

Slingshot

Industry Best Practices

April 2023

SLINGSHOT

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GET READY
for change

Slingshot Case Study ⁰¹

01 Slingshot Case Study

Delamain 德拉曼干邑

WeChat management

Delamain Cognac, established in 1827, has passed down 2 centuries and 6 generations of family inheritance and guardianship. The company continues to provide handcrafted, high-quality cognacs to consumers worldwide, catering to those who seek excellence.

In January 2023, Delamain launched its official WeChat account, aiming to establish better brand communication in the Chinese market.

We assist Delamain with their WeChat management, producing original content and designs for the brand based on the localization of their global brand strategy. Our goal is to help convey the brand's value and philosophy, positioning Delamain as a handcrafted, premium cognac.



Social Content 02

02 Social Content (WeChat)

OATLY 噢麦力

Project : Spring campaign launch



OATLY has launched their spring campaign through WeChat and released an article to showcase their actions:

Topic: The campaign cleverly connects various highlights including the product, the event, and the interaction mechanism through several "stations".

Copywriting: In the article, OATLY introduced the phrase "Looking for Pink 追粉," which has a double meaning in Chinese - Pink and Follower. This phrase aligns with the event's theme and resonates with followers.

Visual design: To complement the spring atmosphere, the visual design of the campaign features a pink color scheme that resembles cherry blossoms. This design element aims to attract followers' attention.

OATLY樱花季，追“粉”行动正式开始！

OATLY 噢麦力 2023-03-17 18:28 发表于上海



02 Social Content (Red)

Genki Forest 元气森林

Project : Women's Day lucky draw



On Women's Day, Genki Forest and Judydoll, a Chinese cosmetics brand with affordable prices, collaborated to launch a lucky draw on Red. The key features of this campaign are:

Visual Design: Genki Forest's innovative e-commerce page design on the Red platform stands out as a highlight. They utilized e-commerce ordering and cashier receipts to draw the attention of potential consumers.

Crossover Collaboration: This collaboration between a beverage brand and a beauty brand was a cost-effective way to increase exposure and generate new traffic for both companies.

Theme Selection: The theme of the lucky draw was "Help you free the order 逃单," which resonated with female consumers' shopping psychology. By offering gifts to their followers, they were able to capture their attention and participation.



02 Social Content (Video)

NEIWAI 内外

Project : My Body To Me

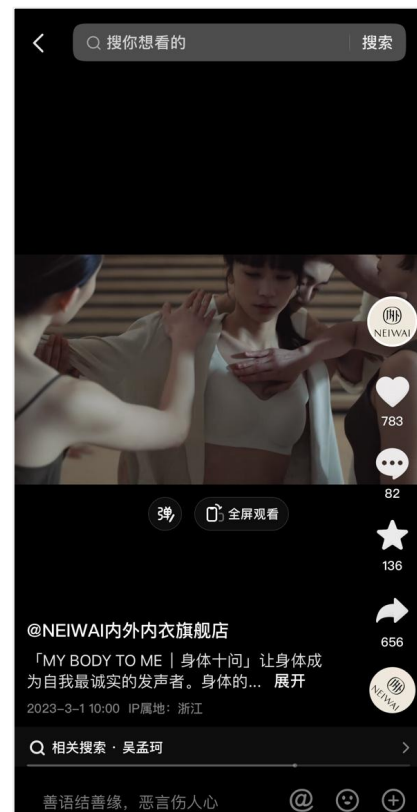
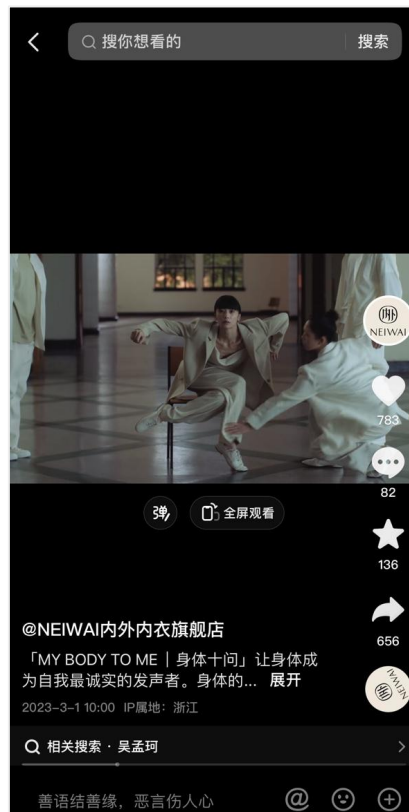


On the occasion of Women's Day, the underwear brand NEIWAI released a video on Douyin to convey the message: let your body express the most authentic voices.

