

Slingshot

Industry Best Practices

December 2022

SLINGSHOT.

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GET READY
for change

Slingshot case studies ⁰¹

LA CRÈMERIE

French Dairy Farm Pop-up

On the occasion of La Crèmerie's 3-year anniversary, the official flagship store of the French dairy industry transformed itself into a traditional French dairy farm, in an effort to recreate the authentic French dairy farmer experience for local Chinese consumers who are not able to travel to France at present.

The pop-up was divided into three areas: animal ranch area, dairy manufacturing area and farmer's chalet. The concept of the event surrounds "**French farm at your doorstep**", bringing the farm life from Normandie directly to Shanghai. The event creatively **incorporated the educational aspect into the recreational affair** as a way to introduce the traditional manufacturing process of cheese.



La Crèmerie's pop-up brochure

LA CRÈMERIE

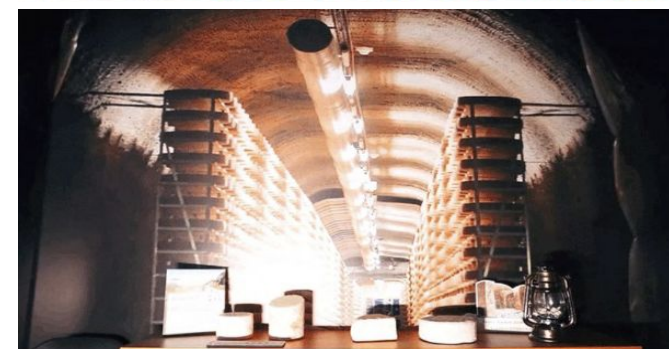
French Dairy Farm Pop-up

Highlights of the project:

- **Connected offline and online marketing**, to offer consumers an integrated experience to learn more about French cheese.
- 9 influencers and 1 media were invited to share about the event experience on social platforms to generate discussion and exposure.
- The event received applause from **local authorities**, encouraging neighborhood stores to continue **bringing educational content to life through innovative means**.



Scan to access to one of the PR articles of the project



La Crèmerie's pop-up store

Social content 02

Shanghai Mental Health Centre 上海精神卫生中心

Project : No. 600 Coffee



On November 11, together with the Shanghai Symphony Orchestra, Shanghai Mental Health Centre launched its first branded coffee, No. 600 Coffee, which reflects its location on No.600 South Wanping Road in Shanghai.

To highlight SMHC's characteristics, it uses 10 flavors of drip coffee, each corresponding to common urbaner "symptoms" such as "anxiety, insomnia, inferiority complex" etc, presenting different 'prescriptions' to each individual.

By scanning the QR code on the packaging, you can receive an instant 'music cure' from Shanghai Symphony Orchestra. The concept of linking mental health to different aspects is creative, especially during the pandemic, many uncertainties increased, and products with warm messages like this can remind young people to pay attention to their mental health and feelings.



02 Social content (Red)

To Summer 观夏

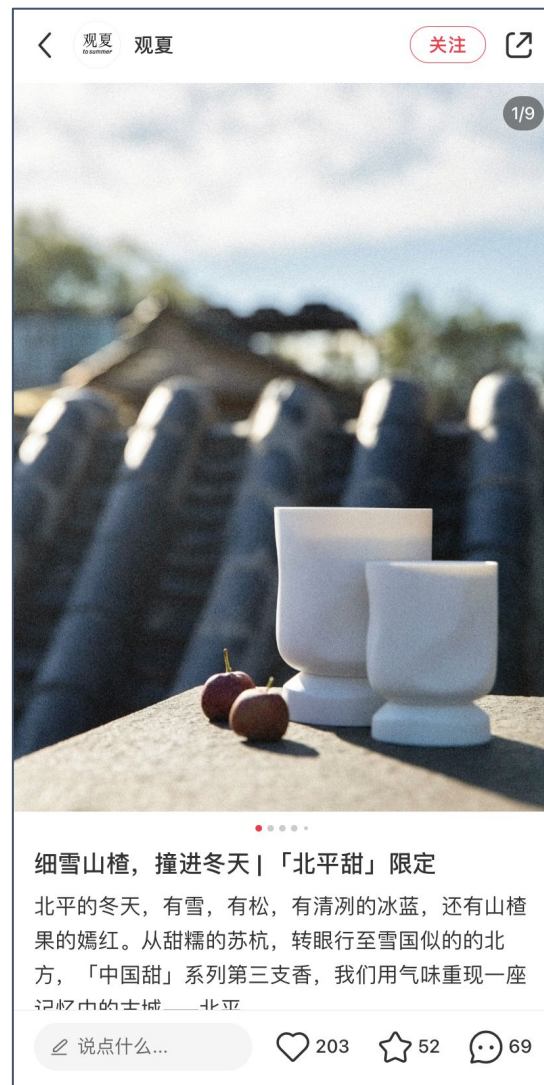
Project : Winter Fragrance-Sweet Scent of Beiping



To Summer, an oriental fragrance brand, has opened 6 offline independent shops in first-tier cities in just 3 years of existence, and almost every shop has become a must-visit destination for related KOLs and fragrance lovers.

