

Slingshot

Industry Best Practices

June 2023

SLINGSHOT

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for change

Slingshot Case Study ⁰¹

01 Slingshot Case Study (Wine)

Famille Perrin 佩兰家族

Social media management

Famille Perrin is one of the largest wine groups in France and the leading producer in the Southern Rhone. From the legendary Château de Beaucastel to the partnership with Brad Pitt and Angelina Jolie at Miraval, the Perrin family has experienced over a century of success.

We support the brand's WeChat and Red accounts content creation and management, as well as KOL cooperation, with the aim of developing brand awareness among consumers and creating useful content for professional users.

Key performance indicators:

- 13 WeChat articles, 1,000+ viewerships/article
- 27 RED notes
- 6 KOC, with some notes reaching a total of 500+ engagements



Social Content 02

02 Social Content (WeChat)

Blank me 半分之一

520 limited edition product



On 20th May (520's pronunciation sounds like 'I love you' in Chinese, it's one of the Chinese Valentine's Day), a domestic cosmetics brand, Blankme, promoted its product - a powder that combines sunscreen and concealer functions - by sharing three stories about love on WeChat, which emphasizes that women should care for themselves first in all relationships.

The design of the entire WeChat layout cleverly connects three stories in the form of long images. People can also view complete videos through links and jump to the brand's video channel, achieving effective interaction.

Caring for women and their growth has increasingly become a concern for Chinese consumers. The awakening of female consciousness means that brands should focus more on women's perspectives in marketing and promotion activities, especially for products aimed at female-dominated consumer groups.



02 Social Content (Red)

Heytea 喜茶

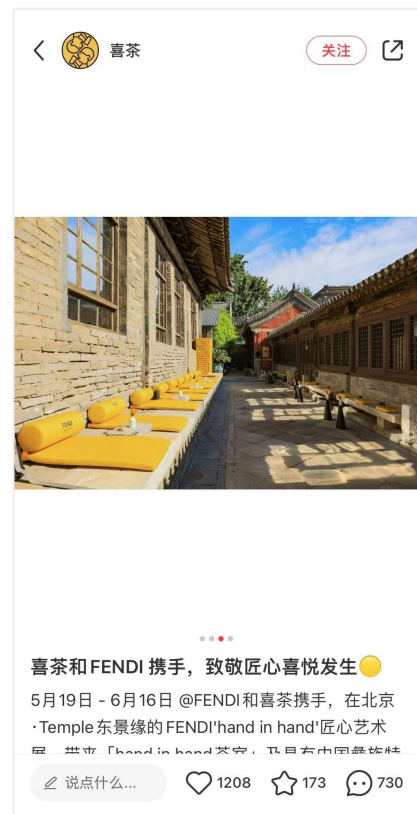
Co-branding with FENDI



On May 17th, Heytea made an announcement regarding their collaboration with the renowned Italian luxury brand, FENDI. As part of this co-branding initiative, from May 19th to June 16th, customers who purchase 2 cups of the "FENDIGIALLO JOY" co-branded milk tea are eligible to receive a special co-branded badge or coaster as a gift.

The announcement sparked a rush of purchases, with people sharing their photos and generating discussions on social media, particularly on RED. Some even repurposed the co-branded packaging creatively.

This collaboration has stirred controversy due to the contrasting consumer groups of the two brands. Despite the relatively high threshold for luxury consumption, customers can enjoy a taste of the FENDI experience by buying milk tea for only 19 yuan. This successful partnership has boosted Fendi's market reach and met consumers' desire for luxury goods, resulting in significant sales for Heytea.



02 Social Content (Video)

Kiehl's 科颜氏 520 Day Campaign



Kiehl's, in collaboration with GQ and China Youth Daily, has planned a special microfilm called "I LOVE YOU" to address graduates and young people during the graduation season.

