

Slingshot

Industry Best Practices

July 2023

SLINGSHOT

Slingshot Case Study 01

Social Content 02

H5 & Mini-programs 03

New Regulations & Functions 04

GET READY
for change

Slingshot Case Study ⁰¹

01 Slingshot Case Study (Tech)

Sensay

Empowering Professional Training

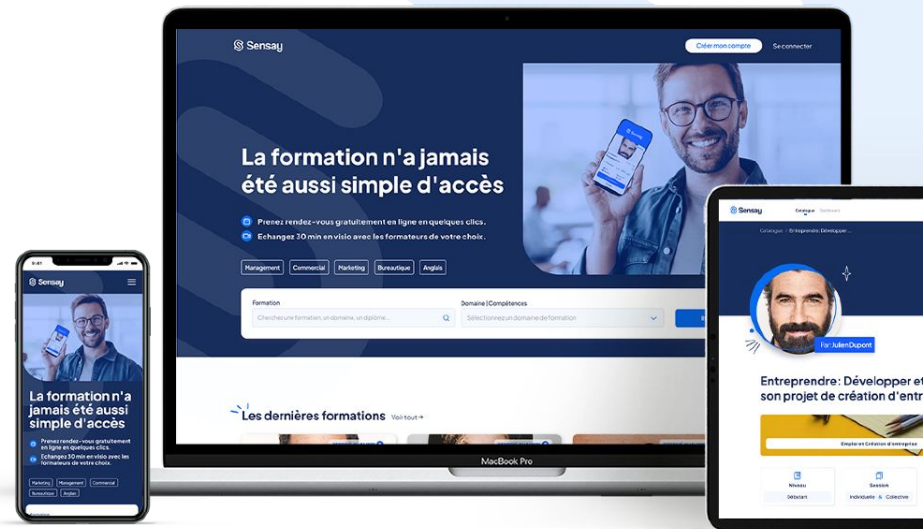
Slingshot collaborated with Sensay to develop a user-friendly digital platform, revolutionizing professional training accessibility and engagement for employees and trainers.

Slingshot provided business consulting and service design expertise, implementing agile methodology to ensure iterative development. Mobile-first integration was prioritized for seamless user experiences. A streamlined account creation and registration process was implemented. An active catalogue was curated to offer a diverse range of high-quality training programs.

Results:

Within just two weeks, Sensay's platform gained significant traction with 100 subscribers on the student and trainer side, showcasing strong initial market interest.

#mysensay.fr



Social Content 02

02 Social Content (WeChat)

ChunChaShe 淳茶社 x GQ Lab

Slow down your pace to enjoy life

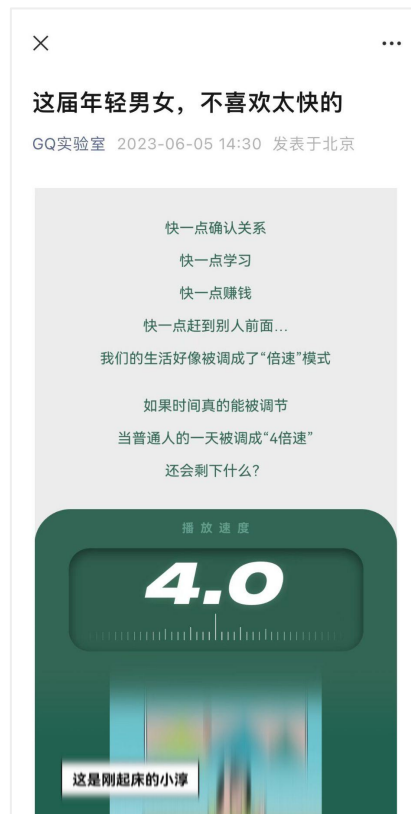


ChunChaShe (淳茶舍), a tea-drink brand under Coca-Cola, together with the creative media GQ Lab, launched a campaign calling for urban youngsters to pause their fast-paced lives, and savor the overlooked charm in daily experiences.

The campaign uses an interactive comic to depict a person's day at varying speeds - 4.0, 2.0 and 0.5 times, spotlighting the richness of a slower pace.

Unlike the ordinary reading sequence, the audience will be taken to the beginning twice to read the comics at a slower pace. This fresh approach engages readers in a new and captivating way.

The article concludes with an empathetic nod to the non-stop urban life. In the end, Chun Cha She's cold-brewed tea is introduced, encouraging urban youngsters to slow down and find their rhythm in life.



