



# Insight: Ecommerce is a Branding Activity

China Cross-Border Ecommerce Conference

Shanghai - 29<sup>th</sup> of November 2017

# HELLO!

My name is Cyril Drouin and I am the Chief eCommerce Officer for Greater China at Publicis Communications. I run the newly-created Publicis Commerce practice.

Today's Agenda:

Understanding the New Ecommerce  
& Why Publicis Has an Ecommerce Practice

Successful Cases





WE BELIEVE IN ...

*The Power of Ideas to differentiate and motivate,*  
to help brands & businesses to grow,  
and to change the world for the better.

Data can't replace creative idea – but it is helpful



# UNDERSTANDING THE NEW ECOMMERCE

# The Traditional (and outdated) View of Ecommerce

Awareness

Consideration

Preference

Purchase

Loyalty

Role for ecommerce

Ecommerce was once a simple sales channel, where consumers compared and purchased goods. But, as their time spent shopping grew, that role has expanded.

# New Ecommerce

The entire Chinese ecommerce purchase journey is now able to be completely contained within each platform's universe of content and products.  
And – increasingly – it is.

Awareness

Consideration

Preference

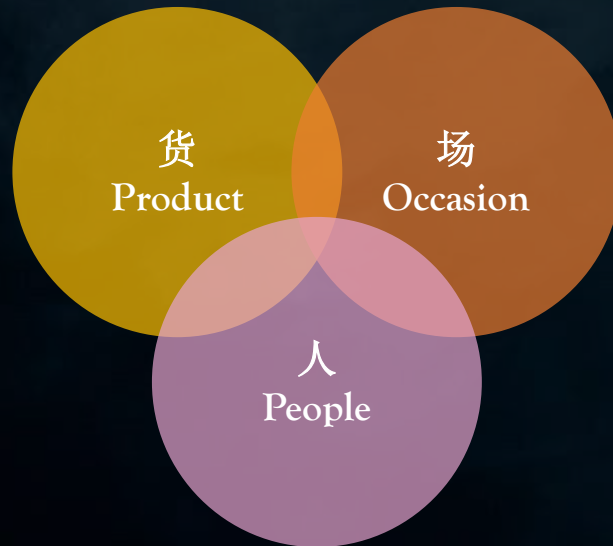
Purchase

Loyalty

Role for ecommerce

# People is the center and the only thing matters

## Traditional eCommerce Model



- What Product to Sell
- How to Sell
- Whom to Sell

## Modern eCommerce Model



- He / She is our Customer. What to sell and how to sell to him / her?

# Operation process is built around audiences

## Traditional Operation

- Product upload
- Organic search optimization
- Paid search optimization
- In-store activities
- Continuous optimization

