Slingshot

Industry Best Practices

February 2023

SLINGSHOT.

00 Summary

GET READY
for change

Slingshot Case Studies 01

CIVP (Vins de Provence)
## Project : KOL Management

At the end of the year 2022, Vins de Provence KOL campaign was launched. With the aim of improving 'brand' awareness among Chinese consumers and building a strong image that 'Provence' is the first choice for celebrating and enjoying. We established the different consumption scenes of gathering, partying, dating and drinking alone with Provence Rose, to encourage the Millennials who want to enjoy innovative alcoholic beverages to become interested in Provence Rose.

KPI in December 2022
- **101** influencers, including 31 KOLs and 70 KOCs
- **116** KOL posts on Douyin, RED and extra platforms (Weibo, Kuaishou, WeChat Channels, Dianping, etc.)
- **21,988,433** impressions

Use Douyin to scan
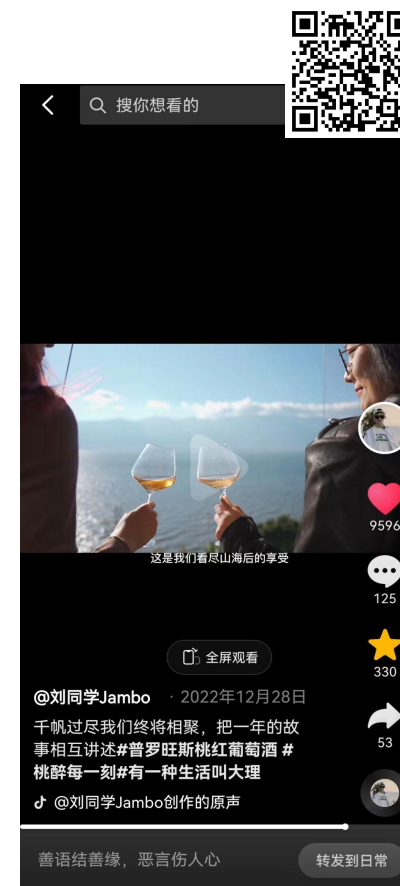
Use RED to scan

Social content 02

Lancôme 兰蔻
Project : Lancôme 2023 greetings

Year-end bonus has become a hot topic among workers before the New Year. On Jan 19, GQ Lab published an article with an attractive title "Annual bonus of ¥104852.54 received", which makes the audience curious to click.

The article starts by describing that some people have received their annual bonus, and some people can't wait to go back home. Yet there are still many good things that will continue to happen in 2023, followed by different new year scenarios.

This design innovatively embeds Lancôme's iconic rose in each picture, and invites the reader to look for it and click. By clicking on the rose, readers will immediately see rose petals floating on the screen, and see Lancôme's brand greetings in the end.

This interactive article adopts Lancôme's brand colour and icon rose to match the new year scenes, and naturally guided readers to discover the brand video in the end.

The Palace Museum 故宫
Project : WeChat red packet cover

The account "Gift from the Palace Museum" published a Red post to introduce its new year red packet cover, which has attracted the most views and engagements among all posts.

On the visual side, the first image is quite eye-catching with Red's snowflakes filter effect on the red background, in resonance with the theme "Snow in the Forbidden City".

As RED doesn't allow to mention other platforms, the brand didn't disclose that this cover is available on Wechat, which makes the audience curious and many users commented to ask.

Since the post's engagement is very good, Red algorithm will recognize the content as high-quality and display it to more readers, thus reaching the goal of branding to prospective customers.

Ele.me 饿了么
Project : CNY video

Ele.me, an online food delivery and local life service platform, released a CNY video with the theme that the best gift for your family is yourself.

Many people could not go back home because of the epidemic in the previous two years. Thanks to the Ele.me, some people who can't go home could still buy and send what they want to their families.

In this video, through various warm scenes, we can see the various functions of the platform. For example, when our parents are ill, we could buy medicine from it; when we are homesick, we can buy local food on it.

The video enhances the connection between viewers and the brand. For this moment of the Spring Festival, the brand resonated with people's emotions and left a deep impression on people. This is not only a video about the New Year and family, but also a good branding video, by which people can better understand the platform, and at the same time increase their trust in it.

