Slingshot
Industry Best Practices

May 2023

SLINGSHOT.

00 **Summary**

GET READY
for change

Social Content 01

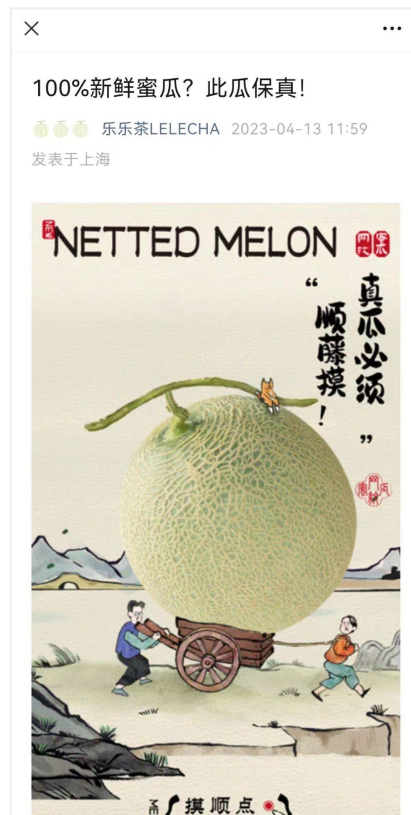Slingshot – Industry trends – May 23

LELECHA 乐乐茶

Project : New drink launch

LELECHA, a beverage company known for its tea-based drinks, has recently released a new drink featuring honeydew melon as the main ingredient.

The article's design prominently features images of honeydew melons and their vines, immediately conveying to readers the drink's key ingredient. The content emphasizes the careful selection of high-quality honeydew melons and other raw materials used in the drink's production. Indeed, safe & natural ingredients are the most important key buying factors in Food category, after product efficacy (*McKinsey China consumer survey 2022*).

To increase user engagement, the article includes small games, such as "click to show", and encourages readers to share gossip ("瓜" in Chinese) about themselves in the comment section. Lucky readers are selected to receive a free drink.

100%新鲜蜜瓜？ 此瓜保真!

乐乐茶LELECHA   2023-04-13 11:59

发表于上海

NETTED MELON

真瓜必须
"顺藤摸
瓜!"

摸顺点

乐乐茶LELECHA

100% 新鲜蜜瓜

真 蜜瓜酪酪

25元

回归

点击!! 下单

01 **Social Content (Red)**

Perfect Diary 完美日记

Project : New lipstick joint cooperation

In recent years, dance programs have gained popularity in Chinese TV shows, such as the Spring Festival Gala, the most-watched program during Chinese New Year. This has led to increased interest in dance programs and dancers among viewers.

Perfect Diary, a popular Chinese cosmetics brand, has partnered with the **National Ballet of China to launch a new series of lipsticks**. The series features four lipstick shades and is marketed under the slogan "Ultra Smooth and Better." The slogan is inspired by the fluency and pursuit of excellence exhibited by ballet dancers.

To promote the new series, four ballerinas from the National Ballet of China performed makeup demonstrations wearing the lipsticks. Their fans actively interacted with the brand, as related articles received an average of 3,000 likes per note.

Bilibili 哔哩哔哩
Project : World Book Day

Bilibili, a popular Chinese video-sharing platform often compared to YouTube, launched a successful campaign in celebration of World Book Day. The campaign was centered around video content and received 1.8 million views on the platform. The following factors contributed to its success:

-**Choice of KOL**: Professor Luo Xiang, known for his humorous online lectures on criminal law and moral values, was selected as the spokesperson for the campaign. With 26 million followers on Bilibili, Professor Luo has a significant influence among millennials.

-**Video content**: The campaign featured a series of videos, including recommendations of "10 books" to read. However, the twist was that these "books" were actually programs available to watch on the platform, echoing Bilibili slogan, "It's okay NOT to read" and the idea that learning can occur through any media.

Vivo 维沃
Project : New smartphone launch

Vivo, a leading Chinese smartphone company, launched its latest smartphones, the X Fold 2 and X Flip, in late April with an intriguing video campaign. Key success factors include:

-Slogan: The campaign's slogan, "They're equally good, and different," is a fun double entendre in Chinese, referring both to the characters in the story and the new products.

