



Guochao Marketing

In-depth interviews with Chinese Gen-Z

May 2021



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1.

What is Guochao & Guochao marketing

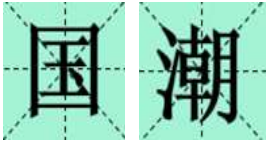
What is Guochao?

Popularized by celebrities, Guochao is dominant among Gen-Z

国潮 |



guó cháo



Noun.

“GUO CHAO” (literally “national trend”) refers to the increase consumer favoritism towards Chinese brands, designs and culture.

Guochao consumers embrace Chinese cultural designs and products made in China.

Gen-Z is the main force of Guochao, with the trend reaching 80% of gen-Z consumers.



The trendy attire of the top Chinese celebrities pushes Guochao further to the public.



75% of Chinese consumers surveyed state they like products that incorporate Guochao design elements.

Survey source: N=7,531, Trendinsight, Survey of New Domestic Products' Consumption Attitudes in 2020



Elements of Guochao: What defines the Guochao style?

CHINESE COLORS

Guochao brands use a wide range of vivid colors such as gold, red, brown, purple and white.



Traditional color pallet: Florasis

Colors inspired from traditional art, soft borders curved borders with gradient color blends.



Bold color pallet: Li-Ning

Chinese national colors red and gold, contrasted with dark colors to stand out.



Nostalgic color pallet: White Rabbit

Chinese elements from the 90s, muted primary colors, hard borders and straight edges, no gradients.



CULTURAL ELEMENTS

Chinese traditional cultural elements such as cranes, landscape paintings and phoenixes are used in the design



Chinese landscape paintings



Traditional patterns



Chinese floral patterns

Well-known Guochao brands and designers

Samuel Gui Yang
Yang Guidong

Gentle and elegant, a minimalist Chinese style with a sense of mystery



Florasis 花西子
Hua Mantian

Packaging with oriental elements and flower-carved makeup.



Sexy Tea 茶颜悦色
Lv Liang

Chinese classical elements, the packaging and brand logo show oriental beauty.



Pop Mart 泡泡玛特
Wang Ning

Sold in the form of a blind box. Trendy art toy products that young consumers love



Guochao trend 1: Chinese consumers increasingly prefer domestic brands

Aside from elements that are clearly related to Chinese culture, domestic brands in general are benefiting from improved reputations



From a greater perspective, the **increasing tension between the US and China** has caused stronger domestic consumption because of the **strengthened patriotism**. A study by Nielsen in 2019 shows that almost 70% of Chinese consumer prefer domestic brands.

Growth rate of product views on on Xiaohongshu (小红书):

- 70%** Affordable Guochao products
- 50%** Mid- and high-end Guochao products
- <20%** European and American products

1 Chinese Gen-Z now don't consider the quality or appearance of domestic products to be inferior to foreign products. As Chinese brands have made **significant progress in improving innovation, quality and technology**, foreign brands can no longer rely on foreign allure to earn attention in China's market.



3 The **E-commerce platforms** have made domestic brands' penetration much more efficient because of the more interactive technology between sellers and buyers and the increased user stickiness. According to the China Internet Network Information Centre, online user penetration jumped to almost 79% in March 2020.

Guochao trend 2: Foreign products are increasingly including Chinese elements

Successful adaptation of Guochao avoids cultural faux pas and captures attention, adapting to include Chinese cultural elements is increasingly becoming a necessity

Why foreign brands embrace Chinese elements

- International brands are becoming more “China savvy” because the national purchasing power is increasing, and is overtaking the West as the biggest market for luxury goods in the world.
- By collaborating with local creators and using local elements, foreign brands are able to perfectly capture the modern Chinese zeitgeist and avoid cultural blunders.

Source: Digitaling



Burberry: New Year's Eve Series

Burberry's 2021 New Year collection features a plaid element. The creative baseball cap is decorated with fun and vibrant horns to celebrate the auspiciousness of the Year of the Ox and bring personal creativity to the everyday outfit.

Adidas: New-Year Series for the Year of the Ox

Adidas has integrated fish, bulls, pixiu (貔貅), peacocks, unicorns and other patterns into its product design, launching the New Year series for the Year of the Ox. In terms of marketing, Adidas invited many celebrities to create New-Year short films and New-year wish posters to get attention and realize short-term sales growth.



Guochao trend 3: Old Chinese brands use Guochao to revitalize themselves

Chinese consumers are turning away from foreign brands, giving older 'forgotten' domestic brands a second-life



Li-Ning released new series at Paris Fashion Week in 2018, which opened the first year of "National Tide" and became the benchmark brand of Guochao.



Founded in 1927, "Hui Li (回力)" gradually returns to young people's vision through co-branding.

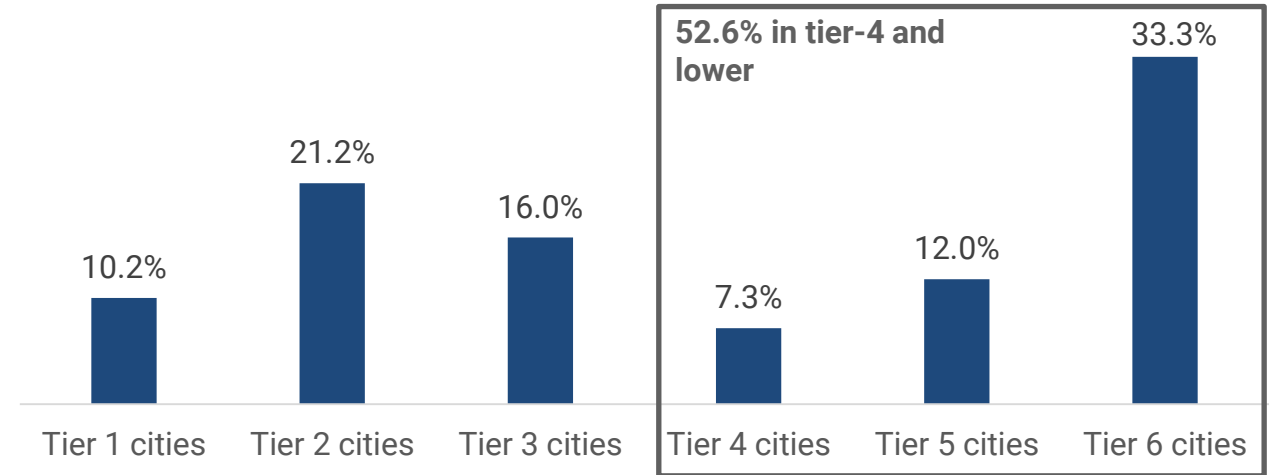


Forbidden City Wenchuang (文创), an old Chinese stationary brand, launched its first makeup and sold out in a short period of time.

