

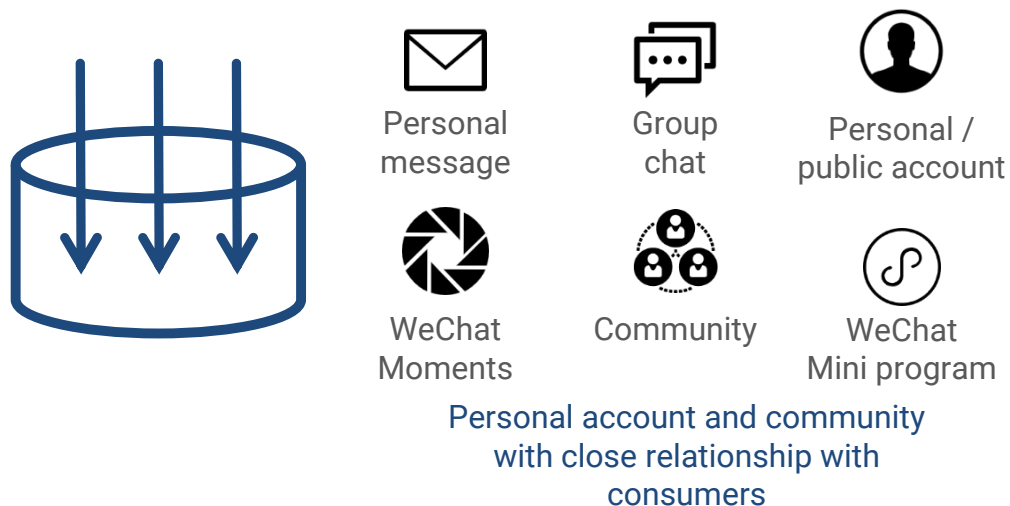
An illustration on a light blue background. On the left, a hand in a grey suit sleeve holds a large red horseshoe magnet. The magnet's poles are emitting white lightning bolts. To the right of the magnet, several stylized figures are being pulled towards it. These include a person in a red shirt and blue pants, a person in a blue dress holding a brown shopping bag, and a person in a red shirt pushing a red shopping cart. There are also floating white envelopes and a blue document icon. The text 'WHAT IS PRIVATE TRAFFIC' is written in large, bold, dark blue capital letters across the center-right of the image.

# WHAT IS PRIVATE TRAFFIC

# CREATE YOUR OWN PRIVATE TRAFFIC POOL

PRIVATE TRAFFIC POOLS MAKE GAINING AND CONTROLLING TRAFFIC MORE COST-EFFECTIVE

## PRIVATE TRAFFIC POOL



- ✓ Direct contact with consumers
- ✓ More focus on targeted audience
- ✓ Improving consumer retention rate
- ✓ Low cost on getting traffic

VS

## PUBLIC TRAFFIC POOL



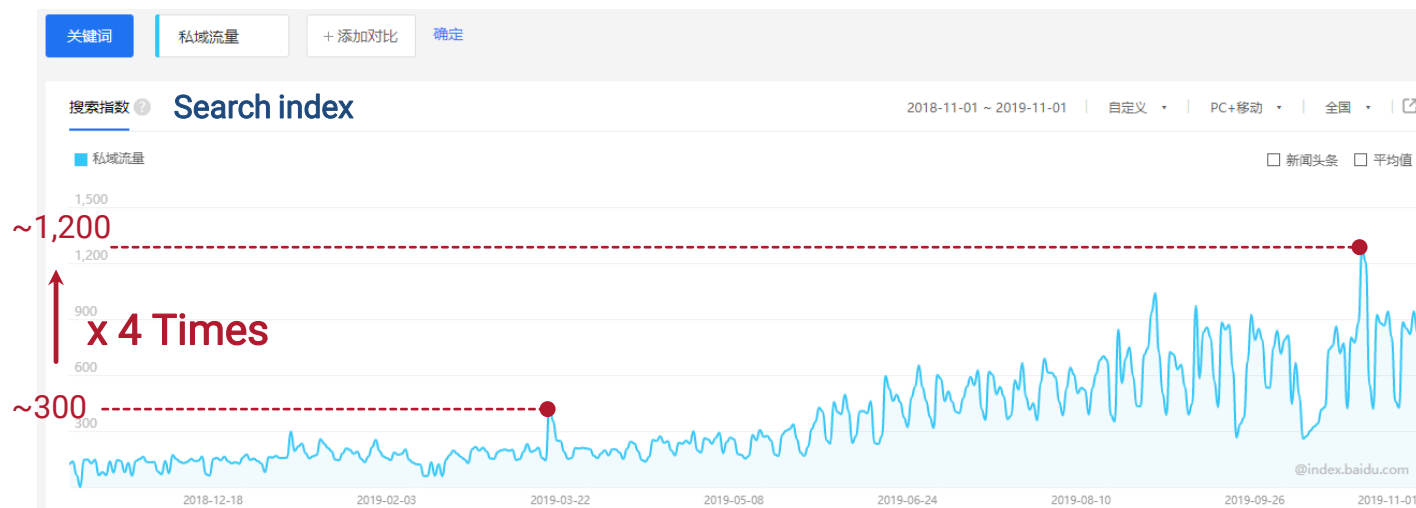
- ✓ Contacting with consumers through platforms
- ✓ Reaches a wide range of consumers
- ✓ Mainly disposable flow, hard to complete retention
- ✓ High cost on getting traffic

- Like owned traffic in the West, private traffic is a direct response to the rising costs of reaching fans and followers.
- Private traffic is free from the algorithms of large ecommerce platforms, putting the brand in control of how consumers see their products.

# “PRIVATE TRAFFIC” IS TRENDING AMONG CHINESE MARKETERS

MORE PEOPLE WANT TO LEARN ABOUT PRIVATE TRAFFIC IN 2019

## Baidu index “Private traffic” (in last 12 months)



- Higher search index on Baidu shows that the “private traffic” concept started taking off in Spring 2019.
- With several successful examples emerging in the market, marketers want to learn how they can leverage private traffic.

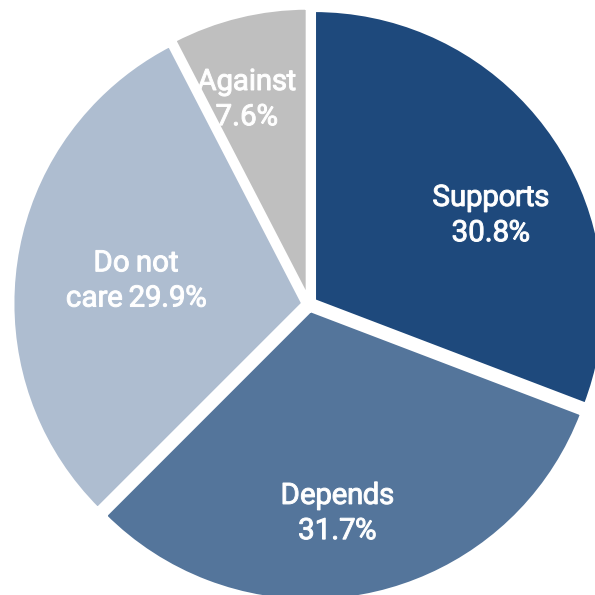
## Zhihu column “Private traffic”

Zhihu search results for "Private traffic" (私域流量). The results show several articles related to private traffic, including "Work with private traffic: How to make your video go viral on Douyin?" and "How to get traffic and earn revenue through private traffic?".

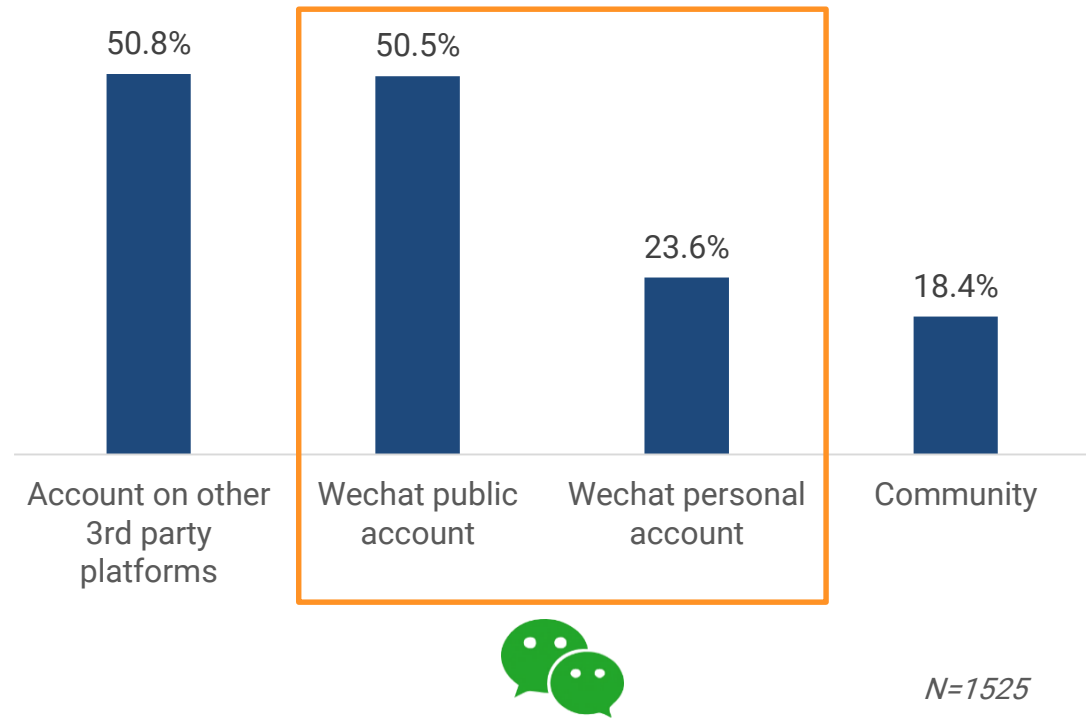
# HOW CONSUMERS FEEL ABOUT PRIVATE TRAFFIC IN CHINA

CONSUMERS SHOW THEIR WILLINGNESS TO JOIN PRIVATE TRAFFIC POOLS, WITH WECHAT AS THE MOST WELCOMED CHANNEL

Chinese consumer acceptance of private traffic  
(2019)

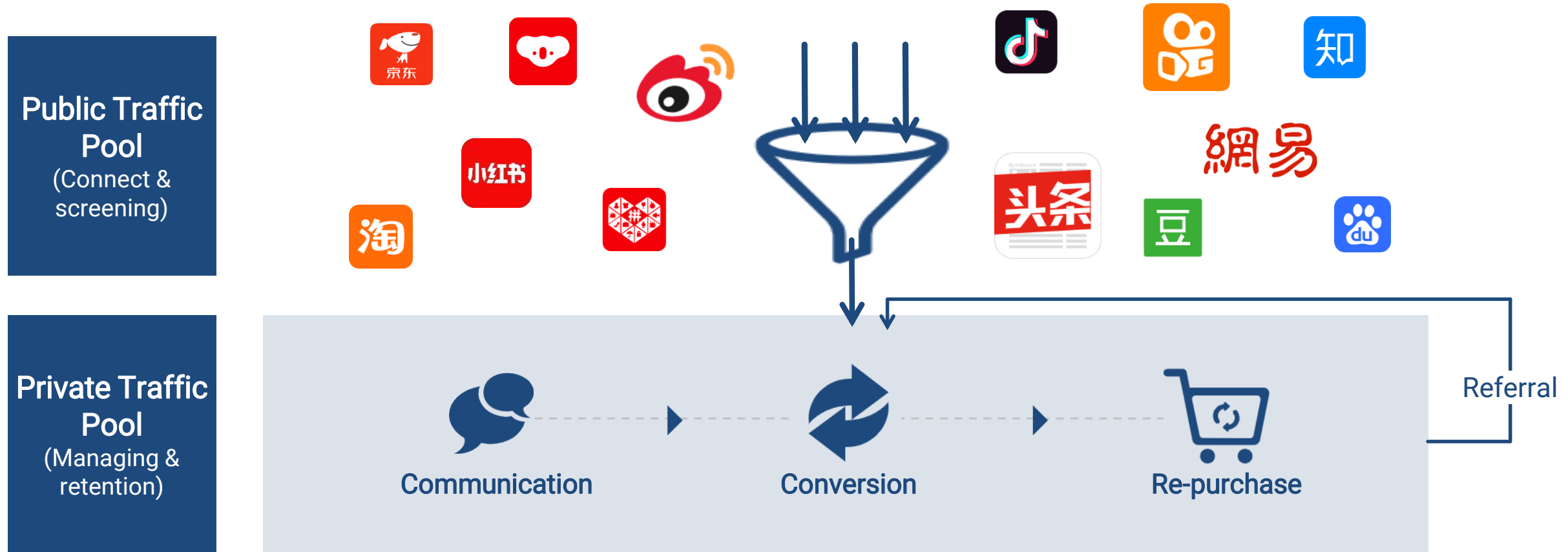


Distribution of private traffic marketing channel in China  
(2019)



# HOW PRIVATE TRAFFIC MARKETING WORKS IN CHINA

IMPROVING CUSTOMER STICKINESS AND CLIENT RETENTION RATE AFTER GETTING TRAFFIC FROM PUBLIC TRAFFIC POOL.

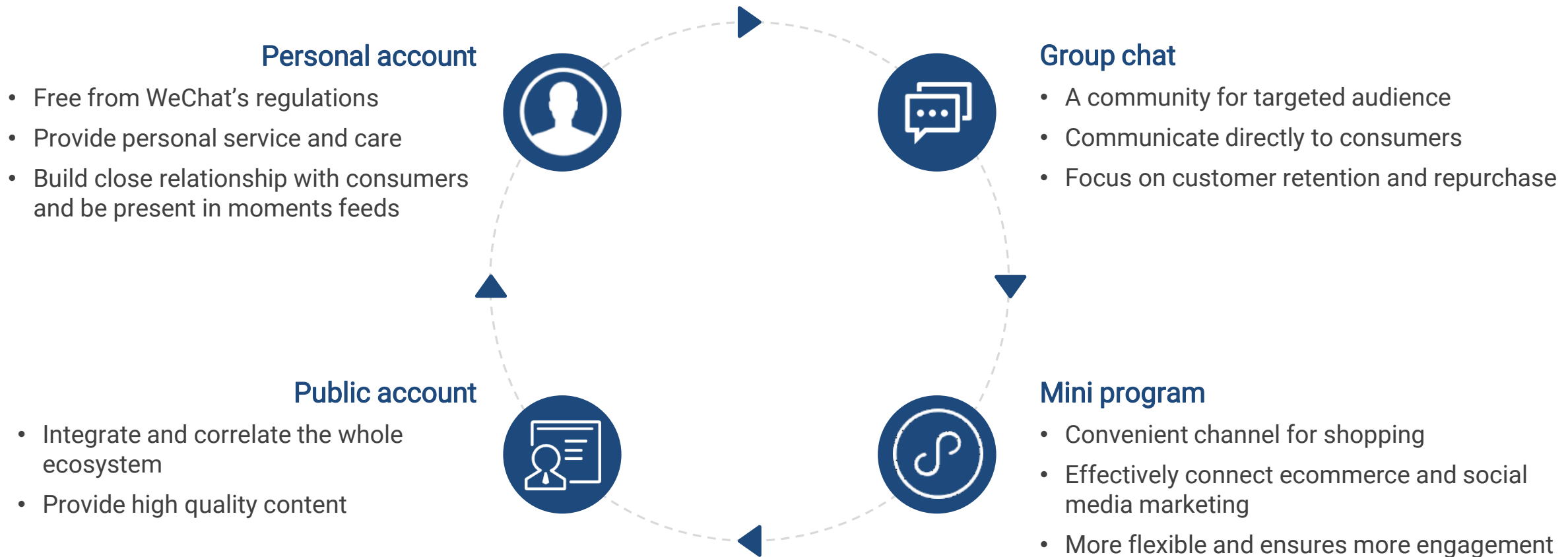


Source:

[https://zhuanlan.zhihu.com/p/83707641?utm\\_source=wechat\\_session&utm\\_medium=social&utm\\_oi=619454018930610176](https://zhuanlan.zhihu.com/p/83707641?utm_source=wechat_session&utm_medium=social&utm_oi=619454018930610176)

# HOW TO ESTABLISH A PRIVATE TRAFFIC ECOSYSTEM ON WECHAT

CREATING AN EMOTIONAL TIE WITH CONSUMER AND INTEGRATING SOCIAL MEDIA MARKETING WITH ECOMMERCE



# HOW TO COMMUNICATE WITH CONSUMERS IN PRIVATE TRAFFIC POOL

BEING CLOSER TO CONSUMERS BY SATISFYING THEIR DEMANDS QUICKLY AND DIRECTLY



**Model 1:**  
**Shopping assistant**



**Model 2:**  
**Topic expert**



**Model 3:**  
**Private partner**

## How it works

Leveraging social media platforms to share product or campaign information with consumers.

Lead by professionals, it aims at creating a highly loyal community by answering questions and acting as an expert on the topic.

Has personalized interactions with consumers through social media platforms.

## What it looks like

Perfect Diary (完美日记) shares detailed information about promotion activities in their private traffic group.



