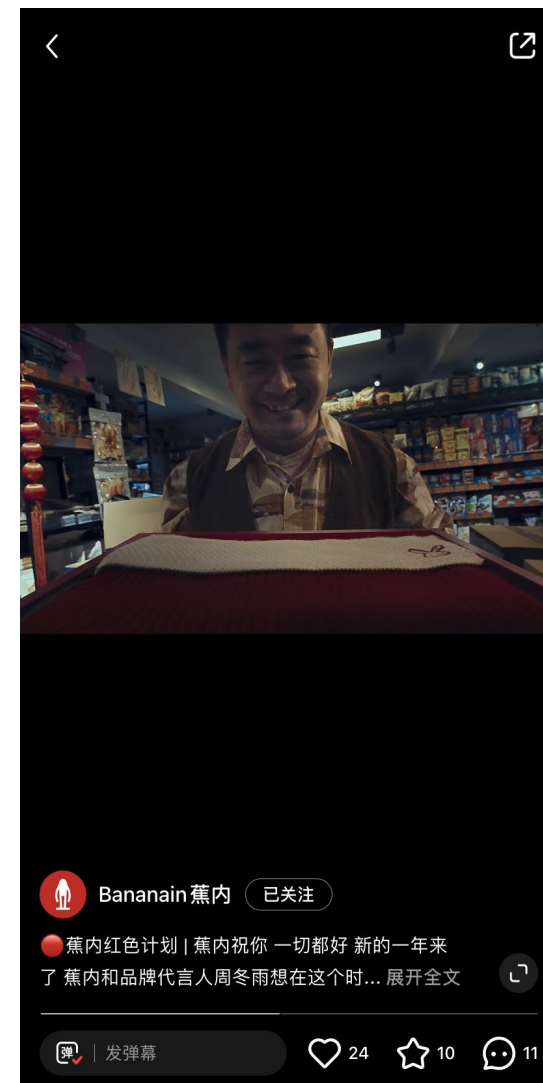


Bananain has carried out "Plan Red" with charity organizations, offering free garments and accessories to those in need in rural areas in China since 2017. A new theme is created each year, this year it is gift inspiration for different individuals.

### Highlights:

1. Undoubtedly, red is a safe option as it's strongly tied to Chinese New Year traditions, and wearing something red and new is almost engraved on each one's mind. Using the color red as a pre-New Year campaign is very common yet easy to relate.
2. This video is not only infused with the values of the brand (humanity concern and carrying on tradition) but also with new year gift solutions. As Chinese people are always looking for what to buy for their families at the end of the year, we can get inspiration from this small video for multiple situations and kinds of people, children, high-school students, and mid-aged shop owners.

This intelligent strategy offers inspiration that people can actually use at the right moment.