The main Guochao cosmetics consumers are Gen Z who live in lower-tier cities

Domestic brand cosmetics consumption is highest in lower tier cities

Small domestic brand cosmetics consumption by region (2020)



- With the low-tier city consumer base being the largest and have faster increasing consumption growth, they are a cradle for the Guochao trend.
- Consumers in first and second tier cities have a relatively high unit price, and online consumption contributes nearly half of the total consumption, which makes top tier cities still the core main force as of now.

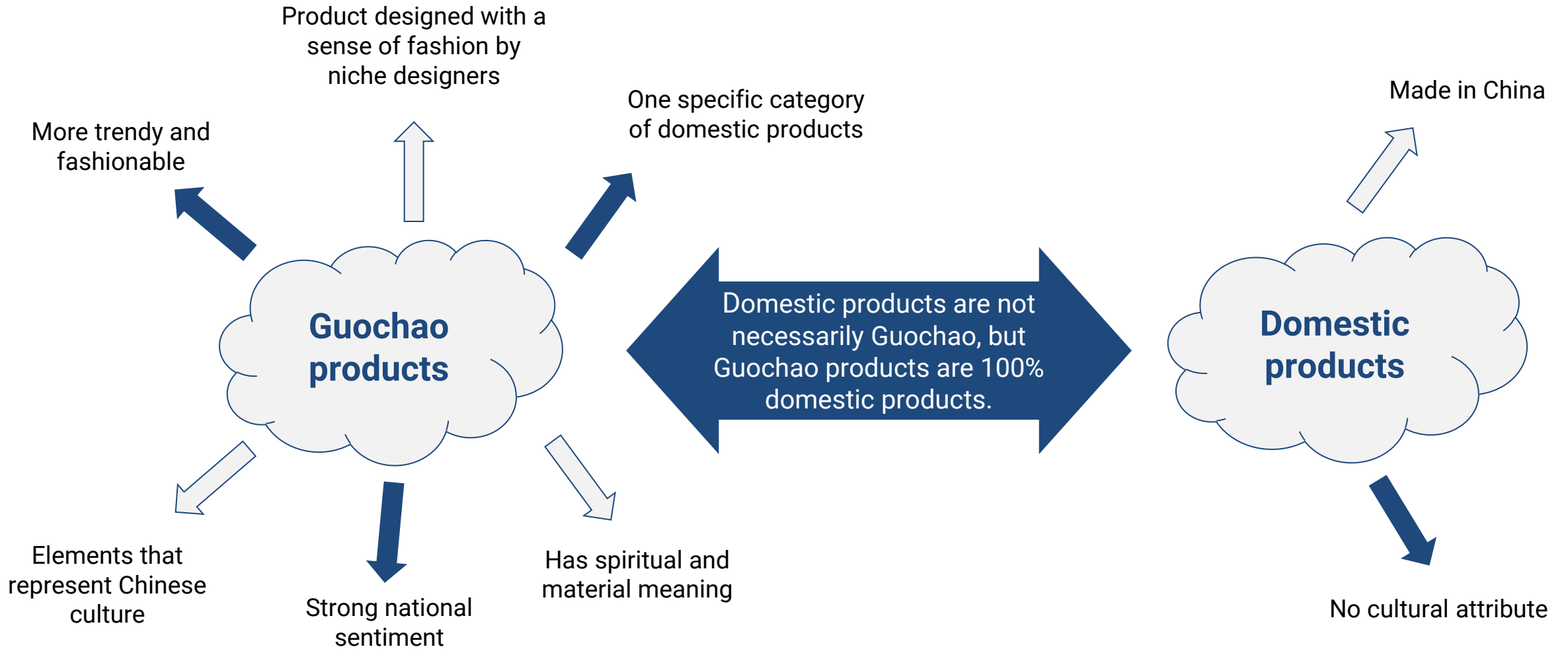


2.

The Rise of Domestic Brands

What makes a domestic product a part of “Guochao”?

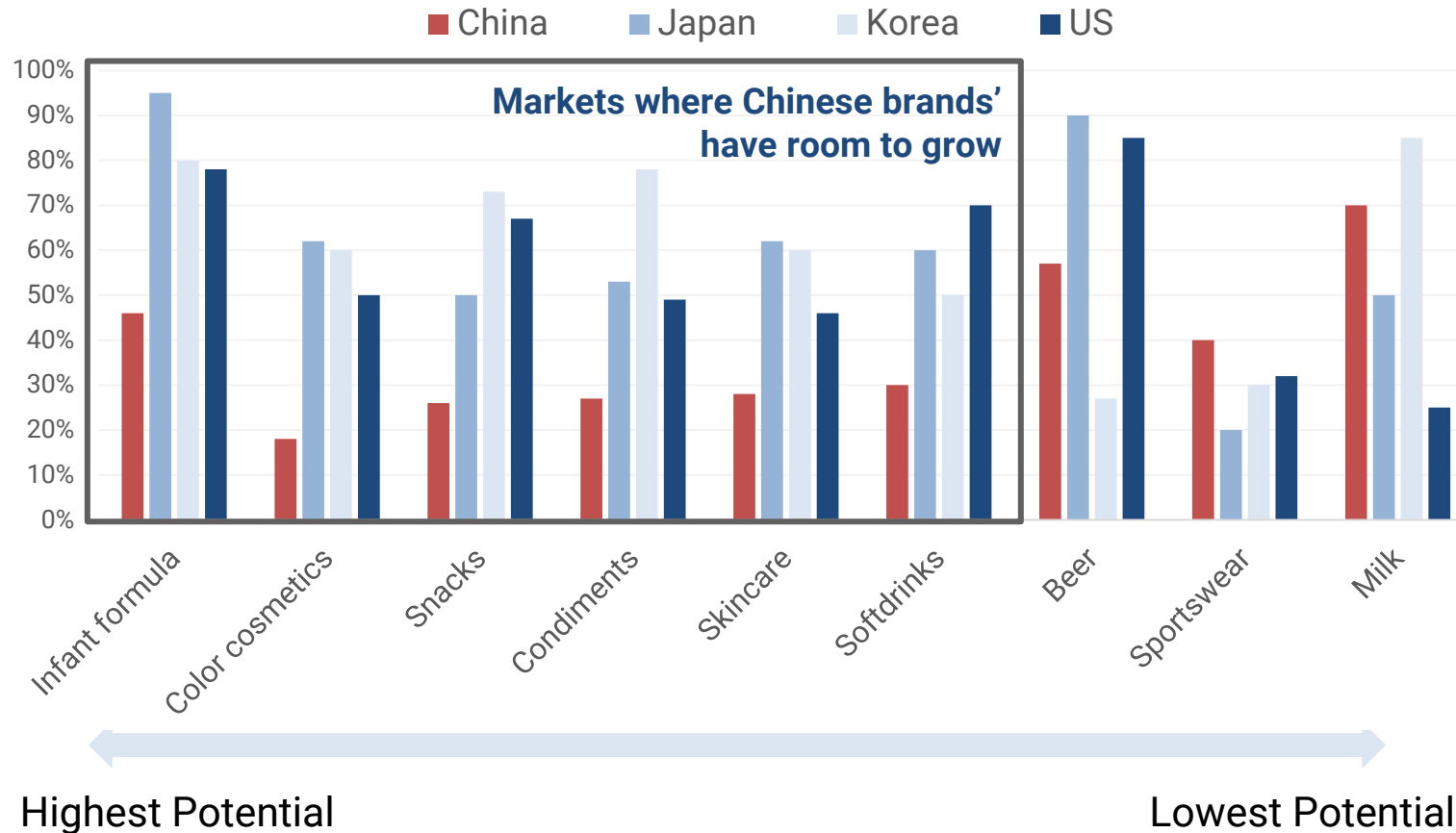
Chinese consumers told us they view Guochao products as domestic products with cultural attributes



