

# NBA Mid-Summer Celebration X Talks

Guest Speakers:



**Ms. Kristin Iglum**  
Consul General of Norway  
in Shanghai



**Mr. Xue Feng**  
President of Invest  
Shanghai



**Effy Yu**  
Senior Marketing Manager,  
Go Digital China



# A brief tour of advertising in China

Effy Yifei Yu  
GoDigitalChina AS / AdChina.io



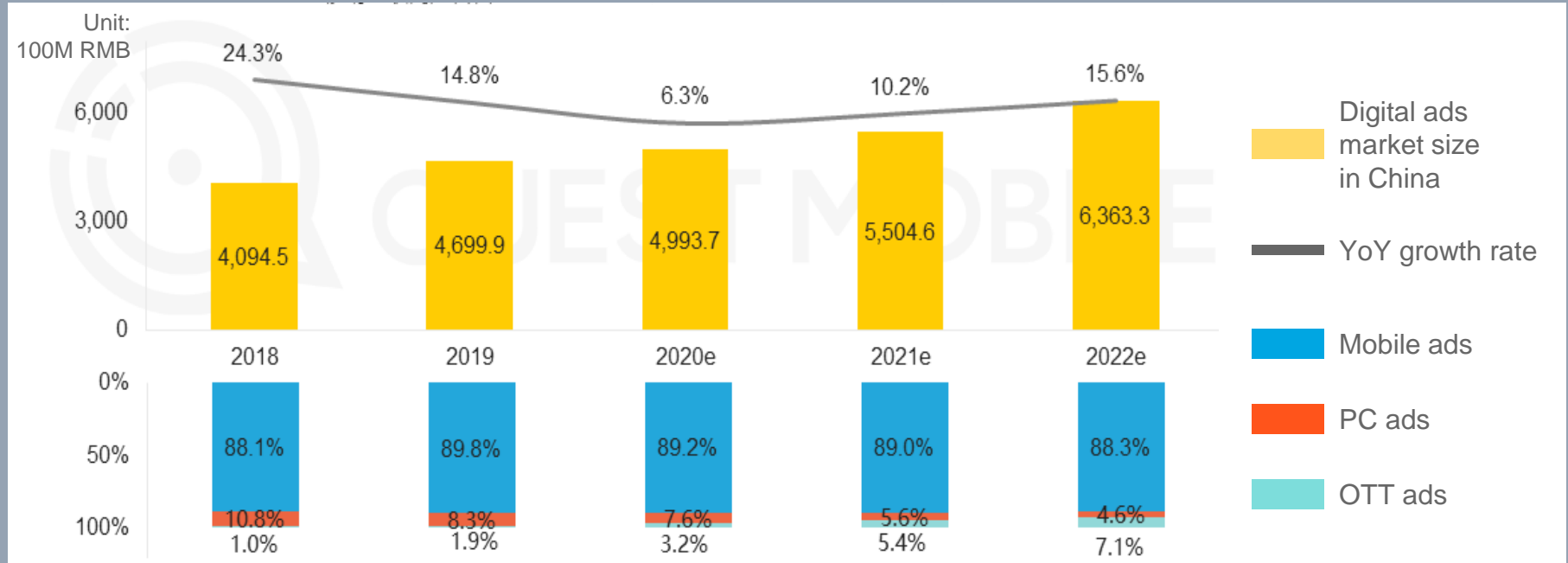
# This session covers:

