Slingshot

Industry Best Practices

August 2022

SLINGSHOT

00 Summary

GET READY
for change

01 Slingshot case studies

Sino Padel
Project : Sino Padel League

Sino Padel Academy is an association that connects players to play Padel in China.

To automate the complex ranking system and formulas, they decided to create a Mini-Program that would calculate the positions and rankings automatically.

In this regard, we developed a Sino Padel League mini-program where the players can see their profiles, track their rankings and even buy Padel related equipment.

You may access the Mini-Program via the above QR code to see your friends' scores!

9:41

Add score
Follow each step to add your score correctly

📍 Court Jing'an, Shanghai ▼

📅 2021-02-21

Gender

| Men/ Women | Mix |

Challenge

| Match | Event |

Number of players (4 to 20)

− 4 +

Players selection

Player 1
Player 2
Player 3
Player 4

9:41

Sino Padel League

LIVE ▼   Men ▼   City ▼   + ADD A SCORE

| POS			SPL ⇕	SPP	SPF
👑		Alfredo Schleifer	1600	1715	2115
👑		Terry Bator	1600	1715	2115
👑		Terry Siphron	1600	1715	2115
4		Jaydon Aminoff	1600	1715	2115
5		Omar Dias	1600	1715	2115
6		Jaxson Korsgaard	1600	1715	2115
7		Chance Curtis	1600	1715	2115
8		Brandon Saris	1600	1715	2115
9		Corey Dias	1600	1715	2115
10		Lincoln Franci	1600	1715	2115
11		Ruben Press	1600	1715	2115
12		Ahmad Bothman	1600	1715	2115
13		Abram Gouse	1600	1715	2115
14		Ahmad Bothman	1600	1715	2115

Home   League   Marketplace   Profile

Sino Padel

Project : Sino Padel League
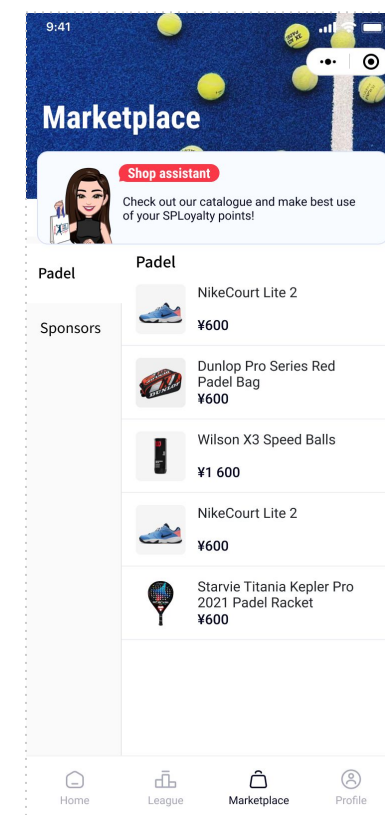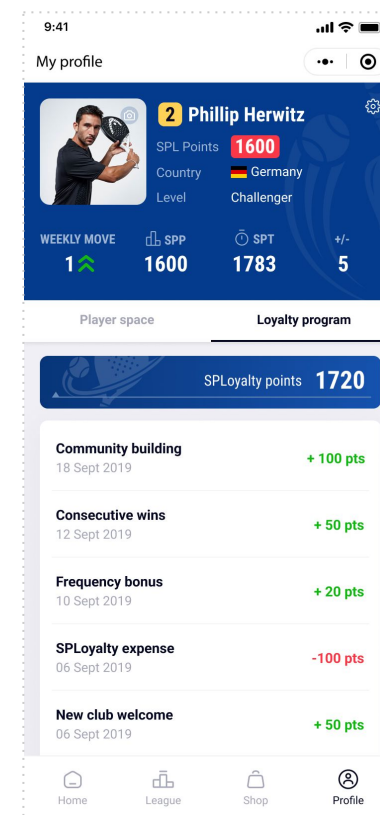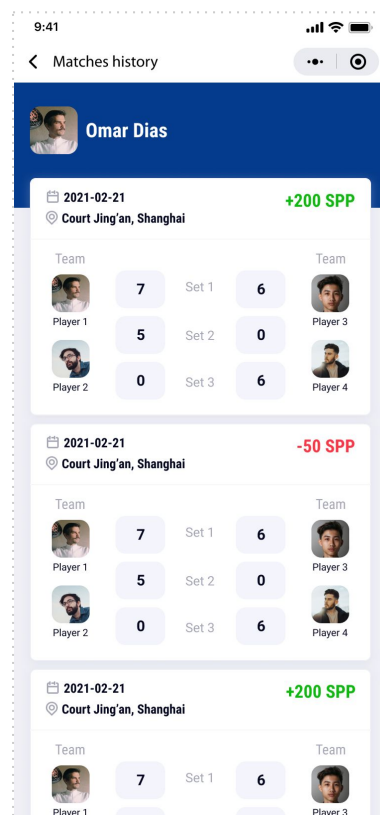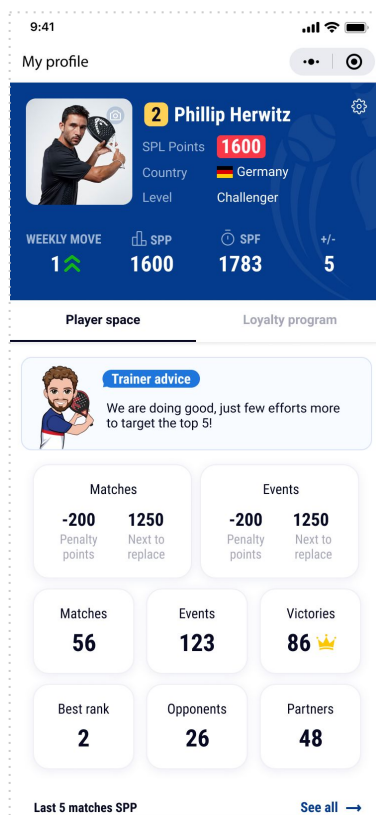
USER PROFILE - MATCHES & EVENTS HISTORY

