

# Slingshot

Industry Best Practices

November 2022

**SLINGSHOT.**

Social Content 01

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**GET READY**  
for change

## Social content 01

## 02 Social content (WeChat)

# Pepsi 百事

## Project : "Taiqi" series



Since Pepsi entered the Chinese market, it has never stopped trying to localize its products. Recently, Pepsi, together with Xinhua News released a documentary "Bamboo Art Revival" on WeChat, focusing on the traditional skill of Chinese intangible cultural heritage - bamboo weaving.

Pepsi Cola's "Taiqi" series takes bamboo as a new main taste, which corresponds to the new national tide culture that has become a new trend for young people in China. Besides the launch of the documentary and a presentation of bamboo weaving, there is an interaction with followers, by which we can get a free brand bamboo bag made by a craftsman of intangible cultural heritage.

This article, through Chinese bamboo weaving, shows not only the brand's elements but also the traditional Chinese culture. It won the favor of the young generation who supports Chinese culture and improved the brand image.





## 02 Social content (Red)

## Oatly 噢麦力

Project : Different oat milk drink



Oatly cooperated with several cafes and published a map of these cafes on RED to let people discover their new special drinks offline. Followers can get gifts through offline participation and online interaction.

RED informs people in advance of the offline activities and sets up online interactive participation to attract people to participate in the topic discussion. When people go to the coffee shop and buy Oatly drinks, they could get a discount by publishing on RED. The brand could also get free advertising. It's a win-win result for both sides.

More and more brands are interested in the combination of online and offline. One-way advertisement becomes two-way interaction. It helps the brand to increase offline exposure as well as online participation and interaction so that more people can participate in and follow up on this activity.



## 02 Social content (Video)

# Xiao Du 小度

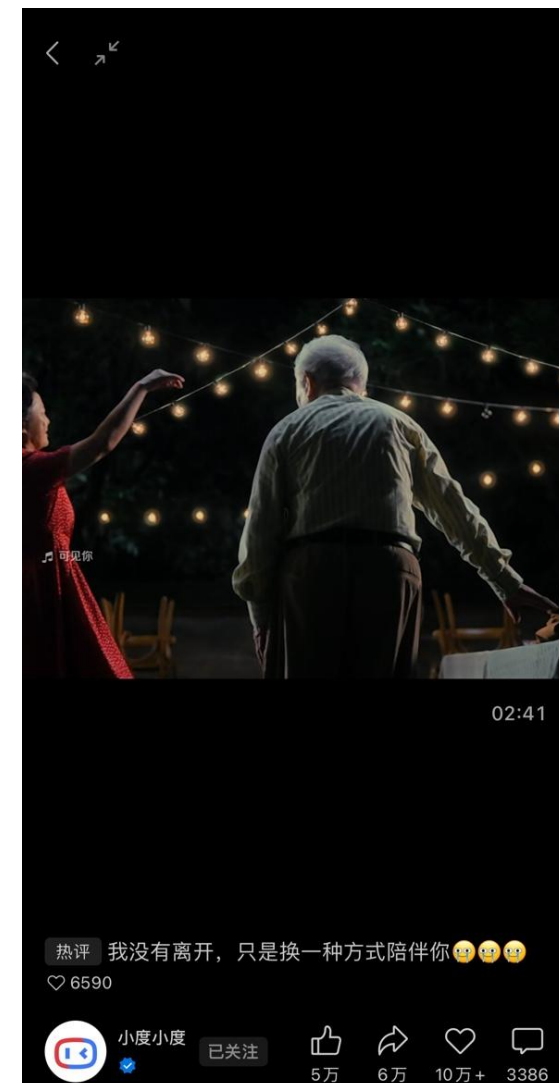
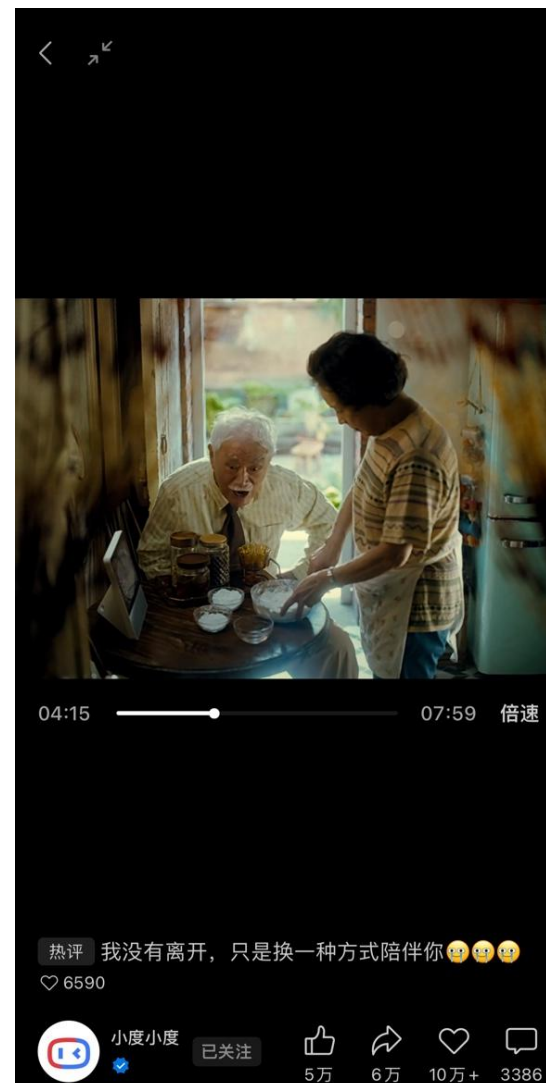
## Project : Intelligent voice assistant "Xiao Du"