This RED post presents its winter line “Sweet scent of Beiping” (Beiping is former name of Beijing) inspired by hawthorn. Without introducing the products, it starts with a childhood memory, which comes with the sweet scent of Tanghulu (糖葫芦), a candied hawthorn on a stick, a popular snack in Beijing. Nearly every Chinese can relate to a childhood memory with it. It tells how a city (Beijing) is “recreated” through a scent, which fills Chinese people with nostalgia.

Essentially, what To Summer does is to convey its brand image and to promote its products with the shared emotions and cultural memories attached to them.



02 Social content (Video)

Yili 伊利

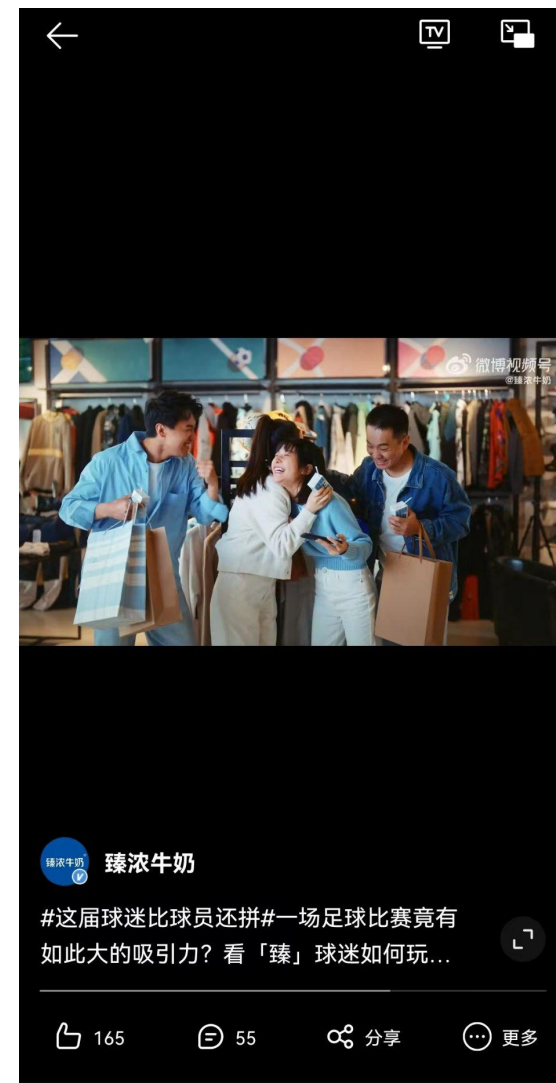
Project : This year's fans fight harder than players

On November 17, Yili released a promotional video with the theme of the Qatar Football World Cup by introducing some "memes" that only football fans understand.

Highlights:

1. Efficient target audience: although the video targets football fans, it does not emphasize on a specific age, gender or consumption scenes, but makes the product appear in different scenarios like restaurant, home, shopping mall, playground, etc;
2. The brand creates a sense of belonging by referring to fun Chinese memes (谐音梗) only football fans know in the video, such as *pressed salted duck left* 板鸭剩了 ~ Spain won 西班牙胜了)
3. Social campaign: Yili also set the incentives to encourage users to share the video on Weibo. Any users who forward the posts with a specific hashtag and share their personal football-related stories, can get the chance to win gifts. This strategy helps brands further increase the brand communication especially among the fan communities.