Search "老有所衣" (video) in WeChat Channel
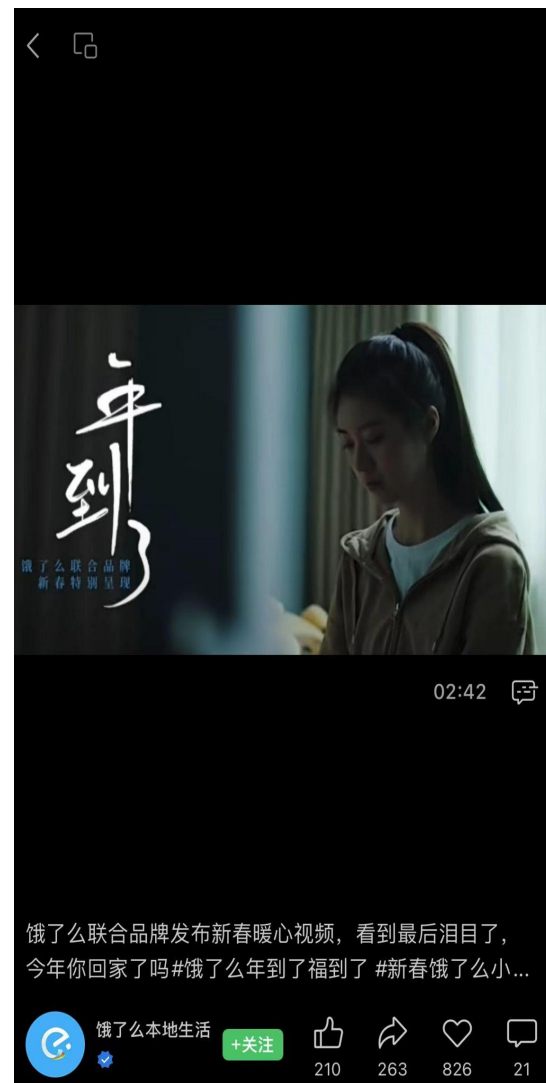
Tmall 天猫
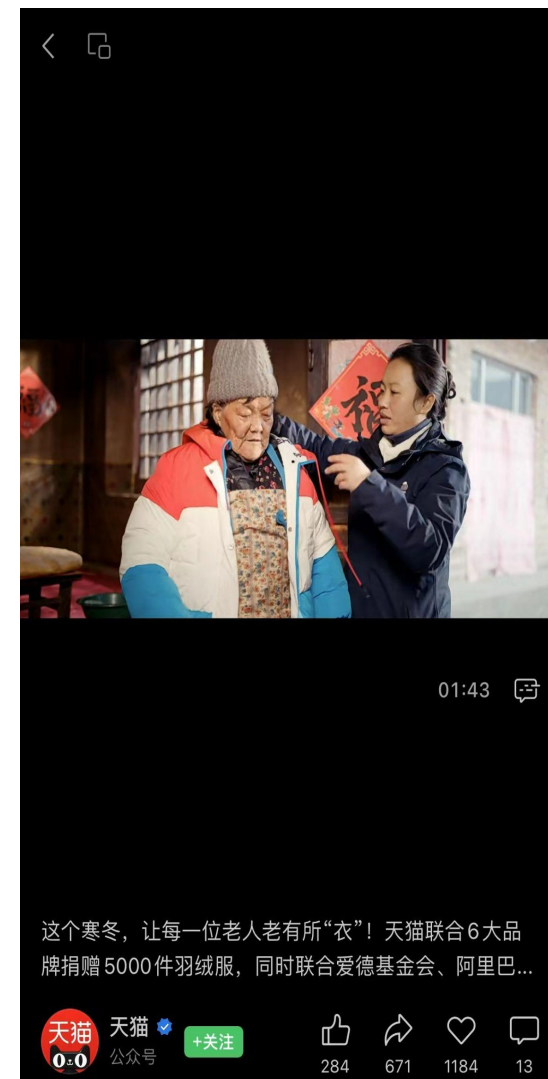## Project : Free coats for the old 老有所衣

Tmall jointly launched the "Free coats for the old" public welfare project with Aide Foundation and Alibaba Public Welfare to help more old people live in warmth during the winter. They donated 5,000 down-filled coats with six brands.（太平鸟、马克华菲、GXG、金羽杰、艾莱依、对白）

And when people buy clothes of these brands on Tmall during this period, more free coats will be given to the old people in the mountains.