The video tells the story of the deceased grandpa Lao Du, who decides to take a day off in heaven and return back to the earth to attend his wife Guixiang's annual ball. The pronunciation of Lao Du creatively echoes with Baidu's product Xiao Du, which is an intelligent voice assistant, similar to Apple's Siri.

During her vacation, Laodu perceives that Xiao Du reminds her of important timing, teaches her how to make cinnamon cake, and even asks her whether or not to play the song which has been played 246 times in the past year. Laodu is deeply touched when he hears the familiar song and recalls all the sweet memories in the past decades.

The video adopts a unique angle by recording a day of a deceased grandpa, who tries to express his love by accompanying his wife for one day, which emotionally resonates with the audience. In the end, the slogan "I am always there" echoes with the theme and makes the audience also remember their product Xiao Du.

Search for "小度小度" in WeChat Channels



## 02 Social content (Video)

## Tmall 天猫

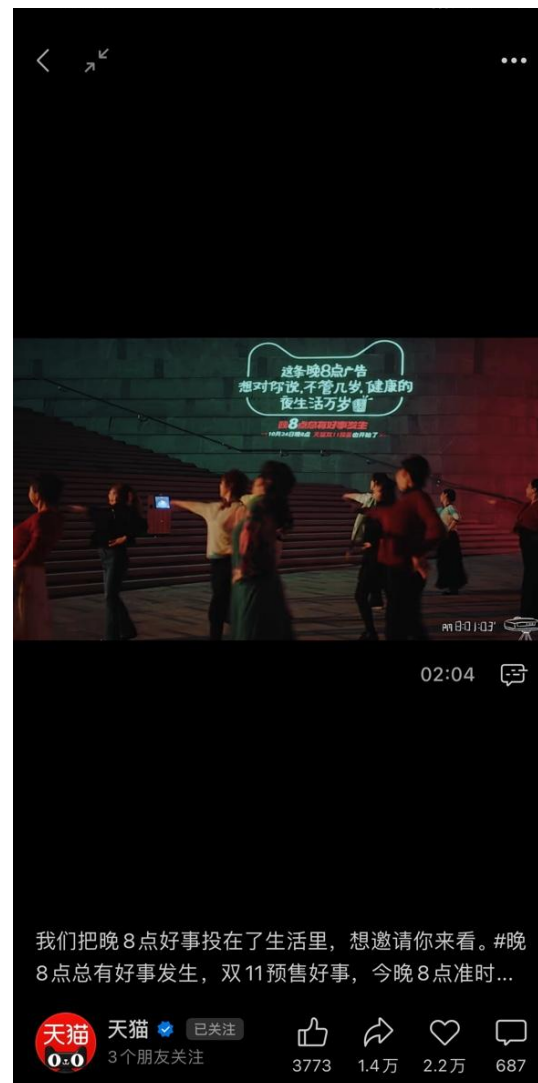
## Project : Tmall Double 11 presale

With the theme “there are always good things happening at 8 pm”, Tmall aims to naturally incorporate its key message “Tmall Double 11 pre-sale starts at 8pm” into the video with various real-life scenes.