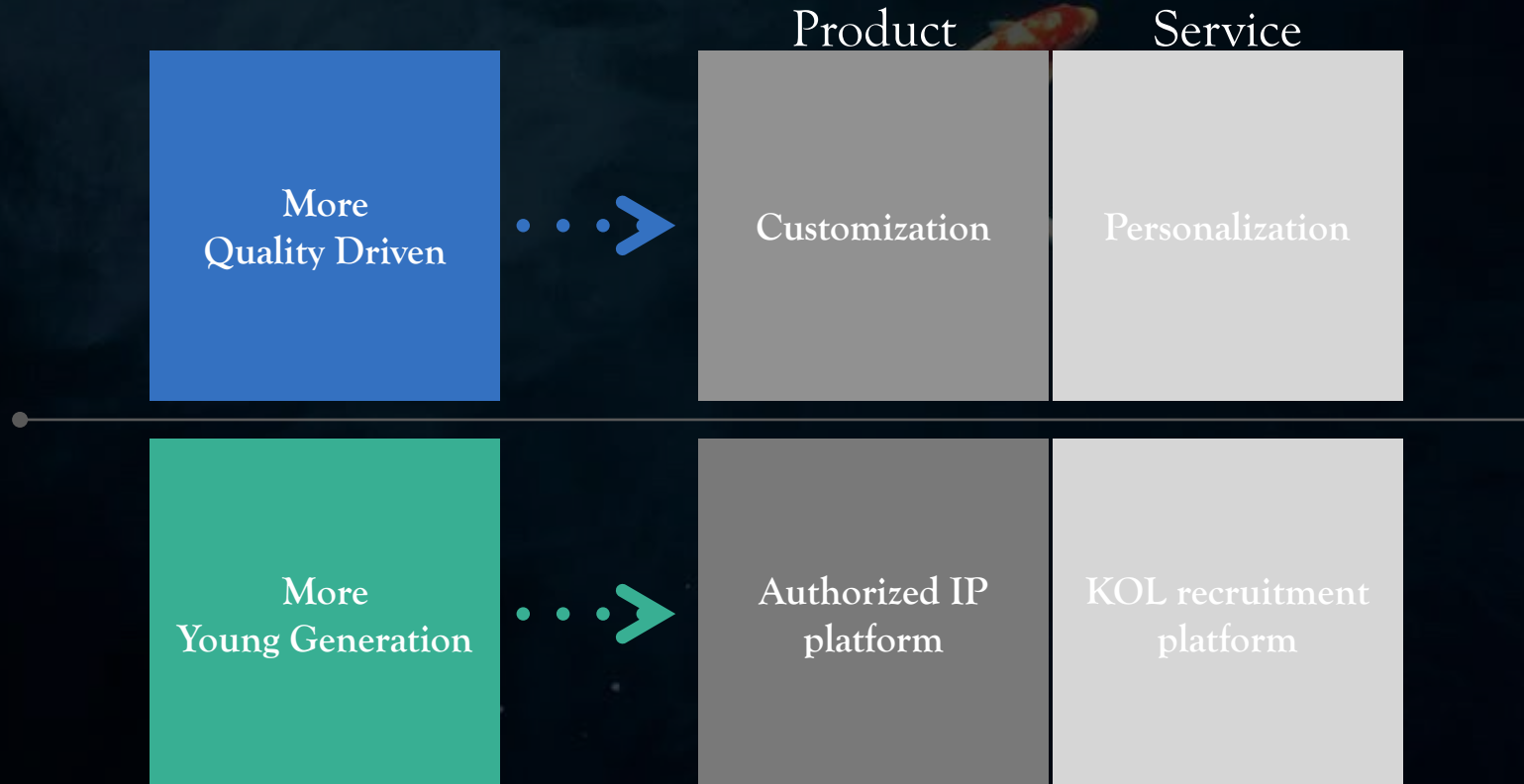


## Modern Operation

- Define target audience
- Understand his / her footprint
- Create brand exposure to him / her
- Content marketing to attract him / her
- Brand campaigns & Activity
- Social within eCommerce platform
- Drive him / her to the product page for sale