Domestic brand penetration levels across categories

Chinese brands have the greatest potential in food & beverage and cosmetics sectors

Brand penetration levels across categories, by brand origin



Two most fragmented sectors are **Food & Beverage and cosmetics**:

- 1 They possess the **lowest Chinese brand penetration**
- 2 There's great potential to compete for foreign market share

Six sub-sectors with huge potential given low penetration levels

- 1 Infant formula, cosmetics, snacks, condiments, skincare and soft drinks
- 2 A gap between **25 to 38 percentage point** compared to other markets

Data source: Euromonitor, Credit Suisse

Keywords related to Guochao on Baidu

Based on Baidu Search index Data, the most relevant keywords seem to surround “fashion”, “clothing” and embroidery



Baidu Index: Guochao (国潮), domestic products (国货) and Chinese brands (中国品牌)

Search trends for “Guochao” started in May 2018, thanks to the State Council and Tmall

On November 20, 2018, the 2018 **National Tide Baby Show** was held in Hangzhou, with more than 30 "Guochao Kids Stars" performers with clothing evolution as the main line. Hundreds of media, guests and more than 100,000 people watched the event via webcast.

H&M's "anti-Xinjiang cotton" statement sparked strong discontent among Chinese netizens. Nike, Adidas, GAP and other companies that also proposed a "boycott" of Xinjiang cotton. As a result, Chinese shoppers turned to **domestic brands Li-Ning and Anta**, and searches for Chinese brands spiked.

Since 2017, the State Council has designated **May 10th as "China Brand Day"**. In response to this call, in 2018, Tmall launched the "National Tide Action" for the brand day.





3.

Guochao Trends in Different Industries

Luxury – incorporating Chinese elements into product design

Thoughtful incorporation of Chinese aesthetics contributes positively to the brand image



Burberry, an iconic British luxury brand, has come out with the heritage check scarf embroidered with a red Chinese character “福” (“fortune”). Despite the great effort, Chinese netizens had negative feedback as they believed that the British heritage check and the Chinese character are irreconcilable.



In celebration of Chinese New Year, **Nike** brought out the 2016 special edition trainers featuring Chinese characters “發” (becoming wealthy) and “福” (fortune). Despite the positive symbolism, the two words combined actually have a euphemistic meaning of “getting fat”.



Compared to other brands, **Dior** has done a fantastic job combining western and Chinese aesthetics in an elegant way. Though deemed outdated by many people nowadays, floral printing has been a Chinese folk art form. Dior used European botanical line drawing technique and designed a pattern inspired by Golden Crane Hydrangea for their limited edition handbag.

Streetwear – growing preference for Chinese brands

Chinese streetwear is on the rise, thanks to inclusivity for diverse apparel styles, the influence of celebrities and KOLs



Streetwear was originally limited to sportswear. As Chinese society becomes more inclusive of diverse apparel styles, brands started to experiment with gender-neutral items. According to PwC Consulting, in 2019, Chinese consumers spent 5x more on streetwear than on non-streetwear.



As Chinese rap is no longer an “underground” music genre with the rise of the popular show “Rap of China”, younger generations started to notice the combination of rap and streetwear on celebrities/rappers such as Lu Han and Kris Wu.



Chinese are not only celebrity-obsessed, they also rely on KOLs for recommendations. one of the female streetwear authorities in China, former rap-show contestants Lexie Liu has been leading the trend on social media.

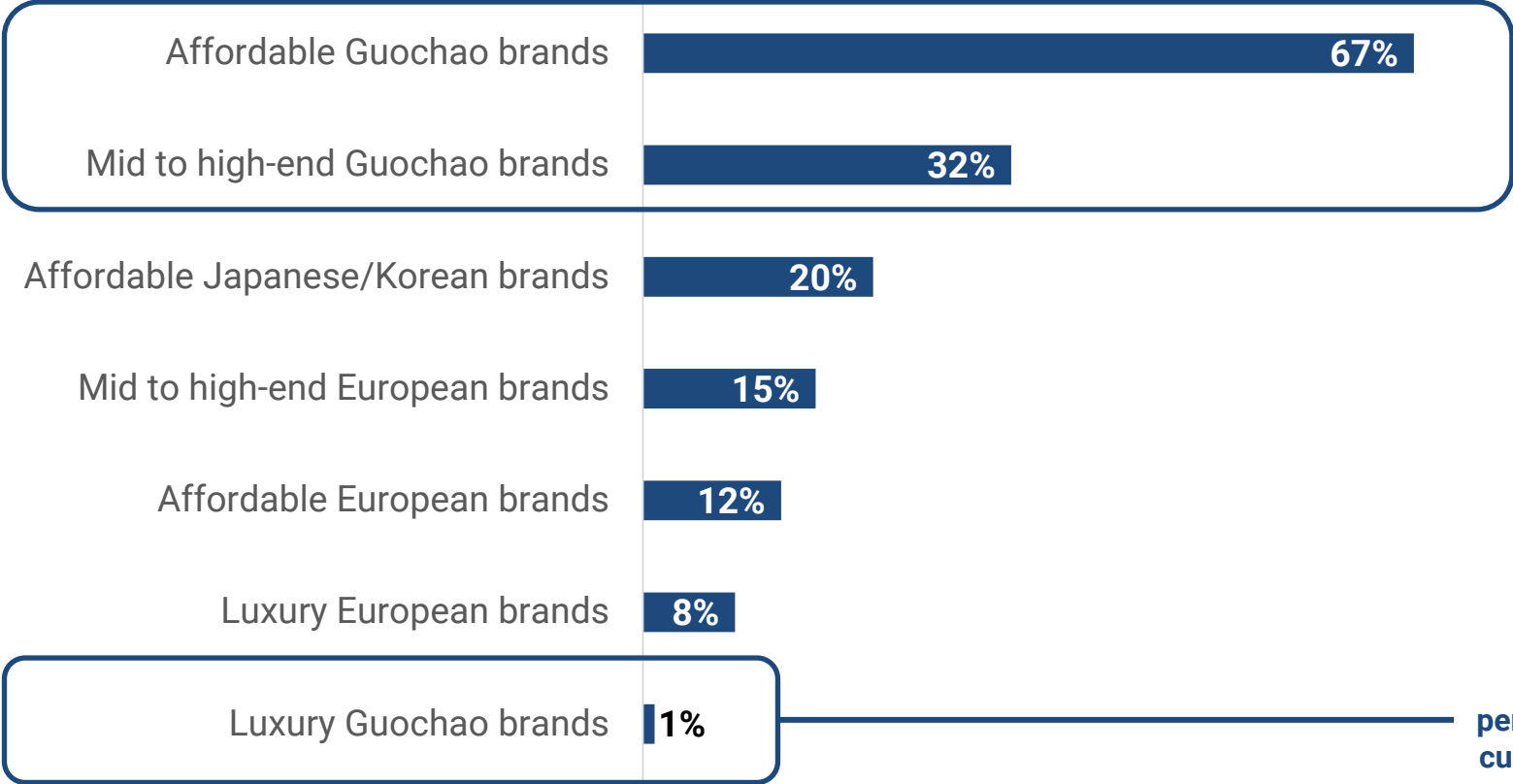
Insights: As China has become the global superpower in the 21st Century, buying domestic products contributes to the national economy. In addition to being just “made in China”, streetwear brands are incorporating innovative design in high-quality products to express nationalistic pride with fashion elements.

