



HELLOITA PROJECT

April 29th, 2021

PROJECT DEFINITION

It is a digital landing page on Tmall Platform for Italian Brands.

- **Content Oriented-** Focus on deliver Culture and Lifestyle of Italy to China market.
- **Brand Communication-** Communicate **to the mass** with brands' own style to improve brand/merchant awareness.
- **Leads Driven-** Traffic leads to brands' individual landing page of online store.
- **Fans Cooking-** Expand and maintain the fan-base by launching online/offline events.
- **Analysis-** Develop precise user profiles by data-bank analysis.

BRANDS

Fashion, Beauty & Personal Care, Lifestyle,
Mother Baby, Food & Beverage
Total number **76**

TIMELINE

Started **November 2018**
New phase from **end of 2020**



OBIETTIVI

Realizzare, attraverso la collaborazione con la piu' grande piattaforma ecommerce cinese, azioni di promozione e comunicazione a favore delle aziende italiane che ancora non presidiano i canali digitali in Cina.

Accrescere la conoscenza delle specificita' del Made in Italy nei settori lifestyle, fashion, food attraverso un piano di comunicazione trasversale e attivita' offline funzionali ad accrescere le opportunita' di business per le aziende italiane.

Stimolare le vendite di prodotti italiani sulla piattaforma di e-commerce TMall ed in particolare di quelle aderenti all'iniziativa.

ACTIVITIES

1. Media buy campaign
2. Live-streaming
3. Offline event
4. Online initiative
5. Workshop & orientation



Acquiring traffic from the whole internet to HelloITA → brand stores



2. LIVESTREAMING

Celebration for CIIE
& 50 years of friendship
between Italy & China

- November 6, 2020
- With CCTV & Austin Lee
- 21,000,000 viewership
- € 4.5 million total Sales
- 13 brands showcased



天猫618 天猫国际 × 中国南方航空 CHINA SOUTHERN

因飞重连 全世界
RECONNECT THE WORLD
不出国门 买遍全球

Ms. Valentina Petrol
意大利对外贸易委员会上海代表处副代表

南航空姐 郭雪梦
不是在欧洲就是在飞欧洲的路上

南航空少 孙子钧
从业9年飞了5年欧洲

在天猫国际和你一起重连意大利
环绕北纬37度一整圈的好物都在这里
和南航用美味一起助农

6月8日 18:00
全球好物发现就在国家的宝藏
联合呈现：淘宝直播

淘 重连全世界
看直播，赢当地好礼

< Back 微博正文 More

天猫国际 2020-12-30 来自 微博 weibo.com 已编辑

#机长广播# 不平凡的2020年即将过去啦，让我们一起开心迎接2021年的到来吧！大家快来接收来自十国使领馆及贸易机构代表的新年祝福和国际好物分享呀！你对新的一年有什么期待？想对谁说你的祝福？评论里告诉猫机长叭！