今晚6点-7点！！  
1 小时限时秒杀，星玫盘眼影售完不补，6点准时开抢。

**Start time**

专业进阶化妆刷 99.9\$  
眼影三件套（眼影盘，眼线笔，睫毛膏）99.9\$  
哑光唇釉迷你6支装礼盒 89.9\$

**Product & Price**

小可爱们快点先添加购物车啦~

Daily Yoga (每日瑜伽) shares Yoga-related knowledge in their private traffic group.



加人们，上午好呀  
❤️今天是11月19号，周二

🧘‍♀️头前引没气质，还显老？这样练瑜伽来改善，效果杠杠滴！

👉今天推荐一个可以矫正头前倾的动作，很简单哦

【靠墙山式收下巴——让头回位】  
山式靠墙，让头部颈椎回位  
颈部后侧延展，双手向两侧打开  
站立3-5分钟

**Common problem**

**Solution sharing**

Perfect Diary (完美日记) provides individual service to consumers in their private traffic group.



@小完子 怎么领福利？

**Consumer raised question**



@chinfy 宝宝，有活动会在群里通知哒，宝宝可以多留意群消息 🐼

**Solve the problem quickly**



# HOW PRIVATE TRAFFIC WORKS WITH REAL EXAMPLE

## LEVERAGING WECHAT ECOSYSTEM TO ATTRACT TRAFFIC AND BUILD COMMUNITY INDEPENDENTLY





A photograph of a Louis Vuitton storefront at night. The store has large glass windows and doors, with the brand name 'LOUIS VUITTON' in white capital letters on a dark sign above the entrance. Inside, the store is brightly lit, showing shelves of handbags and other accessories. Several people are walking past the store. In the foreground, a woman in a blue dress is walking from left to right, carrying a red bag. A man in a white shirt and jeans is walking from right to left. Another man with a backpack is walking from right to left, carrying a shopping bag. The background shows a city street with other buildings and lights.

LOUIS VUITTON

## CASE 1: LOUIS VUITTON

INDEPENDENCE FROM MARKETPLACES

# LOUIS VUITTON IN CHINA

## MAINTAINING INDEPENDENCE IN ALL SALES CHANNELS



- LV entered China in 1992. Currently, it has around 40 offline stores and three self-operated online stores in China.
- In the 9 months between October 2018 and May 2019, about 8% sales came from LV's online store.



By allowing online purchases on its website, the click-through rate of the site increased by 14% and had become LV's highest performing retail channel.

### LV's sales channels in China



First offline store

2004



Brand APP

2013



Self-owned online store

2018



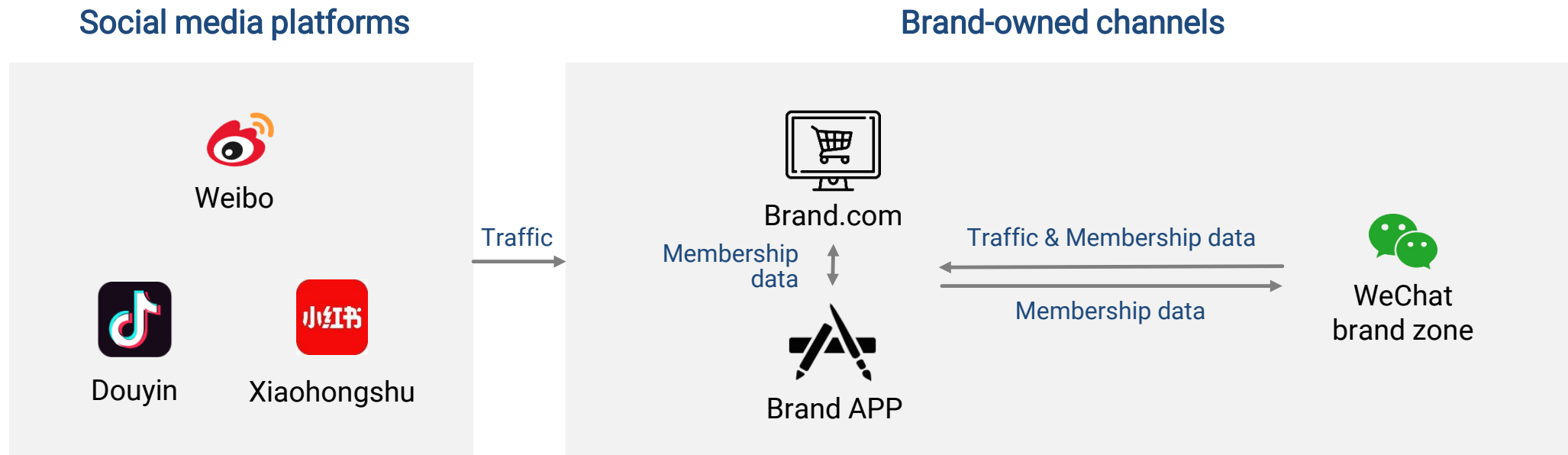
WeChat store

2019



# LV IS HIGHLY INDEPENDENT IN THE DIGITAL MARKET

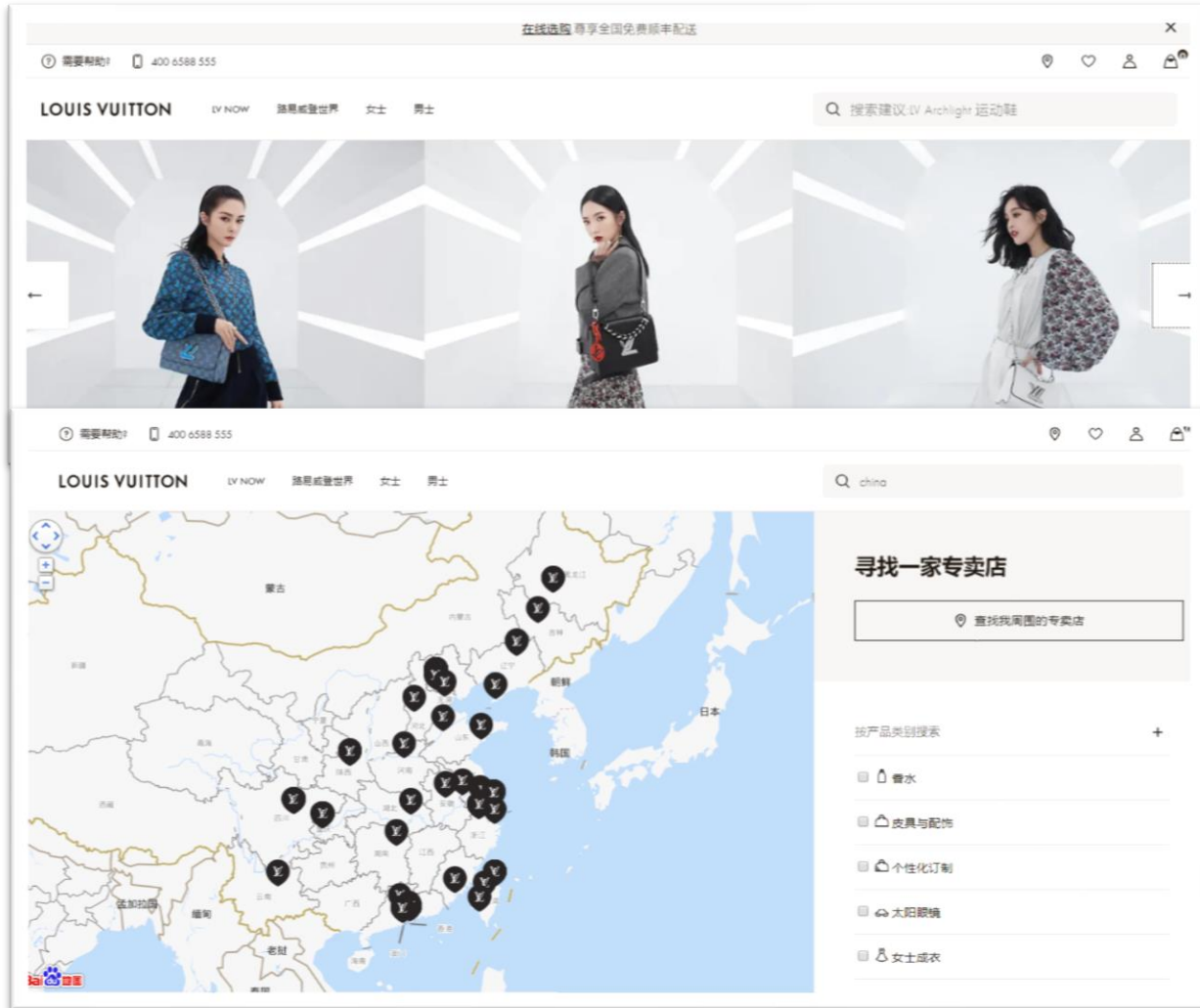
MARKETPLACES ARE NOT INDISPENSABLE, BRANDS CAN DRIVE TRAFFIC THROUGH SOCIAL MEDIA



With little presence on marketplaces, brand.com and brand apps are central in LV's digital strategy.

# BRAND.COM IN CHINA: LOUISVUITTON.CN

## HOW LV SELLS TO CONSUMERS DIRECTLY



### Product category

All products are available on their website



### Payment method

Alipay, WeChat pay, Bank card



### Delivery service

- Free delivery
- Delivered by SF Express
- In stock products: delivered 1-2 days after payment
- Pre-order products: delivered within 1-8 weeks



### Click & Collect service

- Available to collect in offline stores by choosing this purchase method
- Consumers are notified when the good is ready



### After-sales service

- Returns available within 7 days by receiving
- Free door-to-door collection and delivery service

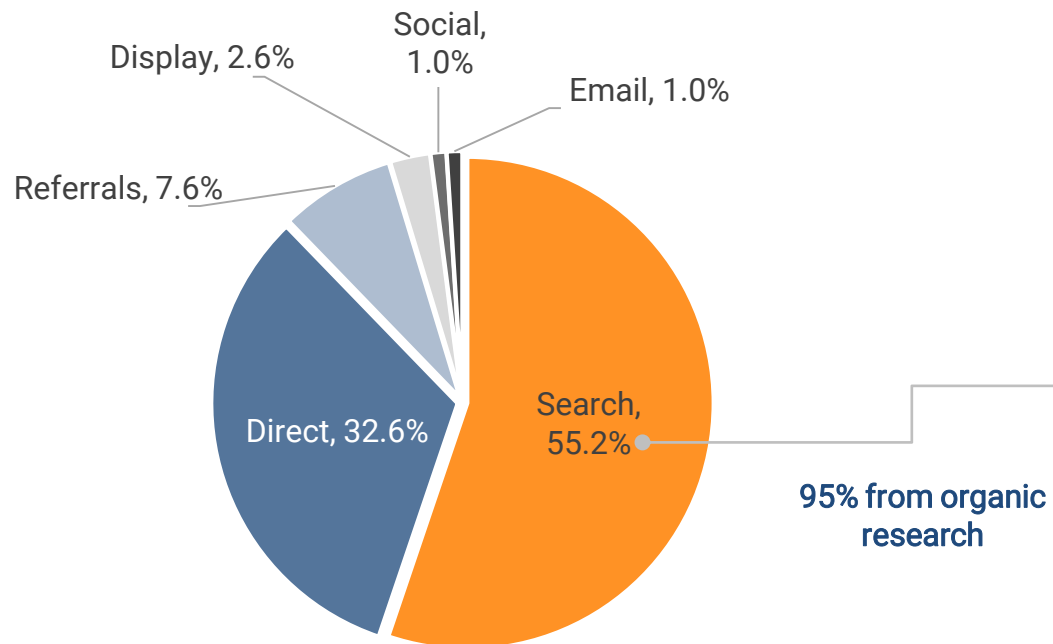




# LV SUCCESSFULLY BUILT AN INDEPENDENT BRAND IMAGE

SELLING AS A BRAND, NOT A PRODUCT

Traffic source of LV.cn  
(Oct. 2019)



Top 5 Organic keywords, compared to previous month's data  
(Oct. 2019)

lv	51.03%
LV official website	▲22.14%
lv官网	12.49%
Louis Vuitton	▼2.71%
路易威登	5.69%
LV China official site	▲4.00%
lv中国官网	1.64%
LV China	▼8.04%
lv 中国	0.90%
	▲132.0%



From 24<sup>th</sup> November to 1<sup>st</sup> December, LV.cn ranked top 2.3% of all Chinese website in "entertainment and fashion" category.

- With more than half of traffic coming from direct research, LV has successfully improved its brand awareness in China.
- More Chinese consumers search LV because of the brand itself but not for specific products.

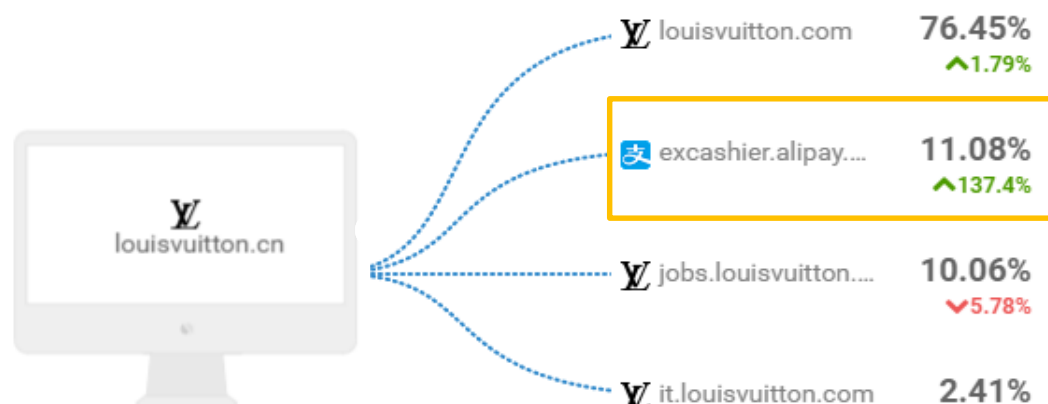




# TRAFFIC MONETIZING OF LOUISVUITTON.CN

REALIZING STRONGER TRAFFIC MONETIZATION ABILITY

## Top destination sites of traffic from referrals (Oct. 2019)



- About 10% of website visitors from referring site complete a transaction.
- With significant traffic growth on excashier.com in October, it seems LV has successfully built its independent brand image and market strategy in China.



## Organic exposure rate of Burberry's flagship store on Tmall (5<sup>th</sup> Nov. 2019 – 5<sup>th</sup> Dec. 2019)

Monthly sales	Store exposure index	Conversion rate
9,932	80,172	12.39%

\* Store exposure index refers to views volume index of direct research on Taobao & Tmall

\* Conversion rate = Monthly sales / Store exposure index \* 100

Compared to Burberry's flagship store on Tmall, the traffic monetization capability of LV.cn is no worse than competitors on marketplace such as Tmall.





# MARKETPLACES ARE NOT SUITABLE FOR ALL BRANDS

IT IS DIFFICULT FOR BRANDS PROVIDE HIGH QUALITY PRODUCTS AND KEEP PRODUCTION SPEED UP WITH INCREASING SALES.

## Consumers' perception of LV's official website on Weibo



### Consumers perception

Most Chinese consumers complained that some of LV's products are often out of stock, so they always need to wait for a long time after making order on LV.cn.



### LV's current situation

Although LV has not officially sold on marketplace, there is still a shortage of supply. It may discourage some consumers from buying.



### Tips for brands

For brands who are insisted on providing high quality products, marketplace would not be a good choice. Because it's hard to catch up with the increase on sales brought by exposure from the marketplace.



Weibo is China's biggest social media network that was launched in 2009. Over the past years, it has transformed from a Chinese equivalent of Twitter to a comprehensive platform.





