

Slingshot

Industry Best Practices

March 2023

SLINGSHOT

Slingshot Case Study 01

Social Content 02

H5 & Mini-programs 03

New Regulations & Functions 04

Offline Experience 05

GET READY
for change

Slingshot Case Study ⁰¹

01 Slingshot Case Study

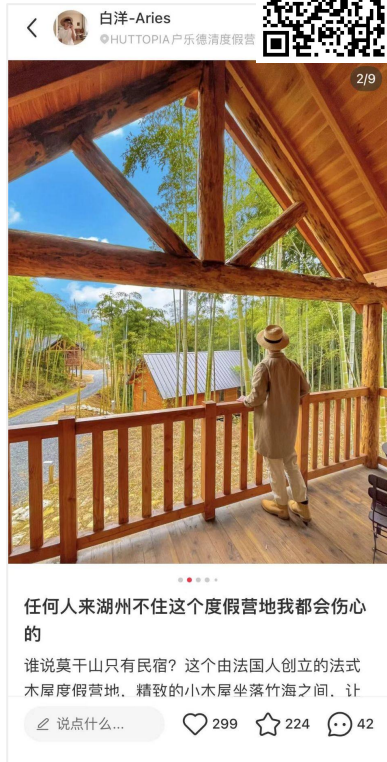
Huttopia 户乐度假营地

KOL management

Founded in 1999, Huttopia is a famous French holiday campsite brand and a pioneer in ecotourism, owning over 100 campsites globally. In October last year, Huttopia celebrated its grand opening of the first Chinese flagship glamping in Deqing, Zhejiang.

To better promote the campsite, we help Huttopia with KOL seeding across various social media channels. For the pre-Chinese New Year campaign, the KOL posts received overall impressions of 3.8 million and over 6,500 engagements.

Apart from KOL seeding, we also liaise with certain lifestyle and travel WeChat media in Hangzhou and adjacent cities to target more audience and attract more potential customers.



Social Content 02

02 Social Content (WeChat)

Hennessy 轩尼诗

Project : 2023 Black Pearl list released



As the official partner of the Black Pearl Restaurant Guide, China's answer to Michelin Guide, Hennessy published a WeChat article announcing the list release.

Hennessy leveraged the announcement by highlighting its products and pairing them with Chinese food.

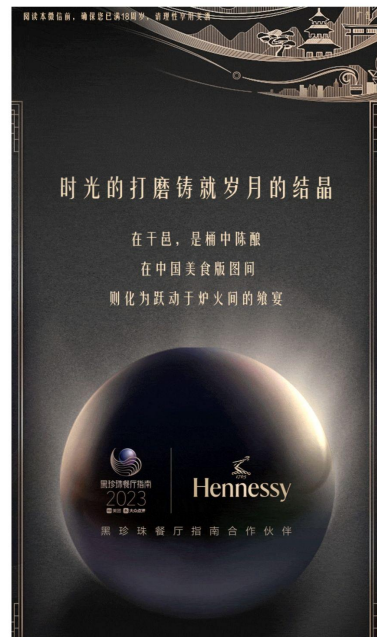
The combination of black and gold colors in the design matches the visual effect of the black pearl guide and highlights the high-end positioning once again.

The combination of popular news and brands can generate powerful communication opportunities. Brands should be mindful of timeliness, as potential readers may lose interest in reading and sharing if the news becomes stale.

轩尼诗携手黑珍珠美食榜单，共同重新发现中国味

轩尼诗Hennessy 2023-02-10 14:56

发表于北京



02 Social Content (Red)

Baileys 百利

Project : Valentine's Day cocktail



Baileys RED official account published a post to introduce how to DIY a Valentine's Day special cocktail with its product. The highlights of this case are:

1. Visual effect

Bailey chose strawberry-flavored products in pink packaging, peach blossoms, pink heart-shaped ice cubes, and other props to make the video's color harmonious and unified;

2. Theme selection

Bailey cleverly combined the hot marketing topic Valentine's Day with "DIY Cocktails" - a marketing activity that RED supports official traffic in February. This maximizes exposure;

3. Proper localization

The video fits the Chinese culture and lifestyle - e.g., peach blossoms (桃花) can refer to "attraction to the opposite sex" in Chinese, which makes it easier for the audience to get emotional resonance.