By stressing the point that good things will happen at 8 pm, Tmall makes several real-life examples: At 8 pm, commuters could finally take a rest, people with a social anxiety could eventually enter their comfort zones, friend gatherings take place of meetings, with friends instead of computers sit next to you, etc.

Tmall hopes to leverage these close-to-life scenes, cinematic-quality pictures and elegant music to make the audience relaxed and cured after a tiring day of work, and finally to remind them to check their cellphone's Tmall app and get the best deals of Double 11 just from 8pm.

Search for “晚8点总有好事发生” in WeChat Channels



## H5 & mini-programs 02



# Tmall 天猫

## Project : Double 11 Carnival Town



Announcing this year's Double 11 shopping festival, Tmall kicks off with an immersive H5 experience brought to the viewers by the actor Jackson Yee.

On the H5 page, users enter the Tmall Double 11 Carnival Town and begin navigation. Five stops in total, each stop communicates the highlights of this year's Double 11 event - including the platform's promotional activities, livestreaming information, upgrades of APP functionalities and more. Posters are also available to be saved at each stop, forming a complete "strategy map" at the end of the journey.

Presenting the town in a three-dimensional first-perspective view, coupled with interactive actions that guide the visitors, the H5 immensely enhances the user experience when visiting the page, pulling them into the Tmall Double 11 virtual reality world.



## 03 Mini-program case

# Adidas 阿迪达斯

## Project : FUN Wild FIFA World Cup



As the official partner of the 2022 FIFA World Cup, Adidas launches an online game in its mini-program as a part of its themed activities around the sports event while taking the opportunity to recruit new members for adiCLUB - the brand's only official member club in mainland China, with prizes including tickets to the World Cup event in Qatar, signed football by Messi and many more.

To participate in the mini-program event, consumers are required to join adiCLUB and complete three challenges accordingly, where the brand links online and offline experiences, requesting players to check-in at local Adidas stores to collect badges.

Through the interactive fun games that simulate the intense training life of soccer players both online and offline, the brand creates a seamless experience that further engages and connects with consumers, regardless of the city they locate, which successfully builds a brand image of "sports leader" in a global perspective. Additionally, with the mini-program being accessible on all Adidas channels (T-Mall, JD, Douyin & APP), it builds hype for the brand for the upcoming Double 11 festivity.

Search for Adidas Official Mini-Program



## New regulations & functions 03



## 04 New regulations & functions

# WeChat new functions

## Quick forward & palm payment

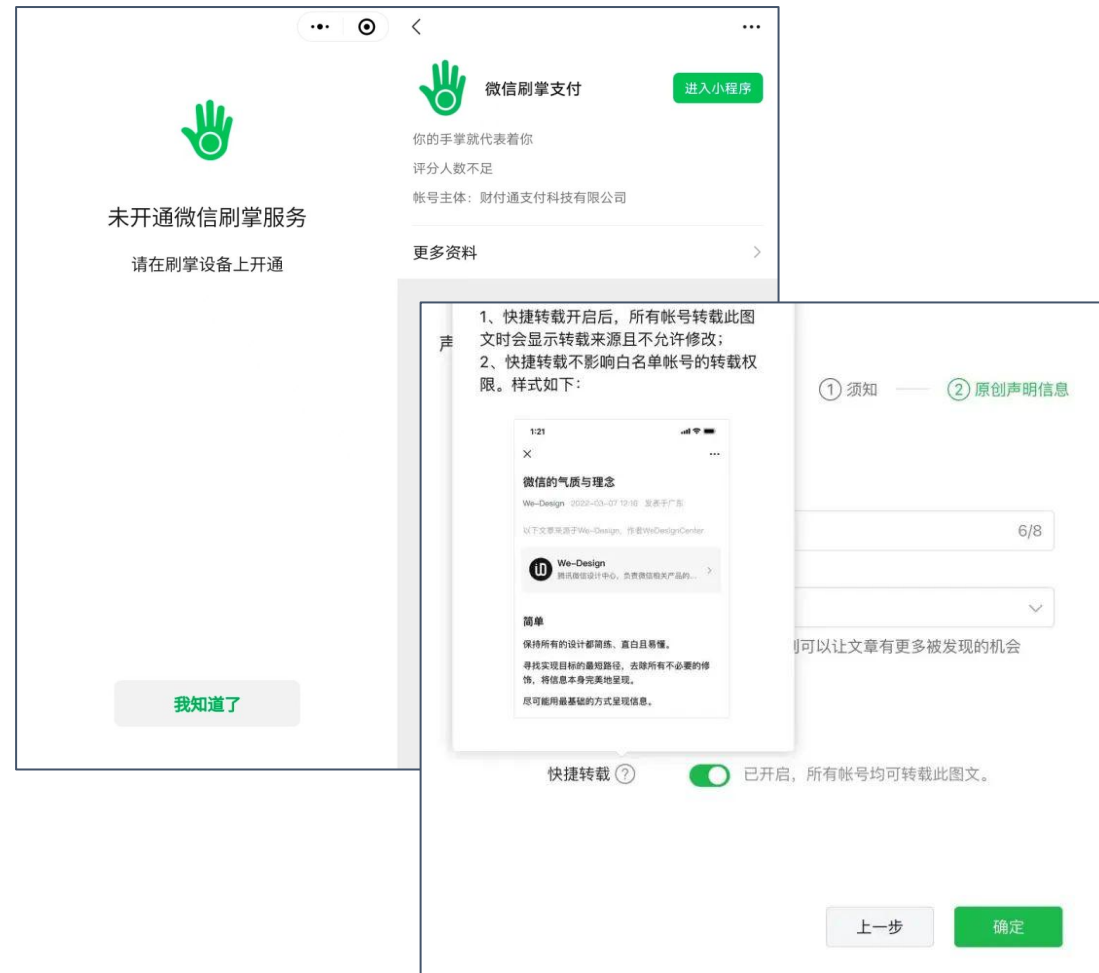
1. WeChat has launched a **quick function to "re-publish"** articles. In the past, due to copyright protection, WeChat accounts had to obtain an authorization from the original author before re-publishing the article.