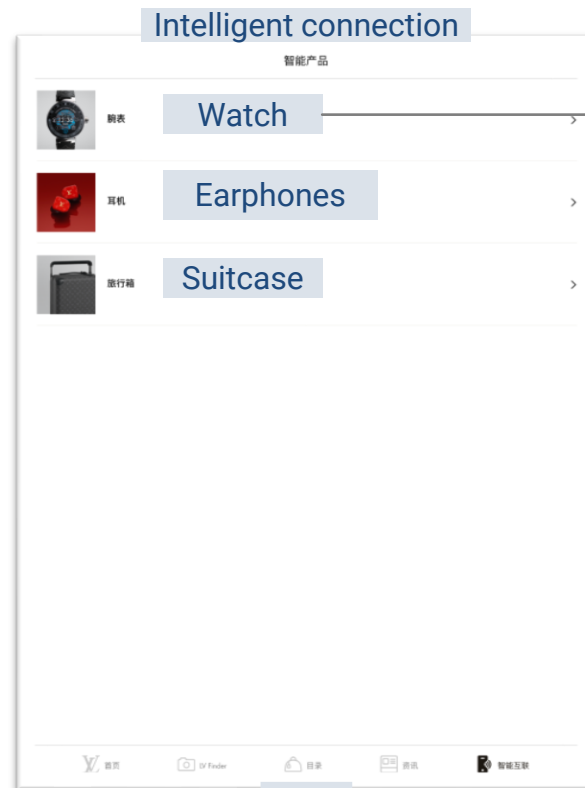
# BETTER CONNECTIVITY BETWEEN CONSUMERS AND PRODUCTS

LV'S BRAND APP SHOWS MORE INNOVATION AND CREATIVITY BY LEVERAGING DIGITAL TECHNOLOGY

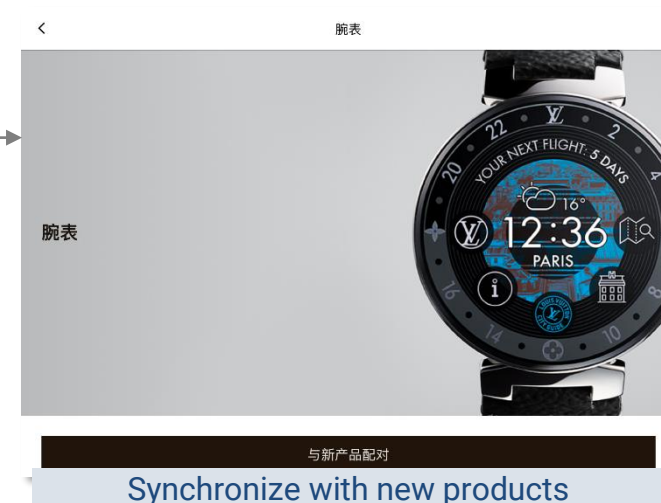
## Applying artificial intelligence technology on LV APP



*Allows APP users to find products in its online store by scanning a QR code.*



*Allows APP users to connect LV's intelligent products.*



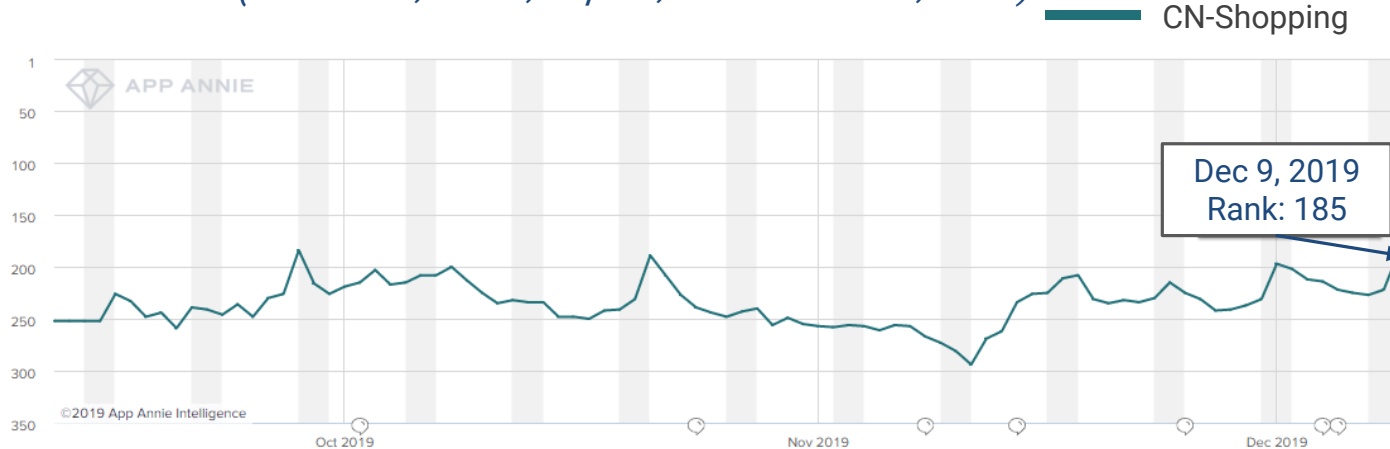
- LV's brand APP has roughly the same product category, delivery and other services available on website.
- It provides a more convenient shopping process than websites.
- LV is trying to capitalize on digital opportunities by leveraging its APP channel, which cannot be realized by having store on marketplace.



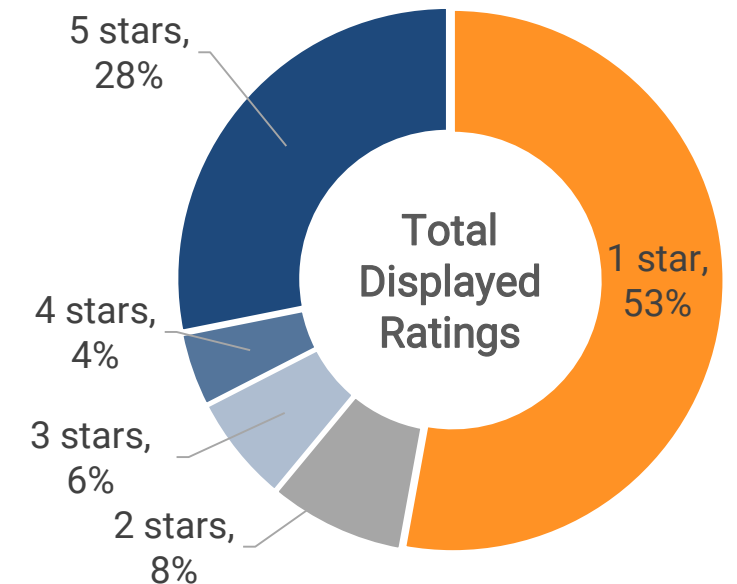
# BRAND APP SHOULD PRIORITIZE USER EXPERIENCE

BETTER USER EXPERIENCE CAN INCREASE BRAND LOYALTY.

## Rank history of LV APP in shopping category (on iPhone, China, Sep 12, 2019 – Dec 10, 2019)



## Ratings of LV APP on APP Store (Dec 10, 2019)



- LV APP ranked not very high as a shopping APP.
- There still are some defects need to fix, especially technical issues.

## Most recent feedback on APP Store

[Write a Review](#)

[App Support](#)

Sort by Most Recent

软件做的太烂了吧!

★☆☆☆☆

一直登不上是怎么肥四?

Tue

zz~猪猪 zz

去年还能在 app 上下单, 现在却...

★☆☆☆☆

有 app, 我还得去官网下单。不明白弄这个 app 的意义何在。而且线上购买信息还不互通。

20 Nov

墩墩

- Almost no positive feedback from Chinese consumers

- Most complaints are around:

- ✓ Unable to login and no fixed version until now
- ✓ Product and order information is inconsistent with that on website
- ✓ Hard to connect intelligent devices
- ✓ Slow in operation process

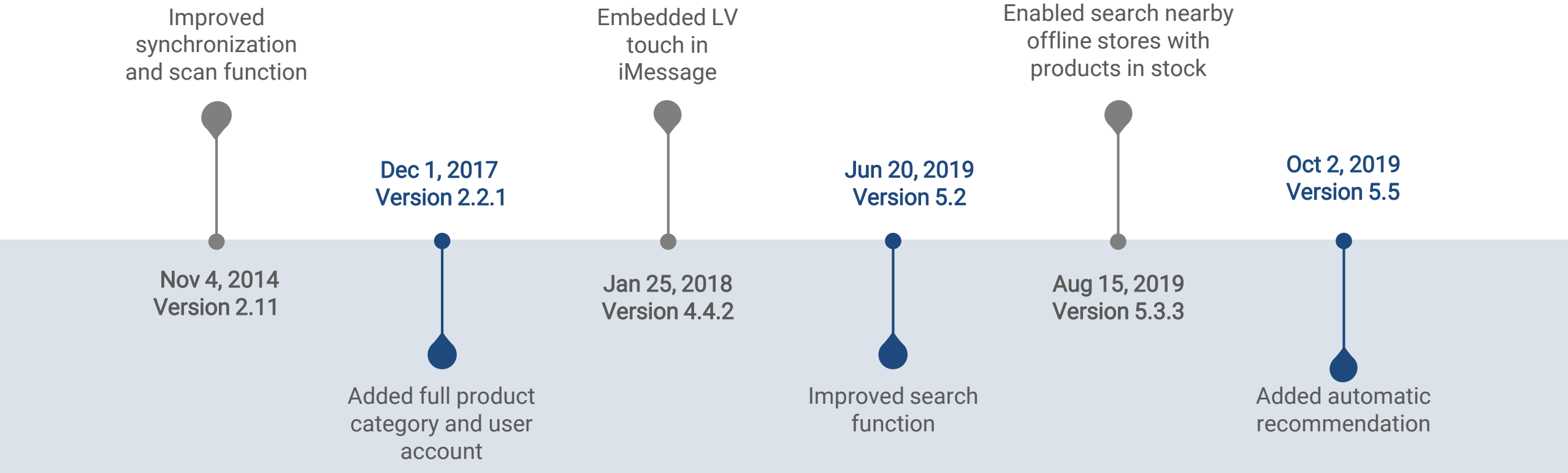
Source: <https://www.appannie.com/>; Apple App Store, 2019



# LV CONTINUOUSLY IMPROVES USER EXPERIENCE

AS A HIGHLY INDEPENDENT BRAND, LV BETTER UNDERSTANDS THEIR CUSTOMERS AND THEREFORE CAN EASILY ADAPT TO DEMAND

## Some critical updates of LV APP in APP Store

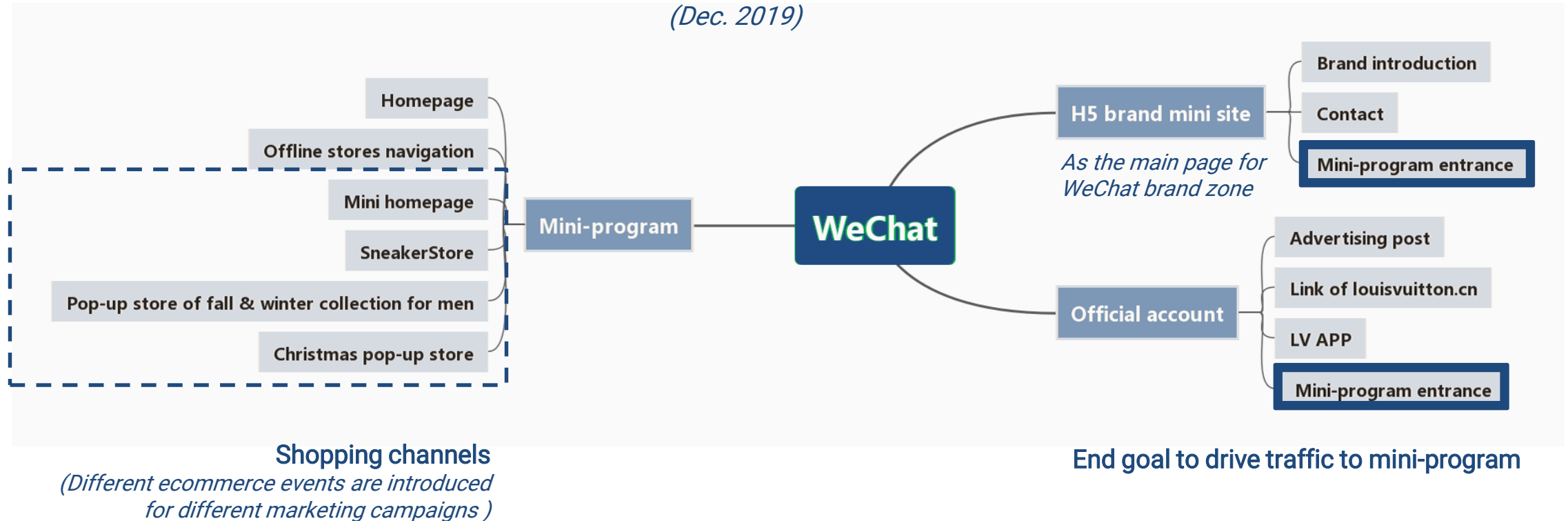




# BUILD INDEPENDENT BRAND IMAGE ON WECHAT

BRAND INDEPENDENCE ENABLES LV TO HAVE A FLEXIBLE PROMOTION STRATEGY ON WECHAT

## Structure of LV's WeChat brand zone (Dec. 2019)





# LV PROMOTIONS ON WECHAT DRIVE TRAFFIC TO MINI-PROGRAM STORE

## LV's WeChat public account



## Post content and effect

### 4 latest posts on LV Official Account

Date	Subject	View
24 Oct.	LV Archlight sneakers	100k+
5 Nov.	LV twist bag	100k+
15 Nov.	LV's cobranding with League of Legend	100k+
22 Nov.	LV men's bag	100k+

### Providing entrance to mini-program pop-up stores at the end of article



## Performance

### Evaluation of LV Official Account

Item	Score
Value of investment on ads	9/15
Completeness of basic information	15/15
Activeness	3/10
User stickiness	5/15
Content quality	9/15
Impact	29/30

- LV's WeChat public account is well-connected with other channels.
- Most article posts are correlated with marketing campaigns.
- All articles are quite successful, we can assume these posts do drive large volume of traffic to its WeChat stores.



## Active followers

960,205



## Rank

75<sup>th</sup> in fashion category



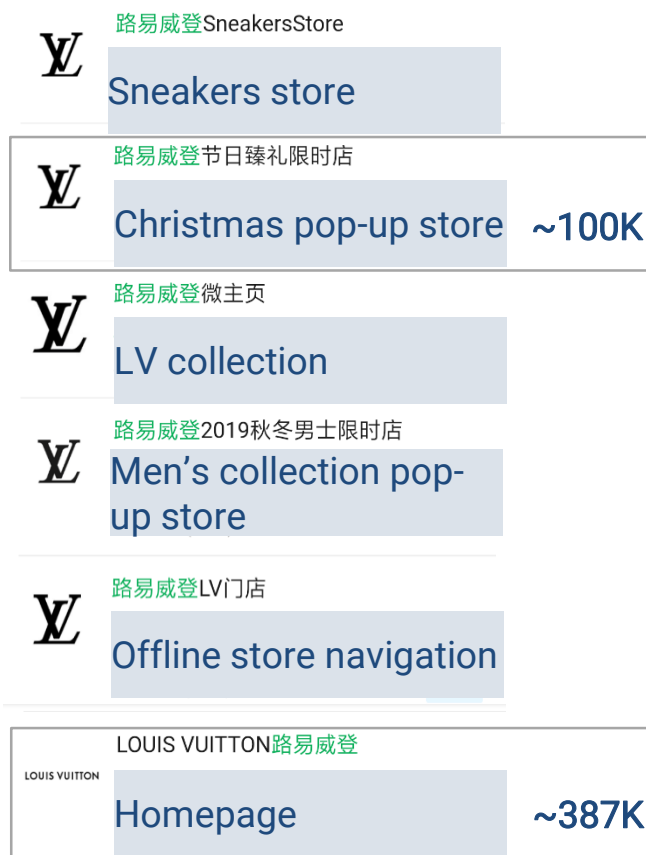
# HOW LV SELLS TROUGH MINI-PROGRAM ECOSYSTEM

LEVERAGING SOCIAL MARKETING STRATEGY TO DRIVE TRAFFIC FOR BRAND ITSELF

## LV's mini-program ecosystem

(Dec 10, 2019)

Traffic in  
December



**Shopping channels**  
*\* pop-up stores  
change based on  
promotion campaigns*

**Customer service  
and navigation**

### Product category:

- ✓ Sneakers
- ✓ Men's fall & winter collection
- ✓ Boutique

### Payment method:

WeChat pay only

"Homepage" works as the main page of mini-program ecosystem, and provide entrance to other mini-programs.