Search for “臻浓牛奶(臻球迷)” in WeChat Channels



02 Social content (Video)

Tmall 天猫

Project : Small changes to the life
给生活的小改变

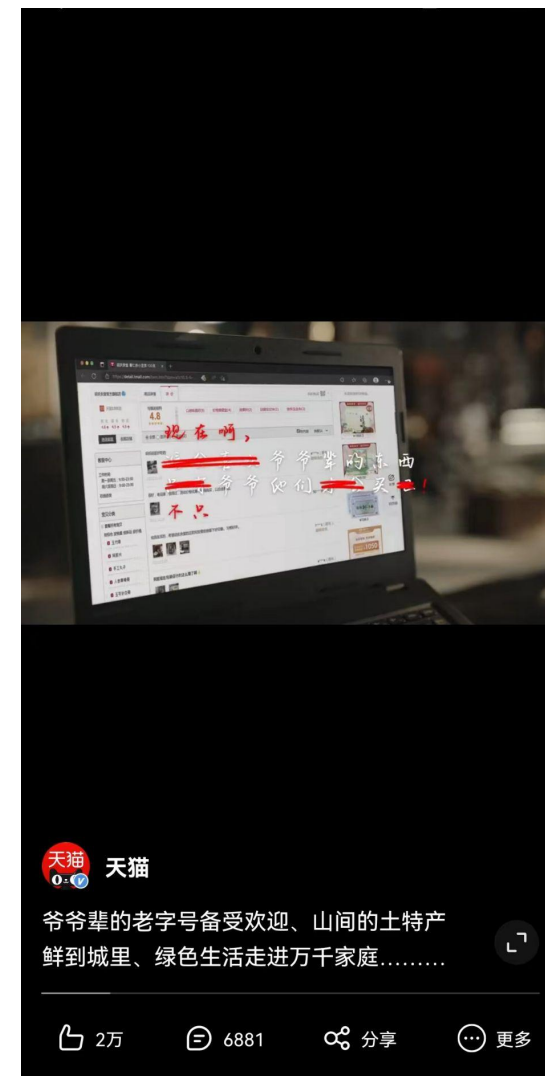
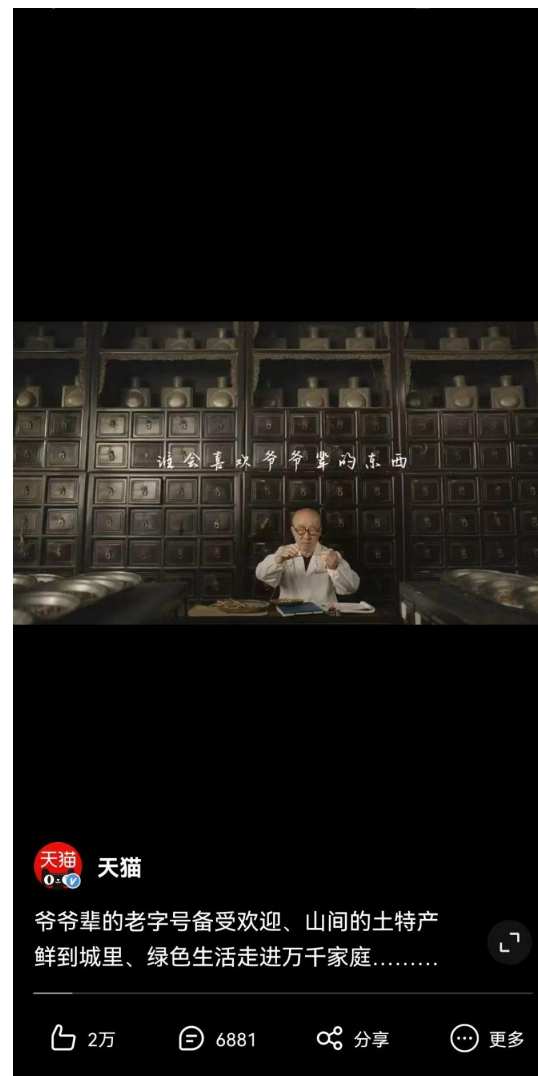
Tmall released a video about "Small Changes in Life", introducing Tmall's efforts in promoting China's time-honored brands, intangible cultural heritage, social responsibility, and public welfare in recent years.

Highlights:

1. The style of this video is in a genuine hue and a soothing rhythm instead of flamboyant and fast-paced. It is different from Tmall's previous Double 11 promotional videos, and tells about real life scenes that happened in China's non-1st-tier cities, including rural areas.

It's not only suitable in terms of content (intangible cultural heritage), but it also resonates with the Y&Z generation (*born during 1980s to early 2000s*), the group who grew up in a rapidly developing society and a key e-commerce audience.

2. To demonstrate Tmall social values, each situation is accompanied by a sentence, some words of which are skillfully deleted/revised during the video in order to better compare the contrast and evolution.