02 Social Content (Video)

Vivo 维沃

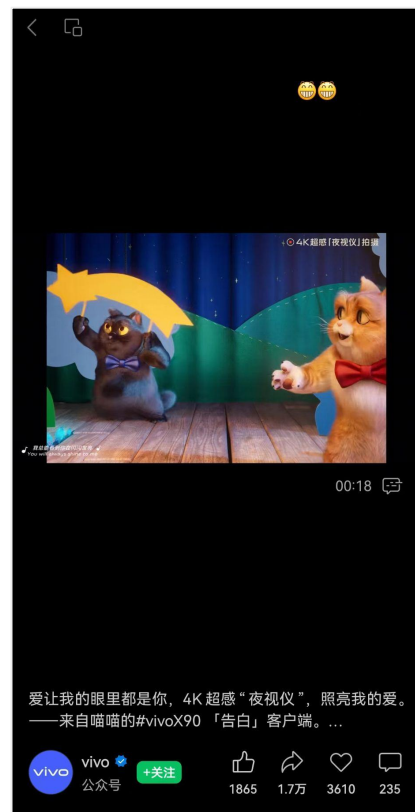
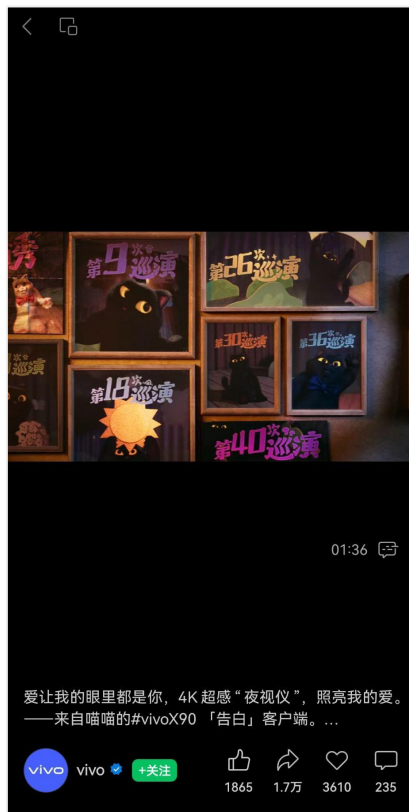
Project : Vivo X90 promotion

Vivo's new high-end product line X90 focuses on its excellent night shooting performance. In its promotional video, a black cat is an actor, but the photos taken in the dark theater cannot clearly capture a black cat's appearance. However, the Vivo X90 can perfectly brighten the picture, so even a black cat can be clearly photographed.

The slogan for promoting X90 is "I have my eyes on you". And this video is a great example to show how a slogan can be perfectly reflected in the content:

- First, in the storyline, the black cat's wife always put her eyes on him and takes photos for him;
- Secondly, the X90's wonderful night shooting ability help keep the camera's eyes on the black cat;
- Finally, the original background music matches perfectly the different scenes and contains the slogan naturally in the lyrics too.

Search "vivo" (official account) in WeChat Channel



02 Social Content (Video)

Cadillac 凯迪拉克

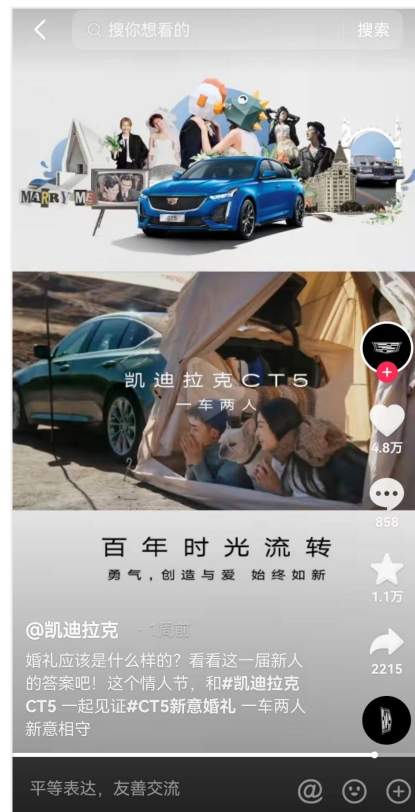
Project : Novel wedding x Cadillac CT5



Cadillac CT5 wants to take advantage of Valentine's Day to create a wedding car positioning. However, in public perception, CT5 does not have a strong wedding car label.