Cosmetics - Chinese brands are beginning to dominate the mass segment

Guochao brands gained great reputation and market share because of lower price and competitive quality



YoY growth of reading volume growth by category on Xiaohongshu (2020)



The fastest growing segment of Guochao products on social media are affordable products.

The Guochao trend has yet to penetrate the luxury segment, which is currently dominated by foreign brands

Food & Beverage – new and old Chinese brands are on the rise

Meeting the needs of Chinese consumers is the first step to success



Feihe Dairy, one of China's most successful dairy brands, has successfully **differentiated itself from foreign brands** by investing in improving product quality and ensuring suitability for Chinese infants. A research done by Mintel shows that over 60% parents in China emphasize the importance of product suitability for their child's physical health.



As China's biggest snack food producer, **Three Squirrels Inc.** targets millennials who share a preference for snacks in local flavors. The brand leverages **Meng Culture**, a type of **cute-appreciating culture unique to China**. Hence, customer service agents respond to customers in squirrel voices.



Want Want has launched peripheral products such as oversized steamed bun sofa and toys showing **China's 56 ethnic groups** on the packaging. In addition, Want Want has worked with hospitals, hotels, insurance, TV stations and many other fields to increase brand awareness.

In the market of emerging Internet brands, Guochao products are passing on the memories of the old generation with incorporating the old taste in newly designed products. Domestic brands are increasingly keen to explore new areas, through brand integration, and create diverse forms of product experience for consumers.



4.

In-depth interviews with Chinese Gen-Z



Our Guochao in-depth interview research Method

In-depth interviews with 19 Chinese gen z

- 1** Recorded 10-minute long in-person or phone interviews with Chinese born between 1995 and 2001 on the topic of Guochao trend
- 2** Created transcripts of each interview
- 3** Analyzed transcripts for Guochao trends and compared with market trends and case studies

Our IDI participants



Average age: 21.8

37% male

63% female

Q: What impressions come to mind when you think of Chinese brands?

We asked Chinese gen-Z what Guochao means to them



Guochao brands have gained great reputation and market share by relying on the advantages of **lower price**, **practical** and **competitive quality**, but have also suffered from the perception of being “**imitation**”.

Q: What's your first impression of Guochao?

Many participants associate Guochao with "fashion" and "culture"



Keywords mentioned more than once

Fashion	8
Culture	4
Clothing	4
Chinese elements	3
Young	3
Well-designed	3

How impressions of Chinese brands compare to foreign ones

American



Characteristic	% who mentioned
Technology Brands (Apple, Tesla, etc)	29%
Bold	13%
Oversized	10%
Low Price	10%
Innovation	7%
Fashion	7%

Korean



Characteristic	% who mentioned
Entertainment Industry	28%
Cosmetics	17%
Technology Brands (Sumsung, etc)	7%
Cosmeceuticals	7%
Aesthetic Medicine	7%
Low price	7%

Japanese



Good Quality	23%
Delicate	15%
House and living things	8%
Technology	8%
Cosmeceuticals	8%
Easy to use	8%

European



High Price	17%
Fashion	17%
Luxury	17%
Status	10%
Good Quality	10%
Long History	10%

Q: What brands come to mind when you think of Guochao?

- Apparel and beauty brands are the keystones of “guochao”
- New energy cars are increasingly a source of national pride

Guochao brands that are already well-established in both Chinese and international markets:



Lining 李宁
% who mentioned: 52%



Warriors 回力
% who mentioned: 12%



AKOP 韩火火
% who mentioned: 8%



NIO 蔚来
% who mentioned: 4%



Xiaopeng 小鹏
% who mentioned: 4%

New energy car brands are getting noticed. The rise of Xiaopeng and Weilai will give Chinese consumers more local and affordable choices.

Q: What Guochao brands have you purchased?

Brands that were mentioned were all apparel or cosmetics. However, over half of interviewees reported that they have not bought any “Guochao” brands.

“I bought Li Ning shoes. I think the quality is good. After all, they are professional sports. I used to be a sprinter and I needed running shoes. I used to buy Nike.

-- Male, 20,



Lining 李宁



AKOP 韩火火

MEI KING

Mei King 美康番黛



PERFECT DIARY

Perfect Diary 完美日记



花西子
florasis

Florasis 花西子

“I bought MEI KING, lip gloss made in China, and Florasis. There are cranes and reliefs on the packaging, and it was endorsed by my favorite celebrity at the time.

-- Female, 21

Q: What brands incite national pride for you?

Brands that incite national pride are either brands with a long Chinese history, or innovative strategies. However, many interviewees stressed the importance of national artifacts

“ Perfect Diary, the marketing approach is very much in line with Chinese consumers, their WeChat mini-programs provide links. Many European and American makeup brands ignore the direct contact with Chinese consumers

-- Female, 23



Lining 李宁



Huawei 华为



Perfect Diary
完美日记



The Palace Museum
故宫博物院

“ The products of Palace Museum sold in Taobao are very suitable to add Chinese elements, and the decorations of imperial palaces, city walls and other elements are very good.

-- Female, 21

Q: What foreign brands have you seen successfully incorporate Guochao elements?

Most interviewees recalled Guochao by Balenciaga, Gucci and Adidas



Balenciaga adopted Chinese characters in the design of their bags, in celebration of Valentine's Day.



Every Spring Festival, **Gucci** brings out apparel products with zodiac elements.



Every year, sportswear brands like **Adidas** and **Nike** launch New Years limited edition products.

“Luxury brands will launch seasonal products, like bags, clothes in Spring Festival or Chinese Valentine's Day. I remember there are elements like roses, or "I love you" in Chinese.

-- Female, 24

“Sports brands such as Adidas launch apparel products with Chinese elements during Chinese New Year every year.