关+评 抽5位粉丝送明星代言人的精美贴纸哦~
☞ 天猫国际的微博视频

THAIL GLOBAL
天猫国际
全球新发现

打开手机淘宝搜索
天猫国际

微博内打开

11:57
DingTalk

From Leonardo to present day
500 YEARS OF ITALIAN INNOVATION

1519

秦佳
意大利对外贸易委员会上海代表处副代表

HelloITA意大利政府品牌号里的一百多个品牌

秦佳
意大利对外贸易委员会上海代表处副代表

我的全球新发现

With Tmall Global

June 18th mid-year sales

New Year campaign

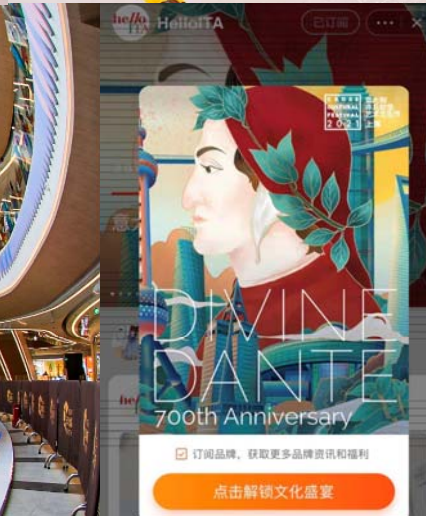
3. OFFLINE EVENT

10 events organized in commercial centers and exhibitions

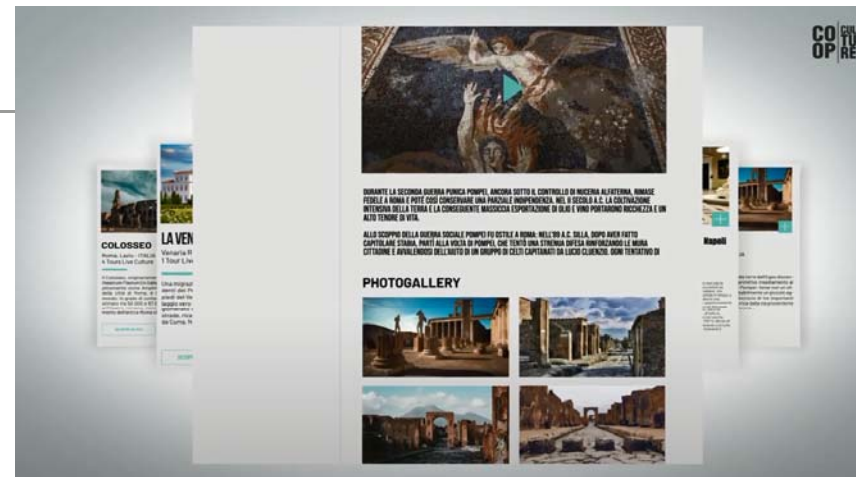
Cross Cultural Festival 2021 – Italy edition

- 23rd march 2021- 30th May, 2021 (on-going)
- Nanxiang Mega Incity Shopping Mall
- One stop micro holiday experience of Italian style with HelloITA's new commerce presence and an exhibition about Dante 700 anniversary
- Overall traffic: + 1,809,241 (till 23rd of April)
- Average daily traffic: + 51,693 (till 23rd of April)
- Media exposure: + 1 hundred million (till 23rd of April)





4. ONLINE INITIATIVE – LIVE CULTURE TOUR



5. ORIENTATION & WORKSHOPS

Double 11 Data Analysis

- Covering all sectors of HelloITA
- Helped Italian brands to understand better the conjuncture of D11 shopping festival
- Helped Italian brands to better understand Tmall market V.S. their sector

ECdataway × **hello ITA**

How Italian products perform in Chinese D11?

Time
12/13/2019
Friday

Location
ITA premises in The Center, No. 989, Chang Le Road,
Xuhui district.

Agenda

- 13:30-14:00 Registration
- 14:00-16:00 How Italian products perform in Chinese D11?
Topic Speech by Mrs. Kathy Jin, Sector Data Analyst from ECdataway
- 16:00-16:30 Photo Session
Tea Break

Please scan the QR code and fill in the registration information.




PROJECT ACHIEVEMENTS

As a multi-brand brandhub, HelloITA brandhub was ranked as:

- No. 1 in terms of "Interaction with fans" among all brand categories
- No. 1 in terms of "Creation of content" among brand category "Others".