# Products and services are more precise



# Evolving Platforms: Commerce to Content & Vice Versa

Tmall / JD

**Ecommerce**

Stores

Flash Sales

Group Buying

Coupons

Alipay/Wechatpay for  
O2O Services

+

**Campaign & Brand Content**

Fans Party

Live Stream

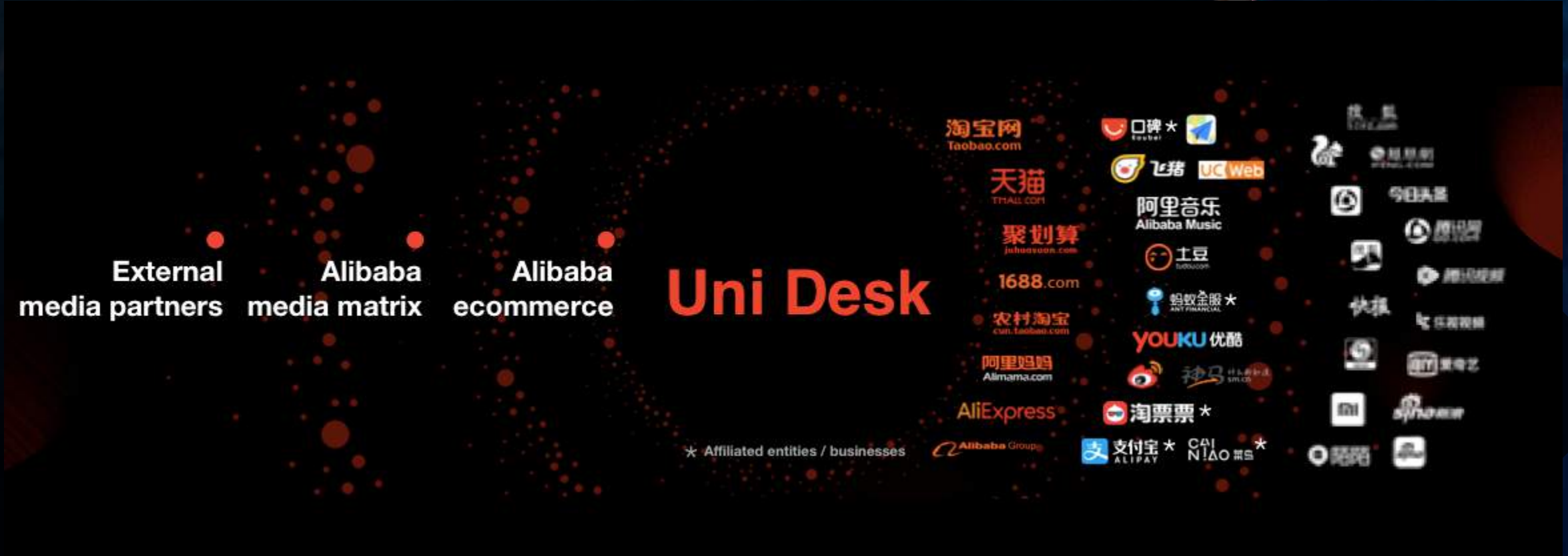
AR/VR

...

# Beyond Taobao/Tmall Alibaba ecosystem for Branding & Content



All powered by Unidesk from Alibaba



Uni Desk, part of Alibaba's Uni Marketing, its framework is a complete product portfolio powered by data that enables brands to have control of brand building across the Alibaba ecosystem.