1. Digital advertising landscape
2. Questions every brand asks
3. The hottest digital trends now

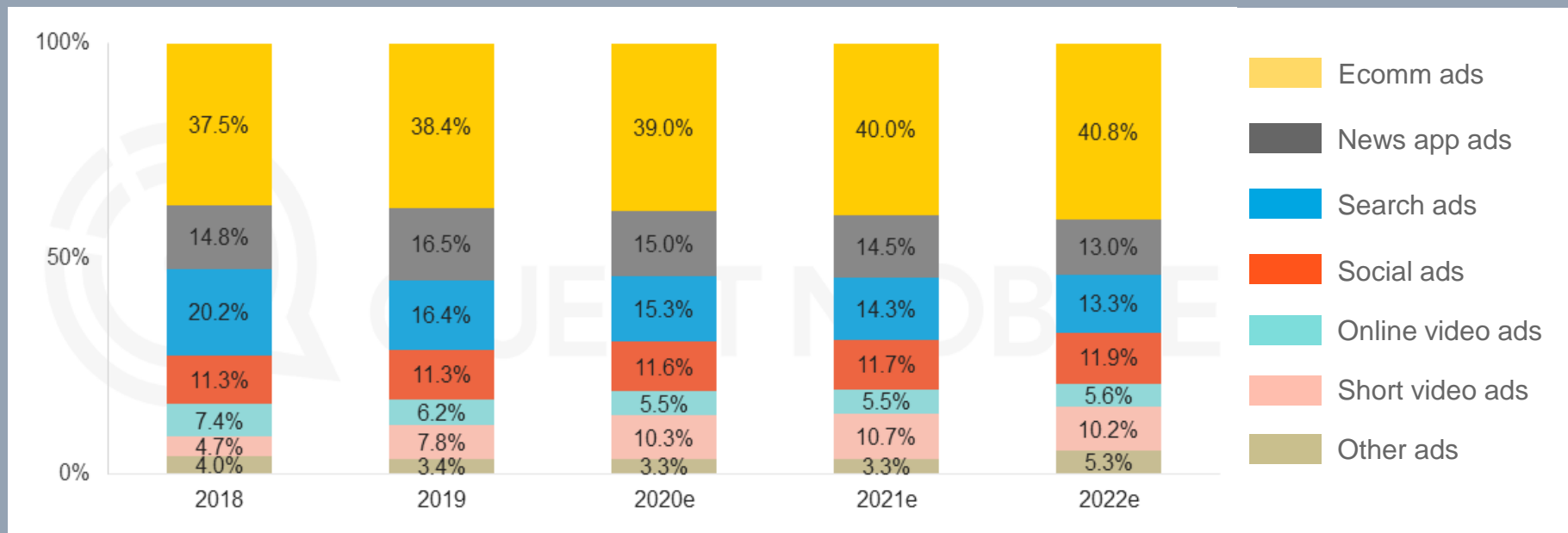
# Landscape of digital advertising

Market scale X Current trends

# 1. Digital ads continues to grow, and Mobile ads are killing it!



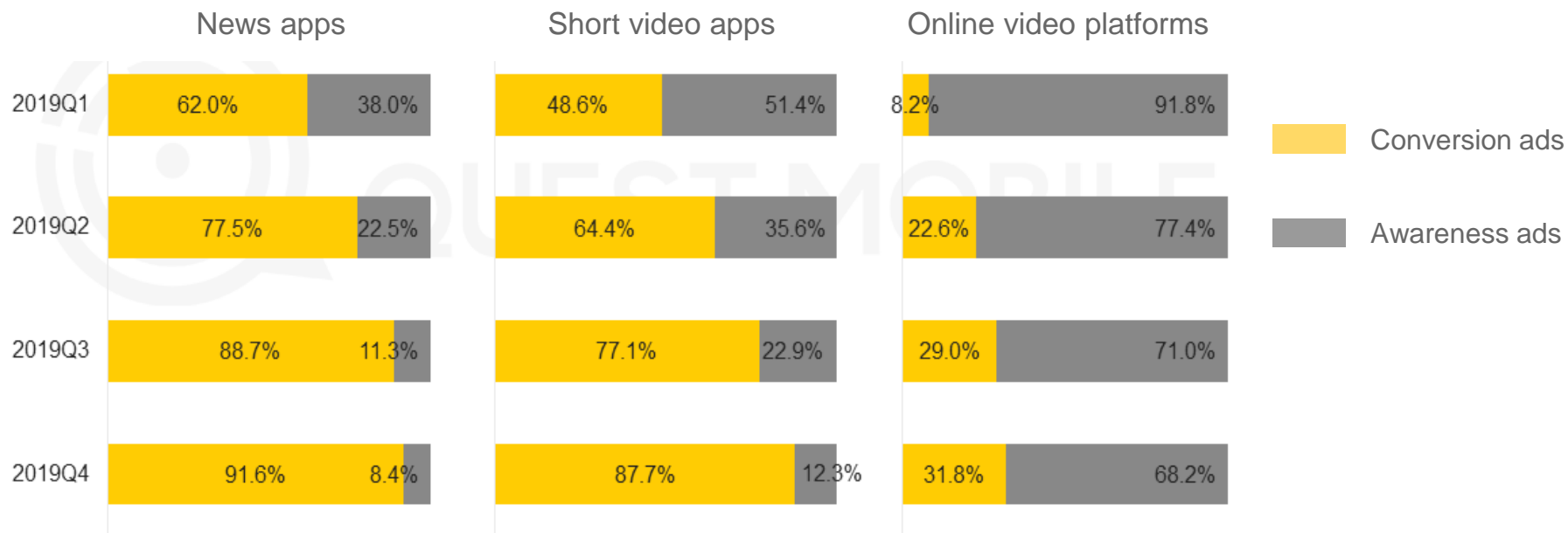
## 2. Ecomm dominates, short videos grows, search shrinks.