02 Social Content (Red)

Luckin Coffee 瑞幸咖啡

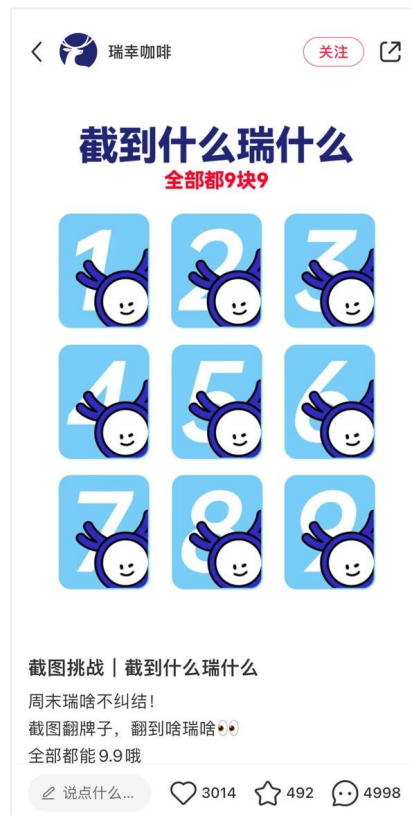
Interactive game and lucky draw



This captivating Red post by Luckin Coffee presents an innovative and interactive experience through an animated image that features nine cards, each concealing a different beverage – all priced at only 9.9 yuan.

By proposing that users take a screenshot of the post and order whatever drink they capture, the brand provides an innovative solution to the “choice paralysis” that customers often face. Moreover, Luckin Coffee also encourages customers to share their screenshots in the comments section and win a free drink.

This well-conceived strategy has resulted in an impressive amount of likes and comments, demonstrating the potency of such interactive, reward-based marketing techniques in boosting user engagement and brand visibility.



02 Social Content (Video)

Meituan 美团

Children's day for adults



On the occasion of Children's Day, Meituan, China's leading takeaway platform, released a commercial video "Some happiness is reserved for adults", trying to find a "more adult-friendly" way to celebrate the day.

Video Content: The video tells the joy of becoming an adult through several short stories: children can only eat 1 small ice cream, but adults can freely eat a large portion; children will be restricted by the height of the ride, but adults are "no threshold"; although adults envy children have more holidays, but adults do not have to cope with homework so that they can concentrate more on enjoying food.

Video Idea: With the insight that young adults want to be "happy", Meituan emphasizes that adults don't have to be children to feel happy, but they can find their own happiness, which differentiates their opinion from other brands that invite adults to be children, shaping the brand image of Meituan as "knowing more about young people".



02 Social Content (Video)

YILI 伊利

10 questions before Gaokao



Gaokao is the Chinese college entrance examination, a big hot spot every year, Yili, a chinese dairy brand, created a microfilm called "10 questions before Gaokao" to ease the anxiety of candidates.

Video Content: The girl who is about to take Gaokao wakes up in the field, and it's the day of Grain in Ear, cultivate is also the old farmer's "Gaokao". The girl asked the farmer 10 questions: What if she fails the exam? Will the Gaokao determine her whole life? The humorous answers from the old farmer not only "answer the questions" to the fresh candidates, but also "make people who have shared the Gaokao experience smile".

Video idea: By seizing the hot spot of Gaokao, Yili deepened the communication with young consumers. The video leveraged Grain Rain, one of the 24 solar terms, which means "Where there is sowing, there is reaping" to reduce their stress. Moreover, the natural and sober image style fits the brand's natural product attributes.



H5 & mini-programs ⁰³

03 H5 case

Asics 亚瑟士

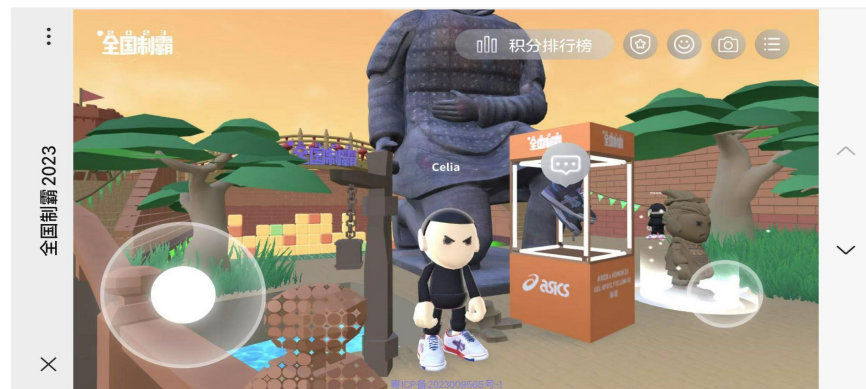
City inspired limited edition launch



Asics launched limited edition shoe products inspired by cities and introduced the H5 in June to create an online virtual space called Asics Land. Key points to note:

Visuals: The design style is localized, incorporating symbolic elements from cities like Shanghai, Chengdu, Xi'an, and Shenyang. For example, the Chengdu version features a cute "Panda" design, appealing to specific segments.