The wedding car has now changed from the original wealth and status symbol to an extension of the couple's personality, love, and freedom. Thus, what should be taken into consideration are the couples behind the wedding car. And young couples just want to hold weddings in the way that they really like.

Therefore, Cadillac released a short video on Douyin showing the new ideas of young couples for weddings: road trips, parties, cosplay, and sports etc. The video expresses that CT5 supports their new ideas, and will be accompanied wherever the couples are going for the wedding, since this kind of bravery that dares to express itself and innovate for love is the connection point between Cadillac and couples.



H5 & mini-programs 03

伊利 Yili

Project : Milk box recycle plan



Yili, together with National Geographic of China, has jointly launched a low-carbon and environment-friendly milk box recycling plan with the Chinese traditional theme of the five-element (wood, water, earth, fire, metal) through WeChat.

Each page of this H5 shows one element, corresponding to one material recycled by Yili milk box. People can better understand the recycling process through the wisdom of the five-element. And everyone who participated in it has a chance to get milk coupons.

The H5 skillfully combines recycling technology and Chinese traditional culture, which makes people more familiar with the concept of environmental protection and have a good and deep impression on the brand itself.



03 Mini-program case

Vacheron Constantin

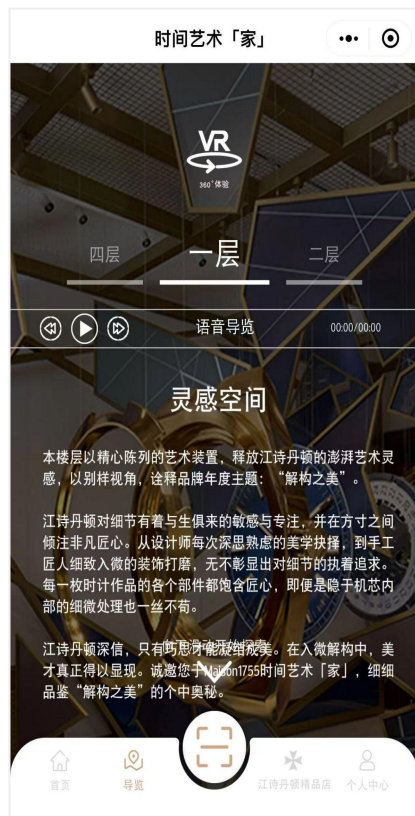
Project : Maison 1755

Vacheron Constantin opened Maison 1755 at Zhangyuan in Shanghai, China, which is the largest immersive experiential space in China. The guests could reserve the visit and explore the Maison from the mini-program.

In this mini-program, in addition to reserving for the visit, there is a presentation of this luxury space including art exhibitions and exclusive client-centric services. And people could also buy directly the horlogerie from it if they like it.

This mini-program has achieved a good interaction, not only facilitating the visit, but also making the shopping experience more convenient in a one-stop way and could convert potential consumers.

Search for “江诗丹顿时间艺术家” in WeChat



New regulations & functions 04

04 New regulations & functions

Douyin store new regulation

0 RMB for opening Douyin store

In March, Douyin will launch a new regulation “0元入驻抖音小店”, allowing business partners or individuals to open an e-commerce store (抖音小店) **without paying a deposit to the platform** at the beginning. Business partners or individuals can put into trial operation and launch their products. They can pay the deposit to the platform after the production and transaction of the products are operated.

Currently only certain categories are eligible for this regulation. This new regulation **will lower the difficulty of doing e-commerce on Douyin**, and help business partners and individuals to open stores on the Douyin platform. It's a good opportunity for those brands who haven't opened stores on Douyin to have a testing.



