



2015 / 2016 SNAPSHOT OF DIGITAL & LUXURY IN CHINA

2015 was a watershed year for digital innovation in China. For the first time, China became more than another market or the source of cheaply manufactured goods. Instead, it was at the center of innovation for digital communication strategies and technologies. Below, we've gathered some of the year's highlights in this field, as well as our predictions for 2016.

TOP 5 INNOVATIVE CAMPAIGNS

1. ALMOST AS GOOD AS THE REAL THING: PERSONALIZED VOICE AND REAL TIME UPDATES
L'Oréal Paris partnered with WeChat in a campaign featuring celebrities at Cannes Film Festival. The campaign featured the first ever WeChat personalized voice messages and real time Moments updates. L'Oréal Paris doubled their WeChat fan base from 240,000 fans to over 540,000 fans in 15 days. [\(Article\)](#)



L'Oréal present at the Cannes Film Festival

2. ONLINE TO OFFLINE (O2O): BEYOND VOUCHERS
Following its announcement to focus on the Women's category set to reach 7 billion USD by 2017, Nike opened dedicated Women's stores with in-store services. The accompanying campaign Come Run With Us incorporated an App, WeChat and in-store experiences, and leveraged local communities.

3. STELLAR STORYTELLING - WHY CONTENT IS STILL KING
Quality content is hard to come by in social media marketing, which is why good storytelling makes such a strong impression. In 2015, French jeweller Chaumet partnered with Gu Ye, an influential blogger known for his narrative prowess, to tell the brand story. The single WeChat post generated 1.8 million views and 12,600 likes in one day, proving quality trumps quantity.

4. BEACON TECHNOLOGY AND AIRPORTS—A MATCH MADE IN HEAVEN
We've heard a lot about beacons in the past year, but few brands have deployed them successfully in part because of the logistics involved with setting up wifi in store. What better venue, then, than an airport, already equipped with wifi? This fall, Hongqiao Airport and Pudong International Airport, both in Shanghai, were equipped with beacons. The first campaign was in partnership with the Shanghai Masters. Participants were encouraged to "shake" their phones, in a reference to swinging a tennis racket, to access mobile lucky draws, online games and exclusive content. [\(Article\)](#)



OOH campaign for Shanghai Masters at selected airports

5. 360 & GAMIFICATION FOR HEIGHTENED ENGAGEMENT
Yinhan Games launched a campaign through WeChat Moments with mega-star Angelababy to promote a new game. Participants engaged in a "search" for Angelababy, who has gone missing from her dressing room. Users get a 360 view of the room and clues by moving their phone around. The campaign generated high engagement.

TOP 5 SOCIAL MEDIA MOMENTS



Chinese celebrities at the China: Through The Looking Glass Costume Institute Benefit Gala at the Metropolitan Museum of Art



Fan Bingbing and Li Chen, in the selfie that broke the Chinese internet.

1. EVENT MARKETING: ALIBABA 11.11 SINGLE'S DAY GALA
China's Black Friday doesn't follow a holiday, it is the holiday. This year's 11.11 Singles Day was preceded by a nationally televised, star-studded gala. The 24-hour event generated \$14.3 billion in sales, outstripping the previous year by 60%. [\(Article\)](#)

2. CELEBRITY BRAND POWER: FAN BINGBING & LI CHEN
When China's most famous actress Fan Bingbing and costar Li Chen confirmed relationship rumors by posting a selfie with the simple caption "Us" ("我们"), posts with #Us exploded across Weibo, generating 920 million views. [\(Article\)](#)

3. CELEBRITY BRAND POWER: HUANG XIAOMING & ANGELABABY
China's wedding of the year was also one of the most branded social events. Power couple AngelaBaby and Huang Xiaoming leveraged their combined social assets to promote their wedding, and by extension their personal brands. The \$31 million fairytale production involved 527 guests, the launch of a charity, and major brand sponsorships, including the wedding ring. One of many hashtags referring to the event (#黄晓明baby大婚#) generated nearly 10 million views. [\(Article\)](#)