Interactivity & Customization: Players can customize their characters and destinations, motivating engagement. Fun mini-games are also available, such as collecting "pizza" to earn points for purchasing the limited shoes.



03 Mini-program case

Michelin 米其林轮胎

Looking for Mr. Michelin Activity

Michelin has launched a mini-program page called "Looking for Mr. Michelin" to enhance their brand image. Within this mini-program page, users have the opportunity to scan Michelin's IP image and win gifts.

Firstly, the brand employs technological methods that allow users to scan the IP image, resulting in rewarding experiences and enhancing user satisfaction.

Secondly, the brand creates customized IP images with various poses, aiming to deepen consumers' emotional connection with the brand.

Lastly, consumers who collect all versions of the IP images can earn membership points, coupons, or exclusive services, thereby fostering greater loyalty to the brand.

Search in mini-program "米其林会员俱乐部"



New regulations & functions 04

x
04 New regulations & functions

WeChat New Function

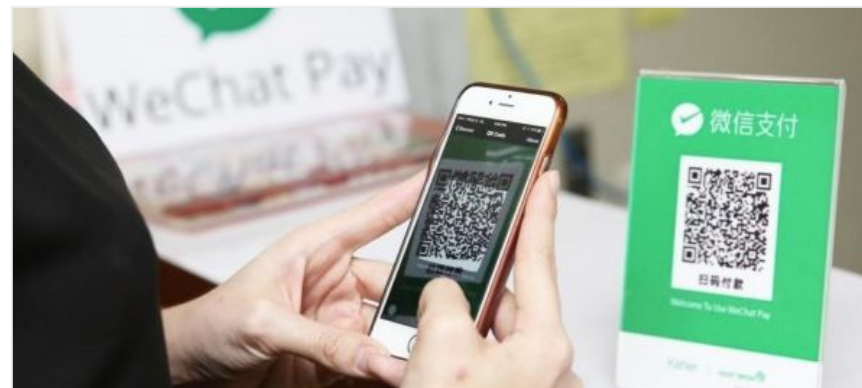
WeChat will let foreign users link their Visa from July

On June 28, Tencent announced that they would allow foreign users to link their credit or debit cards issued by Visa and other major international operators from July.

This will allow tourists to use their smartphones to pay tens of millions of Chinese merchants that already accept the domestic version of WeChat Pay.

Previously, foreign bank cards on these platforms were limited due to financial and data controls, however, with China reopening its borders to overseas visitors, the difficulty in making everyday payments has become a common complaint.

In the post-epidemic era, this development will effectively enhance the mobile payment and consumption experience of global tourists in China.



Source: [Link](#)

04 New regulations & functions

WeChat Channel New Function

Retention components launched

On June 6, WeChat Channel officially launched a new function "Retention components 留资组件", which is a **customizable form used to collect user information**.

Prior to this feature, brands had to rely on the delivery information provided by customers during the ordering process, which could be time-consuming and limited in terms of obtaining specialized and customized information.

With the new "Retention components" function, brands and hosts can push these customized forms to their livestreams and videos, enabling them to collect audience profile information more efficiently.

This information can be used for later refined operations, such as targeted marketing campaigns and personalized communication with customers.



Source: [Link](#)

04 New regulations & functions

Youzan x Douyin New Function

Youzan & Douyin takeaway mini-program

On June 20, Youzan* and Douyin reached a new cooperation.

Youzan users in the "big catering" category (baking, tea & drinks, and meals) can now directly join **Douyin Takeaway channel**, enabling information exchange like members, order details, and customer retention.

Additionally, Douyin's short videos and live streaming now support direct loading of Youzan mini-program links, allowing users to seamlessly transition to the brand's Youzan store for ordering, product selection, and payment.

Previously, Douyin only permitted internal store links in short videos and live streaming, but through this collaboration, Youzan can leverage WeChat's extensive user base to gain more public domain traffic exposure on Douyin.

*Youzan 有赞 is a customizable mini-program store production platform based on the WeChat ecosystem.



Source: [Link](#)

Find

50 Yuyao road
Office 301, Building 6
200040



Contact us

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

Maggie Zhu
Account Manager
maggie@slingshot.sh

SLINGSHOT