## Entry points of mini-programs:

- WeChat posts
- Navigation bar in chat-box
- Brand mini site
- WeChat search engine



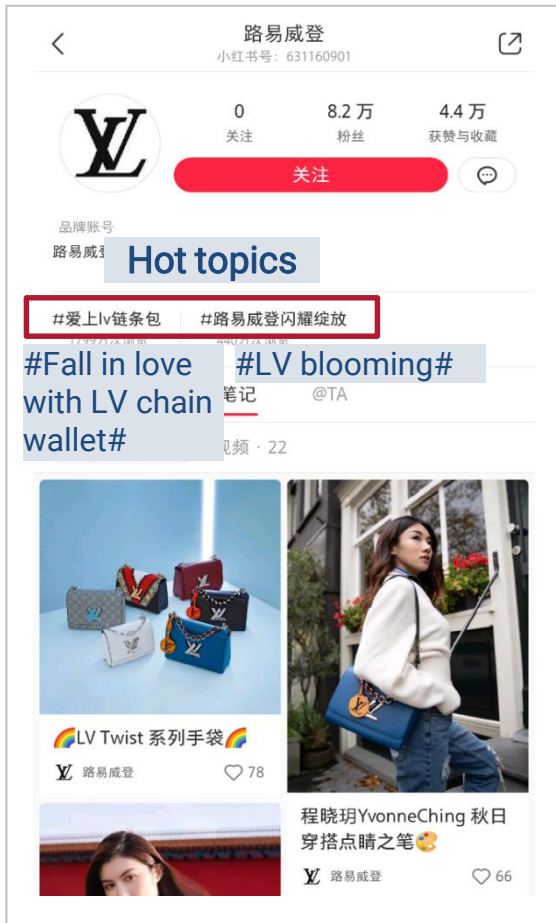




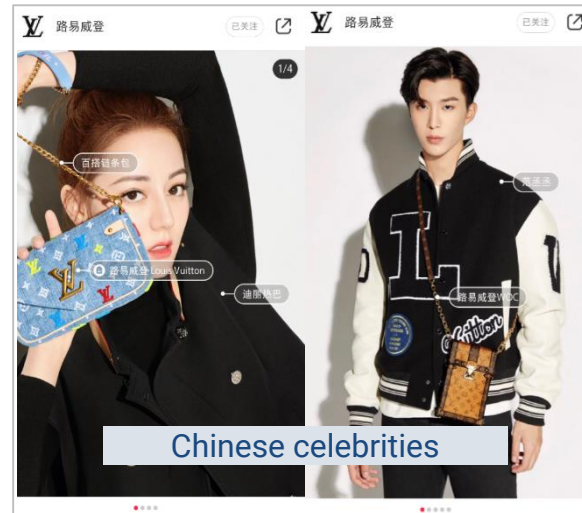
# HOW LV USES KOL MARKETING

## Promotion on Xiaohongshu

### Official account



### Most popular posts

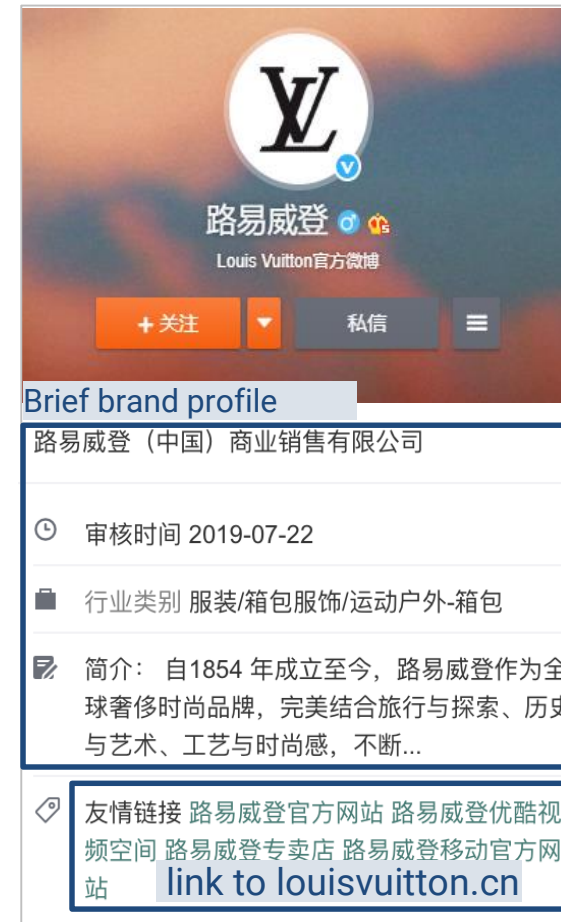


Followers  
82,000

- LV's XHS account improves visibility by raising topics and discussion on their hot products.
- The promotion activities on XHS target young netizens.

## Promotion on Weibo

### Official account



### One of most popular posts



Followers  
4.1 Million

Reaching more than 4 million followers, Weibo could be an ideal channel for potential consumers.



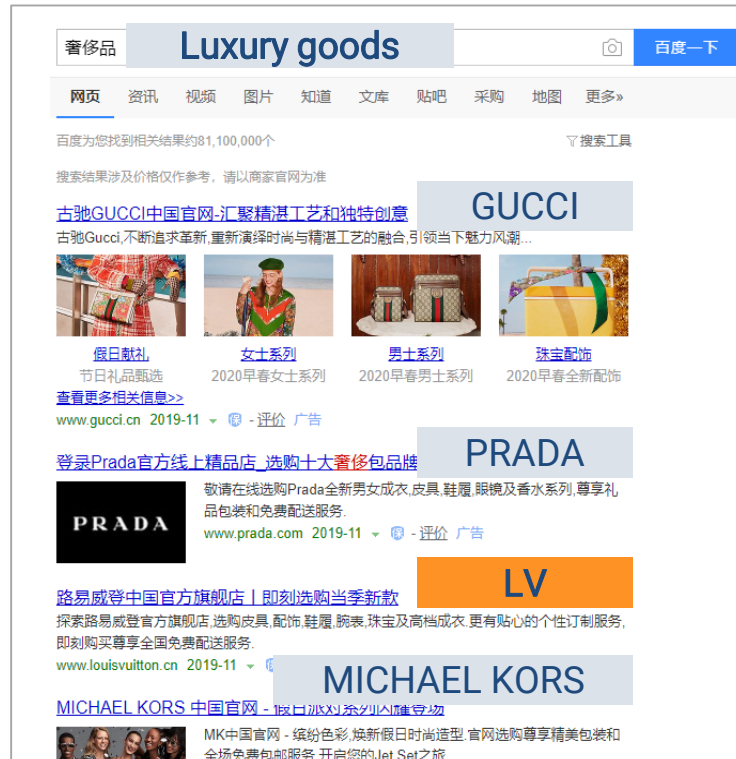




# HOW LV DRIVES TRAFFIC TO BRAND.COM

UTILIZING MAINSTREAM SEARCH ENGINE AND SHORT VIDEO PLATFORMS FOR HIGHLY TARGETED PROMOTION

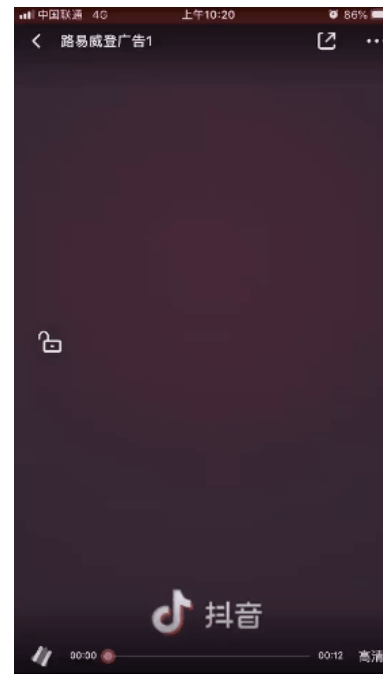
## LV's advertising on Baidu shows up during searches for "Luxury goods"



LV paid for targeted keywords to be preferentially showed in the search engine Baidu to help increase traffic of LV.cn.

## LV's Christmas promotion ads on Douyin

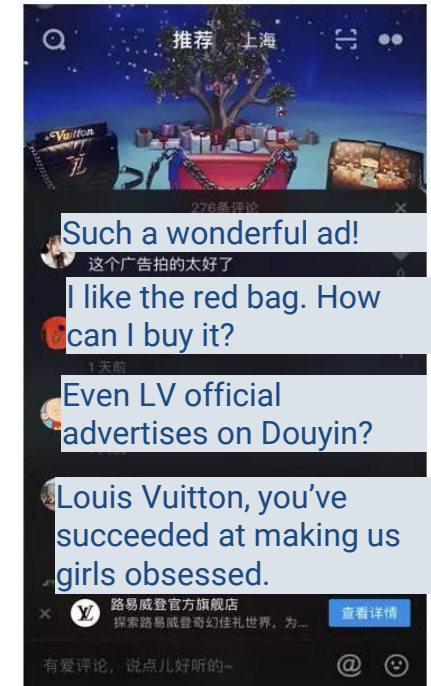
### Lock screen video ads



### Feeds ads



### Users' comments



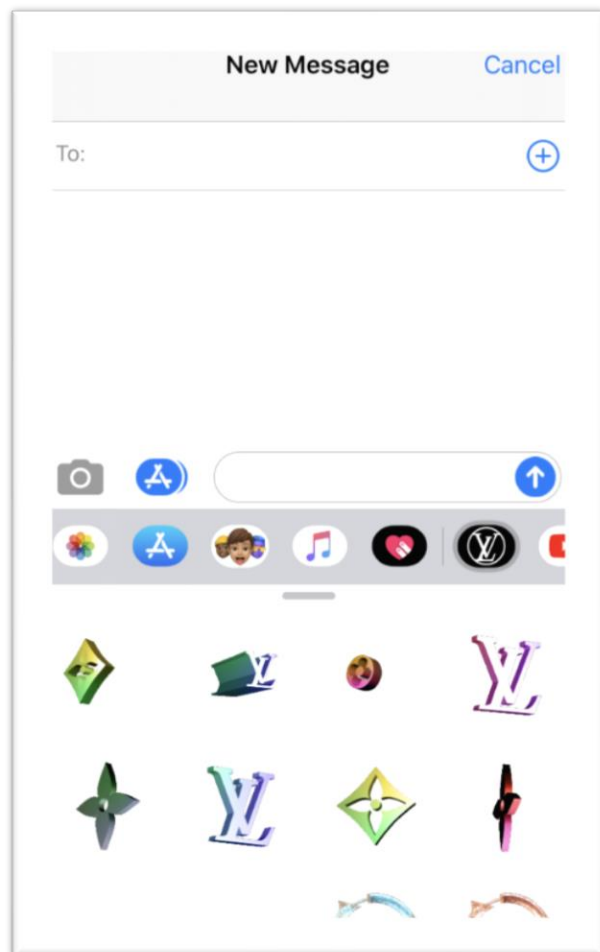
- LV started to do advertising on Douyin, a Chinese social media platform which owns rich resource and traffic volume.
- Since LV has no presence on marketplaces, these advertisements can drive all traffic to its own sales channels.



# ADDING INTELLECTUAL PROPERTY IN MESSENGER

USING SHARABLE BRANDED VISUALS TO GET CLOSER TO CONSUMERS.

## LV's iMessage stickers



- In January 2018, LV embedded LV touch into iMessage and provided attractive stickers based on its brand visuals.
- Every iPhone user can send the sticker through iMessage after downloading LV APP.
- Leveraging iPhone users' social connection to expand influence and improve brand awareness.
- It is also a trigger to attract people download the LV APP.



# SENDING NEWSLETTERS FOR CUSTOMER RETENTION

DIRECTLY, REGULARLY AND COST-EFFECTIVELY WAY TO PROMOTES FOR BRAND ITSELF

## Welcome email

LOUIS VUITTON

亲爱的!

感谢您对路易威登的喜爱与信任!

您已成功订阅路易威登电子报, 我们将第一时间为您献上最新的产品信息及品牌资讯。  
欢迎随时管理您的订阅。

您也可以通过 [louisvuitton.cn](https://louisvuitton.cn) 体验完整的路易威登惊喜之旅。

[louisvuitton.cn](https://louisvuitton.cn)

顾客服务  
致电我们:  
400 6588  
555

官方微信: [louisvuittonofficial](https://louisvuittonofficial)  
官方微博: 路易威登

Links to LV official  
WeChat and weibo

## Holiday promotion newsletter

LV NOW 路易威登世界 女士 男士

LOUIS VUITTON

庆祝准备

Prepare for celebration

## Link to shopping page on LV.cn

制定假日计划

寻找梦幻佳礼

收拾行装, 踏上假日之旅

推荐产品

Recommended products



垫肩短袖上衣  
¥15,400

即刻选购



极光 (DEHORS IL  
NEIGE) 香氛蜡烛  
¥1,800

即刻选购



B BLOSSOM 18K 金  
钻石戒指  
¥28,800

即刻选购

Buy now

- LV's newsletter is designed to drive traffic to LV.cn and its major social media accounts.
- Ensuring direct communicating with potential consumers to stimulate demand and realize retention.



# CO-BRANDING: INCREASING EXPOSURE TO NEW CONSUMER GROUPS

COLLABORATED WITH A BRAND WHICH HAS A HIGH PURCHASE FREQUENCY TO BOOST BRAND AWARENESS

Recently, LV collaborated with LEAGUE of LEGENDS (world leading video game), and created a series of co-branding products.

2019.9

Designed a suitcase for LOL



奖杯啥的都不重要，箱子想要了

英雄联盟神吐槽：我感觉箱子比奖杯值钱

"The suitcase is most attractive"

"I think the suitcase is more valuable than the trophy"

2019.10

Published LV x LOL game skins



这可能是我唯一买的起的lv单品惹 🤔

"This might be the only LV I can afford"

幸亏我没换至臻锐雯，LV琪亚娜准备入手

"I'm going to buy one!"

2019.12

Published LV x LOL collections



💰太贵了，其实好喜欢那个泡泡裙。。一看价格加税三千刀。。。瞬间平静

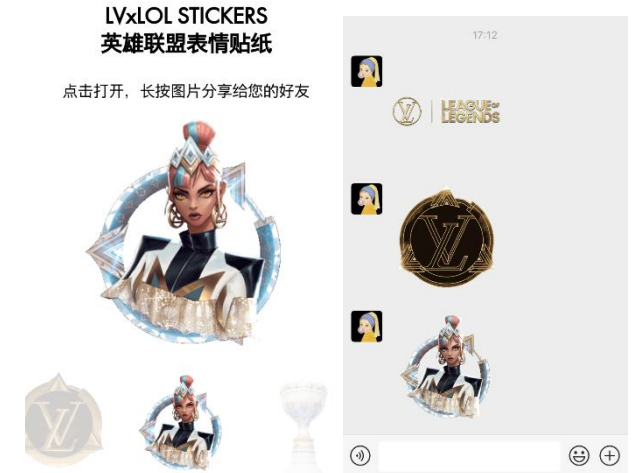
"I like the dress but it is too expensive"

帅炸了！这个系列太可了 🍎🍎🍎

"So cool! I like all of them!"

2019.12

LV x LOL stickers fit for WeChat



As a luxury brand with a lower consumption frequency, the collaboration helped LV improve brand awareness, as well as strengthened its brand.

Comments on Weibo

Source: <http://www.1th1.com/weixin/price/3940.html>  
[ost-2-47840.html](http://ost-2-47840.html)



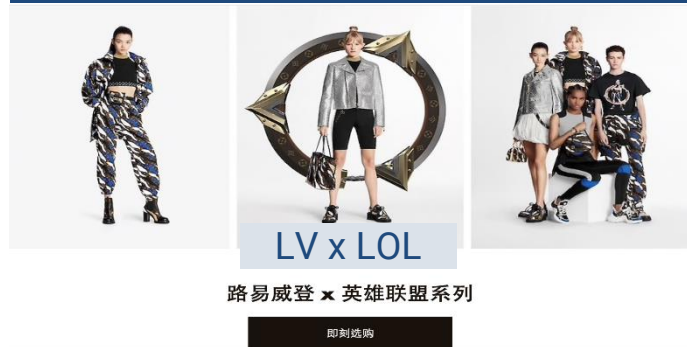


# ROADMAP OF LV X LEAGUE OF LEGENDS MARKETING CAMPAIGN

COVER NEW GROUPS OF CONSUMERS THROUGH COORDINATED PROMOTION ON ALL CHANNELS

## LV's promotion ecosystem

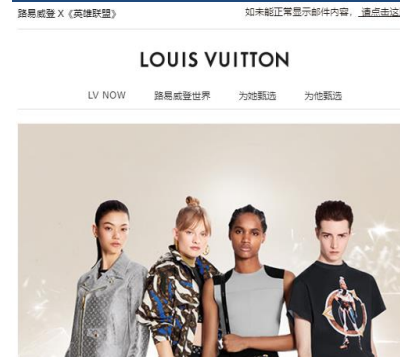
### LV.cn



### APP



### Newsletter



## Vote launched on Weibo

Will you buy LV x LOL collections?

LV 和英雄联盟合作款你会买吗?

会! 买它买它买它! **Yes, I will** 1.4K people

不感兴趣 **Not interested** 2.1K people

不买, 没钱 **No, can't afford** 7.1K people

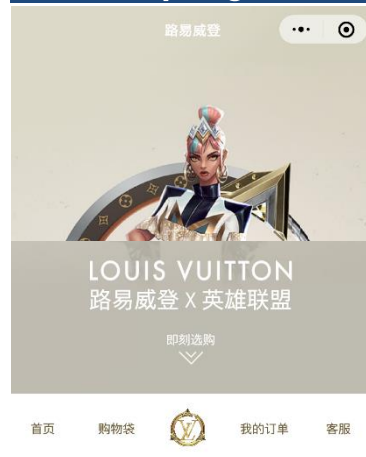
More than 10.6K people voted

LV's promotion has reached large volume of potential consumers.

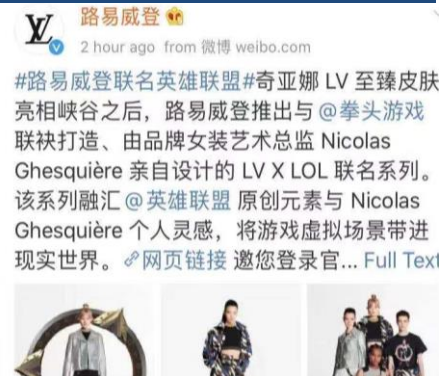
### WeChat public account



### Mini-program



### Weibo



Arousing LVxLOL topic on Weibo and has attracted more than **1 million** discussion

LV has built a mature promotion system by itself to meet different demands.



## CASE 2: PERFECT DIARY 完美日记

EXCELLENT EXAMPLE OF PRIVATE TRAFFIC MARKETING

# PERFECT DIARY 完美日记

AN EMERGING BRAND THAT STARTED ON MARKETPLACE BUT IS GRADUALLY BECOMING INDEPENDENT.

PERFECT DIARY  
完美日记

PERFECT DIARY  
完美日记

- PERFECT DIARY is a young Chinese Beauty brand targeting young women born in the 90s.
- The brand started its online business on Taobao, and tried to sell independently later.
- It now has 40 offline stores and one brand-owned store on WeChat.