LOYALTY PROGRAM - MARKETPLACE

Maped **(French Stationery Brand)**
Maped x Tom Rabbit campaign on Red

Maped is a world leader in school supplies and accessories. They joined forces with famous children's toy Tom Rabbit to launch a new product line. From June to July, we invited 19 KOLs and KOCs from the platform RED (Xiaohongshu) to draw Tom Rabbit with Maped products.

Two types of influencers were selected:

- **Young moms**, who show children's daily usage scenarios and picture the life with Maped products to consumers.
- **Painting creators**, who offer sources of inspiration for painting. It helps to convince the audience that owning Maped is the first step to draw such beautiful paintings.

Some of these contents were also re-posted on Maped official RED account to build awareness around the co-branding.

Maped gained more than **2.4m exposure and 20k engagements** for this campaign.

Posts from influencers

Maped **(French Stationery Brand)**
Maped x Tom Rabbit campaign on Red

To further expand the visibility of new products, we helped Maped to participate in one of Red's official activities - **Goods Experiencer**, also known as **resource replacement**.

Resource replacement allows brands to send new free products to some RED users in exchange of a free post in which they share their true feedbacks about the products.

Through this activity, Maped collaborated with a large number of KOCs at a **very low cost** and increased its search volume on the platform.

2,135 participants applied for this campaign. We selected 21 KOCs who best fitted with Maped. Maped gained 113k exposures, 1k engagements and very positive feedbacks about their products through this activity.
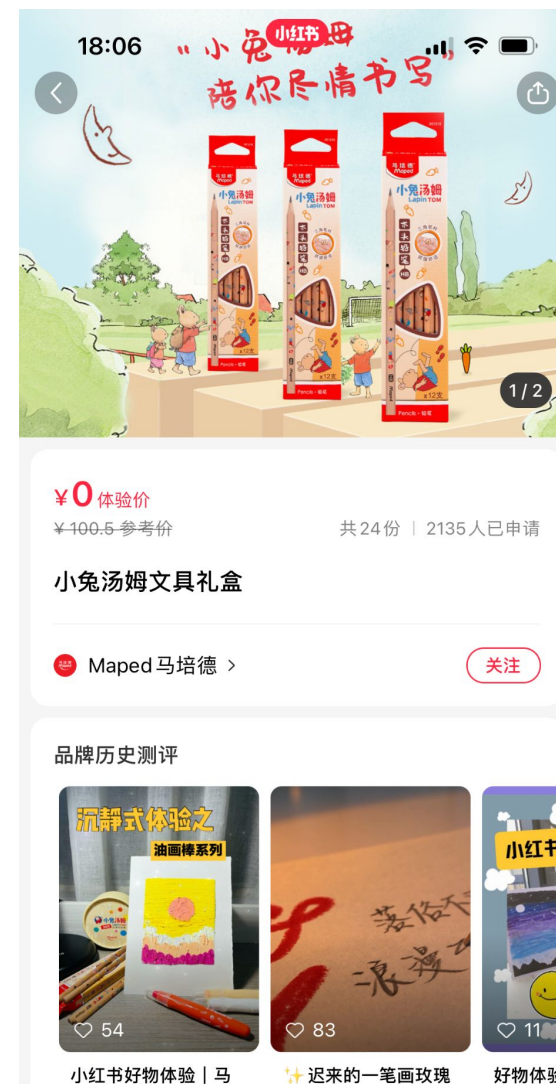
Goods experiencer interface