# TAOBAO APP IS NOW A BRAND FRIENDLY APP



Weitao



New Arrivals



Short Videos



Content Selection

## FAN'S PARTY / 粉丝趴

# TAOBAO APP IS NOW A BRAND FRIENDLY APP



Branded Skin



Content / News



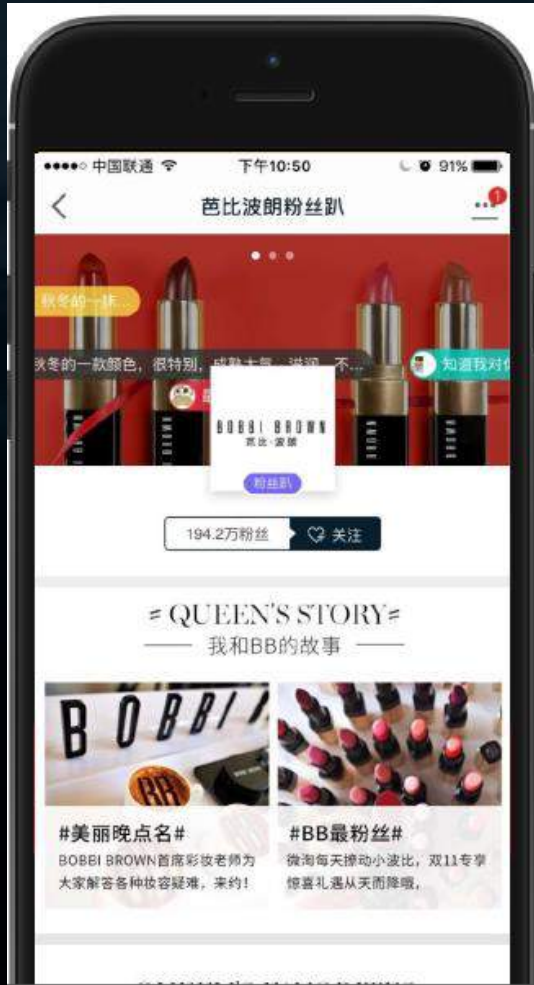
Trial Center



Secret benefits

## FAN'S PARTY / 粉丝趴

# TAOBAO APP IS NOW A BRAND FRIENDLY APP



Brand Corner



Live Stream



New Arrivals / Pre Sales

## FAN'S PARTY / 粉丝趴



# TAOBAO APP IS NOW A BRAND FRIENDLY APP



Personalized product



Interactive game



VR / AR

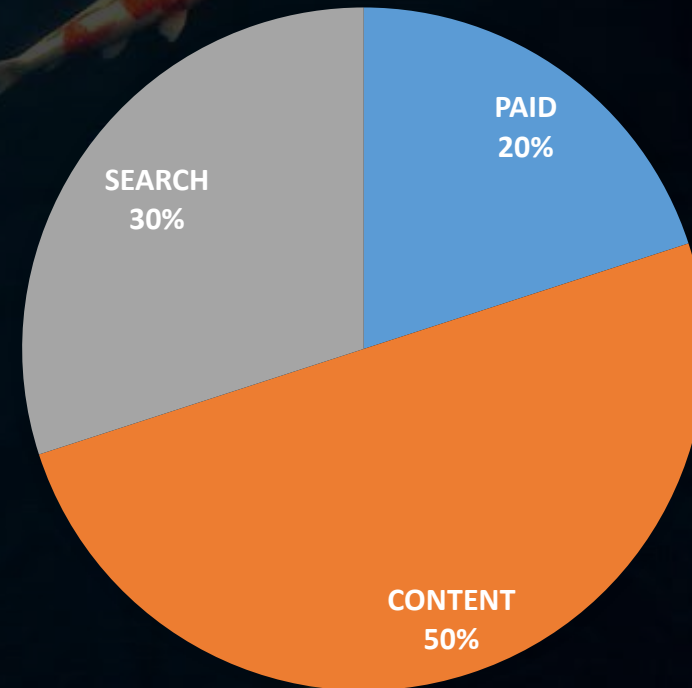
## FAN'S PARTY / 粉丝趴



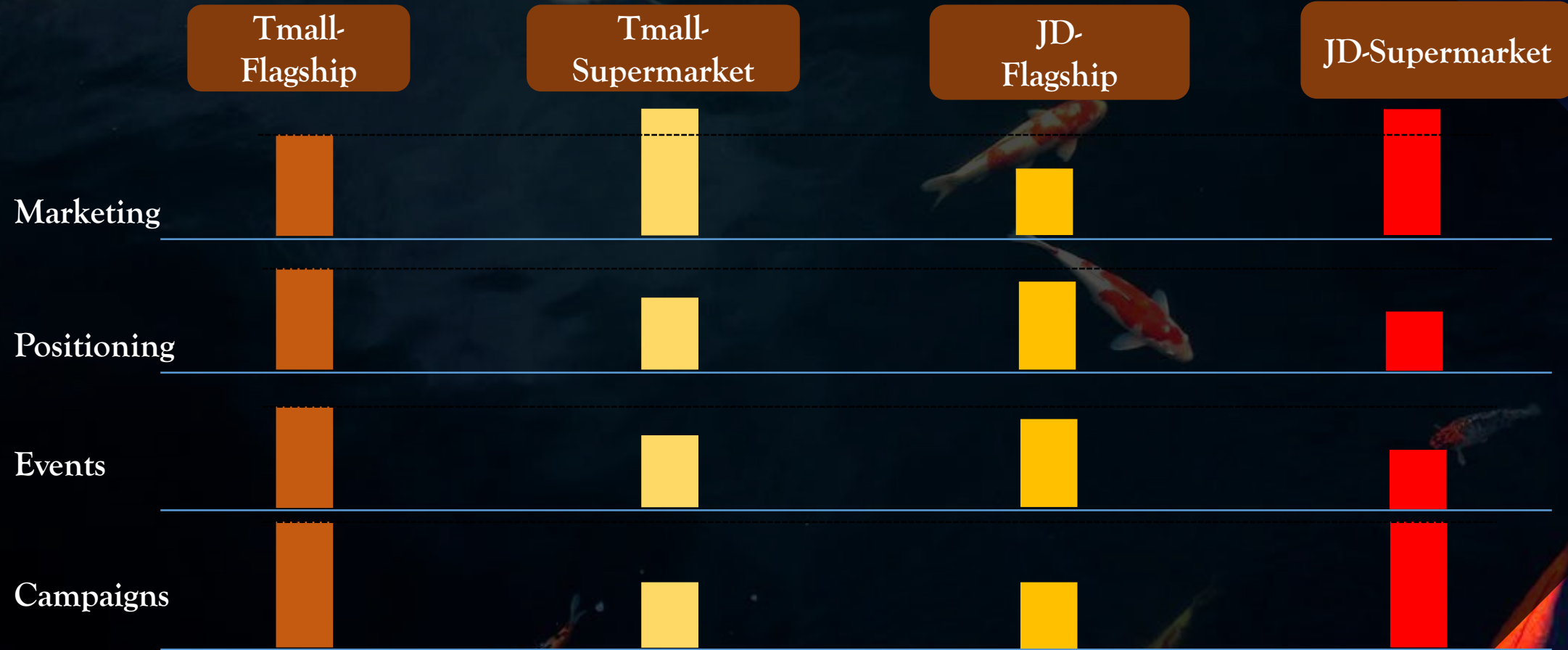
# Content takes over traffic source

Search was the main resource of traffic. One Tofu (DFK – First 3 positions in Search within Shopping app) used to bring enough traffic to a store. But the game has changed!

