

LEVERAGE MICRO-MOMENTS TO CREATE SEAMLESS SHOPPING EXPERIENCE FOR TRAVELLING SHOPPERS

Xin Deng
Managing Director

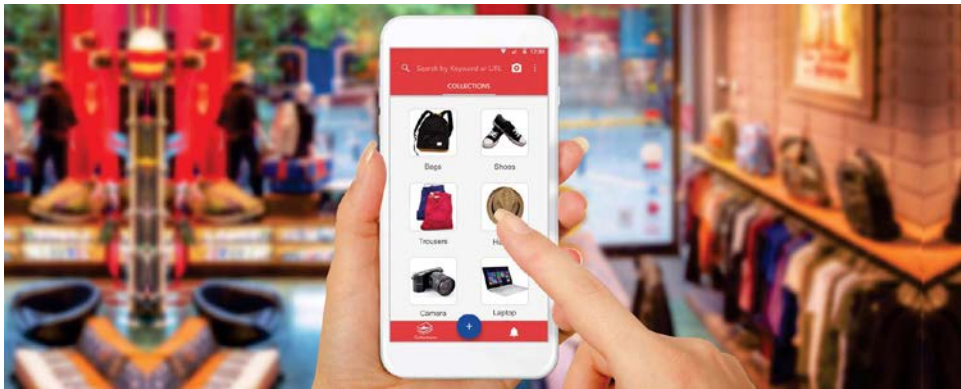




SHOPPING



E-COMMERCE



M-COMMERCE



90%

of smartphone users aren't absolutely sure of the specific brand they want to buy when they begin shopping.



Mobile searches related to “**best**”
products grew more than 50%
year over year.



76%

of people who conduct a local search on their smartphone visit a business within 24 hours and **28% of those searches result in a purchase.**

MICRO-MOMENTS: Retail moments that matter

It's less important for a shopper to be present in-store than for the store to be present wherever and whenever a shopper needs it.

Comparing Two Online Journeys

WESTERN JOURNEY



CHINESE JOURNEY



■ Online searching
 ■ Online shopping
 ■ Online exploring

How does travel retail create seamless shopping experience for travelling shoppers?

ONLINE

Online campaign:

- Products (brands & regional uniqueness)
- Location (airports & retailer shop)

Social media engagement:

- Live product showcase
- Live broadcast of local cultural events
- Shuffle (lucky draws)

KOL cooperation:

- Product review
- Brand ambassador (a brand, a product, a retailer)

Deep engagement in other online communities related to travel & shopping

- Xiaohonbshu app
- Mafengwo, qyer.com

Mobile Marketing

- Geo-targeting
- Selected brands based on the target group

OFFLINE

Billboard ads within airport or in cities

- Best deals
- Top selection
- Special offers

In-store service

- Store assistant
- Payment solution
- Gamification
- Logistics





THANK
YOU.

Xin DENG

Global Smiling

x.deng@globalsmiling.com