H5 & mini-programs 03

Yili 伊利

Project : Digital Travelling Milky Way



Yili, the Chinese leading dairy products producer, launched a creative digital traveling H5 experience for its targeted consumers.

On the H5 page, visitors can travel on three digital milky planets, each representing one aspect of Yili's outstanding competency among its competitors: visitors can visit Yili's ranch and choose a cow to dress up on the code star, learning about Yili production lines on the algorithm star, or entering the consumer experience platform on the DATA star and clicking "Go to Wuzhen" to learn about Upcoming content.

By entering the three-dimensional Yili digital universe and immersing themselves in creative mini-games and digital event previews, visitors could have a deeper understanding of Yili's brand mission, supply chain, and product quality, which further elevated consumers' trust in the brand.



03 Mini-program case

Louis Vuitton 路易威登

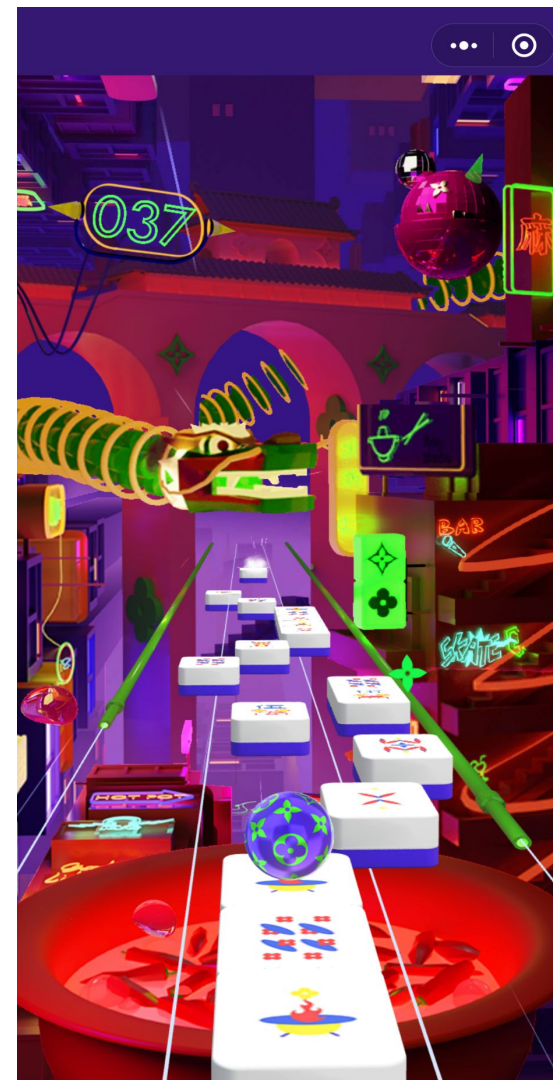
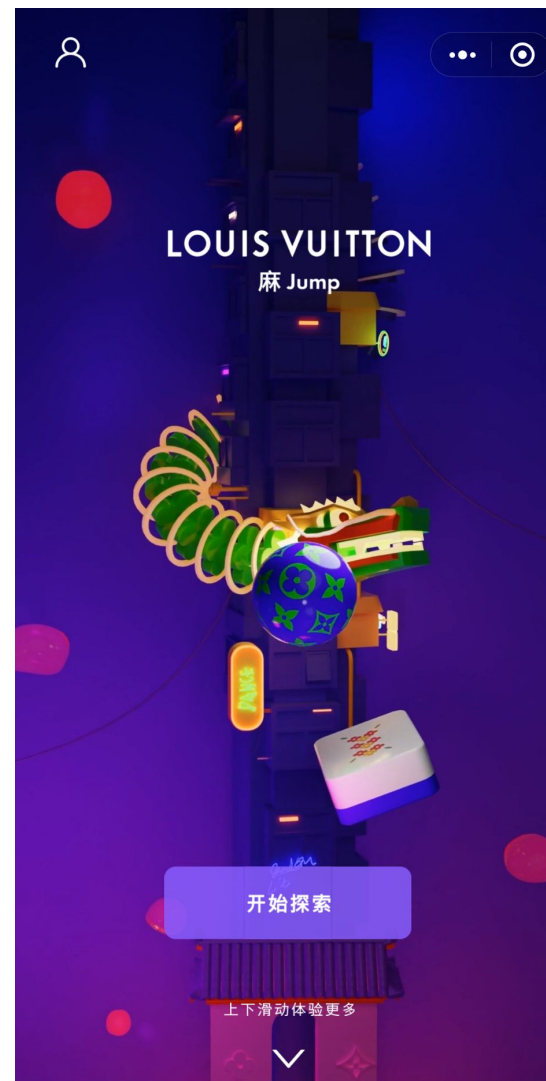
Project : 麻 Jump

Louis Vuitton launched a creative and interactive mini-program "麻Jump" to advertise its newly opened store THE HALL in Chengdu Taikoo Li.