Huang Xiaoming and Angelababy's pre-wedding photographs

4. CHINESE DESIGN GOES ABROAD
The China-themed Met Ball was rife with controversy. On the one hand, it announced China's presence in the world of haute couture—a gesture by the international fashion elite in its courtship of the Chinese market. On the other hand, Chinese netizens criticized the organizer's rejection of cultural authenticity in favor of fantasy and Orientalism by choosing to focus on Chinese influences on foreign designers. #2015MetBall, one of many related hashtags, generated half a billion views. [\(Article\)](#)

5. VIRAL FASHION TREND: SPROUT HEAD
According to at least one China watcher, this viral fashion trend of plastic sprout hair accessories, though obscure in origin, may actually signal a radical shift in social attitudes about self-expression among young Chinese. One thing is for sure, the Jay Chou endorsement didn't hurt. A popular related hashtag (#豆芽花#) has nearly half a million Weibo views. [\(Article\)](#)

TOP 5 PLATFORMS TO WATCH

1. INSTAGRAM OF CHINA: NICE
This extremely brand-friendly photo-sharing app is often compared to Instagram and claims 40 million users. [\(Android\)](#) [\(iPhone\)](#)

2. SOCIAL SHOPPING: RED
One of several social shopping apps, Red focuses on overseas luxury and premium goods. It received a \$10 million round of funding last year. [\(Android\)](#) [\(iPhone\)](#)

3. FILM & ENTERTAINMENT: GEWARA
China's second biggest online movie ticket app recently merged with its Tencent-owned competitor WeiPiao to form a new giant in the rapidly growing culture and entertainment market. [\(Android\)](#) [\(iPhone\)](#)

4. AIRBNB COMPETITOR: TUJIA
Airbnb's biggest competitor for the Chinese market has a different approach by managing and renting unoccupied properties. [\(Android\)](#) [\(iPhone\)](#)

5. TUMBLR OF CHINA: LOFTER
This social network is organized by interest communities such as photography and cos play. With the rise of influencer marketing combined with skyrocketing fees of mainstream bloggers, 2016 could be the year brands learn to leverage the power of Lofter's micro influencers as a cheaper alternative. [\(Android\)](#) [\(iPhone\)](#)



Screenshot inside photo-sharing app Nice.

OUR 5 PREDICTIONS FOR 2016



Burberry partners with WeChat to strengthen online presence

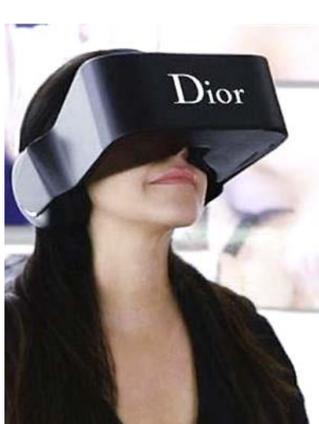
1. LUXURY BRANDS WARM UP TO WECHAT
While laggards continue to wake up to the reality of WeChat's dominance and finally sign on, more digitally savvy brands like Burberry and Michael Kors will push beyond social and communication to leverage WeChat for commerce and service solutions.

2. VIRTUAL REALITY WILL BE HUGE
Virtual reality will be the hottest new campaign accessory, but brands will largely struggle to integrate it in meaningful ways, defaulting instead to spectacle and cliché.

3. WEIBO WILL CONTINUE TO BE IMPORTANT
Weibo will continue to be the largest, most direct platform for broadcasting information. The launch of New Data Center—the equivalent of Facebook Insights for Weibo—means better KPIs compensate for lower overall users.

4. A NEW SOCIAL NETWORK WILL COMPETE WITH WECHAT
As WeChat becomes increasingly commercial, consumer demand will give rise to a new social network...

5. CHINESE INNOVATION WILL NO LONGER BE AN OXYMORON
China now has over 1,600 technology incubators and 80,000-plus startup projects employing 1.75 million people. 2016 will be the year Chinese Innovation is no longer an oxymoron.



Dior's custom in-store VR experience.



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