

Capturing today's Chinese consumers

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Head of Planning
Emerging Comms



Activating ambitious brands in China

Emerging Comms is a results-driven Chinese integrated marketing agency, based in London and Shanghai.

We work with brands to grow 'high ticket value' sales from global Chinese customers.

Our off and online marketing include events, Chinese social media, and performance marketing.

WORLD DUTY FREE 

ESTÉE
LAUDER
COMPANIES

LIBERTY
LONDON




CHEVAL
RESIDENCES

STEPHEN WEBSTER
LONDON

**Covid 19 has driven
change, posing new
opportunities...**



Hainan Duty Free shopping

Hainan has become the destination for duty-free shopping-led travel and isn't going anywhere!



62%

Despite the development of overseas tourism, people still want to travel to Hainan for shopping.

3 million outbound travellers during Labour Day!

18%

more international hotel bookings than 2019

Not just Asian destinations but also United States, Europe, Middle East and Australia



AI has fueled confidence to travel anywhere!

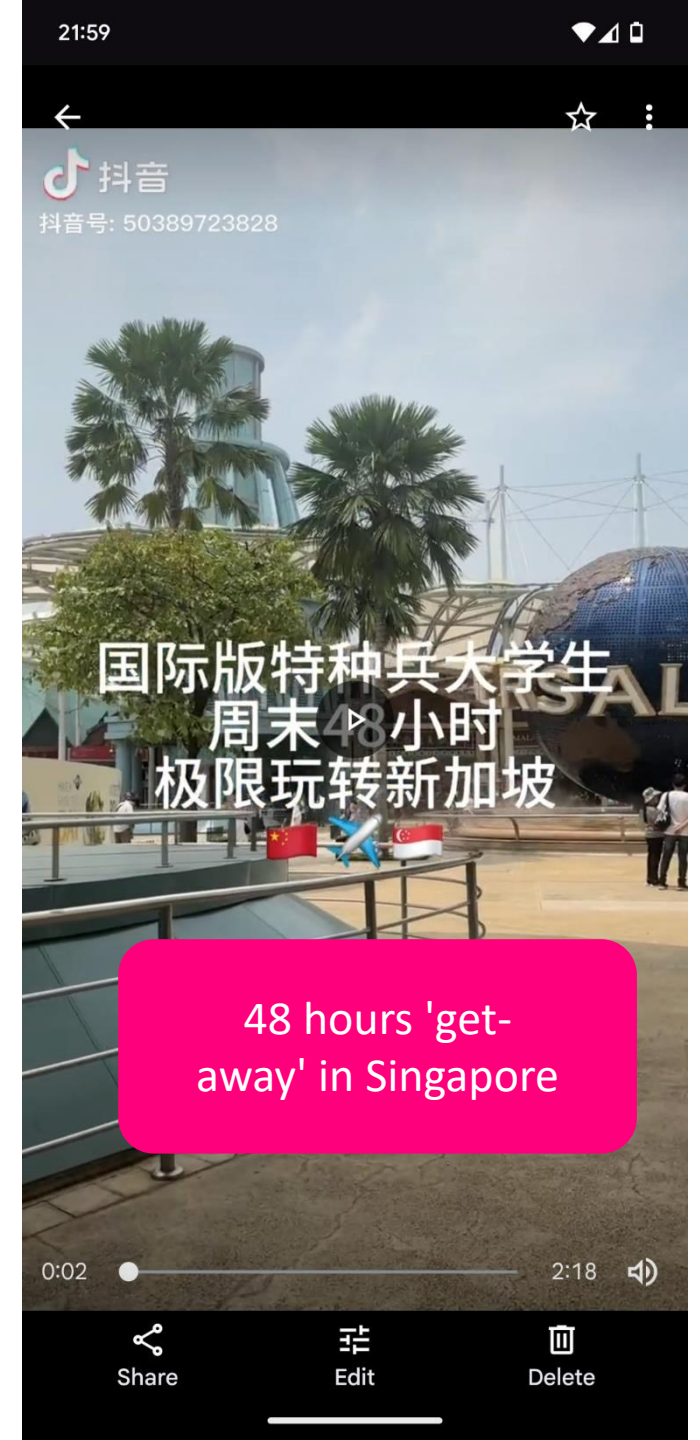
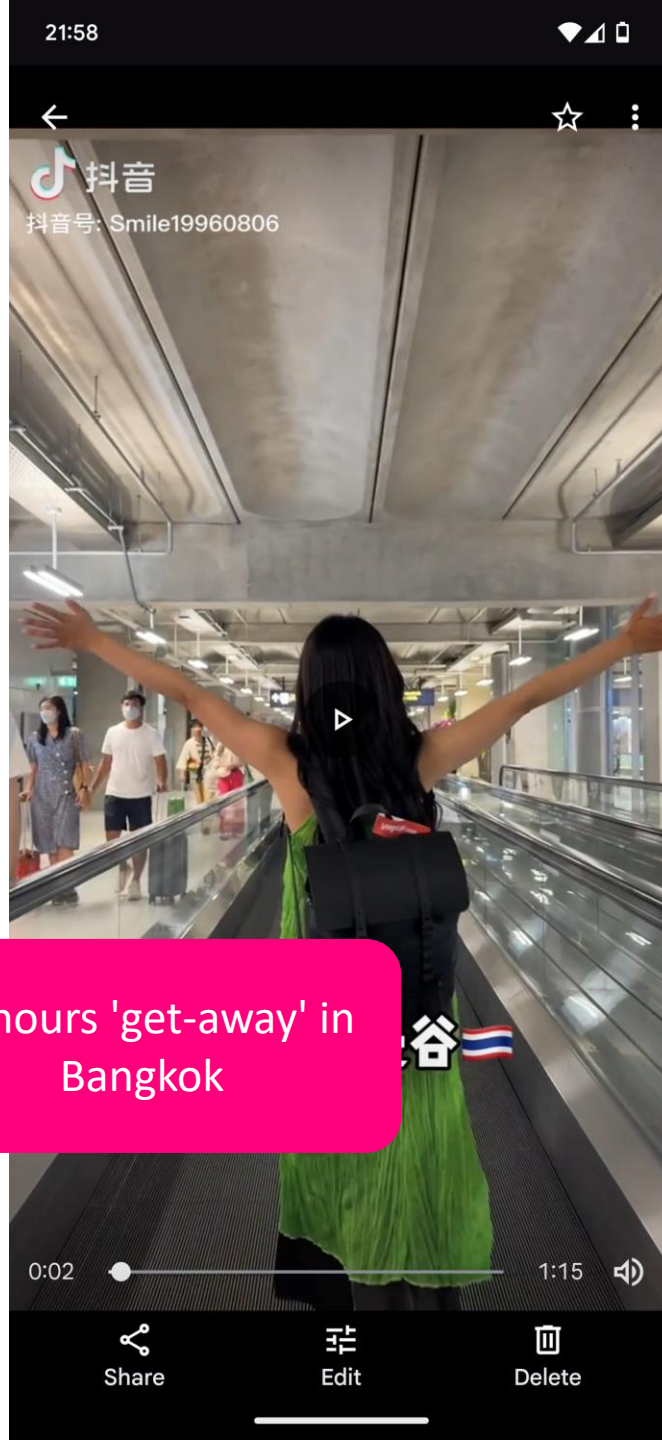
Empowered by technology, language barrier is no longer an issue.

