



HelloITA Brandhub Project Introduction

Taobao Introduction



Tmall classic

Direct e-commerce channel of Alibaba Group

available for companies already present in China



Tmall global

Cross border e-commerce channel of Alibaba Group

for companies with a limited presence in the Chinese market without a direct legal entity.



Taobao

Store



Store



Store



Store



Store



A digital platform

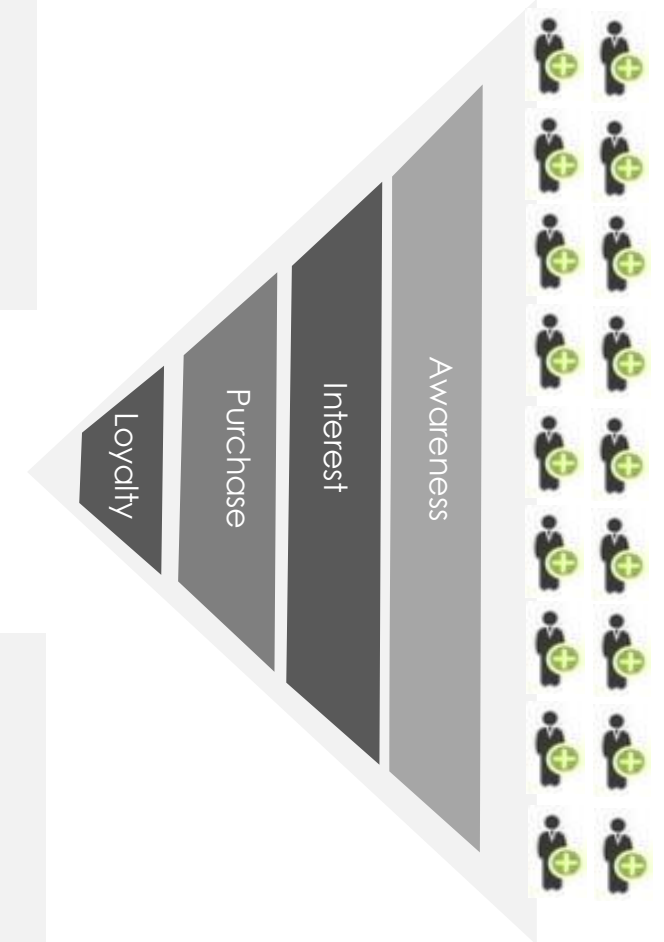
where brands

- ✓ Turn public traffic to private
- ✓ Operate fanbase
- ✓ Fanbase capitalize fanbase

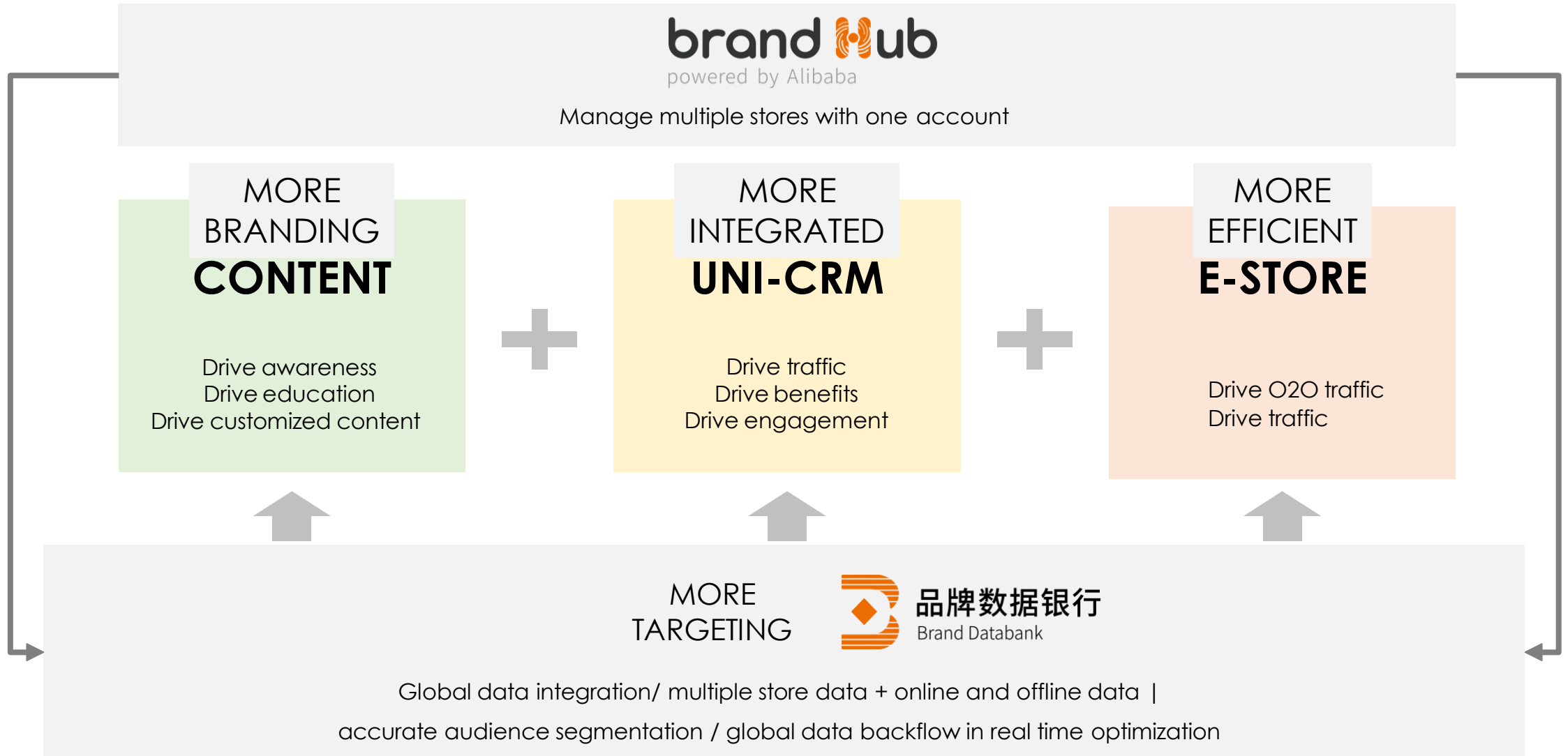
brand Hub
powered by Alibaba

A feature mix of

- **Brand official site:** diverse brand and product content
- **Instagram:** text and visual content
- **YouTube:** short videos



HelloTA Introduction



HelloITA Project Phase III

Introduction



D1M started operation as ITA TP from 1 Nov, 2020

Started HelloITA content Operation :

- 1st November 2020 – present.