In the “Hurun Greater China Unicorn Index 2019 Q3” report published by Hurun research unit\*, Perfect Diary was ranked 6<sup>th</sup> on the top new Unicorn list, with valuation at 7 billion RMB.

*\* Hurun research unit is a leading luxury publishing group*

## Perfect Diary's sales channels

Self-owned channel  
Marketplace



Taobao & Tmall  
store



XHS store



WeChat store



Douyin store



JD store



First offline  
store

2017

SEP. 2017

DEC. 2017

JUL. 2018

OCT. 2018

JAN. 2019

Source: [https://baike.baidu.com/reference/22119286/426eN0Spxp\\_s-tePzTwHLeZZyK\\_-fFaP2hUnv7rVMwx4odCiOxZJWeY3Z64W3IfD6N544Sr-kdKAzz5C6gSkq9vVMTf6C5dIRn1AnE\\_4GMcmYGeaew](https://baike.baidu.com/reference/22119286/426eN0Spxp_s-tePzTwHLeZZyK_-fFaP2hUnv7rVMwx4odCiOxZJWeY3Z64W3IfD6N544Sr-kdKAzz5C6gSkq9vVMTf6C5dIRn1AnE_4GMcmYGeaew)

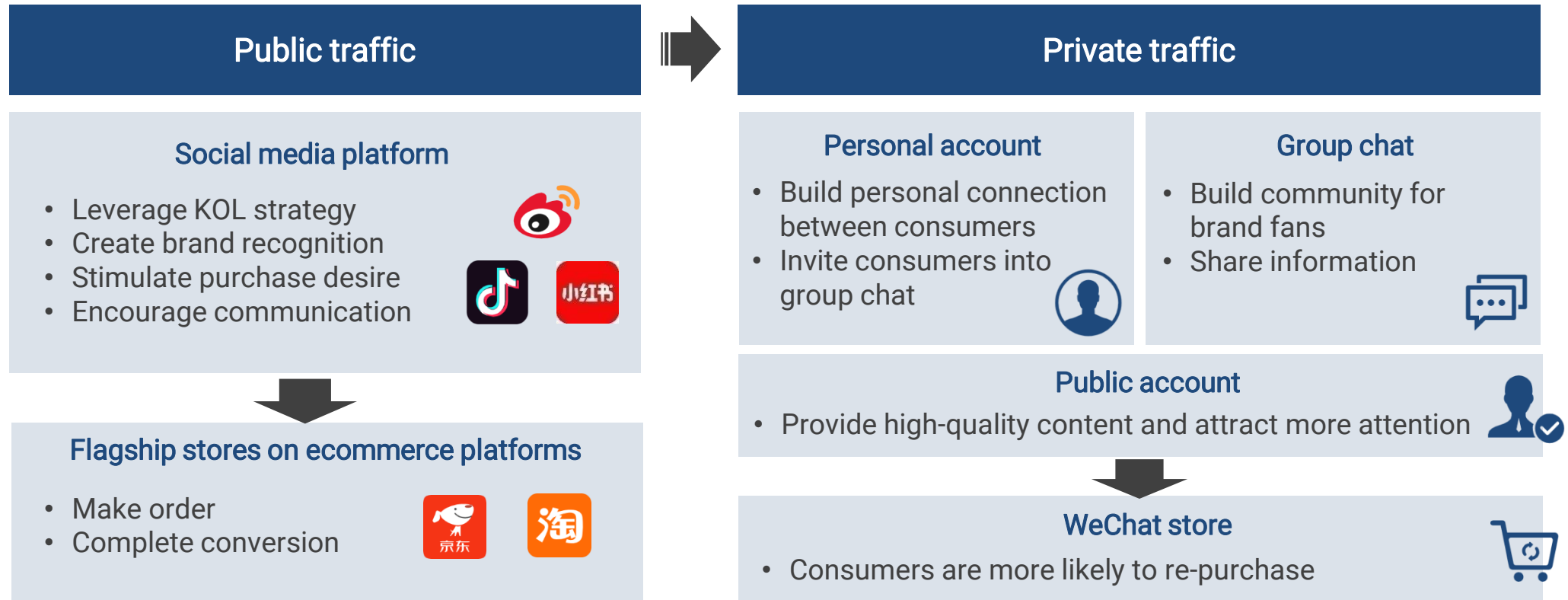


# CONVERTING PUBLIC TRAFFIC INTO A BRAND'S OWN ASSET

A PERFECT EXAMPLE TO LEARN HOW TO GAIN INDEPENDENCE FROM THE MARKETPLACE

PERFECT DIARY  
完美日记

## Perfect Diary's online marketing strategy



- Perfect Diary builds its private traffic pool on WeChat, which can be conducive to re-purchasing.
- This brand leverages rich outside resources and then converts it into its own resources and realizes consumer retention.

# LEVERAGING XHS TO IMPROVE BRAND AWARENESS

## INCREASING BRAND VISIBILITY BY WORKING WITH KOLS

PERFECT DIARY  
完美日记

### Job description for “KOL advertising” position

#### 岗位要求

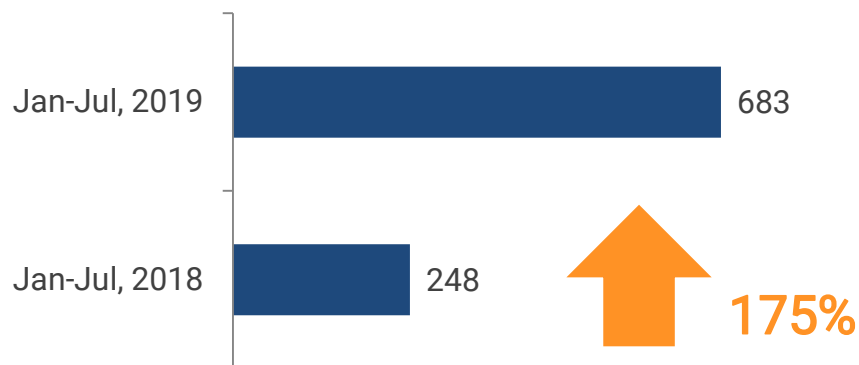
- 1、本科及以上学历，1年以上互联网相关工作经验
- 2、熟悉小红书等各类新媒体渠道，了解小红书的运营逻辑；
- 3、有较强的沟通能力，能独立解决问题
- 4、有团队意识和较强的抗压能力；
- 5、有一定MCN机构和小红书红人资源者优先。

Be familiar with new media channels like XHS.

Better to have some KOL and Multi-Channel Network (MCN)\* resources.

\* Multi-Channel Network (MCN): Agency manages KOL activity including content creation and marketing.

### Perfect Diary's KOL advertising volume on XHS (no. of cooperated KOL)



PERFECT DIARY  
完美日记



L'ORÉAL  
欧莱雅

### Brands' visibility on XHS

Followers  
1.7 Million

Like & Save  
2.3 Million

Followers  
184 K

Like & Save  
87 K



*L'OREAL is a world leading cosmetics company, it entered China in 1996.*

- Perfect Diary shows particular preference for KOL marketing on XHS.
- The brand is still working on expanding their influence on XHS by cooperating with more KOLs.
- Their strategy on XHS performed well, even better than world leading brand in the cosmetics industry.

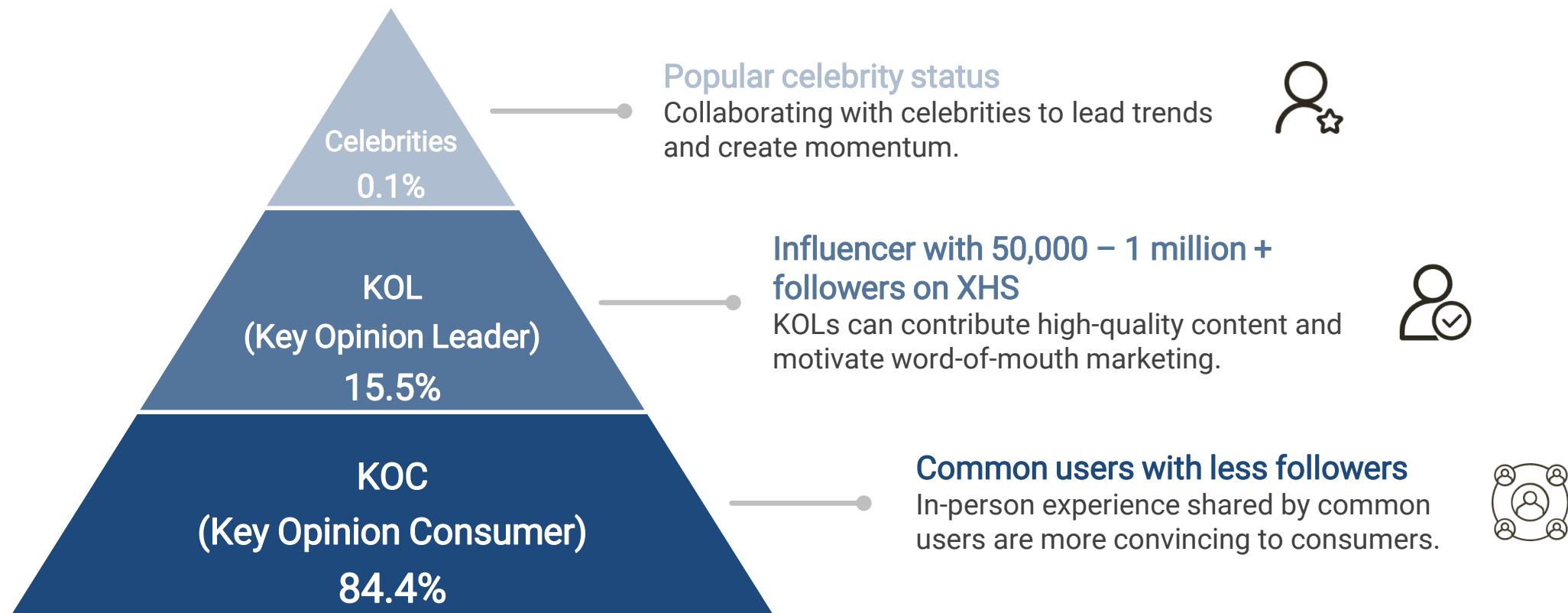


# UTILIZING THE BANDWAGON EFFECT FOR HIGH BRAND VISIBILITY

PERFECT DIARY'S HIGHLY COST-EFFECTIVE ADVERTISING STRATEGY ON XHS

PERFECT DIARY  
完美日记

## Perfect Diary's KOL advertising structure on XHS



# DIFFERENT GROUPS OF PEOPLE PROVIDE DIFFERENT CONTENTS

## EXAMPLES OF PERFECT DIARY'S KOL ADVERTISING ON XHS

PERFECT DIARY  
完美日记



### Celebrity posts

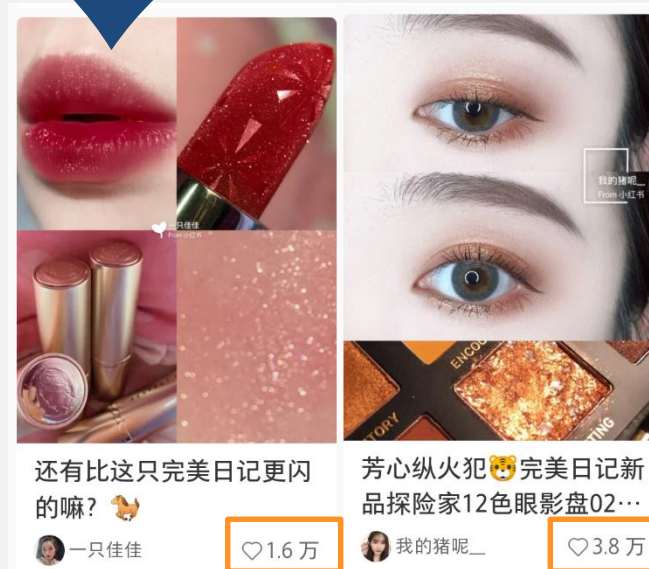


*Both are young and popular celebrities in China*

👍 18 K	👍 83 K
💬 2.3 K	💬 2.7 K
★ 23 K	★ 36 K



### KOL posts



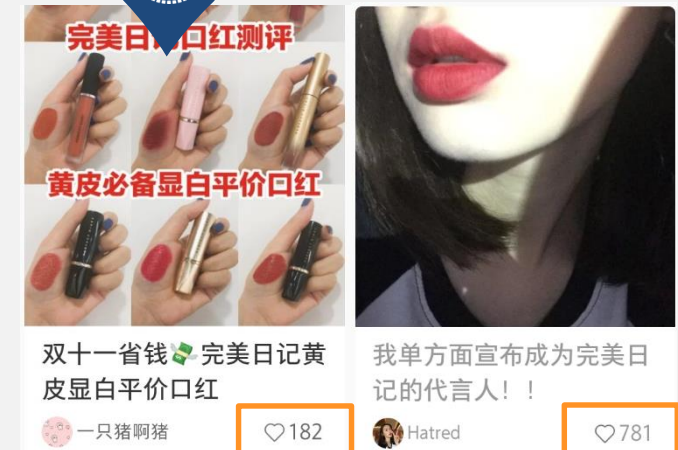
16K likes

38K likes

Head KOLs' posts normally introduce products with charming pictures and detailed description.



### KOC posts



182 likes

781 likes

- Content from KOCs appear more ordinary but are more trustworthy for consumers.
- Though each can reach to limited number people, a large volume of KOCs can make waves.



# CONVERTING PUBLIC TRAFFIC INTO PRIVATE TRAFFIC

MOTIVATING CONSUMERS FROM MARKETPLACES TO ENTER ITS PRIVATE TRAFFIC POOL AT A LOW COST

PERFECT DIARY  
完美日记

## Perfect Diary's private traffic acquiring process



- The promotion card is attached to products sold on marketplace\*.
- Lucky money encourages consumers to enter its private traffic pool.

Personal account Xiaowanzi gives access to get lucky money and sends personal invitations to enter private traffic group.

\* We bought Perfect Diary's product from both Tmall and its WeChat store. The promotion card is only attached with products from Tmall.



# CREATING A VIRTUAL KOC CHARACTER

CREATING EFFECTIVE COMMUNICATION IN BRAND'S PRIVATE TRAFFIC POOL

PERFECT DIARY  
完美日记

## Xiaowanzi 小完子



### Who is She?

An imaginary KOC character created by Perfect Diary.

### What's her role?

- Provides information on products
- Beauty Consultant
- Provider of real-time customer service
- Friend

## Character image of Xiaowanzi

### Exterior image

Beautiful and well dressed young girl



### Interior image

Positive, lively and has many hobbies

- Xiaowanzi has similar characteristic with Perfect Diary's target consumers.
- This KOC character help the brand build closer relationship with consumers.
- Close relationship makes communication more effective and efficient.

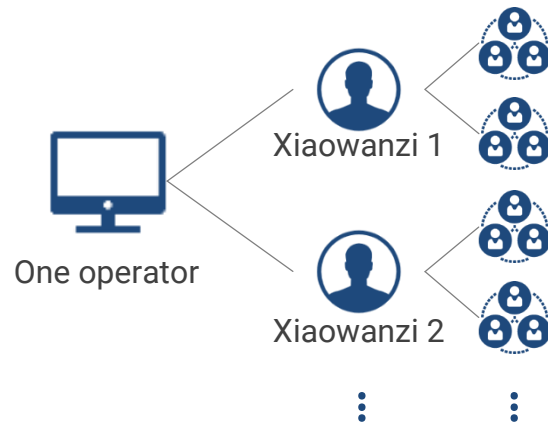


# BUILDING PERSONAL CONNECTIONS WITH CONSUMERS

CREATING A PERSONAL ACCOUNT MATRIX TO PROVIDE CUSTOMIZED SERVICE

PERFECT DIARY  
完美日记

## 'Black technology' behind Perfect Diary's personal account matrix



- Leveraging group control technology, Perfect Diary created hundreds personal account with unified character image called "Xiaowanzi".
- Normally, each WeChat personal account can have no more than 3,000 contacts. So, Perfect Diary has already has millions of followers in its private traffic pool.

## WeChat Moments of different accounts



### Post frequency

2-4 posts per day



### Main content

- Life sharing
- Products promotion
- Product related knowledge sharing

- Sharing high quality content on WeChat moments to stimulate shop desire.
- Providing different content to different consumer groups.



# EFFECTIVE COMMUNICATION TO INSPIRE RE-PURCHASE

ESTABLISHING A SERIES OF COMMUNITIES TO SELL AND COMMUNICATE DIRECTLY TO CONSUMERS

PERFECT DIARY  
完美日记

## Communicate with consumers in WeChat group

### Real-time support

#### Customer

Is this new arrival?  
那个粉钻16号色是新出的吗

#### Xiaowanzi

是哟，是新色号呢  
Yes, it's new for Christmas.  
为圣诞准备的红棕色~

### Product promotion



Discount  
produces



New  
arrivals



### Live stream activity



### Related knowledge

## Expansion of one WeChat group



- Perfect Diary has hundreds of private traffic groups, and each is managed by one personal account.
- The group expands fast and has promotion activities everyday.
- The manager Xiaowanzi acts as a reliable friend and provides exclusive service for all consumers in the group.