In this video, the logo of each brand is displayed. This is not only an activity video, but also a good branding video, which offers very good publicity for these six brands. They called on everyone to participate. As long as we buy clothes from these brands, the old can receive donations.

This not only increases people's liking for the brand, but also helps the brand earn sales. This is a win-win result and a two-way interaction.

03:18

这个寒冬，让每一位老人老有所"衣"！天猫联合6大品牌捐赠5000件羽绒服，同时联合爱德基金会、阿里巴…

天猫 公众号 +关注   284 671 1184 13

01:43

这个寒冬，让每一位老人老有所"衣"！天猫联合6大品牌捐赠5000件羽绒服，同时联合爱德基金会、阿里巴…

天猫 公众号 +关注   284 671 1184 13

H5 & mini-programs 03

Luckin Coffee 瑞幸咖啡
Project: Coffee attitude with Luckin

Together with Netease News, Luckin Coffee recently developed an H5 campaign with the slogan "Get your Luckin 2023".

White collars are Luckin's core users and have faced intensive peer competition in recent years. The homepage attracts attention with "Continue to strive or just let it go?" After a mini-query of 5 questions, users can get results analysis, suggesting what they can do to succeed in 2023. Free coffee is offered for downloading the APPs of the two brands. The results are presented humorously and are easy to be posted on social media.

The rapid growth of Luckin in China ranks just behind Starbucks. One of the secret recipes is focusing on user marketing instead of conventional product marketing. This H5 instantiated its brand concept well.

# Hermès 爱马仕
Project: Jumping into the New Year

Hermès, a top luxury design house, recently updated its WeChat mini-program to enhance its brand image with innovative AR features.
The button "Open surprise kit"(拆福袋) allows visitors to unlock multiple WeChat features, such as limited Hermès red packet covers and bespoke greeting cards.

Highlights:

- The feature of the Red packet cover is relevant for brand exposure as it has captured the recent trend of millions of Chinese sending digital red envelopes on WeChat.