### 3. Conversion ads vs. Awareness ads



### 3. Conversion ads are getting really popular!





# Three questions every brand asks

Channel X Budget X Strategy

# 1. Where can I reach my audience in China?



## 2. How much to spend on advertising in China?

Annual marketing spend:

Test: \$25,000 - 100,000

Small: \$100,000 - 300,000

Medium: \$300,000 - 1,000,000

Large: \$1,000,000 and above

### Small, lesser-known brands:

- ✓ Search ads, social ads, social content
- ✗ KOL, media buying, expensive social ads

### Medium to large, well-known brands:

- ✓ 30% social ads, social content
- ✓ 25% media buying
- ✓ 25% KOLs
- ✓ 10% search ads
- ✓ 10% experimental

### 3. What advertising strategy should I use?



#### The Maximiser

Fixed budget  
Traditional industries



#### The Frontrunner

Branding focused  
Large companies



#### The Profiteer

ROI first  
Flexible budget

# Three Hottest Digital Trends

Live stream X Short videos X KOLs

IKEA

Tmall store

Live stream

300,000 viewers

150,000 followers

183,000 visitors/m



IKEA

Tmall store  
Live stream

3 months

1,840,000 followers





# MEDOX X KOL X Royal Family Content

不管怎么说，这个小姑娘绝对是家庭的骄傲。  
更厉害的是还很多粉丝都认为她属于那种不声不响，但心里很有数的女孩，太适合当未来女王。



早就开始工作啦，这是春天里穿着粉色裙子跟着王后奶奶出席活动↓↓

早就开始工作啦，这是春天里穿着粉色裙子跟着王后奶奶出席活动↓↓



与父亲出席“哈康王储号”命名仪式，由她主持↓↓



全家搞怪到啥程度呢？公主小小年纪跟着爷爷、国王哈拉德五世坐在镜头前发表讲话：欢迎访问我们的儿童专属网站哦~↓↓



好不容易背完台词，问：就酱对吧？↓↓





# MEDOX

## KOL

### Content

8 Mar 2019: 165%

9 Nov 2019: 210%

7 Mar 2020: 204%



Vogue China四月刊封面则更含蓄委婉，场景简单利落，妆发温柔高级，一缕侧眸足以惊艳四座。

它含有的花青素远高于蓝莓，而花青素更是至今人类发现的强效天然抗氧化神器：有助于预防多种与自由基有关的疾病，包括癌症、心血管疾病等；对视力也有好处。

### 看着很像却很不一样



Bilbbär 越橘  
(*Vaccinium myrtillus*)  
"Bilberries" på engelska.  
Växer på ris. I handeln  
oftast vilda.

Blueberries 蓝莓  
(*Vaccinium corymbosum m.fl.*)  
"Amerikanska bilbbär" på svenska.  
Växer på buske. I handeln  
oftast odlade.

东东和西西

MEDOX的每粒胶囊富含80mg花青素，同类产品一般才30毫克，翻倍都不止。2018年，MEDOX销售额是1亿2千万挪威克朗，可见它有多管用。

NOME

Nonviolence

Douyin dance



# NOME X Nonviolence X Douyin dance

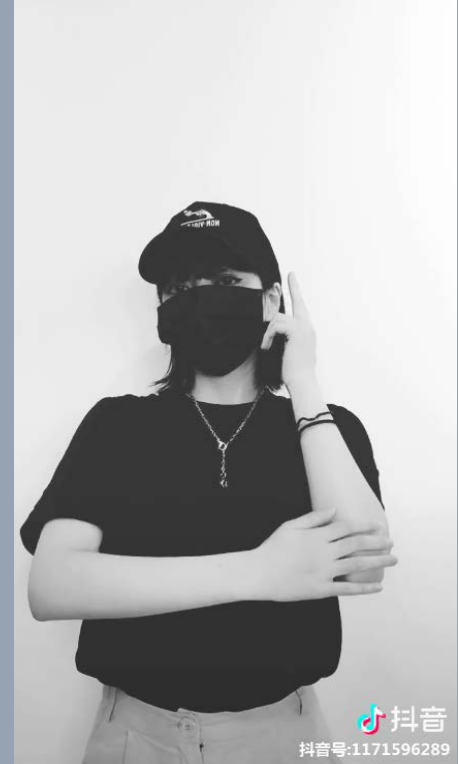
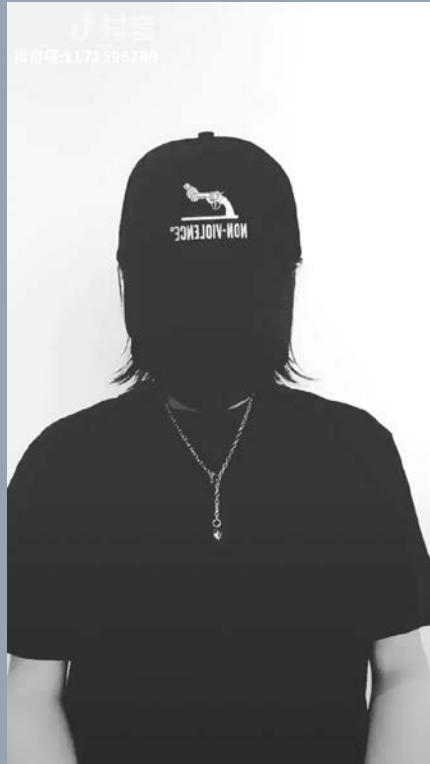


NOME

Nonviolence

Douyin dance

10+ million reach



# THE END.

#advertisinginchina

effy.yu@godigitalchina.com