-- Female, 20

Q: When shopping online, do you check the “country of manufacturing” of a brand?

One third of participants use country of origin to evaluate quality and authenticity, while a majority do not check a products country of origin

32% Yes

- 1 “Sometimes the place of manufacturing determines the **authenticity** of products”
- 2 “Country of manufacturing indicates the **brand awareness** and its **quality**”

68% No

- 1 “I care more about the design, price and reputation”
- 2 “I only **buy brands I am familiar with**, so country of manufacturing doesn’t matter that much”
- 3 “**Online customer reviews** are more important than where it is manufactured”

Q: In what aspect(s) do you think Chinese brands are better than foreign brands?

Interviewees said Guochao brands are attractive because of lower price, better capture of consumer demand and convenient purchasing channels



“Since many foreign products are also made in China, domestic products are not necessarily inferior to foreign ones. Yet, **the price for domestic products is lower.**”

-- Female, 24



“Domestic products can better capture the demand of Chinese consumers and are more **in line with the Chinese culture and trends** compared to foreign ones.”

-- Male, 20



“Purchasing channels like Taobao provide smooth purchasing experience. **Chinese products are also launched more frequently,** which is attractive as it matches the Chinese fast-paced lifestyle.”

-- Female, 20

Q: What do you think foreign brands misunderstand about Chinese consumers?

Most suggested that foreign brands understanding of Chinese culture is superficial

“Dolce & Gabbana thinks that Chinese people are **fond of foreigners** and that high prices can attract Chinese people because Chinese people have a lot of money, but they **pay more attention to quality and cultural representation**.

-- Male, 20

“Samsung has misunderstood Chinese consumers perceptions of the spontaneous combustion of its cell phones, **thinking that Chinese consumers can turn a blind eye**.

-- Male, 20

Many Chinese Gen Z feel foreign brands understanding of Chinese culture is **surface-level**. These elements are used for **pure promotional purpose**. When a brand misuses Chinese cultural elements or has offensive content in promotion materials, it would be difficult for the brand to survive in the Chinese market, let alone gaining more market share.

“Many foreign brands do not understand the connotation of Chinese elements very well. Their understanding is mostly **superficial**, making it difficult to attract most consumers.

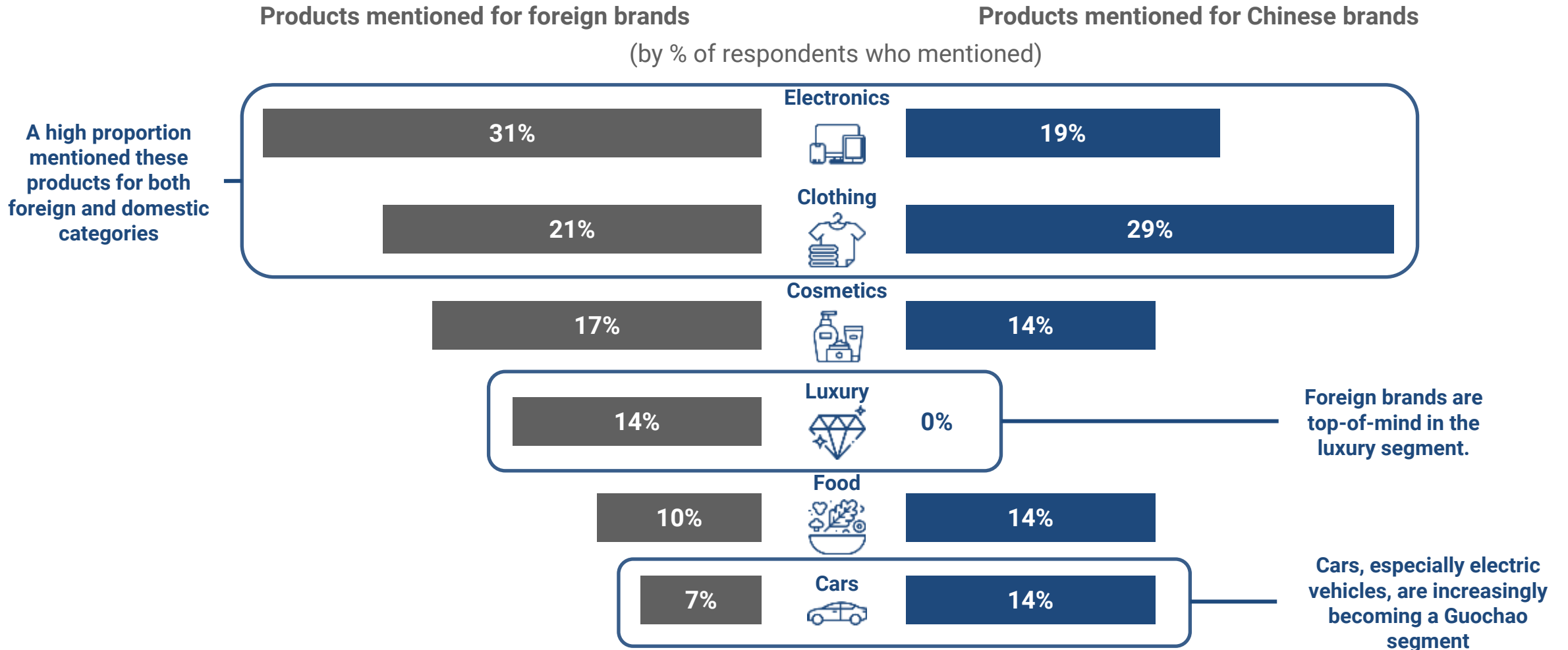
-- Female, 24

“I can't think of any misunderstanding now. Maybe it doesn't happen that often because I think they conduct market research before product launch.

-- Male, 24

Q: For which products do you prefer to buy domestic brands?

The top segments where respondents overall prefer Chinese brands are for clothing, cars and food. As for electronics, many interviewees expressed strong preferences for both foreign and domestic products.



Q: Over the last 5 years, have you purchased more products from Chinese brands?

Females have been more inclined to increase their consumption of domestic brands

Yes

Females: 66%

Males: 14%

Yes, I've purchased more from domestic brands:

- 1 The quality, innovation and marketing of Chinese brands are all improving, so there's no need to prefer foreign brands blindly
- 2 The price is the most important factor that influences the buying decision.

No

Females: 34%

Males: 86%

No, I did not purchase more domestic brands:

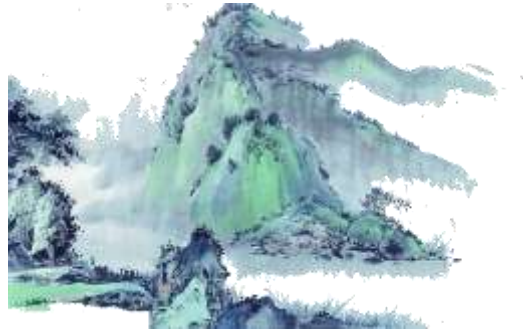
- 1 I still only buy brands that I am familiar with before, regardless of whether it's domestic or foreign brand
- 2 For daily necessities, I may be more inclined to choose domestic products, but for more expensive items such as electronic products, I would 100% choose foreign brands

Q: What elements can brands use to show understanding of Chinese culture?