02 **Social content**

Shake Shack

Project : "Feeling so BASHI"

Announcing its new store location in Chengdu, Shake Shack creatively **fuses its "New York" soul with Chengdu local characteristics**, including rap culture, panda, mahjong & spiciness, to tailor the dining experiences for the local community, making everything "*Bashi*" (means comfortable in Sichuan dialect).

On the culinary side, in addition to all the classic dishes—Shake Shack pays homage to the local flavors of Chengdu, adding such as 'Be Pandastic' ice cream and chili dip to the menu, where everything is sold exclusively in the Chengdu store.

The arrival of Shake Shack in Chengdu exemplifies a successful **localization strategy**, which not only brings classic American culinary favorites to Chengdu, but also adds to the gastronomic landscape of a city that is celebrated worldwide for its spectacular cuisine.

McDonald's
Project : McCrunch Burger Launch

Following the growing trends of NFTs in China, this summer, McDonald's has also issued its **first-ever NFT collection** that is available to the public as it launched a new flavor of chicken burger - McCrunch, limited to 100,000 copies. Starting from July 13th, anyone who purchases a McCrunch choosing the "indoor pick-up" option through McDonald's China APP, WeChat mini-program or Alipay applet, would have a chance to receive a limited McCrunch NFT.

Apart from exploring the novel marketing method, McDonald's China also expands consumer experience to the **metaverse** by integrating offline products with online virtual entities. In doing so, the brand simultaneously encourages consumers to be registered in its membership system. While remaining a young state for the brand, McDonald's China presents its simplest deliciousness to people both online and offline.

麦当劳中国
首个对外发行数字藏品
「咔滋」登场

永久收藏的数字作品

身临其境的咔滋脆体验

独

麦当劳 Follow

限量100000份‼️麦当劳中国首个数字藏品来了 麦麦咔滋脆鸡腿堡登陆元 ... More

3/8

麦当劳 Follow

7月新品来啦‼️入股不亏‼️

多少麦粒等了一个多月，只为了等这一刻！🥳
麦麦7月新品来啦‼️

Search for "喜临门 夜猫子" in WeChat Channels

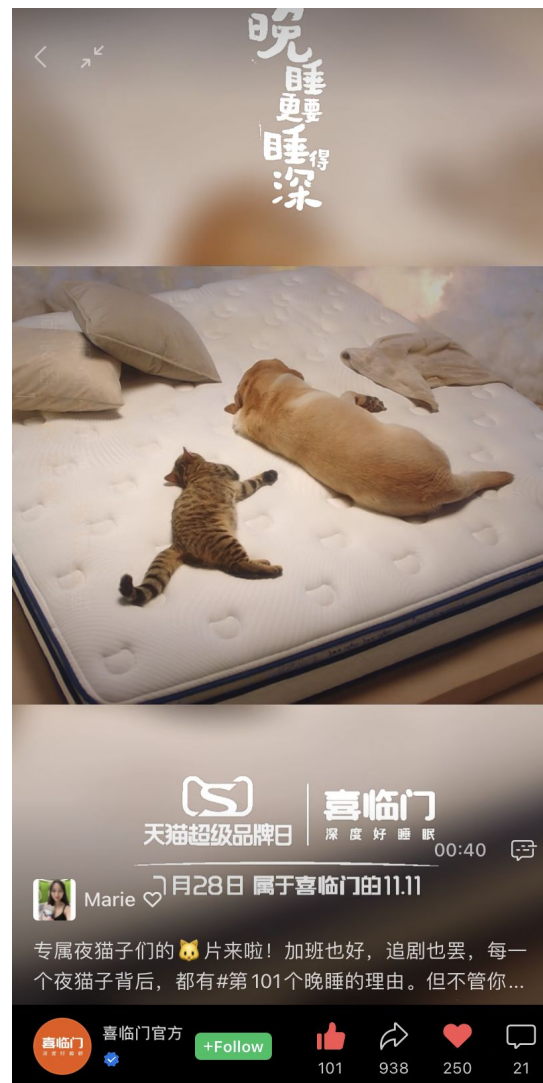# Sleemon mattress
Project : Mattress for night owls