Executed 2021 New Years Gift Campaign with Media Buy:

- 18 Jan, 2021 – 5 Feb, 2021.
- HelloITA 2021 New Year's Gift Mini Program Campaign with DSP media buy

How to find HelloITA and follow HelloITA



- **Step 1:** Open the Taobao application. Find the Search Bar.
- **Step 2:** Type 'Italian Pavilion' / '意大利国家馆'
- **Step 3 :** A banner access to HelloITA appears at top of search results
- **Step 4 :** Click on banner and be redirected to HelloITA Home Page.
- **Step 5:** Click on Follow/ 订阅.



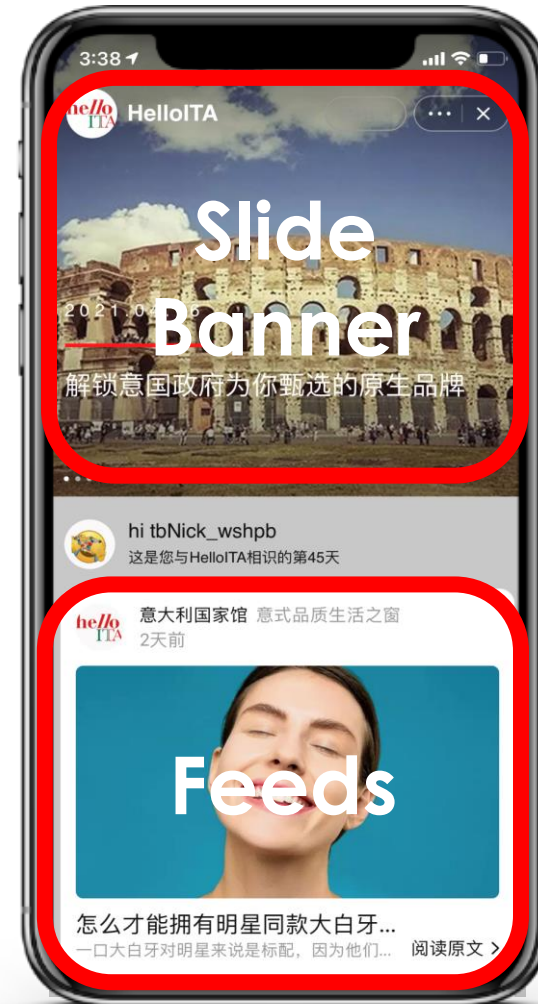
HelloITA Homepage

- Slide banners (7 in total)

- First slide banner: Brand wall
- Other slide banners: single brand and multi brands articles

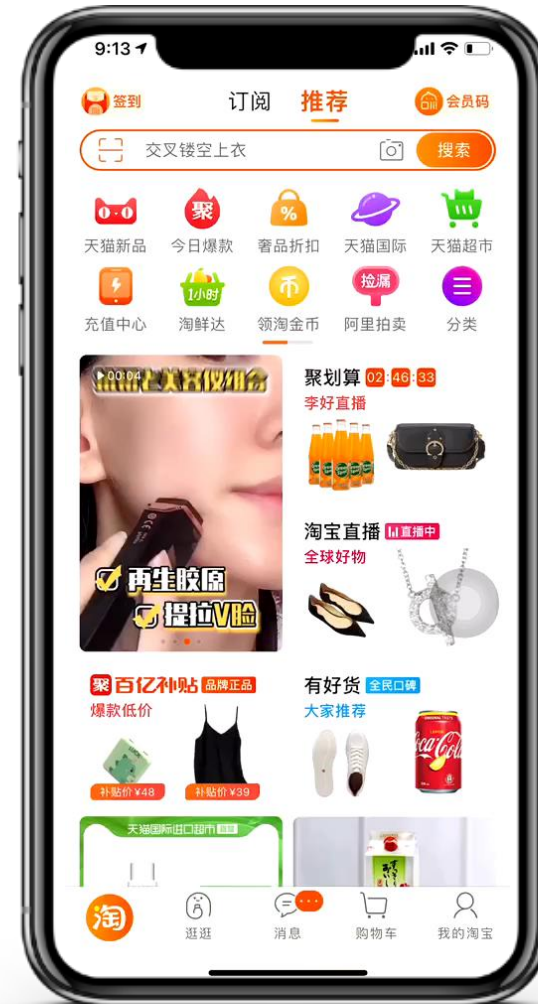
- Feeds (streaming til end)

- Posts of weekly single brand and multi brands articles
- Streaming from the newest to the oldest



How to find HelloITA message page and Brand wall

- **Step 1:** Once followed HelloITA, Open the Taobao application, Click on message icon
- **Step 2:** Enter message page, Click on Message Assistant/消息号助手
- **Step 3:** Enter Message Assistant/消息号助手. Click on HelloITA/意大利国家馆 bar
- **Step 4:** Enter HelloITA message page, Click on Brandwall/品牌墙 icon





HelloITA Message Page - Messages



Weekly pushes:

- A collection of 5 articles of Single brand and multi brands on a weekly basis
- Streaming from the newest to the oldest



Hello!TA

Message Page

- Menu Bars

Nations Pick / 国家严选:

- Bottom of message page, menu bar, first column, first option
- Display format: linked to a post
- Dedicated to a multi-brand special column. Update according to brand provision

Brand Featured/ 品牌专题:

- Display format: linked to a post
- Special offer for new coming brands

Previous highlights / 往期精选 :

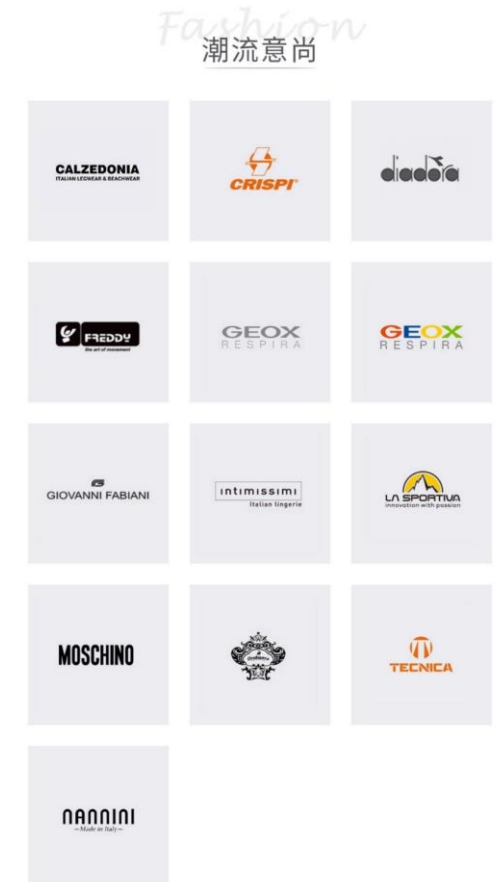
- Bottom of message page, menu bar, third column, various options
- Display format: linked to a post
- All weekly single brand and multi brands articles collected in according columns



HelloITA Message Page

- Menu Bar
- Brand wall

- Bottom of message page, menu bar, second column
- Display format: linked to a post
- Logo assembly of all ITA brands
- Updated according to brand application



HelloTA Project Phase III

Operation Scope



In order to achieve this A PM is assigned for day today communication

Part 1

HelloITA Content Operation



Posts

- ❑ Spread the concept #Made in Italy# mentality, transfer Italian brands dynamics, online and offline joint marketing, attract fans to know Italian brands well through diversified promotional campaign and content in HelloITA.