# MAINTAINING RETENTION ON BRAND-OWNED SALES CHANNELS

DRIVING BRAND'S PRIVATE TRAFFIC TO ITS OWN STORES

PERFECT DIARY  
完美日记

## Entry points to Perfect Diary's WeChat stores

### Navigation bar on official accounts' main page



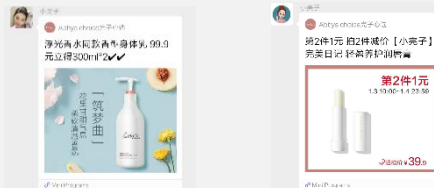
Perfect Diary has 6 public accounts and each of them are store entry points.

### Links in each WeChat post



Providing entrance to Perfect diary's flagship store on WeChat.

### Links shared by Xiaowanzi



Providing entrance to another WeChat store called "Abby's choice 完子心选", which might related to each personal account's KPI.

## Perfect Diary's WeChat stores

### Flagship store 完美日记旗舰店



Main shopping channel on WeChat, providing all products.

### Abbys choice 完子心选



Branch store on WeChat, which only sells products promoted by personal accounts.

# FINDING NEW CONSUMERS OFFLINE

AND CONVERTING THEM TO ONLINE REGULAR ONLINE CONSUMERS BY INVITING THEM TO PRIVATE TRAFFIC POOLS

PERFECT DIARY  
完美日记

## Perfect diary's first offline store in Shanghai



Photo from 36Kr's Weibo account

## Establishing new private traffic pool based on offline stores



Giving free gifts to motivate consumers to enter its new private traffic pool



Direct to new private traffic pool managed by a new KOC character "Xiaomeizi小美子"

- Perfect Diary has opened 30 offline stores in 2019, and is planning to have 600 stores in next 3 years.
- The brand hopes 65% customers in offline stores are new consumers, who haven't bought their products online.
- By establishing offline stores, the brand aims at improving shopping experience and create new private traffic pool.





# 山姆会员商店

## CASE 3: SAM'S CLUB

RETAIN INDEPENDENCE THROUGH MEMBER-OWNED BUSINESS

# SAM'S CLUB IN CHINA

STARTED BUSINESS IN CHINA INDEPENDENTLY AND COOPERATED WITH JD FOR FURTHER EXPANSION



- Sam's Club is a world leading membership store, which serves more than 2 million members in mainland China.
- It mainly focuses on deep developing regular buyers and improving membership renewal rate.



In 2018, Sam's Club achieved 8% same-store sales growth in China's market, with almost 80% membership renewal rate.

## Online sales channels of SAM's Club

Self-owned channel  
Marketplace



Source:

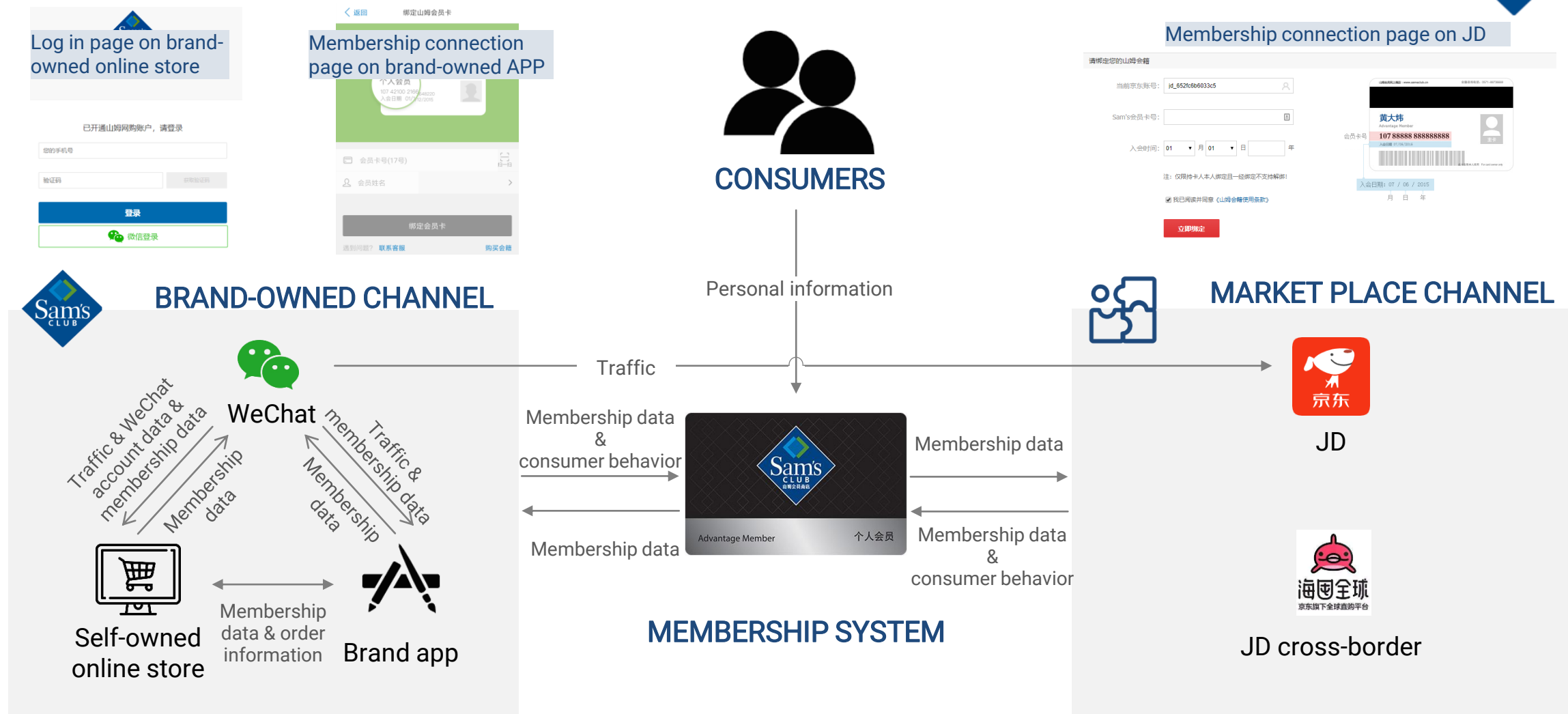
<http://www.chinadaily.com.cn/a/201901/24/WS5c491649a3106c65c34e63a9.html>; <https://36kr.com/p/5250546>





# MEMBERSHIP-CENTERED CRM ON DIGITAL CHANNELS

## FULL CONTROL ON MEMBERSHIP DATA





# SELF-OWNED SHOPPING CHANNELS OF SAM'S CLUB

SAMSCLUB.CN AND APP: ONLY SERVE MEMBERS



## Delivery service

	Ordinary delivery	One-hour delivery service	Global purchase
Warehouse	Sam's Club offline store	Sam's Club offline store	Bonded warehouse
Shipment time	1 day	1 hour	1-5 days
Delivery area*	Specified area around offline stores	3-5kms away from offline stores	Specified area around offline stores

\* Specified delivery policy on samclub.cn



## Payment method

Alipay, Bank Card, payment after delivery



## Price

One price for members



## After-sales service

Free returns & refunds within 7 days



## Special service

Using the Bank of Communications card can get customers extra discount



# SAM'S CLUB FLAGSHIP STORE ON JD

MAINLY OPERATED BY JD WITH PURPOSE OF BUSINESS EXPANSION

## Services provided by Sam's flagship stores on JD platform



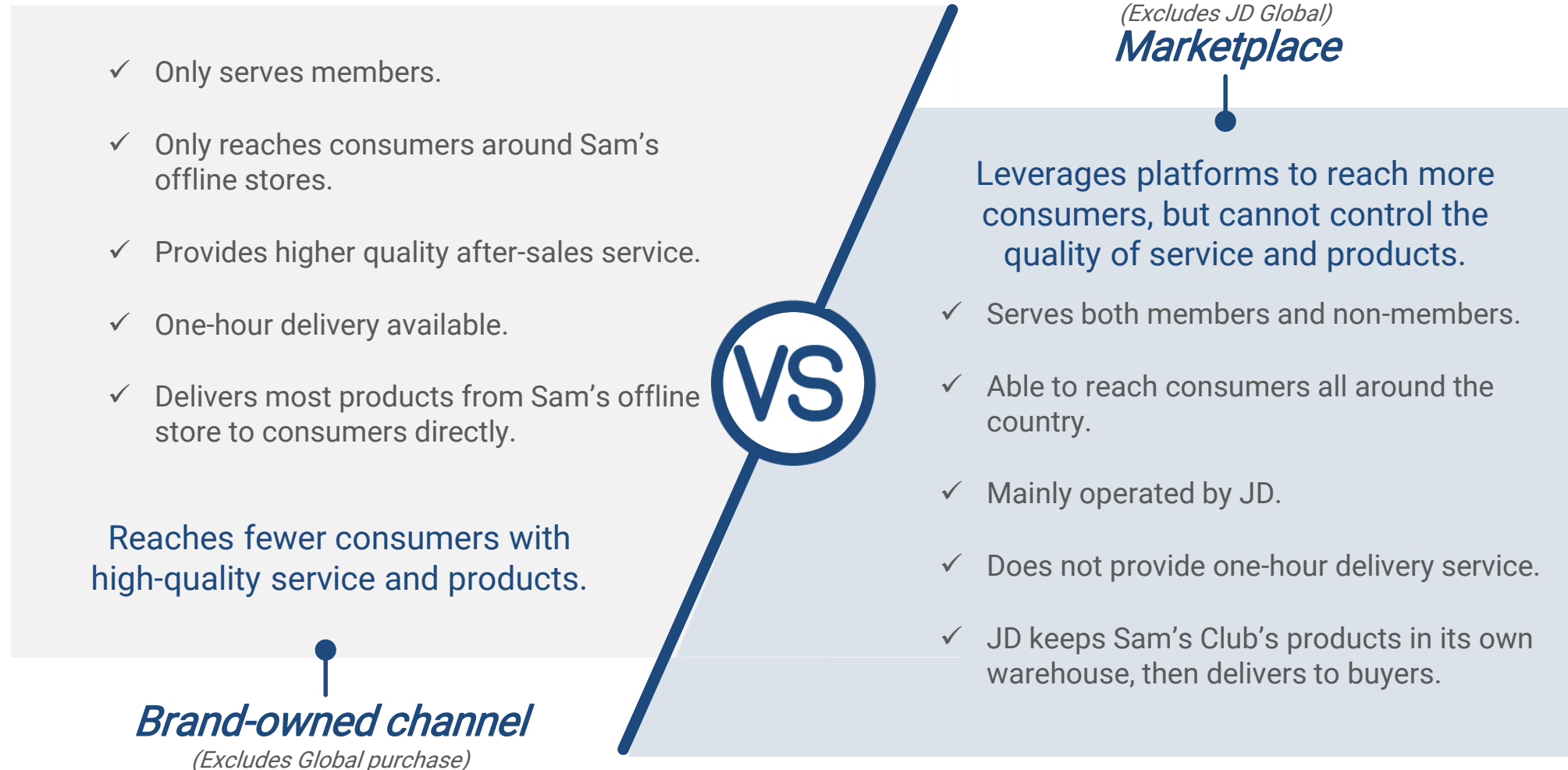
	JD self-operated store	Flagship store on JD Global
Service provider	JD	Sam's Club
Payment method	JD Pay, Bank Card, WeChat Pay, Apple Pay, UnionPay	
After-sales service	DO NOT accept free returns & refunds within 7 days	
Shipment time	Within 1 day	Within 3-10 days
Warehouse	JD's warehouse	Bounded warehouse
Delivery area	Country-wide delivery available (excluding fresh food)	
Price	Member's price & ordinary price	
Membership	Integrate with Sam's own membership system, JD + Sam Club double membership	





# REALIZING HIGH CONSUMER STICKINESS ON BRAND'S OWN CHANNEL

SAM'S CLUB IS ABLE TO ENSURE PREMIUM SERVICE ON ITS OWN CHANNEL BY SERVING CONSUMERS DIRECTLY

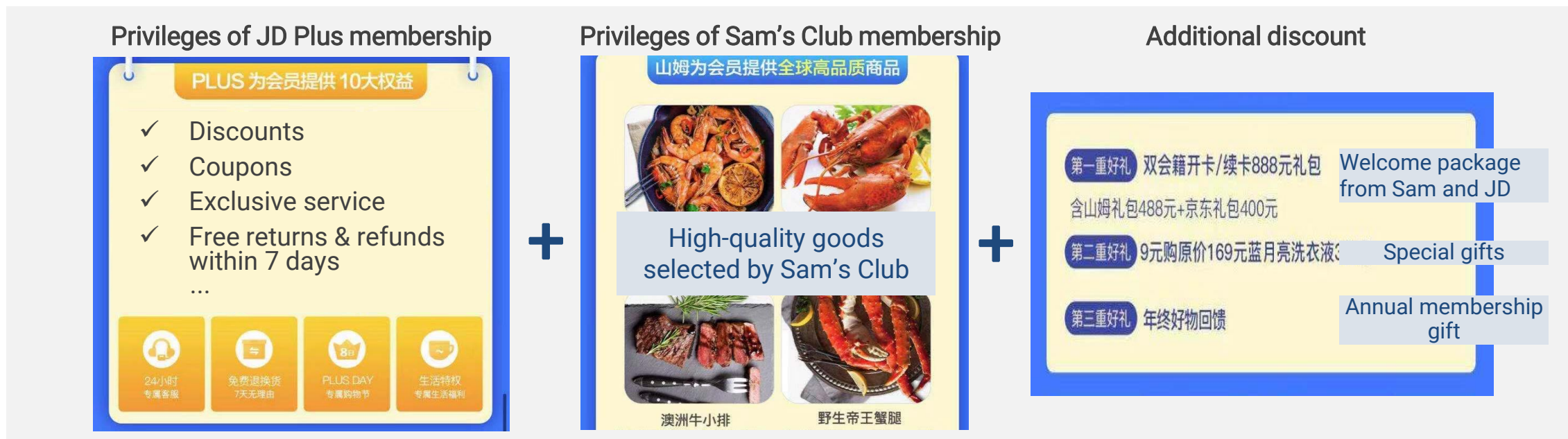




# MEMBERSHIP COLLABORATION ATTRACTS MORE MEMBERS

## SAM'S STRATEGY ON INCREASING BRAND LOYALTY ON MARKETPLACE

### Benefits provided by double membership



- Doubled benefits help Sam's Club persuade more consumers to become members.
- Sam's Club uses a collaboration strategy to convert regular buyers on JD into brand's own asset.

前不久在京东买的山姆超市和京东plus双会员绝对不亏，被袭了一大堆福利和优惠，简直不要更划算。。。🧐🧐🧐

The double membership is highly cost-effective. I got a lot of benefits!



Consumers' perception on Weibo

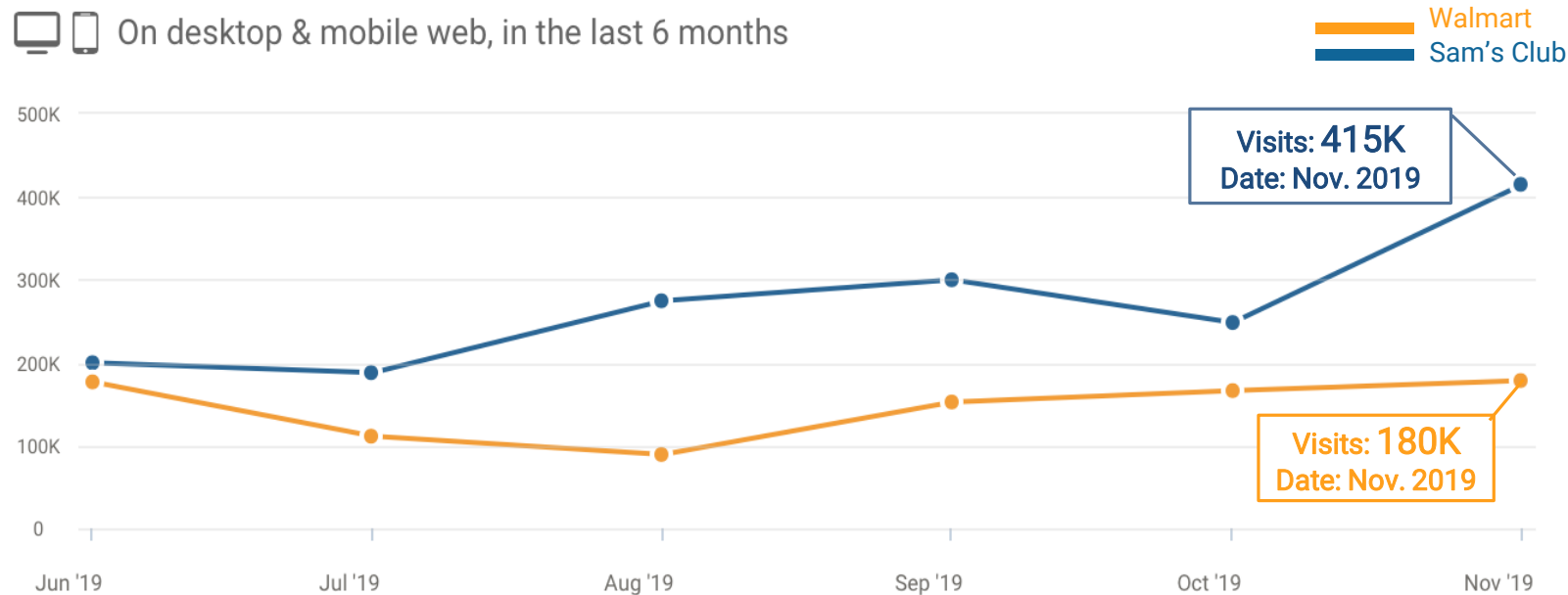




# INDEPENDENT SALES CHANNEL INCREASE BRAND VISIBILITY

SELLING ON OFFICIAL SITE MAKES MORE CONSUMERS HAVE OPPORTUNITY TO LEARN THE BRAND

## Total Visits of Sam's Club official site in China



- Sam's Club's official website in China has online shopping while Walmart's site does not.
- By selling to consumers directly on the official site, Sam's Club's site attracts 2 times more traffic than Walmart's site.
- Sam's Club's membership system ensures its website stable traffic volume in a long term.