## H5 & mini-programs 03

## Changan Auto 长安汽车

### Project : Wallfacer Recruitment Plan

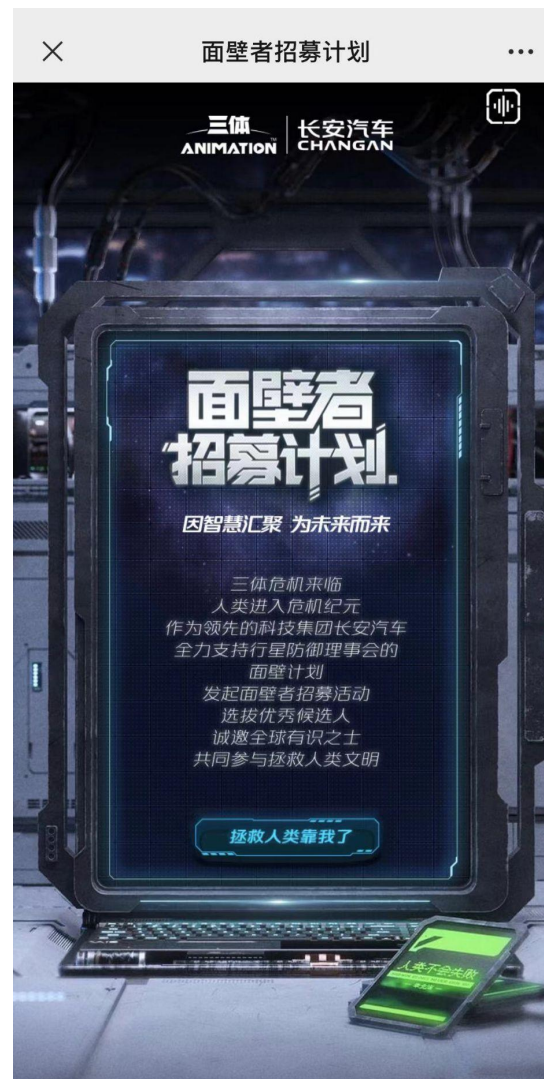


Changan Automobile launched an innovative H5 campaign called "Wallfacer Recruitment Plan" in collaboration with the famous science fiction animation *The Three-Body Problem*.

By clicking upon the button "let me save mankind", users are invited to overcome five hurdles, such as identifying planet positions in the universe, puzzles, obstacle avoidance game, and sentence pairings.

The H5 is highly interactive as it requires active participation of users, and profound knowledge about the universe and the animation itself. The design is exquisitely portraying the universe's dark black tone and the mysterious science fiction world.

With the large fanbase of the animation, Changan Auto will also greatly increase its brand awareness among youngsters and science fiction enthusiasts.



## 兰蔻 Lancôme

### Project : New Year Special Offer

Lancôme, the French cosmetics brand subordinated to L'Oréal, has recently updated its WeChat mini-program to highlight the jubilant new year 2023 with the vibrant red theme colour.

On the homepage, Lancôme revamps its key red visuals and copywriting to keep up with the holidays. Apart from the conventional buttons at the bottom, a list of small round buttons keeps floating on the right to catch users' attention, which includes events subscription, group chat benefits, livestream, new products, etc.

It is worth noting that Lancôme adds many buttons in many different scenarios to call for the audience to join its WeChat livestream, i.e. upon opening the mini-program, under the front page large rolling banners, floating icons, special sections, which shows that Lancôme tries to drive more traffic to its WeChat livestream and boost sales.

Search for “兰蔻官方精品商城” Mini-Program





## New regulations & functions 04

## Tencent new functions

### Interactive advertisement with fireworks

On December 15, WeChat launched a new interactive advertisement function that allows the brand and users to **set off fireworks** together to welcome the New Year on "Moments" (WeChat users' newsfeed, accessible to their circle of friends).

In just one click, the brand firework will appear on the screen with a 3D effect.

In the comment section of the introductory video released by WeChat Advertising Assistant, many users mentioned that this new feature threshold is 3 million RMB, and the specific price is unknown.



Source: [Link](#)

04 <sup>x</sup>New regulations & functions

## Red new functions

### Content heating

In December, Red launched a new function of "**Content Heating**". It's an internal test reserved for some brands and agencies on Pugongying (an official KOL cooperation platform provided by Red where influencers' information and cost are displayed).

The "Content Heating" function is similar to "Shutiao" (an ad tool for users to increase note's visibility), but the scope and functionalities are different. The "Content Heating" only allows increasing notes visibility for nearly 30 days, but does not support the selection of promotion groups and targets. It can only directly select the amount of money to be released. A note promotion is capped at 50,000 views.

The main difference between "Shutiao" and "content heating" is that the latter can allow not only the note creators to purchase note exposure advertising but also brands and agency.



Source: [Link](#)



## Find us

50 Yuyao road  
Office 301, Building 6  
200040



## Contact us

**Sophie COULON**  
Partner, Head of Marketing  
[sophie@slingshot.sh](mailto:sophie@slingshot.sh)

**Maggie Zhu**  
Junior Account Manager  
[maggie@slingshot.sh](mailto:maggie@slingshot.sh)

**SLINGSHOT**