Traditional elements play a very important role in impressing Chinese consumers



Chinese characters



Ink paintings



Chinese silk



Chinese calligraphy



Chinese classical architecture



Chinese ancient poem



Interpretation of Chinese history

Q: What do you think would be the future evolution for Guochao?

Overall optimistic about the future, though concerns were raised

“Guochao is becoming more popular in China. However, there are many obstacles if Chinese brands want to break into the international market. Especially now in a global pandemic, promotion abroad will not go too smoothly.”

— male, 20

“The main thing is innovation, imitation is not enough to become a familiar trendy brand or even luxury goods, what is needed is the designer's avant-garde design concept and popular design style.”

— male, 20

“It will get better and better. It is very popular among young people, but they must pay attention to quality.”

— female, 21

Most survey participants have an **optimistic prediction of the future of Guochao**, believing it will become more and more popular. However, some people also raised suggestions and concerns, such as Guochao brands' challenges in developing in foreign markets such as increasing consumer acceptance and gaining market share, the lack of innovation and quality issues.

5. Guochao Case Studies



LI-NING 李宁: A Chinese sports apparel brand revitalized with Guochao

Usage of Chinese national colors and cooperation with IPs

Introduction:



- Founded in 1990 by Mr. Li Ning, the "Prince of Gymnastics" in China, it is now one of the leading sports brands in China
- As of June 30, 2020, there were 5,973 LI-NING sales points in China (excluding LI-NING YOUNG)

Challenges:



- The dilemma of being a mid-end brand, facing pressure from both international brands and domestic low-priced brands
- Unclear brand value which makes LI-NING unable to attract specific customer groups

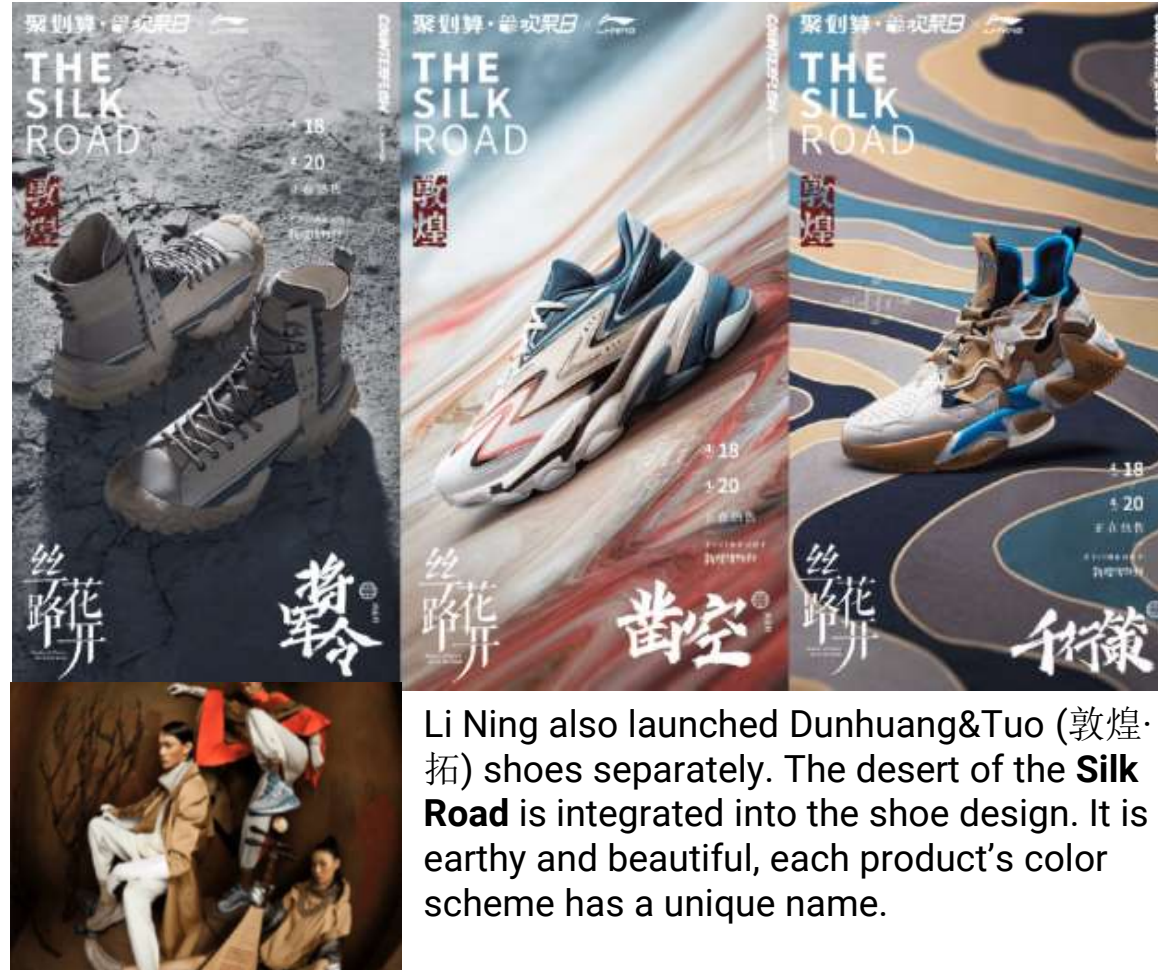
Strategy:



- Using Chinese national colors to demonstrate the Chinese culture background
- Cooperating with well-known IPs to sit firmly on the throne of China's Guochao

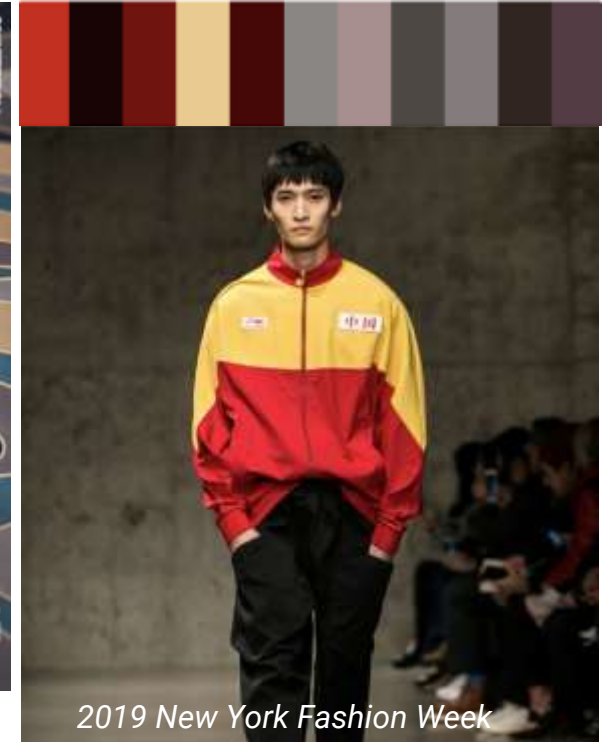
Source: Zhihu, Tmall, Isfashion, www.nbd.com.cn, www.lining.com

LI-NING's collaboration with DunHuang Museum



Li Ning also launched Dunhuang&Tuo (敦煌·拓) shoes separately. The desert of the **Silk Road** is integrated into the shoe design. It is earthy and beautiful, each product's color scheme has a unique name.