The mini-program offers 3 different game scenarios with various Chinese elements such as mahjong, pandas, dragons, and teapots. Users can follow the music rhythm to control a ball to jump between mahjong tiles. After each round, users can collect various downloadable emoji stickers decorated by LV's famous Monogram elements and Chinese elements. There is also an option for "My Chengdu Surprise". Users will receive an invitation to visit LV Chengdu Taikoo Li store and will have the opportunity to receive limited physical stickers.

The interactive content and innovative rewarding motivate users to experience the mini-program multiple times, also naturally draw users to the information of "new store opening". Besides, it integrated Chinese elements, fashion elements and trendy elements while maintaining LV's classic aesthetics to realize brand localization and rejuvenation in China.

Search for 麻 Jump Mini-Program



New regulations & functions 04

Tencent

Latest 2022 Q3 data

On November 16, Tencent released the 2022 Q3 financial report:

Tencent total revenue: \$19.7 billion (↓ 2% YoY)

WeChat Monthly Active Users: 1.3 billion (↑ 3.7% YoY)

Mini-Program Daily Active Users: > 600 million (↑ 30% YoY)

Advertisers have strong demand for WeChat Channel Native Ads, especially those in the fast-moving consumer goods industry. In addition to video account revenue, WeChat advertising revenue also achieved year-on-year growth, among which **mini-program advertising revenue grew rapidly**.

Although the turnover of the parent company (Tencent) has declined, WeChat has shown a growing trend, proving the performance of WeChat is still worthy of investment, and the brands can still choose WeChat as a tool to reach the final consumers and also increase the campaign/brand exposure.



Source: [Link](#)

Red new functions

KOL account 'health rating'

On November 25th, Red launched "**health rating**" for **KOL accounts**.

The "health rating" is a KOL account evaluation system that will focus more on the evaluation of the account operation performance, and can more objectively and directly reflect the account content and traffic health. For example, whether the account has violated regulations, whether there is non-official posts' promotion, whether there is account data falsification, etc.

The rating status of the health level is divided into **three categories: excellent, normal, and abnormal**. Every month, the 'health rating' will be re-evaluated, and then it will be displayed externally on the 1st of the following month.

This rating can help the advertisers to evaluate the KOL account performance with more transparency and more timely.

蒲公英健康等级上线简介

自2022年11月25日起，蒲公英【信用等级】正式下线，全新上线蒲公英【健康等级】。

全新上线的【健康等级】是入驻蒲公英创作者的帐号运营表现评估体系。将更加聚焦创作者帐号运营表现的评估，能更客观直接反映帐号内容及流量健康情况。

如果你是创作者，每月可通过【健康等级】，自查帐号运营表现情况，及时调整自己的行为规范，提升帐号蒲公英健康度。

如果你是品牌方/代理商，可通过【健康等级】，了解创作者的帐号健康情况。

等级概念

【健康等级】拥有三大等级，通过优秀、普通、异常定位该作者运营帐号当前的内容及流量健康情况。

优秀

代表帐号内容及流量状态健康，享有平台基础接单权限的同时，可获得更多平台主动推荐的品牌内容合作机会

普通

代表帐号内容及流量状态不稳定，帐号近期存在部分平台不鼓励行为，如：发布不实信息、帐号数据作假、商业内容占比异常

异常

代表帐号内容及流量状态异常，帐号近期存在大量平台不鼓励行为，如：发布不实信息、不友好/不合适的内容、帐号数据作假

Source: [Link](#)

Offline experience 05

Penfolds 奔富

An immersive experience

1. Premium wine brand Penfolds unveiled a **pop-up** space at TX Huaihai between October 24 and November 6.
2. Both celebrity endorsements contributed to the online discussions on Weibo, **driving huge traffic for the campaign hashtags.**
3. With an engaging brand experience and interesting domestic ambassadors, Penfolds is consolidating its appeal to wine connoisseurs whilst **expanding its reach among the younger generation of luxury consumers.**

Even facing Australia's trade issue, Penfolds did not give up the Chinese market. In contrast, Penfolds publishes innovative wine series exclusively in China and focuses on younger consumers. And this offline experience plus an online campaign build a great influence.



Source: [Link](#)

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