Sleemon released a video dedicated to "night owls" (literally "night cats" in Chinese) on Tmall Super Brand Day 28 July to promote its new mattress.

Besides, Sleemon also created a summer camping concert for "night owls", giving users free concert tickets with Dada Band and Mr. Turtle. **When staying up late has become the norm for young people, the importance of mattresses is self-evident, and the home furnishing market is also getting younger and younger.**

- Draw attention with the pun and the cute kittens: many people watch cute animal videos online to relax instead of having their own pets.
- When the cats are "imitating" the behaviors of different groups of young people staying up, it creates proximity with the audience, because it's the reflect of their lives.

The above methods follow current trends and take into account young people's behaviors.

Search for "多久没旅行了" in WeChat Channels
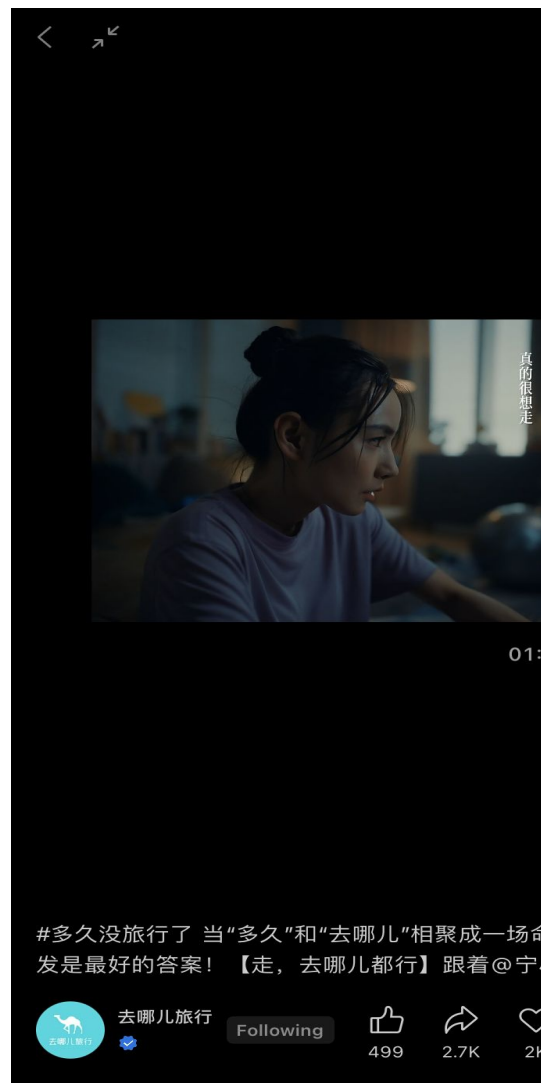
Qunar Travel
Project : "Go, anywhere will do"

Qunar is the name of the travel agency (meaning "where to go" in Chinese). Using its name "Qunar" and "How long has it been?" as the topic for its new video advertisement, it reached a high interaction online with 2.7k reposts.

After several lockdowns in different cities in China this year, people couldn't wait to go out and have a trip somewhere. The question of "where to go" naturally became a hot topic. Seeing this as a great opportunity for promotion, Qunar made this 2-minute story-telling video, with carefully created short stories, showing that life can be much more exciting with all the different travel experiences, especially after the uncertainty and confinements that people just went through, people do resonate with the stories.

- **Speak the minds of the target audiences, making it easy for people to share** with friends and family.
- **Reveal the pain point of potential customers with the solution** "Go, anywhere will do".
- Strong contrast is presented between the darker scenes at home and the bright and beautiful scenery outside.