LI-NING's brand colors



Li-Ning uses **Chinese national colors** red and gold, contrasted with dark colors to stand out.

Florasis 花西子: A modern cosmetics brand with an ancient-Chinese touch

Focuses on brand positioning and influential expansion on minorities in China using unique design

Introduction:



- A makeup brand with Asian oriental and flower makeup as the concept, develops healthy, skin-nourishing makeup products suitable for oriental Asian women
- Florasis's products represents the aesthetic concept of the current fashion cosmetics

Challenges:



- Facing the crisis of homogenization of Chinese domestic beauty products

Strategy:



- Brand positioning: Florasis invited, Jennifer (Du Juan), as the brand spokesperson and uses Guochao design with Chinese traditional places of interests
- Expanding influence on minorities in China: "Miao Nationality Impression" intend to give people a culture tour

Spokesmen with Oriental beauty who are highly appreciated by Chinese people



Florasis pays more attention to the style and perception of the spokesperson rather than just popularity. The priority is to match the brand.

Unique design related to minorities in China



"Miao Nationality Impression (苗族印象)"

- **Theme:** Miao People's Intangible Cultural Heritage Discovery Tour
- **Items:** Intangible cultural heritage, Miao silver jewelry craftsmanship, customized products.
- Florasis also collaborated with the People's Daily on the documentary "Uncommon Intangible Cultural Heritage", which inherits the mysterious and fashionable national beauty.

Florasis's Guochao-designed products



Source: NETEASE, PINGWEST, Zhihu, Tmall, Douyin, Florasis official website

Pepsi 百事中国: A foreign brand's constant flavor innovations

Creative new products' taste and design related to Chinese traditional festivals

Introduction:



- PepsiCo was one of the first multinational companies to enter China, and its products have been sold in China for 39 years.
- In the past 10 years, PepsiCo and its business partners have invested more than RMB 53 billion in China

Challenges:



- Coca-Cola occupies most of the beverage market with consistently low prices and new products. In order to compete, Pepsi needed a unique selling point.

Strategy:



- Pepsi invites popular celebrities to endorse to attract unconventional young generations in China
- Pepsi makes more Chinese localized designs to attract more domestic consumers

Source: NETEASE, Tmall, Pepsoco

The main brands of Pepsi China



Trendy design with Chinese characteristics

Lay's potato chips frequently launch new Chinese flavors such as Spicy braised duck neck flavor, salted egg yolk meat dumpling flavor, which has attracted lots of Chinese consumers.



Creative Pepsi-Cola with mid-autumn festival



Pepsi launched Osmanthus flavor for the mid-autumn festival. Osmanthus is a nostalgic flavor for many Chinese.



Pepsi China's drinks all have new can designs, incorporating elements such as golden lions, koi, magpies, which are festive and auspicious.

Yue Xin Yi (粤新意): Nestle's Cantonese-inspired ice cream flavors

New ice cream brand aims to expand the influence of southern Guangdong cultures by its products

Introduction:



- In March 2021, Nestlé Ice Cream launched a new sub-brand-Yue Xin Yi.
- It has multiple innovations in ice cream flavors, textures, and shapes, allowing people across the country to experience unique Cantonese culture and lifestyle.

Challenges:



- Nestle's products previously cultural connection to China, as well as new concepts

Strategy:



- The launch of the Yue Xin Yi brand is a major move for Nestlé ice cream to meet consumer demand for newer, more delicious, and more unique and richer high-quality ice cream products.
- The products contain uniquely Chinese flavors, such as lychee rice wine, Osmanthus, and condensed milk.

Yue Xin Yi products with features of southern Guangdong cultures



Flying fish crispy skin ice cream comes in the flavors **lychee rice wine with sweet-scented Osmanthus** and **frozen mandarin duck milk tea**. It reinterprets the ancient "drunken concubine" with Guochao packaging.

The milk tea flavor combines mellow **Hong Kong-style milk tea and strong coffee**, presenting a double flavor and a richer taste with a special place in Chinese people's hearts.



The **lion dance stick series** is inspired by the eye-catching lion dance shape of Chinese traditional culture.

Flavors include **condensed milk and charcoal grilled yogurt flavor, toffee flavored milk sauce, sea salt flavor, condensed milk mango pineapple.**

Source: Nestle, Tmall, zguocaijing

Key Findings: What brands should know about the Guochao trend

1

Guochao is taking a proportionally larger market share in the **affordable and mid-market sectors**, however luxury products still hold the highest perception in the luxury sector.

2

Guochao started in **fashion** but is moving to include more segments, such as **automotive, tech and food and beverage**.

3

Foreign brands are being held to higher standards of understanding Chinese culture, but can still embrace the Guochao trend through **co-branding** or incorporating **traditional Chinese elements** into their products and design.

4

The main consumers of Guochao are **gen-z**, and the trend is stronger in **lower tier cities**. Based on our research, women are more likely to have recently increased their purchasing of domestic brands.

5

Elements to include in a Guochao campaign include concepts that serve as a source of **national pride** such as the Silk Road, National Museums, and designs from China's 56 ethnic groups.