Hello!TA Content Operation

Post layout



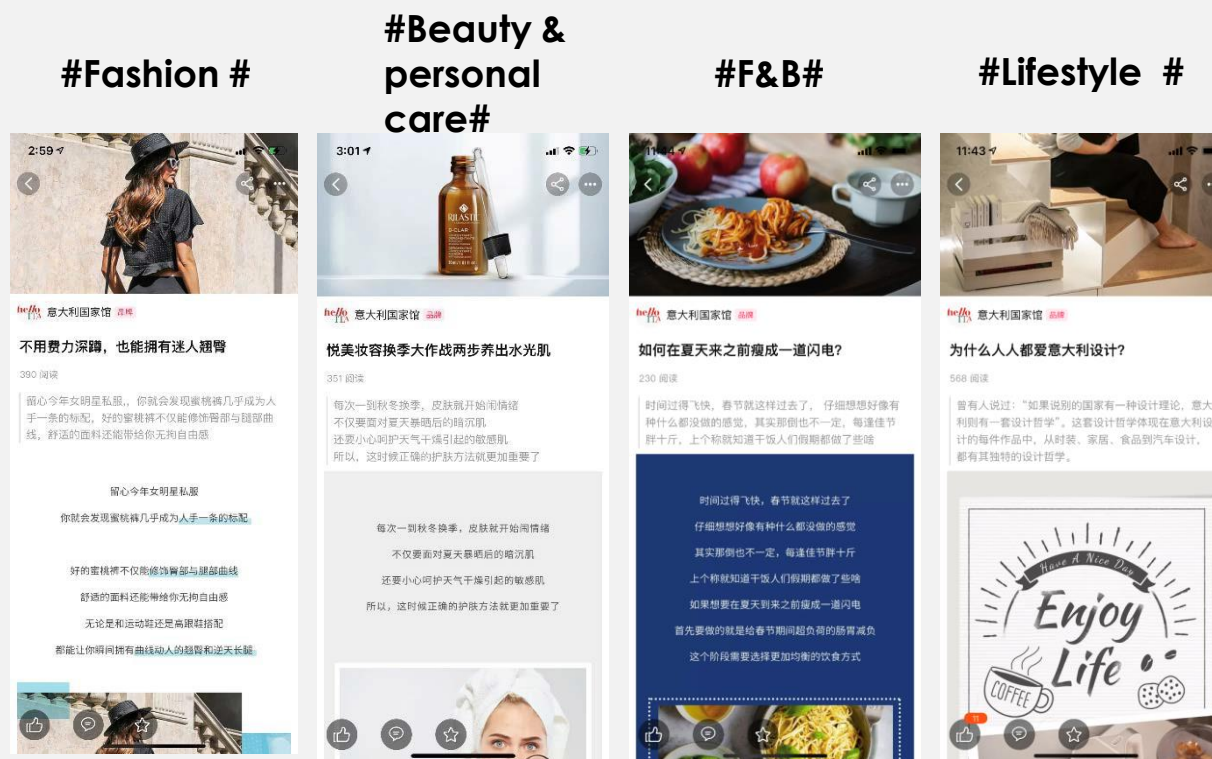
Brands could Propose their featured products to



Hello!TA Content Operation

Post mechanism

- Post 5 articles on a weekly base. Covers every category
- 12 multi brands articles & 4 single brand articles per month
- **Multi brands articles** are for more brand exposure for all brands
- **Single brand articles** are for new brands and brands having special events and marketing activities
- All brands welcomed to keep ITA in close contact with above information



HelloITA content operation

Post direction – March 2021

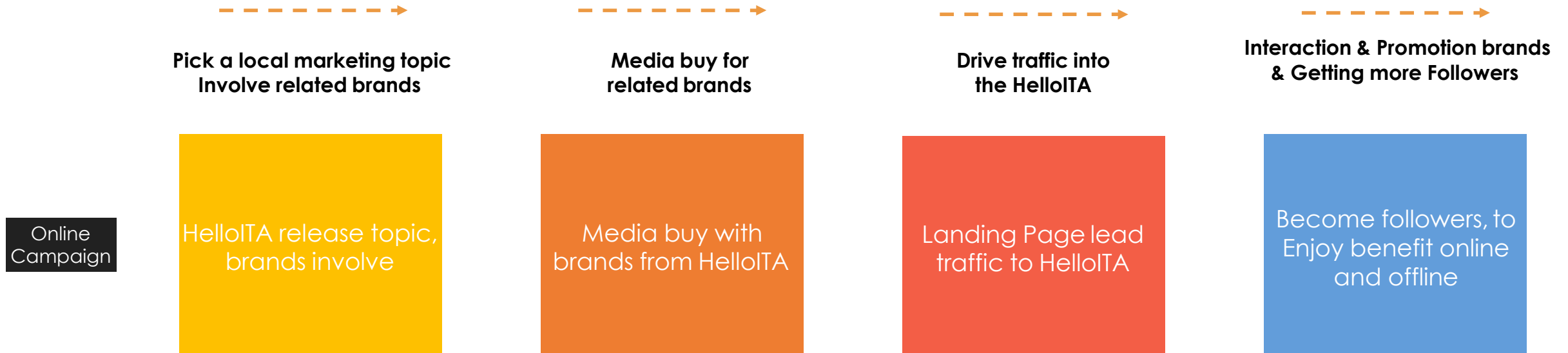


No	Category	Article Title		Brands
1	Italian Culture and Heritage	这个城市可以用橙子“打群架”？	Fight with oranges in this Italian city?	/
2	Fashion	“包”治百病？看完我信了！	How are bags healing?	Multiple
3	F&B	如何在夏天来之前瘦成一道闪电？	How to lose all your winter weight?	Singular
4	Lifestyle	办公室“续命”神器，这样上班真爽	How to recharge in the office?	Multiple
5	Lifestyle- Beauty	冒痘、易出油该用什么护肤品？	What do you do with acne and combination skin?	Multiple
6	F&B	莫妮卡·贝鲁奇的好身材食谱！	Diet to get Monica Bellucci's figure	Multiple
7	Lifestyle- Beauty	多亏了它，女生们还能再初恋50次	50 first dates with this?	Singular
8	Lifestyle- Beauty	“有效妆容”到底怎么化？	What is a killer makeover	Multiple
9	Lifestyle	换季清洗这样做，轻松搞定！	Get seasonal cleaning done easily with this!	Singular
10	Fashion	春天的时髦，就靠这两双鞋	Nail spring killer outfit with these pairs	Multiple
11	Italian Culture and Heritage	什么神仙工作，居然分一栋别墅？	What kind of job gets you a villa	/
12	Lifestyle- Beauty	不过百元，就能让你的皮肤美上天	Get radiant skin with less than 100 yuan	Multiple
13	Lifestyle -Mother Baby	这样带孩子出游，一点都不累	Outing with your baby without exhausting yourself	Multiple
14	Fashion	春天除了小白鞋，还可以这样穿	What to wear in spring except those white pairs?	Multiple
15	F&B	教你自制春日酒单，微醺不醉人	Time to get tipsy, Homemade spring cocktails	Multiple
16	Italian Culture and Heritage	400年前对称建筑，强迫症必看	Wonderful symmetry from 400 years ago, a great pleasure for OCDs	/
17	Lifestyle- Beauty	原来这才是岁月从不败美人的秘密	Secrets to ageing perfectly	Multiple
18	Lifestyle	为什么人人都爱意大利设计？	Why is everybody a fan of Italian design?	Multiple
19	Fashion	袜子穿得对，时髦翻几倍	Socks that knock your socks off	Singular
20	F&B	为什么常见的咖啡名字是意大利语？	Why are coffee terminologies often in Italian?	/