Source: [Link](#)

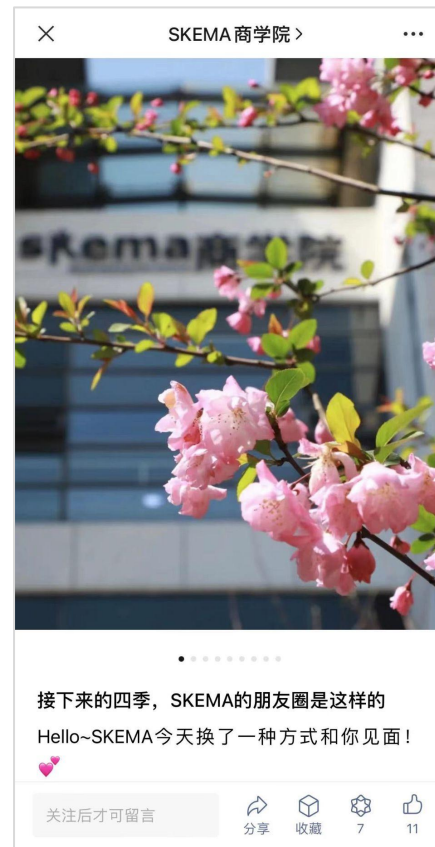
04 New regulations & functions

WeChat official account new function

New typesetting : horizontal sliding design

In February, WeChat official account released a **brand-new picture layout mode**. Different from the previous picture news that used various third-party typesetting tools to realize the horizontal arrangement of pictures, this picture news natively **supports the horizontal arrangement of pictures**. When the user browses, the new typesetting will display all the pictures horizontally at the top with a ratio of 3:4. And it can put up to 9 pictures, which is similar to Red post. Users can swipe to view, and perform operations such as **sharing** and **collection**. The title and text content will be displayed under the picture, and the description and description have been expanded from the original 140 characters to **300 characters**, so that the picture message can carry more content. However, after testing, **only the WeChat mobile terminal** currently supports this function.

It is suggested for brands to follow this trend and try new typesetting to refresh readers.



Source: [Link](#)

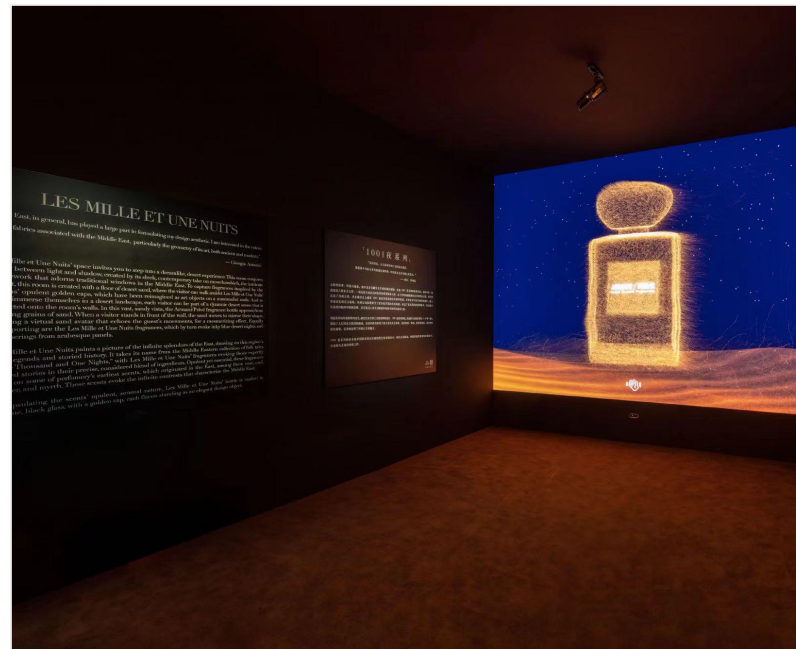
Offline Experience 05

Armani exhibition

Project: fragrance exhibition

For the first time ever, Armani's iconic fragrances have taken over Shanghai Exhibition Center in a grand exhibition titled "L'Exposition", hosted by Armani Beauty. From the 10th to the 26th of February, 4 collections such as Les Eaux, La Collection, Les Terres Précieuses, Les Mille et Une Nuits and a selection of limited-edition fragrances are presented in the exhibition. Guests could book the visit on the mini-program for free and explore the quintessence of the Armani/Privé Haute Couture fragrances collection.

Celebrities such as Jackson Yee, Elaine Zhong, Yao Tong, and Jackson Wang celebrated the opening to create social buzz, KOLs were invited to the event and posted on social media to boost the event and drive more traffic from online to offline.



*The first Armani/Privé Haute Couture Fragrances collection exhibition
"L'Exposition"*

Find

50 Yuyao road
Office 301, Building 6
200040



Contact us

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

Maggie Zhu
Junior Account Manager
maggie@slingshot.sh

SLINGSHOT