-**Storyline**: The campaign's unconventional story compares the daily routines of two people, an elite man using the X Fold and a stylish lady with the X Flip. Both are always on the lookout for something new, and the twist at the end reveals that the two personalities are actually personifications of the smartphones themselves. This clever concept makes the video original and insightful, while also showcasing the unique features of the new products and reaching different targets.
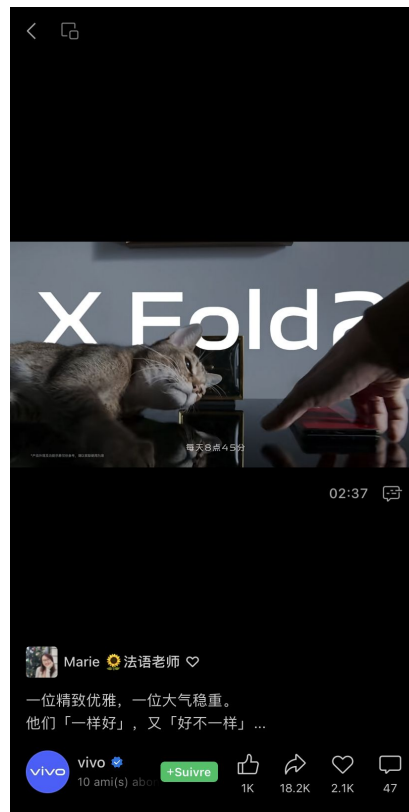
H5 & mini-programs 02

CCTV 央视网

Project : Chinese fallible words game

On Chinese Language Day, CCTV launched an interactive H5 to test users' knowledge of the commonly confused Chinese particle words "的 / 地 / 得"(de). The campaign successfully engaged users through the following factors:

Nostalgic design: The H5 used a Windows 98 system VI and retro video game background music to evoke memories among Chinese users from the 70s to 90s generation.

Pop culture references: The sentences and illustrations in the H5 were taken from popular Chinese films, television dramas, and textbooks, helping users to remember the correct usage of the particle words.

User-friendly approach: it focused on addressing common problems in Chinese usage instead of advanced or obscure teaching methods. This helped to engage a wider audience and lower the participation threshold.

Pepsi 百事可乐

Project : Metaverse Digital Space

Pepsi launched its first metaverse immersive digital experience space WeChat mini-program on April 10.

Technical innovation: The mini-program allows users to explore and interact in a 360° virtual space without physical restrictions, creating a fun and immersive experience that highlights the technology behind it.

Product theming: The mini-program features two areas themed around classic Pepsi products, with the product color scheme integrated into the scenes to reinforce the user's brand impression.

Capturing young consumers: The "Music Space" area allows users to dance online with music and cool lights and refill their Pepsi Cola or Pepsi Diet Coke at the virtual bar. This appeals to younger consumers in the Gen Z demographic who value novelty and unconstrained experiences.
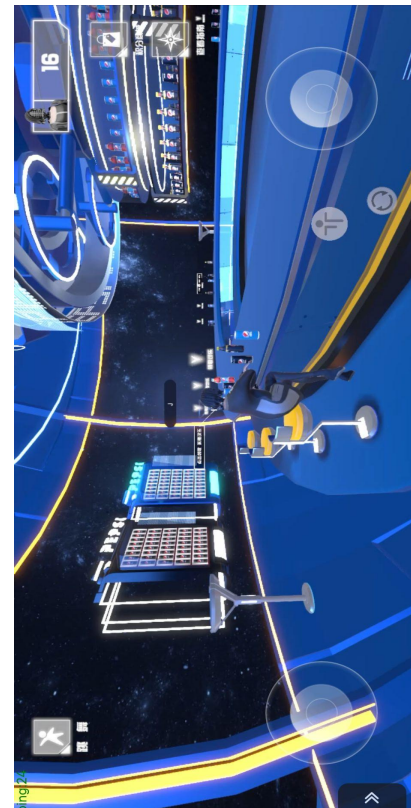
New regulations & functions 03

Slingshot – Industry trends – May 23

WeChat "Pin to Top" function
New function in Wechat Moment

WeChat recently tested a new function in Moments called "Pin to Top." This function allows users to pin a Moment to the top of their personal Moments page for an extended period of time. Users with WeChat version 8.0.34 have access to this function for now, but it's unclear when this will be available to all users in the future.

The "Pin to Top" function provides users with a better opportunity to showcase themselves and increase interaction. By increasing user stickiness, the function can also enhance the attractiveness and competitiveness of WeChat's social ecosystem.