The video, which features the dancer Wu Mengke, creatively uses modern dance and physical theatre forms to create a strong visual impact and unfold hot issues through body language and narrative.

The brand makes a bold attempt to discuss topics such as the judgement of beauty, the lust for love, and sexual harassment through three sub-themes - "The Rules of Beauty," "The Suppression of Desire," and "The Silencing of Pain."

Through this video, NEIWAI hopes to encourage women to think more about their personal experiences and feelings. In addition, NEIWAI calls for the public to change their minds and wear more comfortable underwear products.



02 Social Content (Video)

Guangdong Police 广东公安

Project : Women's Day campaign

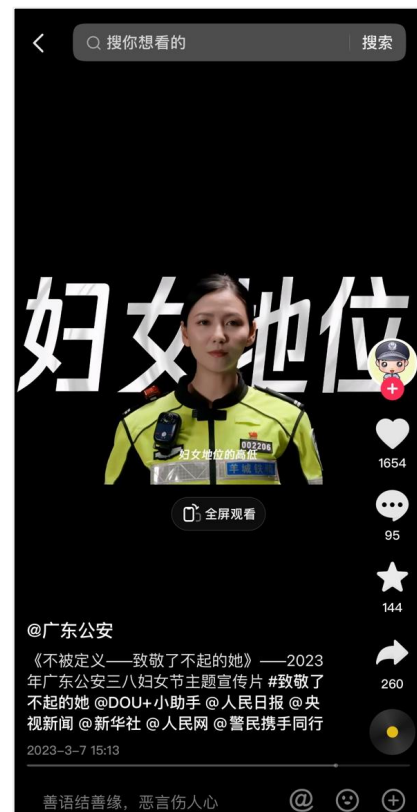


On March 7th, Guangdong Police released a video on Douyin with the theme "Not being defined - a tribute to outstanding women."

The video breaks the traditional formula by directly complaining about the old plot: first showing the plight and vulnerability of women, and then showing the success of women after overcoming difficulties at the end.

Instead, this video promotes values by saying "Do not use stereotypes to define women because it has nothing to do with gender, and do not let gender influence your choice of directions."

In the end, Guangdong Police points out that women's status is closely linked to their productive work, and if the society really hopes to stand for women, people need to take real actions not only on Women's Day.



H5 & mini-programs 03

Douyin 抖音

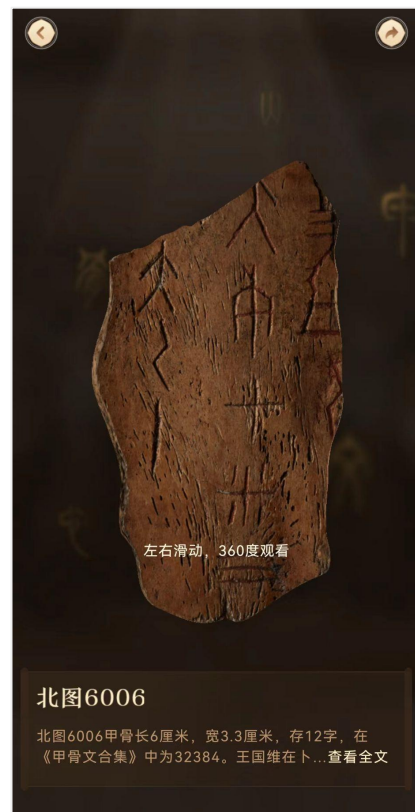
Project : Ancient books e-exhibition



In recent years, ByteDance (the parent company of Douyin) has participated in the digitization of ancient books. Now, Douyin has launched an online exhibition of ancient books: users can move their mobile phones to browse around four different VR scenes/ancient books.

The visual effect of the VR design is very realistic, the lighting is dim, and users can feel the atmosphere of ancient culture. At the same time, users' interactive functions have also been set up, which can generate posters and do lucky draw.

On the one hand, this online exhibition can allow users to further understand relevant content, inherit and carry forward Chinese ancient culture; and on the other hand, it can also help deepen the cooperation between ByteDance and the National Ancient Books Protection Center.