The previous process was time-consuming and didn't facilitate the dissemination of high-quality original content.

This new feature will effectively help enhance the richness of account content and make it easier for high-quality content to gain exposure.

2. WeChat has launched the "**Palm Payment**" applet, and users can pay with the palm of their hands after enabling this function.

This is another new payment method of WeChat after password payment, fingerprint payment, and face payment. At present, WeChat payment has been tested by some merchants in Shenzhen connected to the brush payment device.





## Douyin new regulations

### Prohibition of "Virtual scouting 云探店"

On October 21, Douyin released new rules for videos in the category "Exploring Stores", including:

- During the period of cooperation between a KOL and a brand, the **KOL shall not falsify account data** or forge qualifications, the videos released must be shot at the store, and the content should be authentic and credible.
- "**Virtual scouting**" (using third-party materials or other network materials to piece together and edit, unrealistically visiting the store to shoot videos) **is strictly prohibited**, and the reasonable requirements of the brands must be met.
- At the same time, the **brand cannot hint KOL to do "Virtual scouting"**, resulting in KOL's video being judged as a fake video, causing irreversible damage to the account.

Only a year ago, this was a popular business model allowed by Douyin, which led to a huge competition with Meituan and Ele.me in the field of local life. It means that Douyin hopes to ensure the platform is trustable and authentic to attract new traffic by improving the rules.



## 04 New regulations & functions

### Tmall Double 11 New strategies & functions

At 8 pm on October 24th, Tmall's 2022 "Double 11" shopping festival began. Changes this year compared to last year include:

1. The cycle of Double 11 is **shortened by 4 days**: the process becomes more compact, reducing the fatigue of merchants and users.
2. The **pre-sale time has been advanced** from 0:00 in previous years to 8:00 pm.
3. Service upgrade: The price guarantee period is extended **from 15 days to 27 days**; dedicated customer service is provided for elderly users.

In recent years, the rules of Double 11 have become more and more complicated, and traditional e-commerce is facing difficulties under the impact of emerging live streaming: consumers are easier to buy goods at lower prices than Double 11 and they are not willing to wait until 0:00 to get a discount.

This means that even Tmall is no longer the only rule maker, and both platforms and merchants must make changes in response to consumers' needs.



The poster features the Tmall logo at the top left with the text "天猫全球狂欢季 2022". The main text, enclosed in large red quotation marks, reads "2022天猫双11 10月24日晚8点 开始预售". At the bottom, a timeline shows the event schedule: "预售开始" (Pre-sale start) on 10/24 at 8 PM, "付定金 加购物车" (Pay deposit, add to cart) on 10/31 at 8 PM, "继续 加购物车" (Continue, add to cart) on 11/3, and "买买买" (Buy buy buy) on 11/10 at 8 PM, ending on 11/11.

Source: [Link](#)



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