- Greeting card, one of the features of Hermès mini-program, comes with an Augmented Reality effect. Users can create a customized greeting card with the brand logo and adorable bunnies in the physical world. This card is an effective method to keep users entertained and drive traffic.
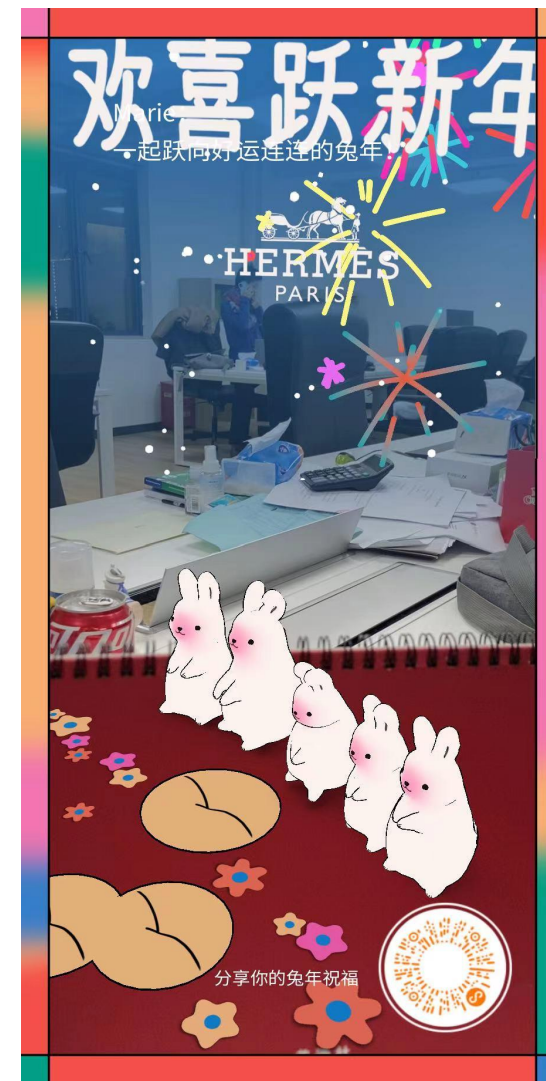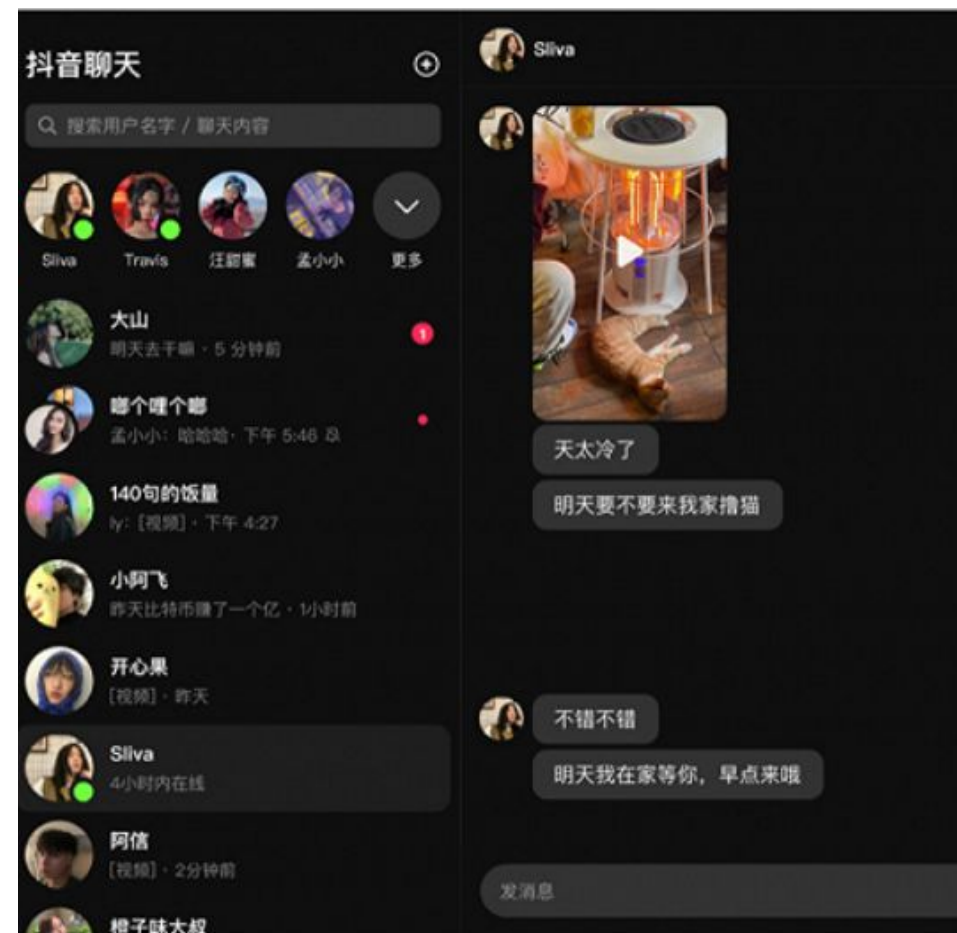
New regulations & functions 04

Douyin new functions
Douyin Chat – New desktop chat software

Douyin launched a **desktop chat software "Douyin Chat"**.
Douyin Chat includes two tabs to move between chat messages
and friends lists, like most chat apps.

Douyin chat is similar to iMessage and WeChat PC versions, but
compared with WeChat, Douyin chat can see whether friends
are online and whether messages have been read. Voice and
video chat are not supported at the moment, and there are no
Moments and wallet payment functions.

Bytedance* social dream has always revolved around Douyin.
From the perspective of the external environment, this time it
seems to be the right direction as the desktop chat software is
much less competitive relative to the mobile social app. Relying
on high-speed growth businesses such as e-commerce, Douyin
will also have more advantages on the PC side.

Source: Link

Red new functions
Branding component flexibility upgrade

From January 12, the original **Pugongying brand cooperation standard is upgraded to a "brand tag component"**. Pugongying is a brand & influencer collaboration platform launched by RED, where the brand could choose to work with various influencers to promote its products on RED with a commission fee charged by Pugongying platform.

With the new upgrade, now brands can choose to display their brands or not on collaborated posts based on marketing demands. The "Brand Tag Component" supports jumping to the professional account, and users can click on the component to learn more about brand account-related content.

The goal for this Pugongying function upgrade is to help brands configure the brand mark components more flexibly and optimize the user experience through KOL and KOC collaboration on the RED platform.

Source: Link

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