TTL follower 135,622 (as of 4/19/2021)

Page view 22,800,000 +

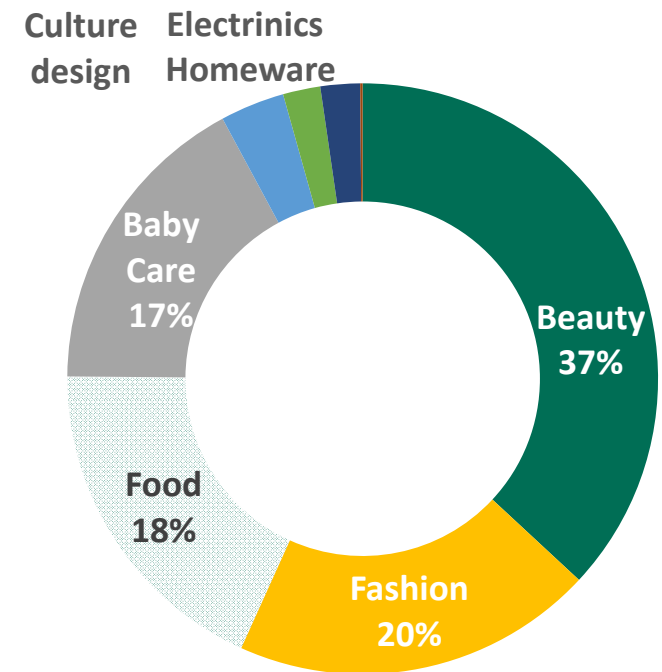
Article No. 266

Sales volume €4,644,323 (till Dec 2019)



CATEGORY PERFORMANCE

- Italian brands in Alibaba generated totaled sales of EURO 62M from 2018-2019, with +67% YOY GR (while Italian export performance remains stable).
- Beauty is the biggest category, followed by fashion, food and baby care.

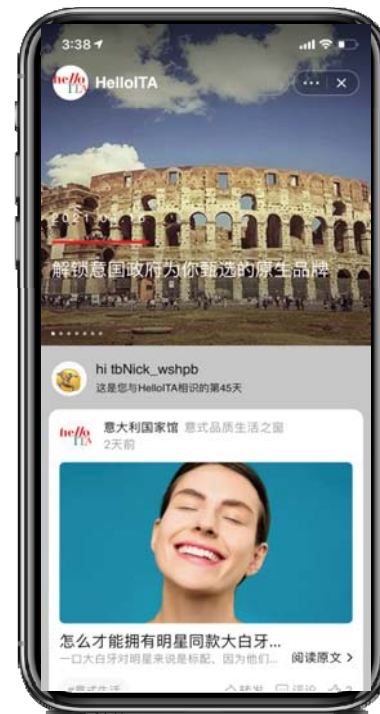


MAT19 Sales value share by category

HOW TO FIND & FOLLOW HELLOITA

- **Step 1:** Get Taobao APP from APP store
- **Step 2:** Open Taobao application. Find the Search Bar.
- **Step 3:** Type 'Italian Pavilion' / '意大利国家馆'
- **Step 4:** A banner access to HelloITA appears at top of search results
- **Step 5:** Click on banner and be redirected to HelloITA Brandhub Home Page.
- **Step 6:** Click on Follow/订阅.

* If already follower, access through message bar/意大利国家馆



Homepage



Message Page

WHO CAN JOIN?

- **Italian brands in different sectors:** Fashion, Beauty& Personal care, Lifestyle, Mother & Baby, Food & Beverage
- **Own an e-shop on Alibaba platforms:** T-mall Classic / Cross-border(Global) / Taobao
- **Joining brand must have:**
 - A contact person in ITALY for contacting ITA Rome
 - A contact person who speaks Chinese as mother tongue and resides in CHINA for Chinese content co-creation and approval

HOW TO JOIN?

Brand headquarter in Italy submits application to ITA Rome headquarter

To : ecommerce@ice.it

CC : yaoyunoce@qq.com ; marco.yang@d1m.cn ; wei.mao@d1m.cn



ITA Rome gets in contact with your brands' HQ for next steps.
Final confidential agreement will be signed to protect brand information



ITA Shanghai receive OK for the brands' submission,
Start to contact you again for executions / D1m contacts brands for material collection and content creation



ITALIAN TRADE AGENCY

**ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane**

意大利对外贸易委员会

Any inquiry, please contact :

ITA Shanghai

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yaoyunocce@qq.com

shanghai@ice.it