03 Mini-program case

Van Cleef & Arpels 梵克雅宝

Project : Spring Greeting Card

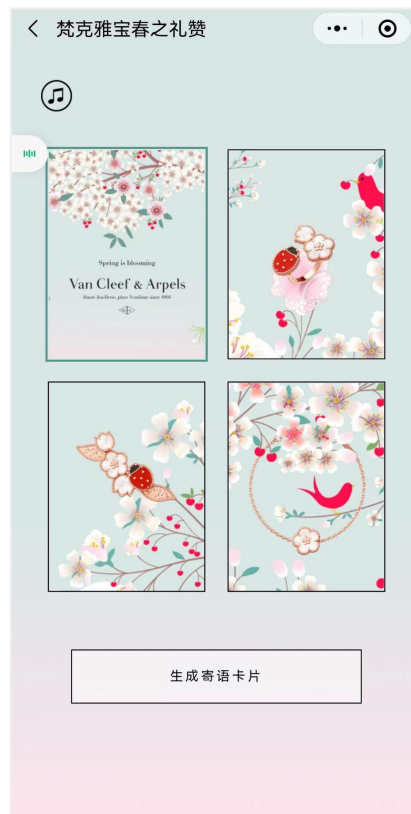


Van Cleef & Arpels has launched a Mini Program called "春之礼赞(Praise of Spring)" to promote its Lucky Spring Collection. In the MP, users can choose 4 different brand cards to generate spring greeting cards.

First of all, the brand chose to launch the Mini Program in March, when the spring blossoms, which is in line with the positioning of the collection.

Secondly, the main constituent elements of the collection are ladybugs and flowers, and these elements are very delicately integrated into the 4 brand cards.

Finally, in the generated spring greeting card, the brand also added the QR code of the Mini Program, so that the mini program can be continuously exposed when people forward the greeting cards to each other.



New regulations & functions 04

04 New regulations & functions

Qingtao 青桃

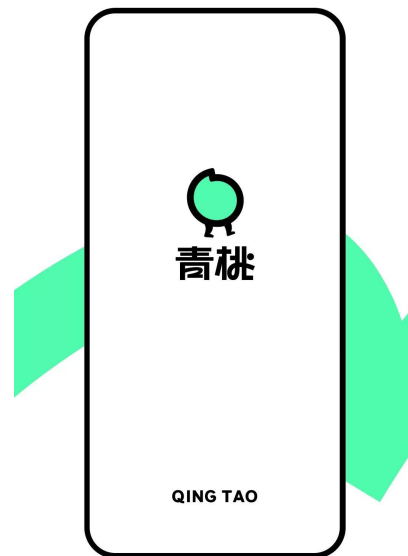
New APP from Douyin for longer videos

In March, Douyin quietly launched a new application, "青桃" (Qingtao, literally translated as Green Peach), a **medium-to-long video** content platform. With its slogan "To see your passion," this new app positions itself to be "**interests and knowledge**" for young people.

Netizens called this new app "**Douyin's version of Bilibili**" for obvious similarity (Bilibili is a top video-sharing platform based on user-generated content). This new launch demonstrates Douyin's ambition to cover multiple video-sharing platforms with its trendy content ranging from Technology, Education, and Sports to Arts and Cultures.

Currently, advertisements are excluded on Qingtao to attract more users, and new users can simply use the same login as Douyin. The App is only available on the Android App store and has already gained more than 120k users in its beta testing stage.

上青桃
看见你的热爱



Source: [Link](#)

04 New regulations & functions

Live streaming upgrade on RED

New benchmark for live streaming

In March, RED upgraded the **Live streaming** business to an independent department. Previously, it was categorized as a secondary department under Community. This adjustment marks a significant step for RED towards live streaming after ten years of operation. This announcement was followed by a benchmark set by the well-known actress, **Dong Jie (董洁)**. During a single live stream session at the end of February, she sold affordable luxury products and generated over 30 million yuan in Gross Merchandise Volume (GMV) with more than 2.2 million viewers. Unlike other live streamers, she elegantly introduced the products without urging viewers to place orders. This approach was highly appreciated by RED users, leading to her success on the platform.

RED has officially announced the launch of **tens of billions of traffic to support fashion live streaming**. This trend should be taken into consideration when promoting products on RED, as it can greatly increase the chances of generating sales.



1,813,000 users
have watched

Source: [Link](#)

04 New regulations & functions

Chinese Advertising Law update

Guidelines issue on the use of “absolute terms”

On March 20, State Administration for Market Regulation released the “**Enforcement Guidelines for Absolute Language in Advertisements**”.

As an improvement to the previous regulations, this new set of guidelines aims to **reduce excessive or unfair punishment** of companies for the use of absolute language. The guidelines further explain that absolute terms are **not prohibited in all circumstances** as long as the brands can prove their **authenticity**.

In the past, the vagueness and insufficient interpretation of the definition of “absolute terms” led to excessive punishment. Therefore, it is recommended that any advertisers be familiarized with the new guidelines when promoting new products.

标 题: 市场监管总局关于发布《广告绝对化用语执法指南》的公告	主题分类: 公示公告
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国家市场监督管理总局

公 告

2023年第6号

市场监管总局关于发布
《广告绝对化用语执法指南》的公告

《广告绝对化用语执法指南》已经2023年2月24日市场监管总局第3次局务会议通过，现予公告。

Source: [Link](#)

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