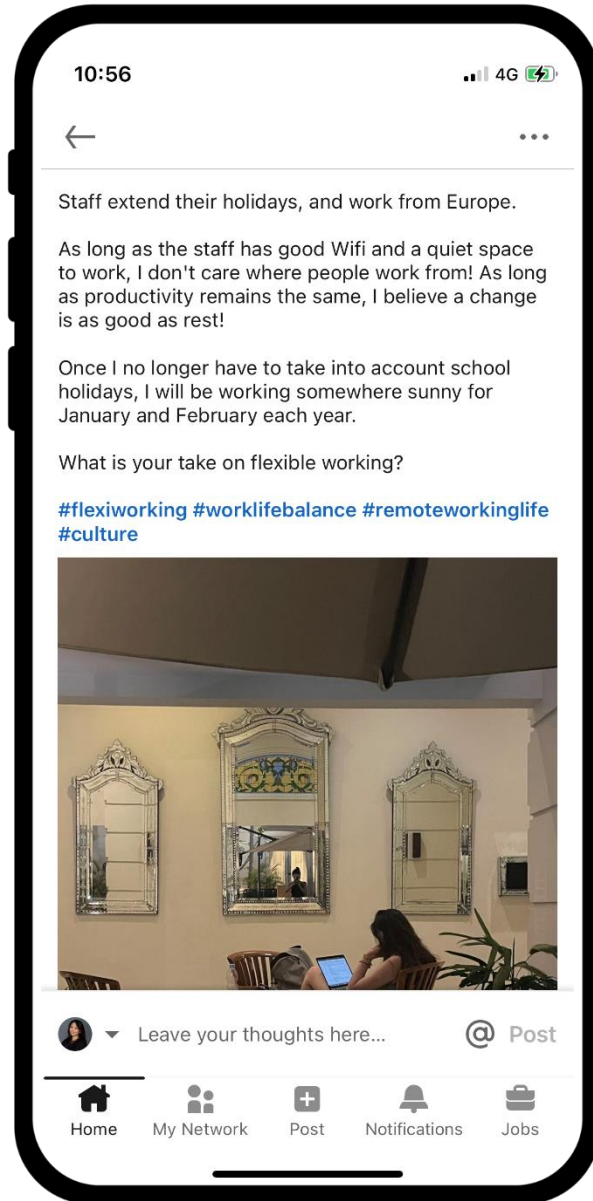
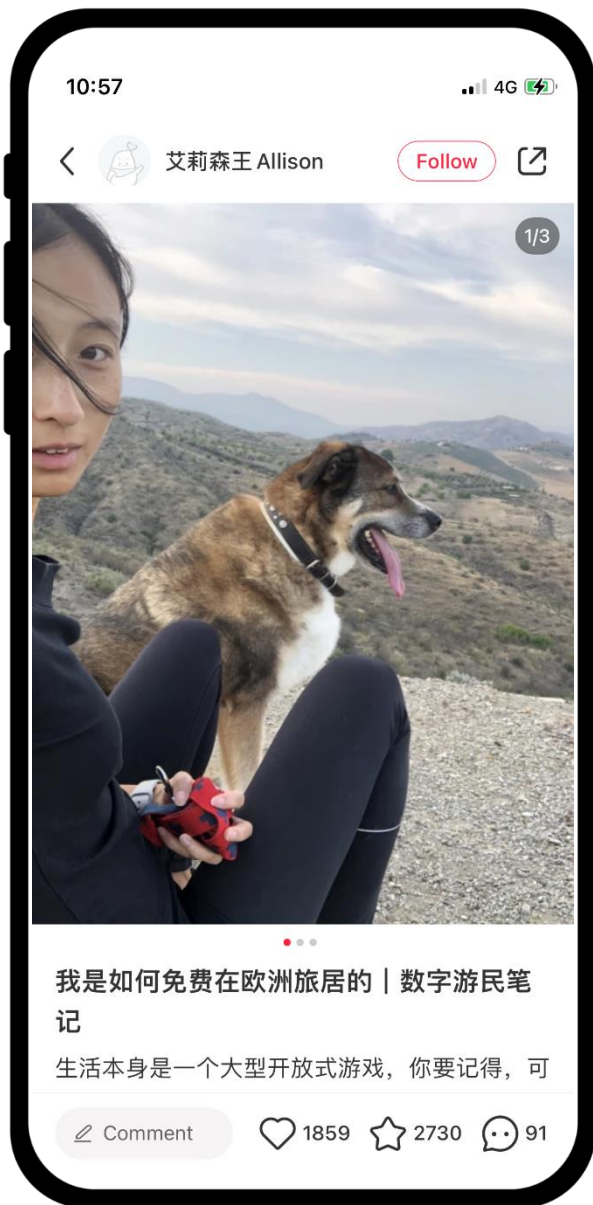