To use the function, users can click on the three dots in the upper right corner of the Moment and select the "Pin to Top" option. This function has the potential to provide users with greater control over their Moments and increase engagement on the platform.
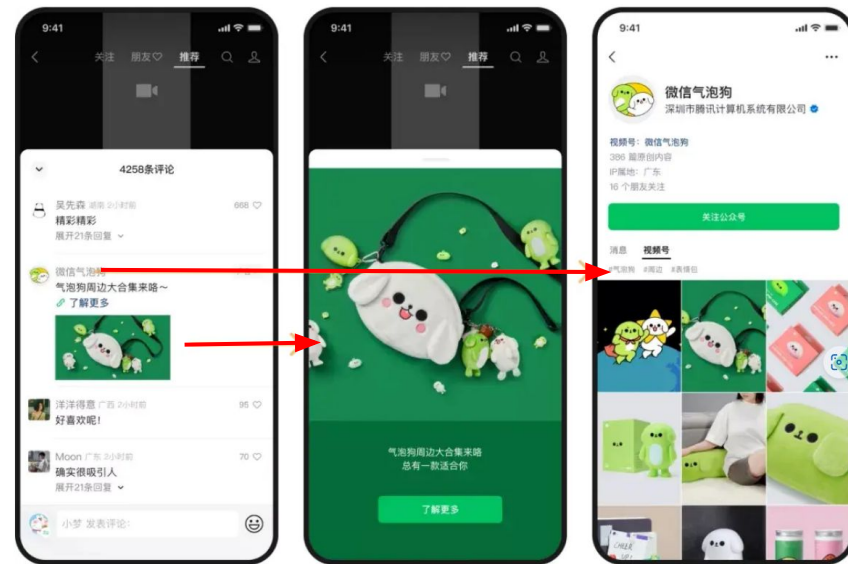

Source: Link

WeChat Channel profit-sharing 创作分成计划

New function for WeChat video creators

In April, WeChat Channel released a profit-sharing plan that encourages people to create high-quality content on the platform and earn revenue from advertising. This plan has the potential to increase brand exposure and provide a new way for brand promotion.

Under the profit-sharing plan, authors can earn revenue by displaying advertising content in their video comments.

During the testing phase, the platform will invite high-quality original video authors who meet content standards to participate in the profit-sharing plan. To be eligible, authors must have at least 100 followers, and official accounts including enterprise and media accounts are currently not supported.


Source: Link

MCN rating system on Douyin

New regulation for MCN

Douyin e-commerce recently launched a new e-commerce MCN rating system, which evaluates MCNs based on their operational strength, growth strength, and service strength (经营力，成长力和服务力). This rating system encourages e-commerce MCNs to provide quality services and improve the user experience.

The MCN rating system assigns different levels (V1-V5) to MCNs based on their performance. The higher the level, the more benefits the MCN will receive, such as traffic support. For brands, the rating can serve as a reference standard for future collaborations with MCNs. Working with higher-rated MCNs can result in better services and outcomes.

Overall, the Douyin e-commerce MCN rating system is a significant development in the e-commerce industry, providing incentives for MCNs to improve their services and benefitting brands looking to collaborate with high-performing MCNs.
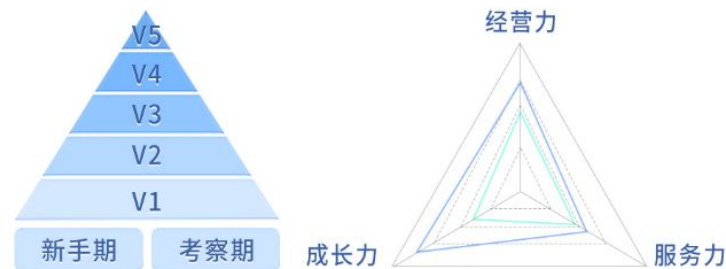
The operational strength dimension evaluates factors such as sales, customer satisfaction, and resource allocation. Growth strength looks at factors such as user growth, market share, and brand influence. Service strength evaluates factors such as customer service, after-sales support, and content quality.

Source: Link

Find

50 Yuyao road
Office 301, Building 6
200040

Contact us

Sophie COULON
Partner, Head of Marketing
sophie@slingshot.sh

Maggie Zhu
Junior Account Manager
maggie@slingshot.sh

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