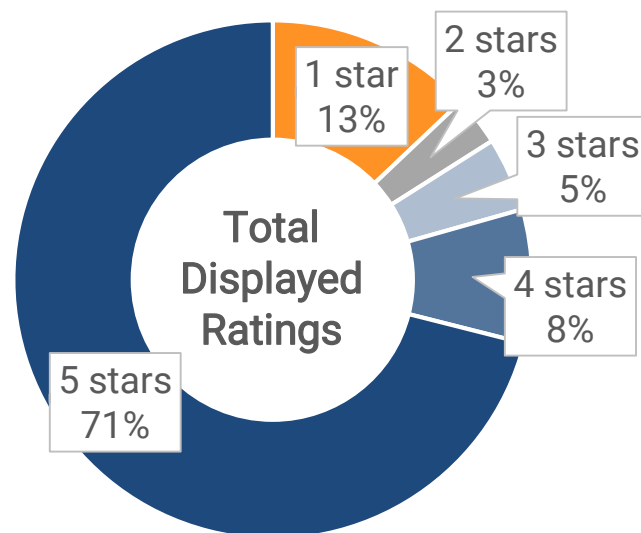


# SAM'S CLUB'S BRAND-OWNED CHANNEL HAS HIGH QUALITY SERVICES

ENSURING MEMBERS CAN GET PREMIUM SERVICE THROUGH BRAND.COM AND BRAND APP

## Ratings of Sam's Club APP on APP Store

(Dec 12, 2019)



## Consumers' perceptions of Sam's Club's brand APP on Weibo

我决定起个有点用的名字：买生鲜很方便



It's very convenient to buy fresh food on Sam's Club APP.

今天去山姆买菜忘了买牛奶，西红柿没货。刚刚试了下在山姆APP上网购，8点24下单牛奶和西红柿，刚刚送到，历时半个小时不到，看来我可以实现彻底宅在家里不出门了，只要再花钱买个代扔垃圾服务即可。

The delivery is fast. I made order on Sam's Club APP and it arrived within half an hour.

## Consumers' feedback of Sam's Club's flagship store on JD



这个吃起来还可以，就是有些发硬，总觉得没有实体店里面的好呢。

I think the products sold in Sam's Club's offline store has better quality than JD flagship store.



昨天下午4点多下的单，今天下午两点才收到。

I'm disappointed with the delivery, it's too slow.

- Most consumers are satisfied with the service and products provided by Sam's Club's brand APP.
- Sam's Club's flagship store on JD is mainly operated by JD, and has received more complaints about poor service.



# SAM'S CLUB APP IS NOT ONLY A ONLINE SHOPPING CHANNEL

BESIDES SELLING TO MEMBERS, IT ALSO PROVIDES RICH CONTENT

## "Discovery" page



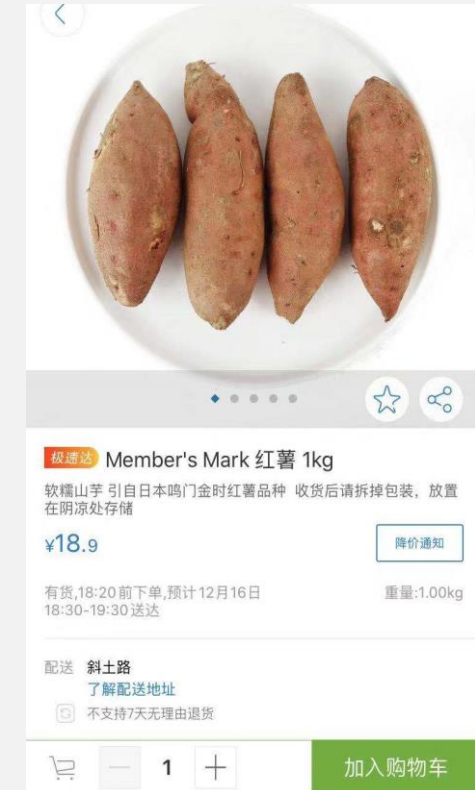
There are regular recipe posts on Sam's Club brand APP.

## Products promotion in post



Stimulating purchase desire and directing readers to shopping page.

## Shopping page



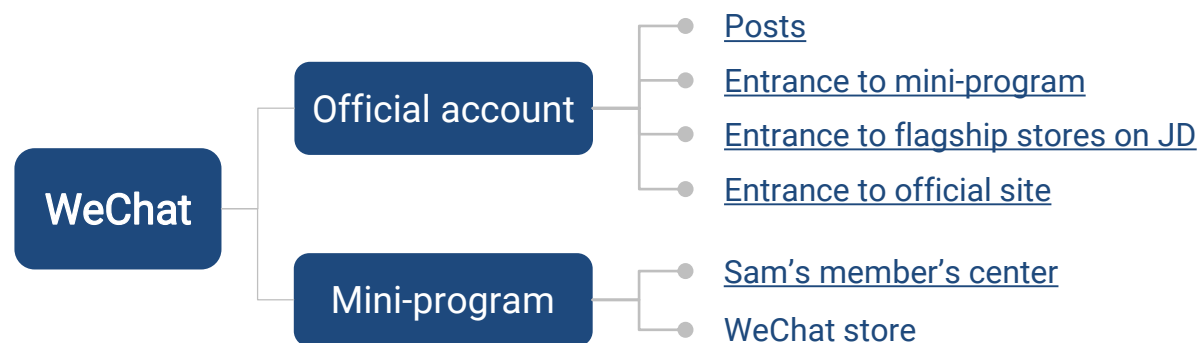
Landing on shopping page to complete conversion.



# CREATING WECHAT-CENTERED DIGITAL MEMBERSHIP DATABASE

WECHAT IS THE ONLY CHANNEL FOR E-CARD MEMBERSHIP REGISTRATION

## Structure of Sam's Club's WeChat ecosystem



## Sam's Club's WeChat ecosystem aims at:

- ✓ Bringing traffic to other online shopping channels and boost sales.
- ✓ Providing convenient membership registration and activation process.
- ✓ Posting rich content to provide promotion information and create demand.

## Official account homepage



## Member's center



- Existing members can activate e-card.
- Non-members can register here.

## Posts



## WeChat store (only for members)







# CONSUMERS SEE SAM'S CLUB AS A WELL-REPUTED BRAND

POWERFUL BRAND IMAGE CAN PROMOTE THE BRAND ORGANICALLY

## Ads on variety show



- Sam's Club gave space for a popular variety show.
- It presented Sam's Club's offline store in real scenario.

## Public relation strategy on WeChat



- Sam's Club collaborated with influential local media on WeChat to reach their members in different cities.
- Sam's strategy worked quite well, with high view volume and engagement.

## Consumers' perception on WeChat

虽然没有致力于做营销，但是口碑依旧很好，这就是本身品牌做的好带来的效

Without much effort on marketing, Sam's Club still has good reputation resulting from branding.

品控很重要，酒香不怕巷子深说的就是山姆，虽说营销方面没有多么出彩的表现，可是说到大宗采购，朋友们推荐的都是山姆

Excellent quality control makes Sam's Club stand out in bulk purchasing.

- Sam's Club has a good reputation by offering high-quality goods.
- Sam's Club is the top of mind when people mention bulk buying.

- Sam's Club has relatively less presence on media, it only runs promotion for new store arriving and sales promotion.
- Membership operating make Sam earns good reputation by offering high-quality goods.







# BEAST

## 野兽派

### CASE 4: BEAST 野兽派

THE NICHE FLOWER SHOP TRANSFORMED INTO A WELL-KNOWN  
PREMIUM BRAND WITHOUT ONLINE MARKETPLACES

# BEAST 野兽派

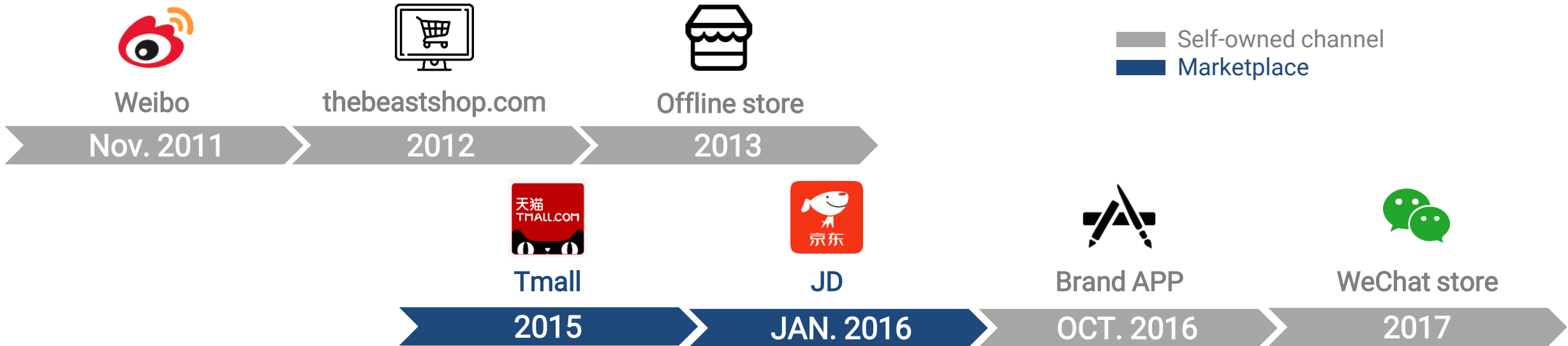
STARTED AS AN INDEPENDENT BRAND STEPPED INTO ONLINE MARKETPLACES LATER



- Beast is a homegrown brand in China, products include followers, clothes, cosmetics, and furniture.
- Though a young brand, Beast has explored an effective sales system in China.



## Sales channels of Beast





# STARTING BUSINESS INDEPENDENTLY AS A NICHE BRAND

BEAST ESTABLISHED ITS E-FLOWER BUSINESS ON WEIBO AND CREATED AN EXCLUSIVE BRAND IMAGE.

## How did Beast run its business on Weibo at the beginning

Sold 2 main products



Flowers



Cheesecakes

3 steps to complete purchase

1

Contact with the staff on Weibo or through phone call

2

Pay by Alipay

3

Delivered by express companies or brand itself

Asked for 5 pieces of information

The store requests only this information from buyers

Reasons for buying and special requests



Gender of the receiver



Expected price



Name and address of the receiver



Buyer's contact information



### Notice

- Beast's Weibo store is an experimental studio.
- It only serves consumers in Shanghai.
- Reservation should be made at least 3 days in advance.

Beast's consumer-centered sales strategy ensured the brand can offer unique and customized service to a limited number of customers.



# EMOTION-DRIVEN BRANDING THROUGH WEIBO

GETTING CLOSER TO CONSUMERS BY SATISFYING THEIR EMOTIONAL NEEDS.



## Screenshots of Beast's Weibo posts



## Viewers comments under posts



## Sharing buyers stories on Weibo

- Builds emotional connection with consumers
- Drives viewers to comment and interact
- Improves brand awareness and allows premium price

The brand shares images of the flower bouquets they have designed along with the anonymous story of the buyer.



# STRENGTHEN BRAND IMAGE THROUGH BRAND EXTENSION

BEAST INTRODUCED MORE FAST-MOVING CONSUMER GOODS TO MAKE THE BRAND MORE COMPETITIVE

Beast's products category nowadays

欢迎来到 THE BEAST 野兽派！登录/注册

BEAST 野兽派

Search



what's new 新鲜上架 Flora 花艺 Home Textile 家纺 Furniture 家具 Décor & Tabletop 家饰餐厨 Beauty 美妆个护 Fragrance 香氛 Jewelry & Accessories 珠宝配饰 Lingerie 家居服 Beast Town 跨境商品 Gifts 礼物 Sale 折扣 Stores 实体店

## Flowers and series products

## Other Products



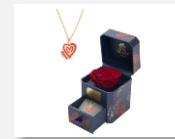
"Monet's Garden" series products



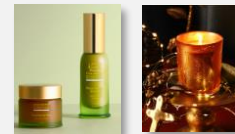
Beast introduces a series of products for their flower designs



Household items



Jewelry



FMCGs



Gifts

Beast Keeps expanding product category to realize "second time growth"

- Beast's emotional connection with consumers makes their new products have high acceptance level in the market
- Through product segments extension, Beast successfully transformed from a flower brand into a lifestyle brand
- Selling FMCGs helps Beast improve brand awareness and brand loyalty







# IMPROVING BRAND AWARENESS DURING TRANSFORMATION

LEVERAGING THE POWER OF IP, CO-BRANDING AND POPULAR CELEBRITIES.

## Beast's recent co-branding cases



Le Petit Prince  
(movie) X BEAST



TOM and JERRY  
(cartoon) X BEAST



CIRE TRUDON  
(candle brand)  
X BEAST

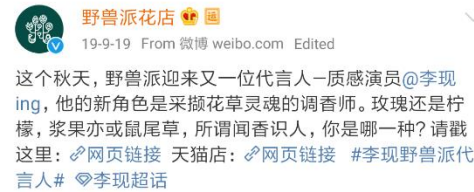


PRADA X BEAST

- Beast frequently collaborates with famous IP and brands to create new product series
- The brand aims at improving brand awareness in its extension segments like FMCG through co-branding

## Beast's cooperation with celebrities

### Announcement post on Weibo



39.7K

11.8K

92.2K

### Related topic on Weibo



#Beast's endorser Li Xian#  
#李现野兽派代言人#

阅读1.9亿 讨论12.7万

Views: 190 M

Discuss: 127 K

- Beast announced their cooperation with Li Xian (popular Chinese actor) in September 2019.
- The brand raised topics and did a series of posts on Weibo.
- The collaboration successfully improved brand awareness.



# FURTHER IMPROVE BRAND IMAGE WITH OFFLINE STORES

CREATING AESTHETICALLY APPEALING STORES CLOSE TO CONSUMERS

## Offline store - BEAST



## Offline mini store – Little B



## Offline furniture store – Beast Home



- Beast's offline stores emphasize providing exclusive experiences
- Each offline store is well-designed and has a unique theme
- In addition to flowers, Beast introduced new branches to sell other products

## Consumers' perception on Weibo

野兽派第三家线下店，柔美且平静，美好得不真实



Beast's offline store is so beautiful that looks like a dream. I feel comfortable there.

刚刚逛野兽派，久久不愿离开，就像小时候对文化用品商店的迷恋一样，想睡觉都住在里面。

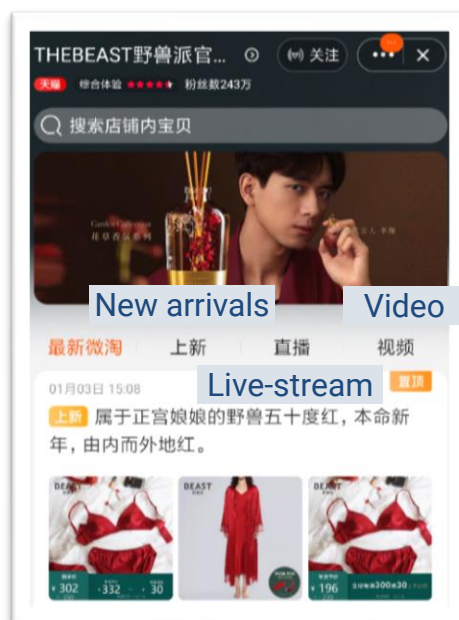
I just visited Beast's offline store. It's so attractive that I don't want to leave.

# COOPERATING WITH MARKETPLACES TO EXPAND BUSINESS

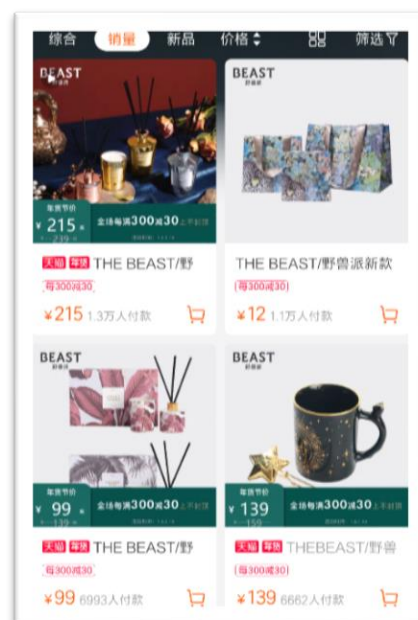
BEAST ENTERED ONLINE MARKETPLACES TO BOOST SALES AFTER CREATING A POSITIVE BRAND IMAGE



## Beast's flagship store on Tmall



Latest events in store



Top 4 best sellers

Tmall supported the brand to further extend new product segments

## Sales volume on Tmall (Jan 2019– Dec 2019, million)



- After Beast entered Tmall in 2015, the sales of the brand had seen more than ten times rise in three years.
- Beast's successful branding strategy entering Tmall created large anticipation. The high volume in sales would have been impossible if Beast did not already have a strong brand name.