Part 2

Online event

Campaign mechanism



Online event

2021 New Years Gift campaign

Media buy Period: 2021.1.18-2.5

PV: 22,752,126

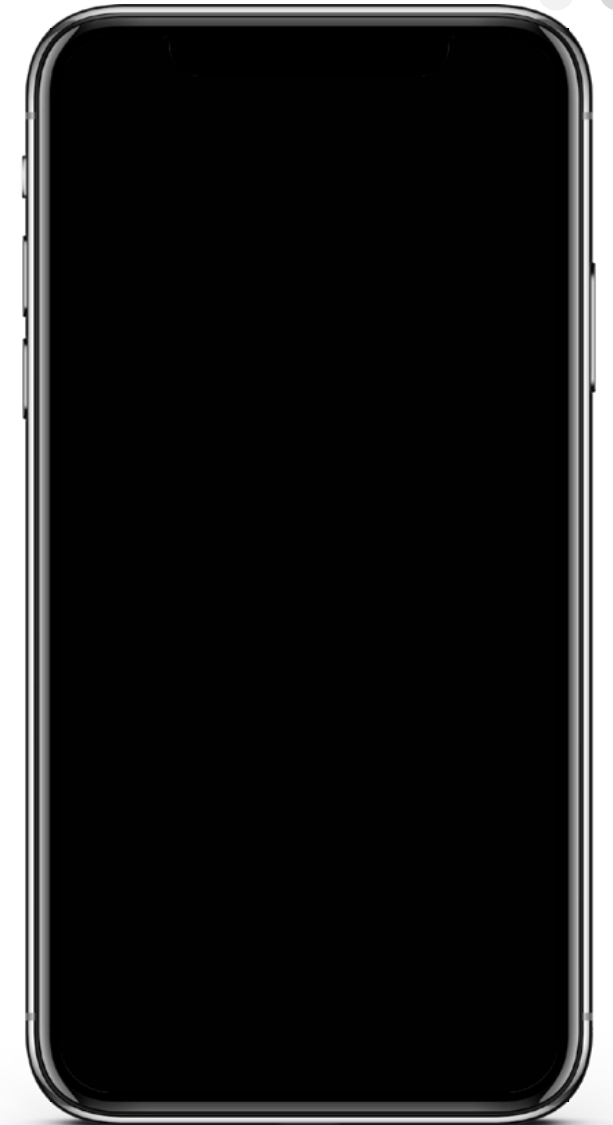
Key Achievement

Reach traffic

click through rate **1.50%**

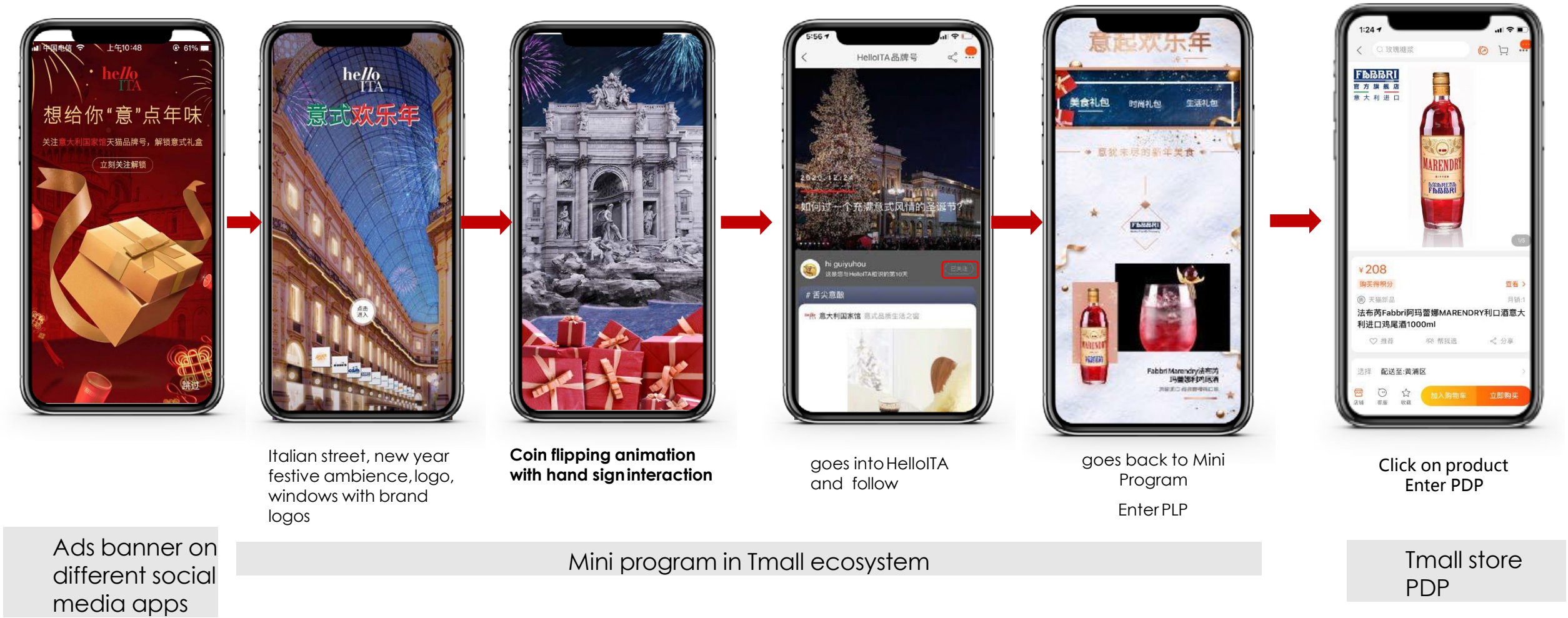
21,300 Visitors on Mini Program

Recruited **10,258** new followers for Hello!TA



Campaign flow

Campaign User Journey



Media buy management

Open screen



Page View - 8,647,927

Impression - 8,647,927

Click Through Rate - 1.72%

Acquired new Followers - 4,296

Info Feeds



Page View - 4,830,456

Impression - 4,830,456

Click Through Rate - 1.57%

Acquired new Followers - 2,767

Banners



Page View - 9,273,743

Impression - 9,273,743

Click Through Rate - 1.26%

Acquired new Followers - 3,195


2021 Ecommerce Marketing Calendar

Annual Marketing Plan

	January		May		Aug		October					
Monthly Key Words	Jan. New Year's Gift	Feb. Valentine's Surprise	Mar. Women's Day	Apr. Spring Outing	May. 5.20	Jun. Children's Day & 6.18 issue	Jul. Decorate your home	Aug. FW Fashion Guide	Sep. Mid-Autumn Festival	Oct. Travelling & Shopping @Italy	Nov. 11.11 issue	Dec. Marry Christmas & Happy new year
Online Campaign Topic	New Years Gift		May. 5.20 Just Show Me Your Love				QiXi Chinese Valentines Day			D11 Warm up		
Offline Event							QiXi Chinese Valentines Day			D11 Warm up		
Related Products	Beauty & Skin Care Food & Beverage Health Design & Decoration		Beauty & Skin Care Fashion & Luxury Lifestyle & Wine Baby Care & Health				Beauty & Skin Care Food & Beverage Fashion & Luxury Health Design & Decoration			Beauty & Skin Care Food & Beverage Baby Care & Health Fashion & Luxury		