#多久没旅行了 当"多久"和"去哪儿"相聚成一场命
发是最好的答案！【走，去哪儿都行】跟着@宁小

去哪儿旅行 Following
499   2.7K   2K

#多久没旅行了 当"多久"和"去哪儿"相聚成一场命题，出
发是最好的答案！【走，去哪儿都行】跟着@宁小雪...

去哪儿旅行 Following
499   2.7K   2K   94

03 H5 & Mini-programs

NetEase Cloud Music
Project : "Cloud" drink farewell wine

NetEase Cloud Music launched an interactive game for young users in the graduation season. The scene is a virtual bar, and users play the role of customers who want to order. Features of the H5 include:

- The users answer 3 questions, including their feeling about the graduation season;
- H5 generates a cocktail according to the selection, as the user's "Graduation Special Drink";
- The name of the cocktail corresponds to a song, and users can directly jump to the song interface of NetEase Cloud Music.

In recent years, the graduation season couldn't be held normally due to the epidemic, which has made many young people regret having "no chance to cheer for graduation".

This H5 uses this angle as an entry point, which perfectly meets the psychological needs of these young users.

Search for "法拉利中国30年" in WeChat

Ferrari
Project : 30 years of Ferrari China

On July 18, Ferrari released the "Ferrari China 30 Years" mini-program to commemorate this significant moment.

The mini-program includes the chronology of Ferrari's major events in the Chinese market from 1992 to 2022, and the models released each year

Users can select the car model they are interested in, view the introduction, and interact with the animated car to experience the effects of different configurations.

Regarding mini-program design, the super sports car brand uses simple lines and the brand's iconic red color to allow users to experience the sense of speed and luxury like a streamlined sports car through the screen.

法拉利中国30周年

回顾经典

探索跃马

预约鉴赏

法拉利中国30周年

1992

1992年，迎着改革开放和经济腾飞的春风，法拉利也在这一年收获了在中国内地的首份订单——著名企业家李晓华先生购买了一台法拉利348 TS 而成为中国首位跃马车主，由此法拉利正式开启了在中国内地市场的崭新征途。

法拉利348 TS
发动机类型：纵向后置90度夹角V8发动机
最大功率：在7200 rpm转速下221 kW (300 hp)
0-100km/时加速时间：5.6秒
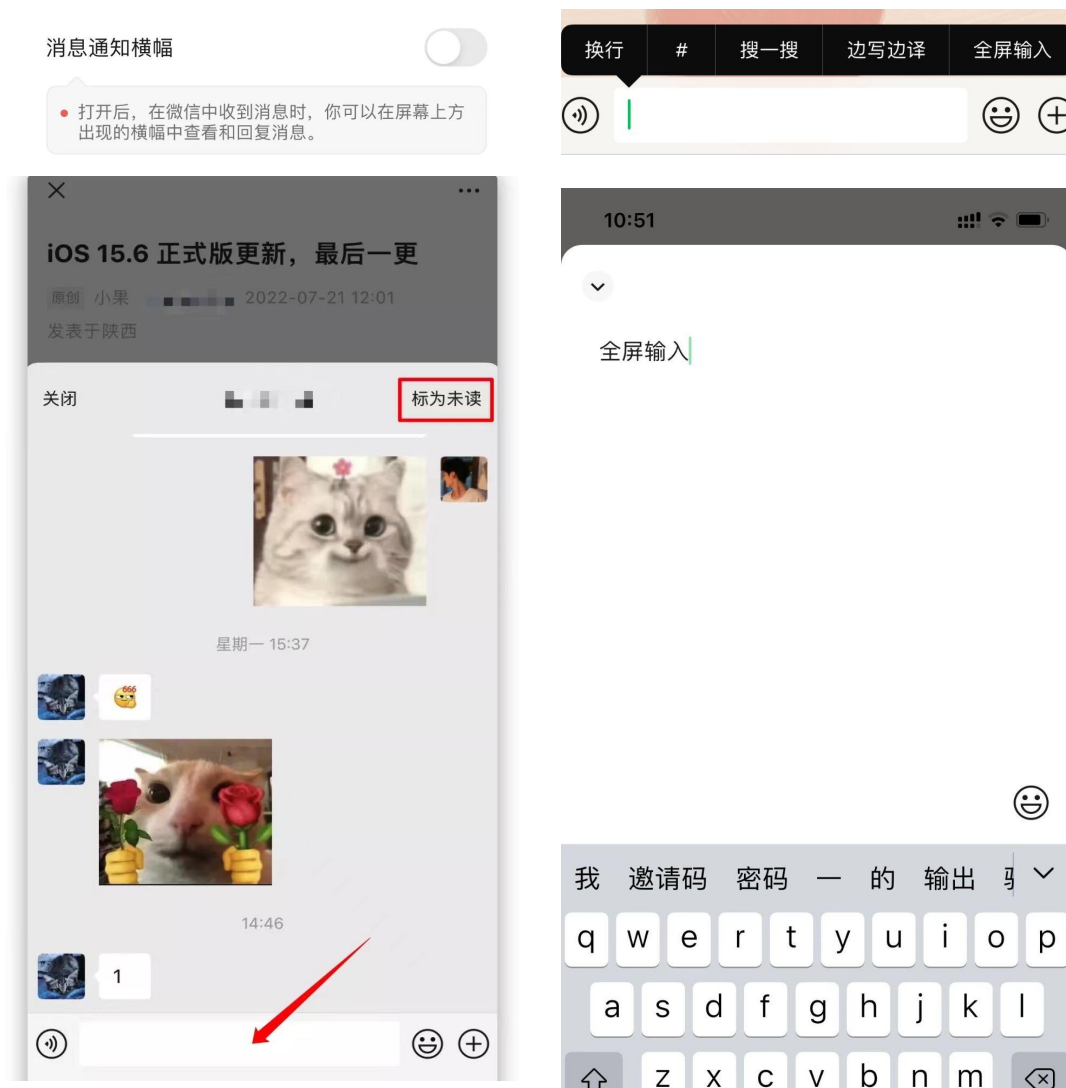最高车速：>275 公里/时