Time is no longer an issue!

Weekend international travel is extremely popular in China and has become a trend.

#extreme get-away challenge





Digital nomads - a growing trend!

Chinese young
professionals are working
and living globally.

Offline merges with online!

Shopping duty-free
products in an
online livestream.



Redefined personas



1

The Cutting-Edge Youth



2

Savvy Shoppers



3

Experience Seekers



4

Freestyle Travellers



5

Family Adventurers



Living for the moment

The only plan is no plan.





Family adventures

A well-balanced itinerary for both children and parents.

Getting 'China Ready'!





The most important app in China to target shoppers

200M

Monthly active users with 30% male users.

No.1

search engine for today's Chinese youth.

15M

Posts under 'travel' tags.

The most effective influencing channel

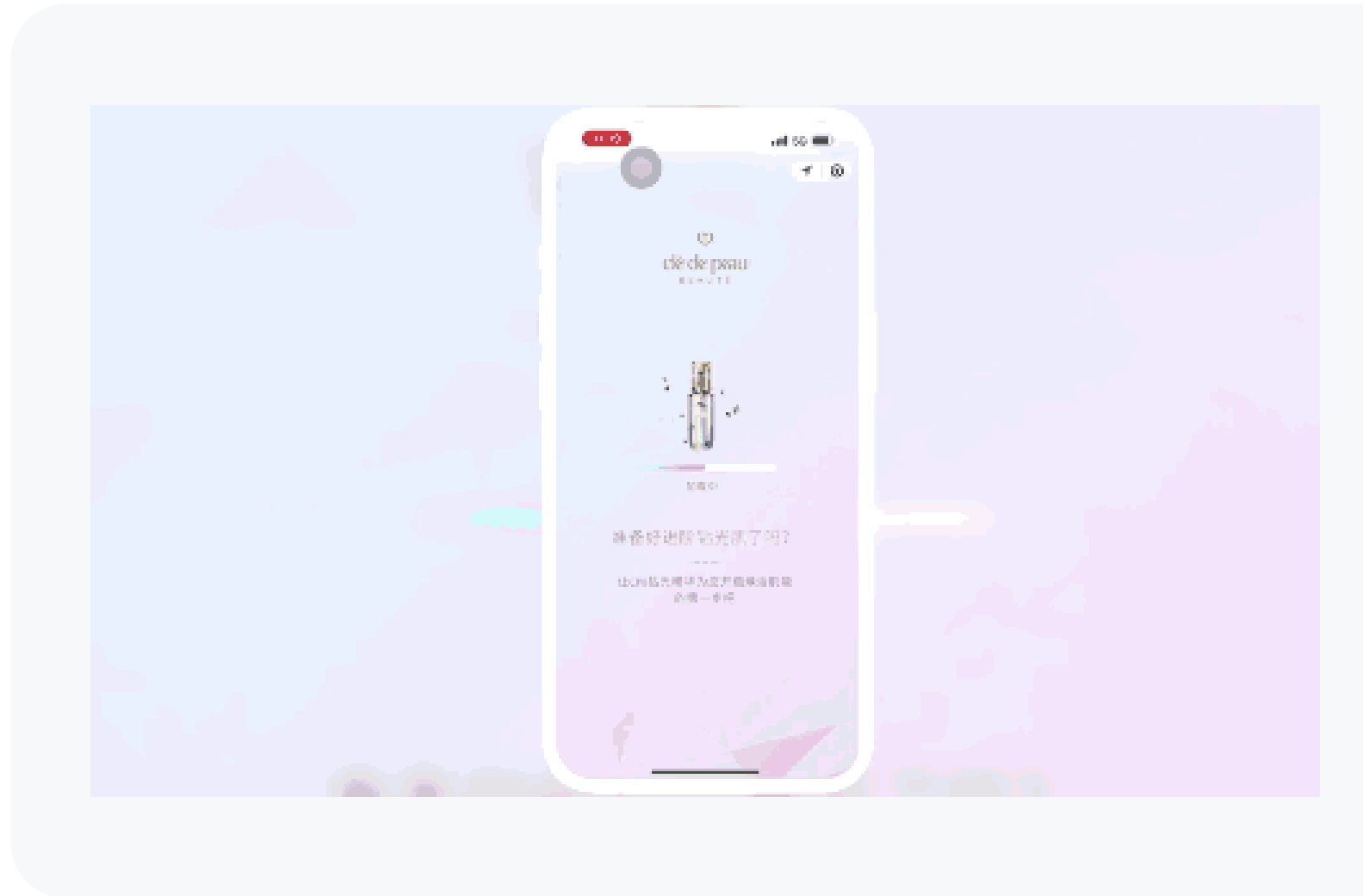
KOL's & KOC's- today's must
have strategy

A phenomenon that's
transformed Chinese social
media and marketing



It's all about providing experiences

A popular premium skin care brand utilized a pop-up store in Hainan to guide retail consumers through an innovative and immersive experience using AR.



Key 'take aways'

1

Segment by
behaviour.

2

Use the right
influencers, with
right '**hooks**' at the
right time.

3

Capturing **purchase
intention** with
**unique and optimal
experiences.**

Thank You

谢谢你们

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