Italian National Information	Traditional custom; Tourist industry.		Lifestyle topic; Science and technology; Cooking culture.				Popular art; Classical culture; Tourist industry.			Traditional custom; Lifestyle topic; Tourist industry.		

WHAT HAPPENS AFTER JOINING

ITA Shanghai / D1m contacts brand for material collection and content creation



Brand logo lights up on brand wall



**1* single brand article dedicated to brand
1* multi brand article including brand**



Regular content cocreation

Brand Show Case - Moleskine



Refined communication content, deliver brand and product message in detail and depth



he/hy 意大利国家馆 品牌

牛气冲天的好运，由你亲手书写

1122 阅读

当新年的阳光照在脸上，或许此刻的你正雄心万丈，准备明年大干一场。但计划如何落地，依然是一个技术活。鉴于此，向你提供新年第一个“计划”——准备一本手账本



Single brand Posts
Draw user attention
a single brand,
focused post



he/hy 意大利国家馆 品牌

办公室“续命”神器，这样上班真爽

202 阅读

长假之后总有那么几天不想上班，相信我，一不想上班的人，心理学家把这种症状总称为“节后综合症”，舍不得跟假期说再见，但生活和

Multi brand Posts
Draw user attention
in multi brands
articles, share
traffic between
brands

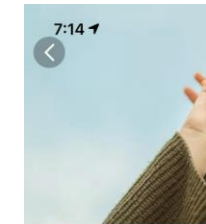
长假之后总有那么几天不想上班
相信我，你不是唯一不想上班的人
心理学家把这种症状总结为“节后综合症”，舍不得跟假期说再见，但生活和
如果你依然提不起劲儿，不妨准备一些办
让你工作起来有动力、更愉悦”



Moleskine 全新二代智能书写笔记本

有时候对着电脑大脑一片空白，低下头却可以奋笔直书
不论数字记录如何前卫
纸质的人文情怀依然是无可替代的
Moleskine 这款笔记本将纸与智能完美结合
可以在纸面绽放的灵感数字化导入电脑或iPad
避免了长时间对着屏幕的疲劳，同时实现数字化便利

Nations Pick
multi-brand
special column for
special and/or
limited editions



he/hy 意大利国家馆 品牌

国家严选，焕新你的看

55 阅读

万物复苏，春光已来，意大利国家馆，为你臻选来自意大利被春日围绕的意式生活！

万物复苏，
意大利国家馆
在国家严选
为你臻选来自意大利
一起感受被春日



Moleskine
灵感上新，书写创造力



2021樱花系列笔记本

柔粉与淡紫樱花，在纸间绽放
捕捉灵感乍现一瞬
肌理感织布封面，带来浪漫触感
附赠樱花主题贴纸，自由装饰你的灵感
唤醒沉睡已久创造力

立即购买 >

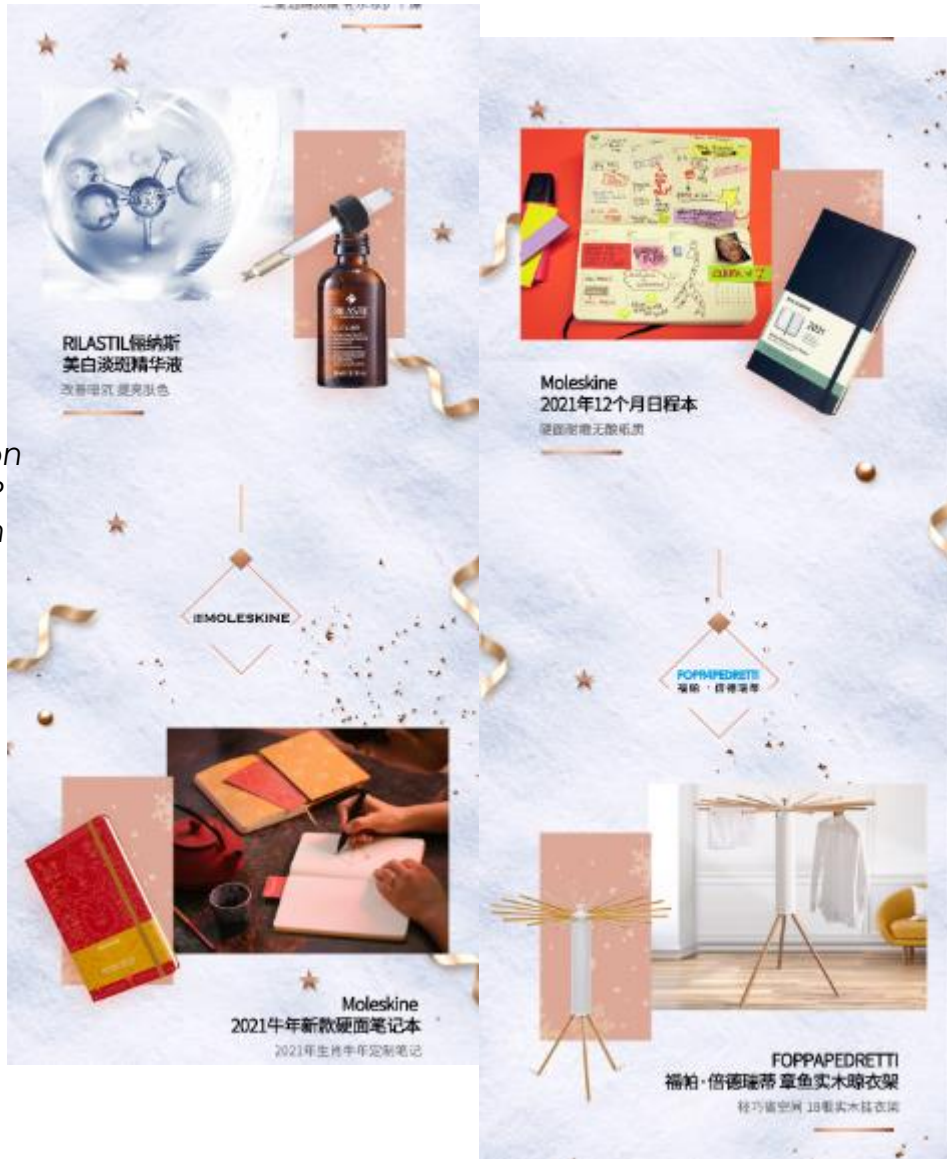


Diadora
潮流文艺复“新”