Video Content: 520 Day is a typical special day for this year's graduates. For them, this is the last 520 Day in school, and Kiehl's encourages them to go and bravely express their love to the people and things they like, which should be very touching for graduates. The biggest surprise of Kiehl's is that it set its sights on this young people group who are about to graduate. The content presentation perfectly blends youthfulness, life, hope and romance.

Celebrity: Kiehl's teamed up with brand ambassador Xu Guanghan to shoot this microfilm. He has shot many youth campus-themed movies, which easily resonate with student groups and youth groups.

Video Idea and Copy: The whole video consists of many small clips of stories, which record graduates' representative school life in their eyes and resonate with everyone. Words appear in the video present what the graduates want to say from a first-person perspective.



02 Social Content (Video)

NIKE 耐克

High school basketball league



Prior to Nike High School Basketball League this year, Nike released a video on social media platforms, further expressing the youth, enthusiasm and basketball culture on campus.

Video Content: Nike held a high school basketball to reach basketball fans. Since Nike officially partnered with the China Secondary School Sports Association and the China Basketball Association in 2019, Nike's footsteps have moved to more and more cities. This season, Nike chose the theme of "Fight for Hometown", which is also a testament to the growing connection between Nike and more cities.

Shooting: Nike's topic choice is also very interesting. Hunan Geological High School, Linhai Huipu High School and Beijing Tsinghua High School, three teams from three completely different cities, but they intersected because of this tournament. Behind the different cities and their teams is also the spirit of diversified basketball that Nike wants to convey.



H5 & mini-programs 03

03 H5 case

Fengxian District Culture and Tourism Bureau

奉贤文化和旅游局

Rest and recreation in Fengxian

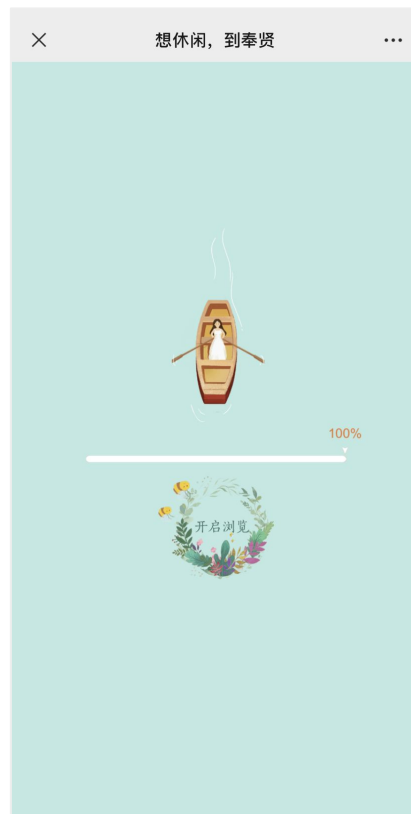


Fengxian District, a suburb located in the south of Shanghai, released an H5 in May to promote local tourism and introduce its newly curated itineraries. There are several points worth mentioning:

Visuals: The overall illustration style is based on light tones and Chinese landscape illustrations, catering to young people's preferences.

Interactive design: At the beginning there is a small boat that takes the user through the canal, enjoying the scenery on both sides, stopping at different locations where the user clicks to see nearby attractions, historical moments or natural spots. The route reveals to the public the hidden treasures of Shanghai's suburbs.

The enjoyable virtual journey on the H5 created a desire for users to be there in real life.