04 New regulations & functions

WeChat
Two new functions for iOS 8.0.26

On July 20, WeChat launched iOS 8.0.26 version with two new updates: "message notification banner" and "full-screen input" function.

The "message notification banner" allows users to quickly read and reply to new messages in a small window on the lower part of the screen without quitting the current WeChat page.

The "full-screen input" function makes it more convenient for users to type in and edit a large number of words. Previously, users could only preview the message in a single-line text box.

Source: "北京日报"微信公众号: Link

WeChat Channels
Launch of new native feeds advertisement

On July 18th, WeChat advertising announced its launch of native feeds WeChat Channels advertising, creating new scenes for WeChat stream media advertising. Brands such as YSL Beauty, BMW and Yili Group launched their ad campaigns simultaneously.

The new advertisement format has three features:

- Efficient communication through social interaction. If users are touched by brand content, they could easily share, like and recommend by clicking the "heart"(like) ;

- Enabling users to watch the video while making the purchase. If users click "purchase" button, they will be redirected to a new page in the lower part of the screen;

- Helping to drive traffic to WeChat Channels accounts, corporate WeChat accounts or WeChat mini-programs with relevant modules.

Source: "微信广告助手"公众号: Link

Red
KOCs are allowed to promote brands via Red

Recently, many Red influencers with followers of 1,000 to 5,000 have received invitations from the Red platform to activate their Pugongying platform, Red's official KOL collaboration platform. In the past, influencers only with at least 5,000 followers could use the Pugongying platform to post content sponsored by brands.

The new Red regulation benefits both influencers and brands. For KOCs with 1,000 to 5,000 followers, they could make money by promoting brands while obeying platform rules; For brands with relatively low promotion budgets, they will have more choices to select among influencer pool through Pugongying platform while following platform rules.

< 活动通知

19分钟前

蒲公英平台限时入驻邀请

亲爱的小红薯，由于你的账号近期表现活跃，平台现邀请你提前开启【蒲公英内容合作】权限，通过官方平台完成商业变现❗点击下方按钮👇申请【内容合作】权限，即可获取与海量优质品牌合作的机会～入驻名额有限，赶紧加入吧！

🧑 蒲公英小助手

开通内容合作

内容合作是指品牌与博主通过蒲公英合作的种草推广笔记。在蒲公英平台，博主可以和品牌进行双向选择，完成商业内容合作。

申请条件

完成专业号认证 ✅ 已认证

粉丝数≥1000 ✅ 已达标

合作权益

¥

商业变现
获取官方推广资格
实现流量变现

数据工具
查看笔记数据合作
效果可感知

更多机会
蒲公英展示更多合作机会

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