Campaign with media buy, magnifying brand communication volume

New Years Gift Campaign PLP

Brand exposure on PLP, direct to PDP page, traffic from Media buy



520 campaign VR Gallery page exposure

Brand exposure on directly in Tmall Mini program, traffic from Media buy



Ads format in different ways of seeding, immersive experience for target audience

HelloITA Welcome Banners

brand awareness as first impression amongst users entering HelloITA



Media buy ads Banners

Deliver individual brand awareness and traffic leads to brand online stores.



CHINA ECOMMERCE TRENDS

1. Livestreaming

LI JIAQI LIVESTREAM ITALIAN EPISODE ON NOV 6, 2020

Attending Brands

Overall sales figure reached 4.70 million EURO

康辉来了! 意大利专场

看回放

Li Jiaqi Livestream

直播时间: 2020-11-06 20:00:06直播时长: 2小时57分



李佳琦Austin 粉丝: 3607.41万

Sales 4,70
Million EURO

190,000
19万件
products
sold

约¥3654.04万

本场销售额

约¥36.46万

本场定金额

约¥192.22

本场客单价

online users:
240,000
24.02万人

同时最高在线

1339.67万人

场观

510.99万人

UV

446.55万人

每小时均观

本场直播商品共24件 24 SKUs



MOSCHINO



GOLDEN GOOSE / ★



Kinder

AHAVA



Eucerin



EAU THERMALE
Avène

BIAFINE

sesderma



ERA OF LIVESTREAMING

Live streaming e-commerce became mainstream, especially during 2020



Taobao Livestream GMV increased by 100%
participating store number increased by 220%



Penetration rate of Taobao Livestream amongst
all Tmall stores has increased significantly, especially in 2020.
Live streaming has become the most popular method of online
campaign in 2020.

TOP 5 CATEGORIES IN LIVESTREAMING



Cosmetics, Fashion, consumer electronics, home décor, Food & Beverage are in the top 5 with the highest GMV in live streaming.



Li Jiaqi livestream clip

OVERVIEW OF CHINA'S LIVESTREAMING E-COMMERCE

1

GROWING MARKET OF LIVESTREAMING E-COMMERCE



Livestreaming is fueling Chinese e-commerce : The livestreaming market is worth \$55 billion in 2019. That equates to almost 3.9% of total e-commerce sales in China,

2

KEY PLAYERS IN THE MARKET

E-Commerce Platform



Tmall



Taobao



WeChat



JD.com



Red



Weibo



Pinduoduo



Kaola

Live-streaming Platform



Douyin



Kuaishou



Douyu

CHINA ECOMMERCE TRENDS

2. Short Video

D1M | Surging tendency in Short Video content

Deep integration of content and media helps the brand to reach consumers efficiently.

CTR improves significantly

Static Image

Short Video

Short Video

More and More Media Materials
Are in the Form of Video

Short Video

Short Video

Business Consultant upgraded for more powerful content analysis capabilities

Static Material

Dynamic Material

Static Material
CTR:2.XX%

Dynamic Material
CTR:5.XX%

During D11, a brand delivered the super recommendation with video materials. Compared with the static material, CTR improved **2.8 times**