03 Mini-program case

Hermès 爱马仕

Life models art exhibition

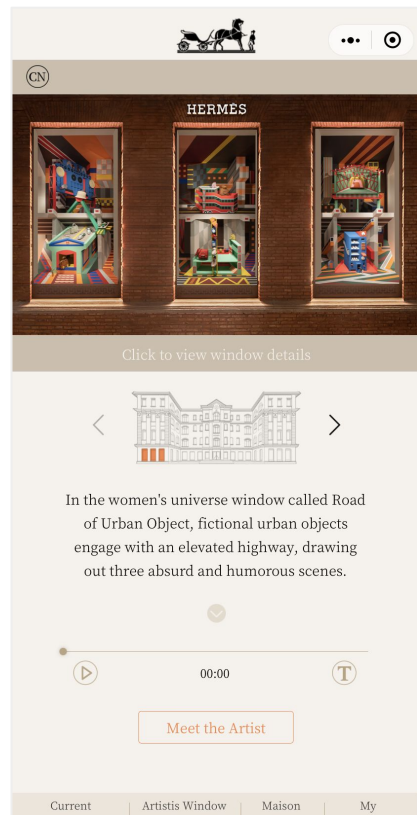
Hermès, a leading luxury brand, is widely recognized for its contemporary art exhibition program in addition to its products.

In May, Hermès collaborated with several Chinese artists for a new round of exhibitions at its flagship store in Shanghai. Its mini-program "Artistic Window" has been updated accordingly.

The concept of "**Life Models**", a theme that everyone can relate to, uses strong contrasting colors and urban architecture to recreate the artworks in a way that appeals to its audience. Allowing users to have a first preview of the colorful artworks through an audio presentation, each piece contains several iconic Hermès products such as bags and shoes.

Moreover, admission tickets can be easily booked within the mini program, which provides an alternative way for a wider audience to learn about the brand.

Search 爱马仕艺术家橱窗 in mini-program



New regulations & functions 04

04 New regulations & functions

WeChat regulations update

Further regulation on WeChat marketing content

On May 24th, 2023, WeChat official account operation center published a notice on further regulation of marketing content.

According to the provisions of the "Internet Advertising Management Methods", WeChat official account operators must legally **identify advertising content** on Tencent advertising platform for commercial promotions such as co-branding or adding product links. From June 30, 2023, all marketing content must be published through Tencent's official platform and **pay an additional 5% service fee**.

This new regulation raises new requirements for both content creators and brands, which means that WeChat operators should legally claim cooperation via Tencent platform and pay extra fees to avoid marketing content being restricted on WeChat.



Source: [Link](#)

04 New regulations & functions

Douyin regulations update

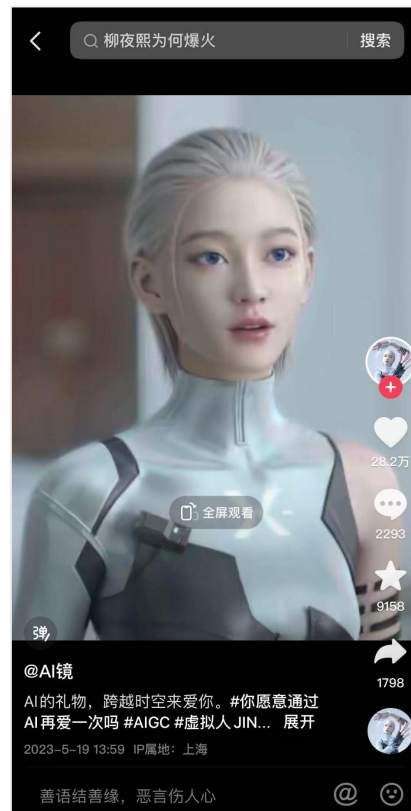
Initiatives regarding AI-generated content

On May 9th, 2023, Douyin unveiled new standards and industry initiatives regarding AI-generated content.

According to the standards, Douyin values human-centered design, and **AI-assisted creations should respect and safeguard individual rights**; Douyin prohibits content that violates rules, regardless of whether AI-assisted techniques are used, etc.

Douyin is implementing technical features to safeguard user rights, such as AI-content labeling, a virtual persona registration system, and a feedback channel for reporting violations.

These new standards imply that Douyin does not oppose this new technology, but suggests AI content creators obey platform rules and label AI persona or AI-assistant creations.



Source: [Link](#)

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