## CASE 5: BOSIDENG 波司登

COMPLETE BRAND UPGRADE FOCUSED ON BRAND IMAGE

# BOSIDENG

AS A LONG-STANDING LOCAL BRAND, IT REALIZED BRAND UPGRADE WITHOUT RELYING ON MARKETPLACE

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- BOSIDENG is a Chinese brand founded in 1976 and is famous for high-quality down coats.
  - BOSIDENG is now selling in 69 countries around the world, with more than 20 million consumers.
- 
- The brand encountered severe crisis from 2012 to 2015, but did a complete brand upgrade and revitalization with an effective branding strategy.
  - The brand had more than 4 times profit growth since the revitalization.

## Sales channels of BOSIDENG



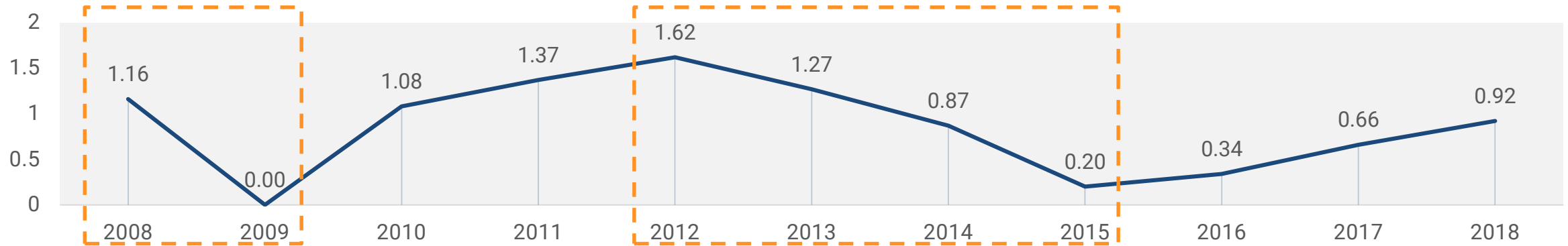


# BRAND IMAGE IS THE CORE FOR ACHIEVING GROWTH

INDEPENDENT BRANDING STRATEGY CAN SAVE A BRAND AND MAKE IT POWERFUL WHILE MARKETPLACE CANNOT

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Operating profit of BOSIDENG  
(billion RMB, 2008-2018)



## BOSIDENG crisis response

	2008-2009	2012-2015
Reason of decline	Global economic crisis	Influence from e-commerce, economic downturn, overstocked products, out of fashion
Response	Entered Tmall in 2008	Improve supply chain management, introduce multi-channel retailing strategy, complete brand upgrade, make diversify promotions
Result	A short-term profit increase	Successful brand revitalization

- The online marketplace had brought a short-term boost in profit but brought new challenges.
- By focusing on the brand development, the brand awareness of BOSIDENG reached 93% among consumers in 2018.

Source: BOSIDENG annual report;  
<https://baijiahao.baidu.com/s?id=1621611151103140106&wfr=spider&for=pc;>  
[https://mp.weixin.qq.com/s/Q0EYKP43nt\\_CSru9vv9LwA](https://mp.weixin.qq.com/s/Q0EYKP43nt_CSru9vv9LwA)



# SALES CHANNEL UPGRADE AND OPTIMIZATION

IMPROVING BRAND IMAGE TROUGH SALES CHANNEL UPGRADE

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## BOSIDENG's flagship store before upgrade



## BOSIDENG's flagship store after upgrade



Vice president of  
BOSIDENG

Now we have better understanding on operating stores. Each store is an important port where brands can spread information, and it can greatly affect customers' perception of the brand.

## BOSIDENG's efforts on sales channel upgrade



### Optimize channel structure layout

- Upgraded its e-commerce portals, which now account for a fifth of revenue
- Enhanced cooperation with mainstream offline channels like shopping mall and central business street
- Launched pup-up stores as supplements to flagship stores



### Upgrade terminal image

- Improved the design of every offline store
- Transformed the focus of offline store from selling products to providing a place for experiencing products.

Source: <https://mp.weixin.qq.com/s/6NQOEAc4ki1daHNYw0Et8A>;  
[https://mp.weixin.qq.com/s/Q0EYKP43nt\\_CSru9vv9LwA](https://mp.weixin.qq.com/s/Q0EYKP43nt_CSru9vv9LwA); <https://www.straitstimes.com>



# PRODUCT UPGRADE AND INNOVATION

IMPROVING THE DESIGN AND FUNCTION OF PRODUCTS

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## Upgrade product function



*Extremely cold series*

- Cooperated with international Research institution for R&D to create more functional products
- Improved material quality and production process



## Upgrade product design



*BOSIDENG X ATLEIN*

*Antonin Tron the ex-designer of LV, Givenchy and other luxury brands*

- Hired talented designers around the world to improve the quality of design, which was always a complaint of consumers
- Collaborated with well-known artists and international designers to develop new series

Source: [https://mp.weixin.qq.com/s/Q0EYKP43nt\\_CSru9vv9LwA;](https://mp.weixin.qq.com/s/Q0EYKP43nt_CSru9vv9LwA;)  
<http://www.bosideng.com;> [https://www.sohu.com/a/271932320\\_109170](https://www.sohu.com/a/271932320_109170)



# IMPROVING COMMUNICATION WITH CONSUMERS

INTEGRATING PROMOTION ON VARIOUS PLATFORMS INCREASES BRAND AWARENESS

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Cooperating with KOLs and advertising on Douyin



This short video was viewed almost 10 million times.

Sharing updates brand news on social media



BOSIDENG's WeChat account matrix ranked first among all Chinese apparel brands.

Holding show at the New York Fashion Week



Live-stream of the show was watched by 1.2 million people. Related topics on Weibo reached 230 million views.

Making good use of KOL influence and fan economy



By having a new brand image, BOSIDENG aims at attracting young consumers again.

Source: <https://mp.weixin.qq.com/s/pgxDa6SmimAqK8HHbYIbNw>

# BRAND INDEPENDENCE IS MEANINGFUL FOR ALL KINDS OF BUSINESS



PERFECT DIARY  
完美日记



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- For luxury brands that care much more about high-quality and high-end brand image than sales volume, brand independence is particularly important.
- Brand independence can help brands avoid fake goods issue and guarantee good reputation.
- By running an independent business, brands can build its own marketing ecosystem to get traffic and boost sales.
- For mass brands that pay much attention on high sales number, it is also worthwhile to take brand independence into consideration in addition to the close collaboration with e-commerce platforms.
- Brand independence can help brands effectively convert public traffic into a brand's own asset, and gradually improve brand loyalty.
- For brands that care a lot about membership maintenance and high-quality services, it is important to retain independence after entering marketplaces.
- Brand independence ensure brands have full control on membership data. Therefore, brands can further improve service quality by having better understanding on clients.
- Niche brands can become famous without entering the marketplace.
- As an independent niche brand, emotional marketing can help to get closer to consumers and increase brand value.
- Apart from collaboration with e-commerce platforms, brand extension can be another approach which can help brands increase sales as well as improve brand awareness.
- For brands that facing the need of brand upgrade, independent branding strategy can save a brand and make it powerful while marketplace cannot.
- Although e-commerce can help to boost sales in short-term, the improvement on brand image is still the core for achieving growth.



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# OUR CHINA NETWORK AT YOUR SERVICE

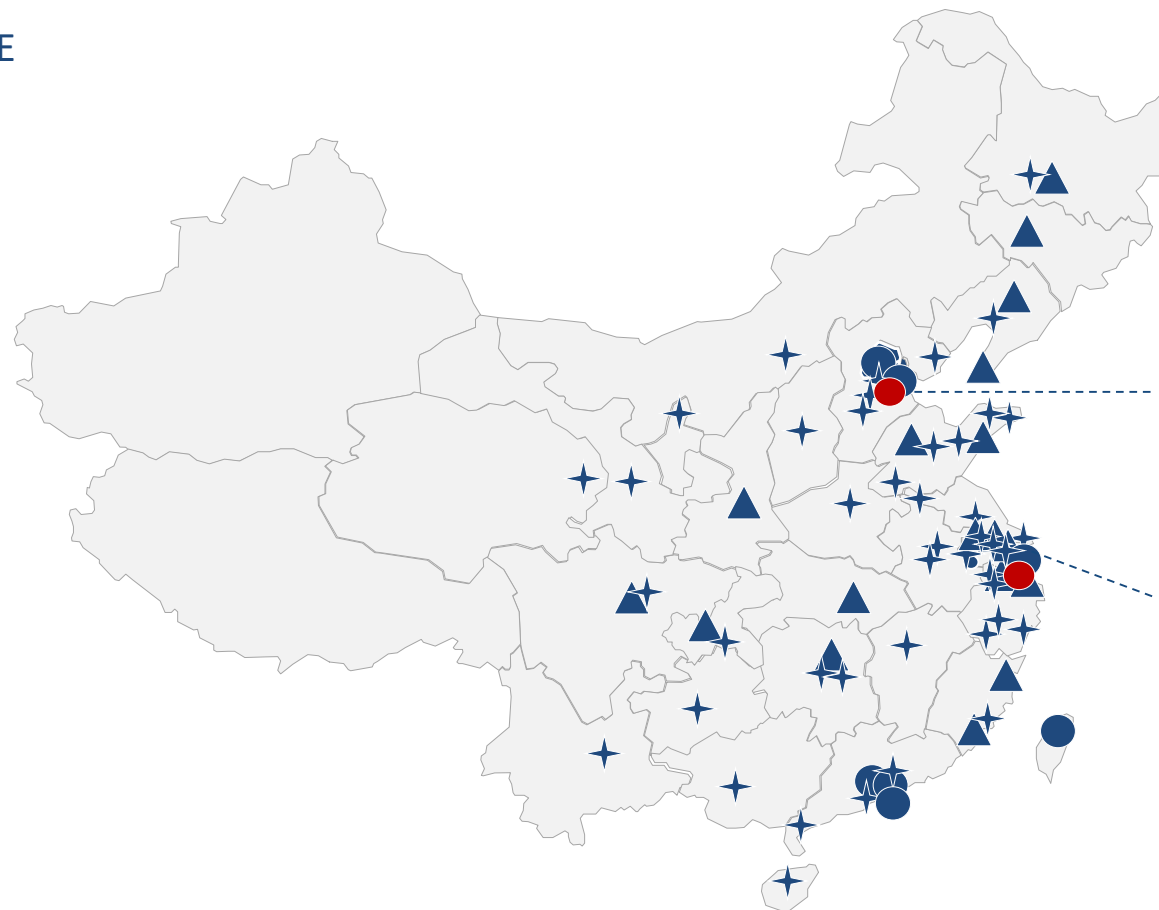
## NATIONAL COVERAGE OF LOCAL EXPERTISE

### OFFICES & RESEARCH TEAM

● Offices

### OPERATION & COVERAGE

- Covered Tier-1 cities
- ▲ Covered Tier-2 cities
- ✦ Covered Tier-3 (and below) cities



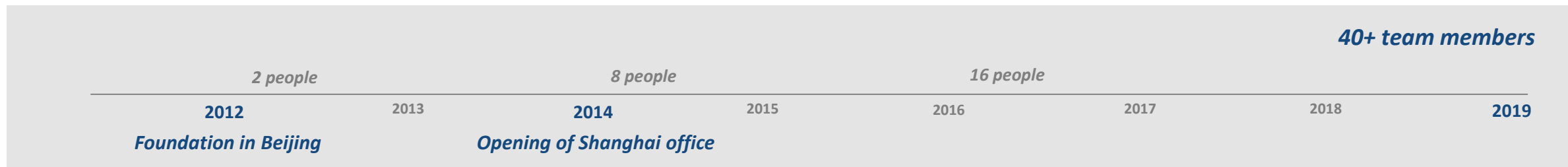
#### BEIJING 北京

Room 726, Building 1, 40 Dong Zhong Road,  
Dongcheng District

#### SHANGHAI 上海 (HEAD OFFICE)

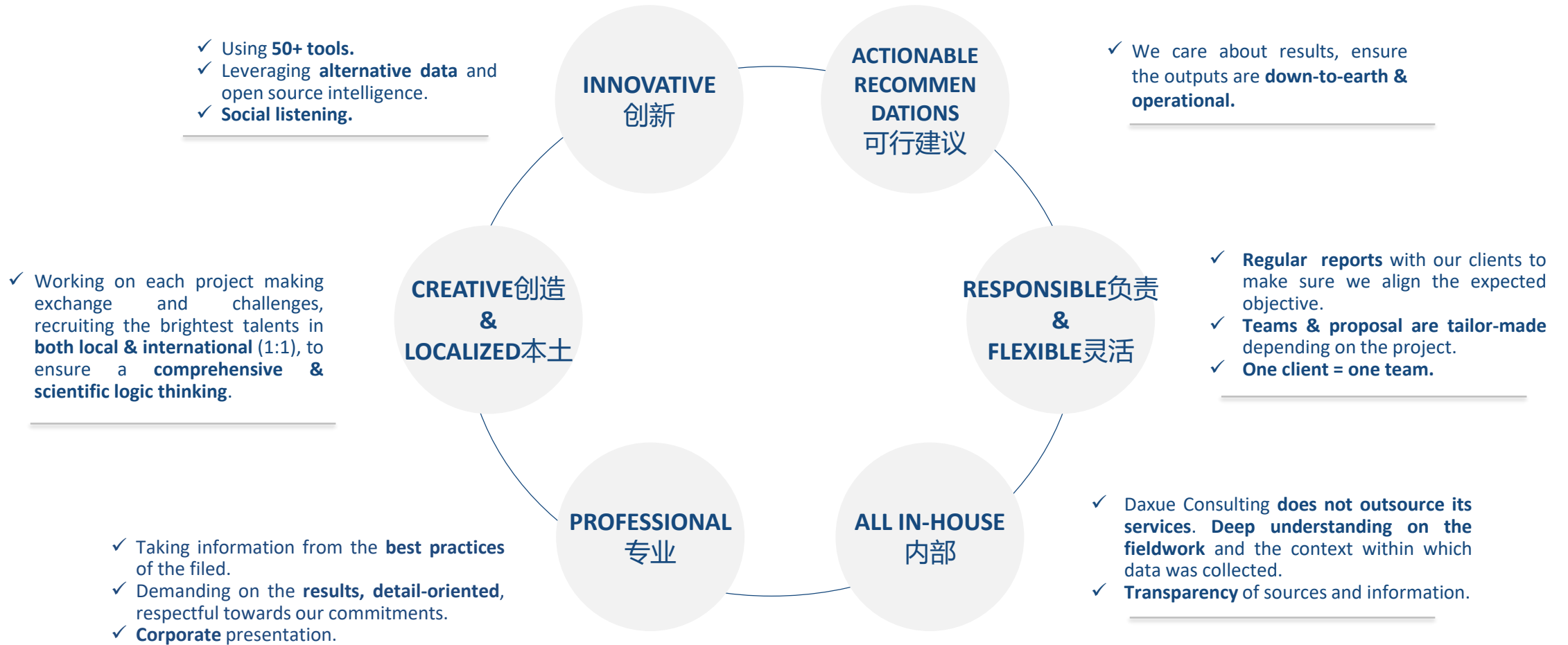
Room 504, 768 Xietu Road,  
Huangpu District

### COMPANY EXPANSION



# VALUES, PRINCIPLES, AND VISION OF DAXUE CONSULTING

## 6 KEY VALUES EMPHASIZED THROUGHOUT ALL PROJECTS



# OUR SERVICES

EXPERIENCED IN ANSWERING TO A WIDE VARIETY OF STRATEGIC BUSINESS QUESTIONS



# 350+ CLIENTS FOR THE PAST 7 YEARS

EXAMPLES OF REFERENCES – OVER 30% CLIENTS FROM THE B2B INDUSTRY





# AN EXPERIENCED ORGANIZATION WITH THE CHINESE MARKET

REGULARLY FEATURED AND QUOTED IN PUBLICATIONS ALL OVER THE WORLD

Daxue's latest quotes in recent publications

The New York Times

TECHINASIA

france  
bleu



LE TEMPS

SBS NEWS

ASIA WEEKLY

CHANNEL NEWSASIA

FT FINANCIAL  
TIMES

英文中国新闻  
The China Post

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the guardian

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Le Monde

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Peking University

Forbes

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THE WINE NEWS MAGAZINE

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bleu

gbtimes  
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Morning Post

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INSIDER

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AFRICA'S TECHNOLOGY NEWS LEADER

THE JORDAN TIMES

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Review

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d'Entreprise

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EAST WEST BANK

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BOF  
The Business of Finance

Los Angeles Times

StartupBRICS  
L'Actu Tech & Startup des Emergents

EL PAÍS