Short videos



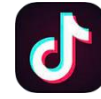
Lavazza
&
Aperol



Marni

CHINA ECOMMERCE ECOSYSTEM

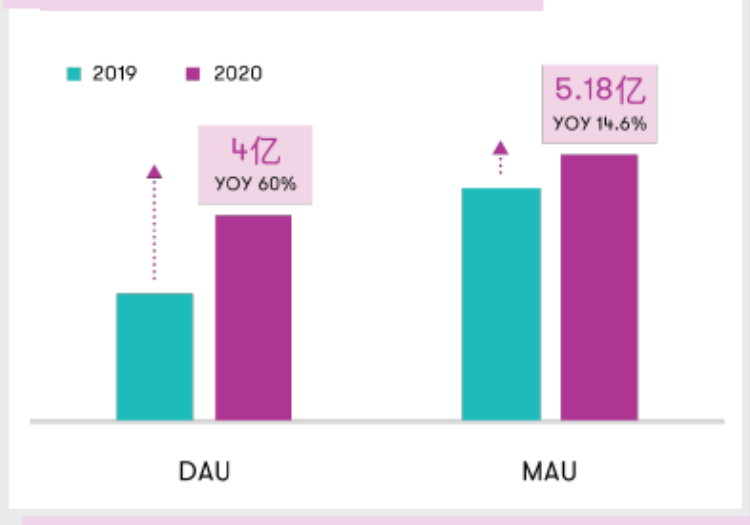
Douyin Introduction and user profile



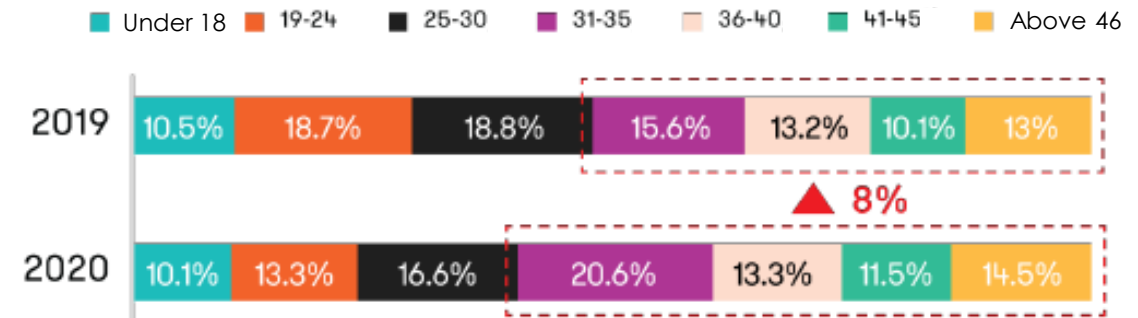
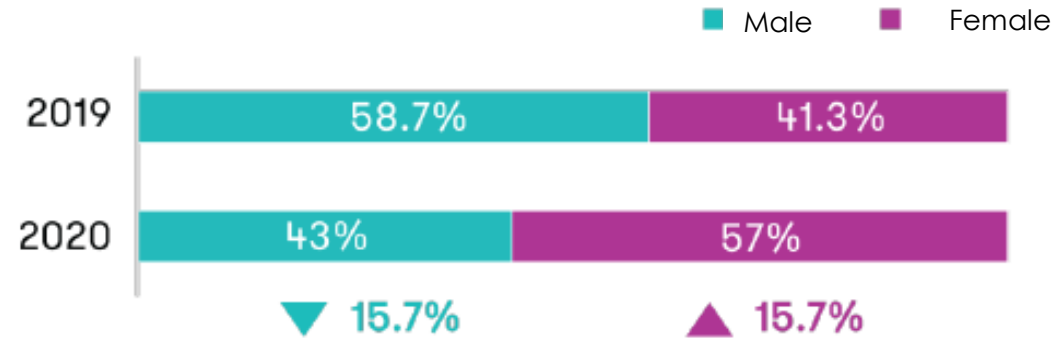
As a short video social platform, Douyin continuously provides users with short and precise video content by virtue of accurate algorithm recommendations.



1: User activeness increased drastically in 2020



4 | 2020 Social Media Landscape



*DAU data as of August 2020
Daily searches data as of December 2020

Fans characteristics: 1. Mostly female 2. Willing to try new things 3. Tend to follow trends
Contents format: short video, livestream

RED Introduction and user profile

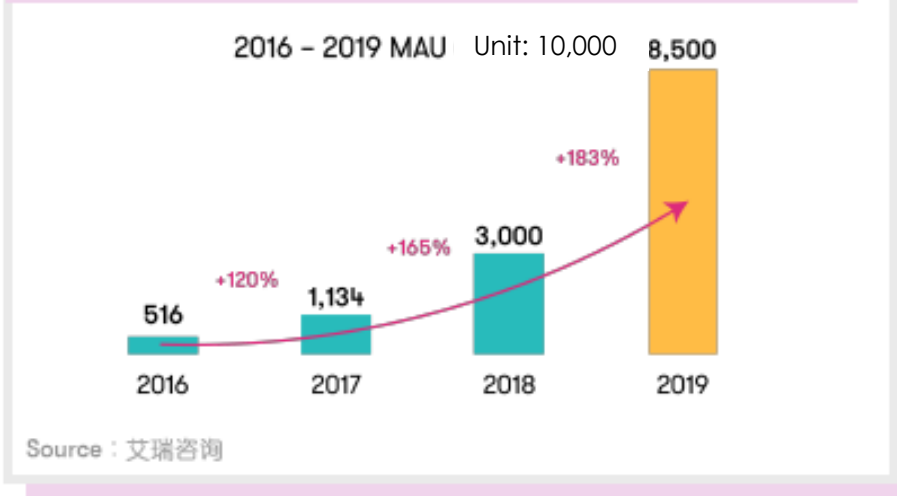


Established
June 2013

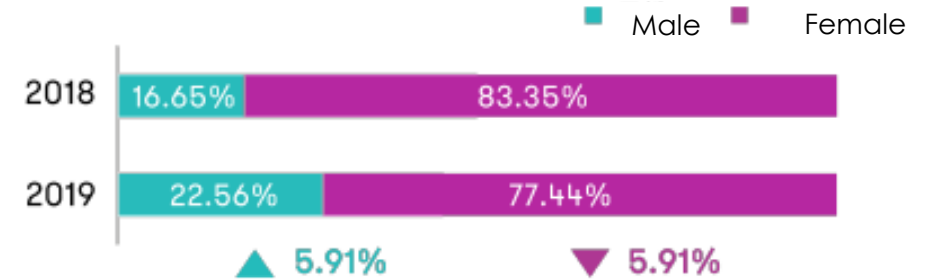


85 million
Active User in
2019

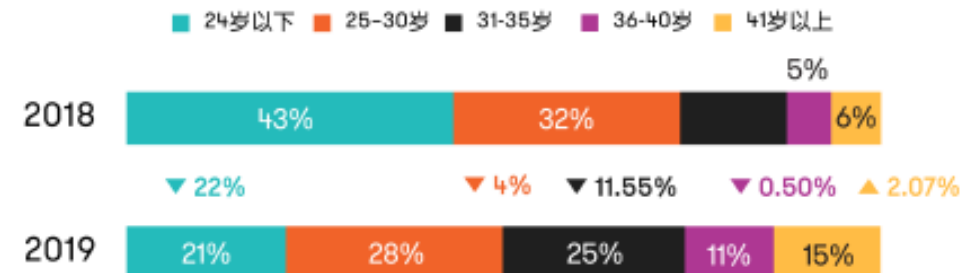
Compared to previous years, RED MAU increased drastically in 2019



User gender distribution
on RED platform



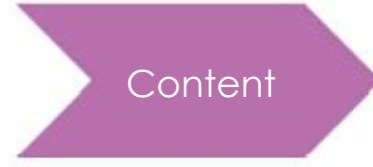
User age distribution
on RED platform



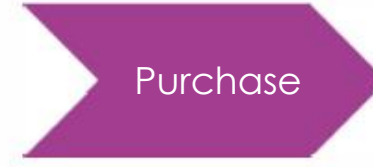
RED platform ecosystem



- Open screen / feeds advertisement
- Brand interactive topics



- Posts with photos
- Short videos



- RED MALL
- E commerce livestreaming

E commerce platforms are affected by the pandemic less. Business activates as usual . Seeding activities work effectively

Platform users prefer specific topics

A large amount of posts about the pandemic on the platform. However, these topics have high views but low in interaction. RED remains as a seeding platform rather than entertainment platform

Platform presents high value in popular science

Posts about covid pandemic are from scientific angle, barely any seeding content within

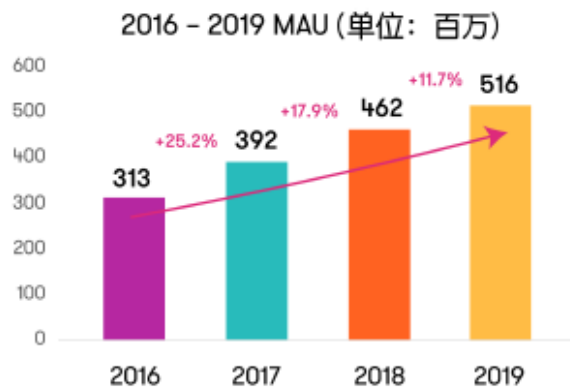
Business practices as usual

Business practices as usual, no significant effect from the pandemic. The RED platform users mostly focus on beauty and make up, outfits, food and travel categories