ABOUT

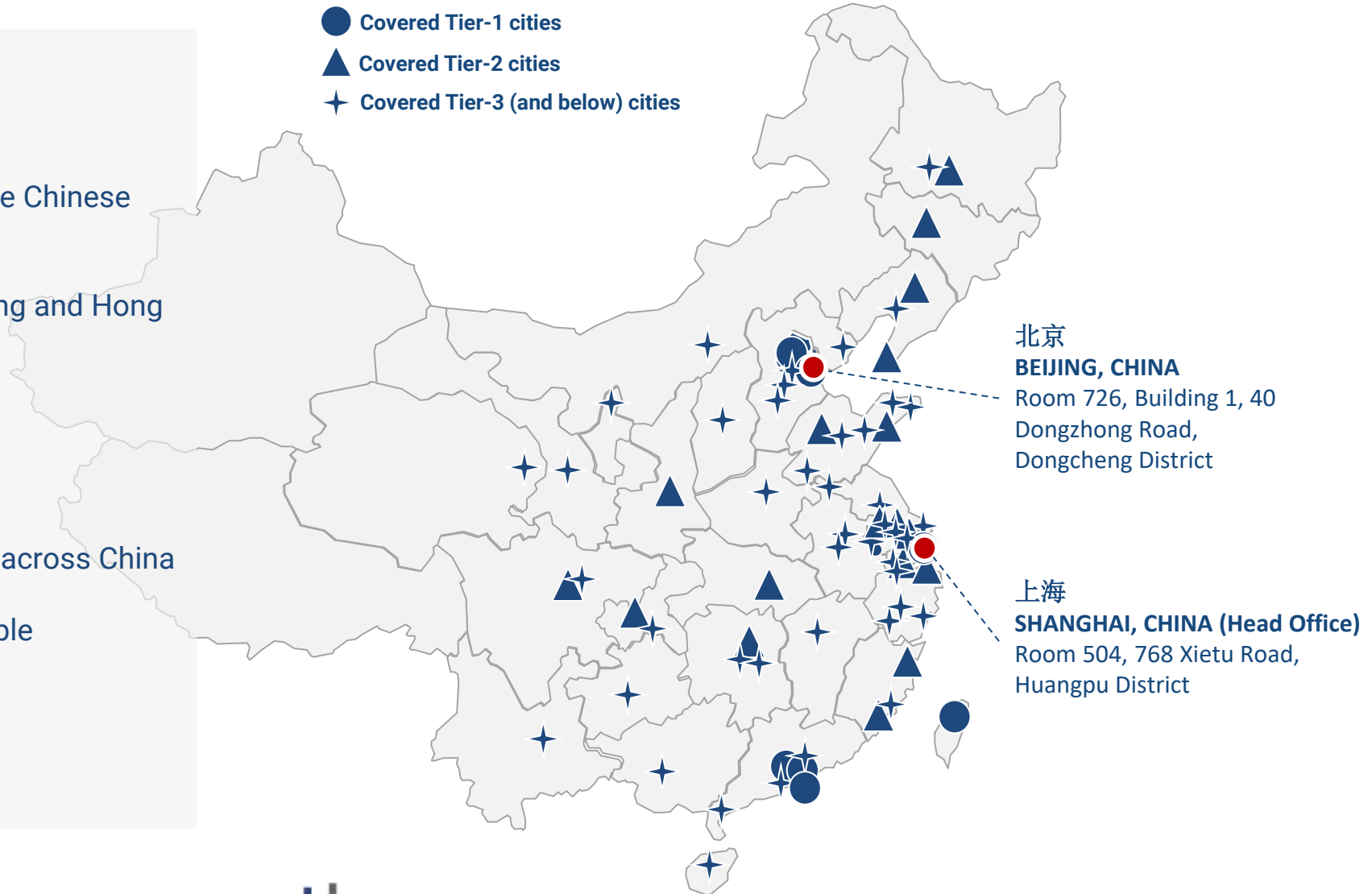


Who we are

Your Market Research Company in China

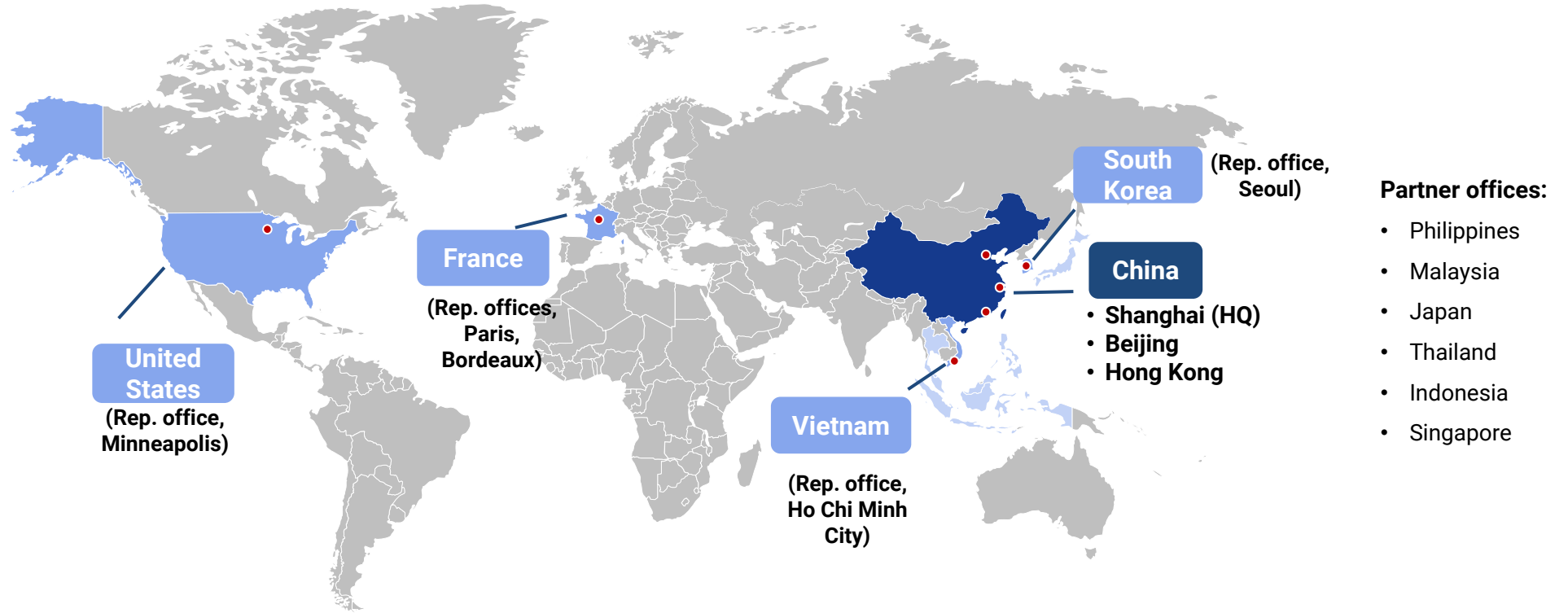
We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world



Our APAC network

A research and consulting firm headquartered in China, with an Asia-focus and a presence on three continents.



Our history



Our past and current clients

350+ clients with 600+ projects for the past 7 years



Our in-depth interview (IDI) research method

A form of qualitative research used with either market experts or the target consumers to analyze perspectives, experiences or feelings regarding a particular market situation, marketing concepts, or anticipated product launches

1.

Designing the questionnaire

- The aim of the questionnaire is to give a direction to the discussion while avoid losing information during the interview
- We leverage desk research and big data to best identify open-ended questions
- The final product is fully adaptable to the client's requirements

2.

Recruit knowledgeable interview candidates, including professionals or target consumers

- Define criteria for the interviewees
- Identify participants, often sourcing from our own data base of professionals and our network of alumni from China's top universities
- Ask pre-screening questions to ensure participants meet the criteria and needs of the client

3.

Conduct interview and follow up

- Our researchers lead an hour-long open-ended conversation using the questionnaire
- During the conversation respondents are given time and space to say what is on their mind
- Within the week following the interview, we follow up with the participant to gain more insights that may have come up after the interview

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