WEIBO Introduction and user profile

In terms of MAU, there is an increase of 12% YOY in 2019. However the growth rate has lowered compared to the previous years. In terms of gender distribution, change has been significant, female user percentage raised from 43% to 50%. In terms of age, 19-30 Y.O. percentage decreased from 75% in 2018 to 56% in 2019. There is an increase of 15% in 31-40 YO

2016-2019 MAU

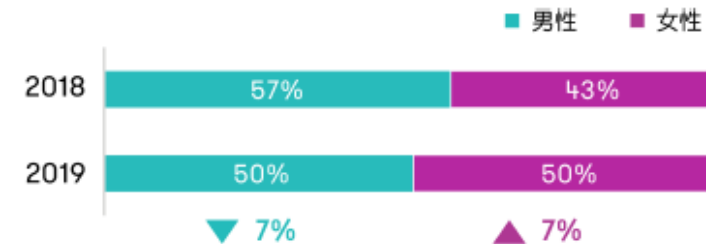


Established
2009

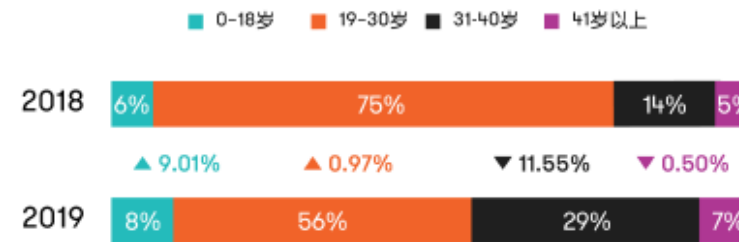


516 million
Monthly
Active User
in 2019

User gender distribution
on WEIBO platform



User age distribution on
WEIBO platform



Source: 抖音、快手、微博、小红书四大平台粉丝价值报告, 必看!

WEIBO ADVERTISING – KOL seeding showcase



VIVICHOW x 高跟73小时
Short video ads



VIVICHOW x EVE LOM
D11 customized video



VIVICHOW x TOMFORD
D11 customized post

Bilibili Introduction and user profile



Bilibili is a social platform with feature of bullet screen comments. the distinctive bullet screen culture makes it easier for users to form strong interactions with each other. Hence increase user loyalty significantly

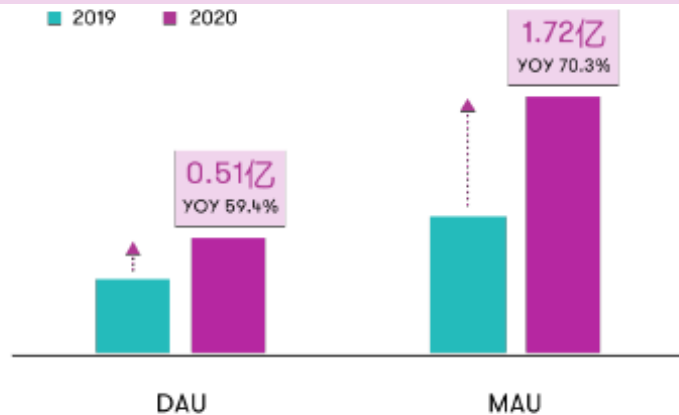


September
2009
Platform
go live date

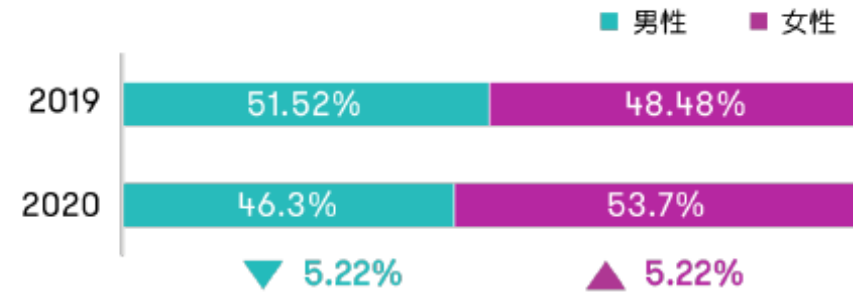


30%
User activeness

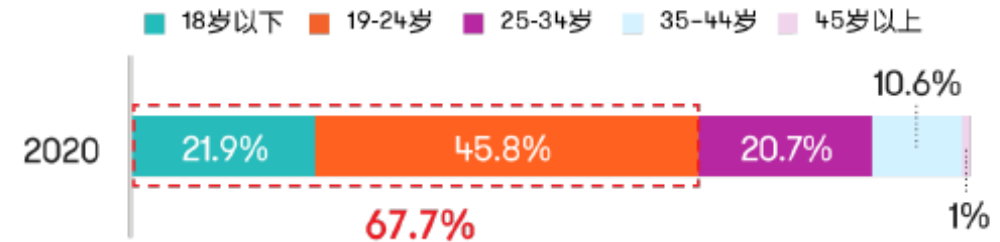
2020 bilibili had a significant increase in MAU, daily screen time increased to 87 mins. High in user loyalty



User gender distribution in 2020 tends to be even, but an increase in female population



Majority Bilibili users are below 24 YO. Gen Z is the main user group



Source :

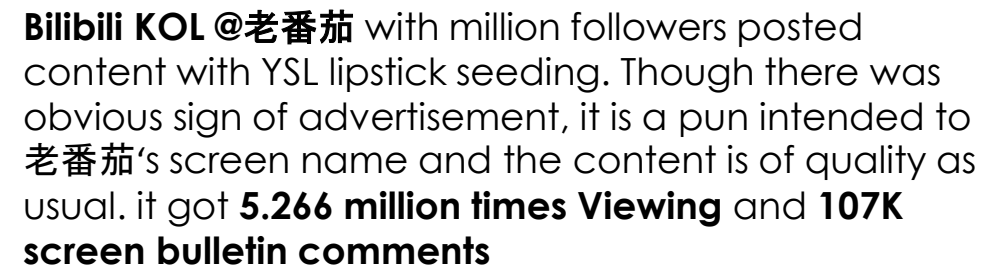
为什么营销人都开始瞄准B站?

哔哩哔哩2020年Q1财报

B站2020 Q1财报: 广告收入增长, 1.8亿月活也快实现了

B站2020年营销通案

Knowledge



Takeaways

01

Marketing mechanism diversifies on each platform. Key to it: **choosing the right channel combination for promotion, user audience segmentation**, and **on-going precise content marketing**

02

Short video + livestreaming is a prominent trend on every platform. It has become promotion standard for EC industry. However, brand building, establishing emotional bond with users and building trust will take a longer time

03

From consumer point of view, content remains the king. **Quality content** accurately conveys brand value, and quickly reaches consumers. Hence effectively establishes OAIPL consumer journey.

04

Factors affecting users when making purchase decisions have gradually shifted from a state of price and brand to a new ideology of **identification** and price

Contact info

D1M Milan – Marco Yang
marco.yang@d1m.cn

D1M Shanghai – Wei Mao
wei.mao@d1m.cn