- Nowadays, In-App content channels bring 50% traffics which is more than from search.
- In-App paid channels usually take 20% traffics to a stable store, and could be 30% to a developing store.



# Segmentation of Shop Positioning



# That's why Publicis Communications created Publicis Commerce

Publicis Commerce exists to guide consumers to purchase through  
crafted, branded ecommerce experiences.

# SUCCESSFUL CASES

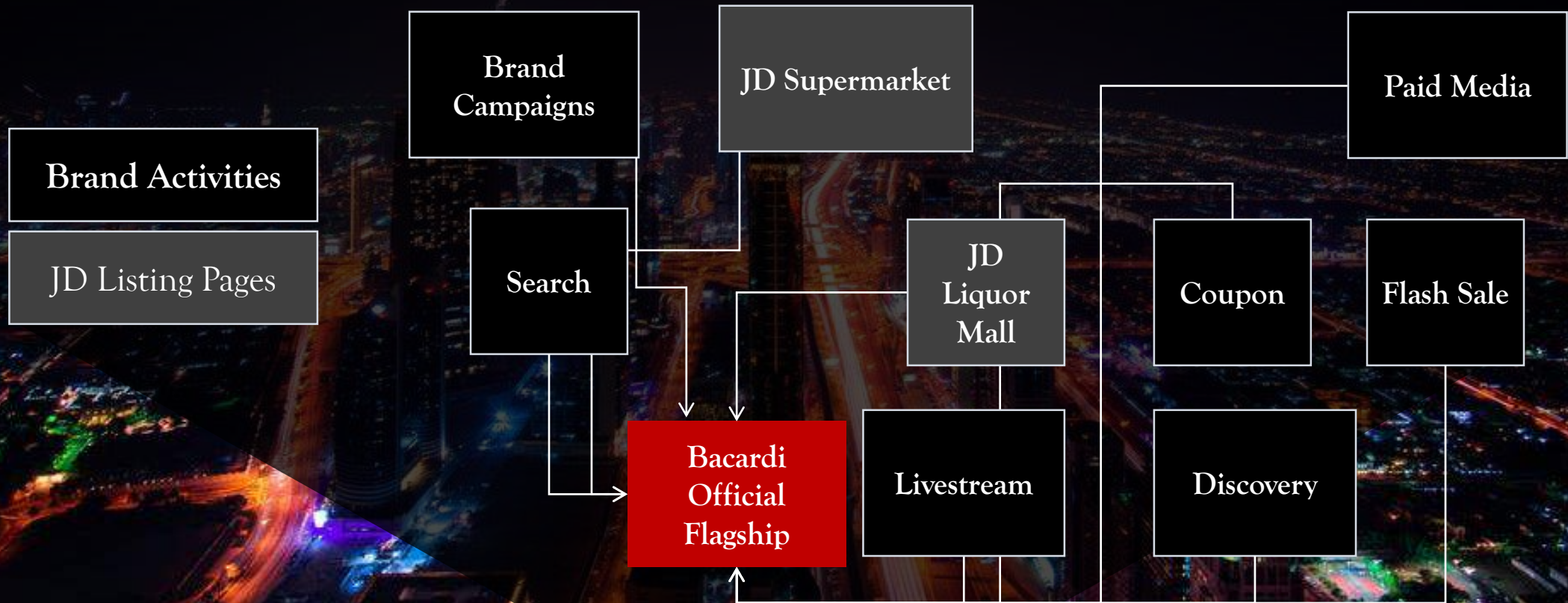


BACARDI

# Challenge

Take the Bacardi Brand and products portfolio out of the bar, using JD.com

# Route to Purchase and Brand Equity on JingDong



It's all about Content





# No Commission Live Streaming

## Brand Building



Swizz Beatz  
social video



18:00 8 Apr

7 KOLs post the event  
feeds on Weibo

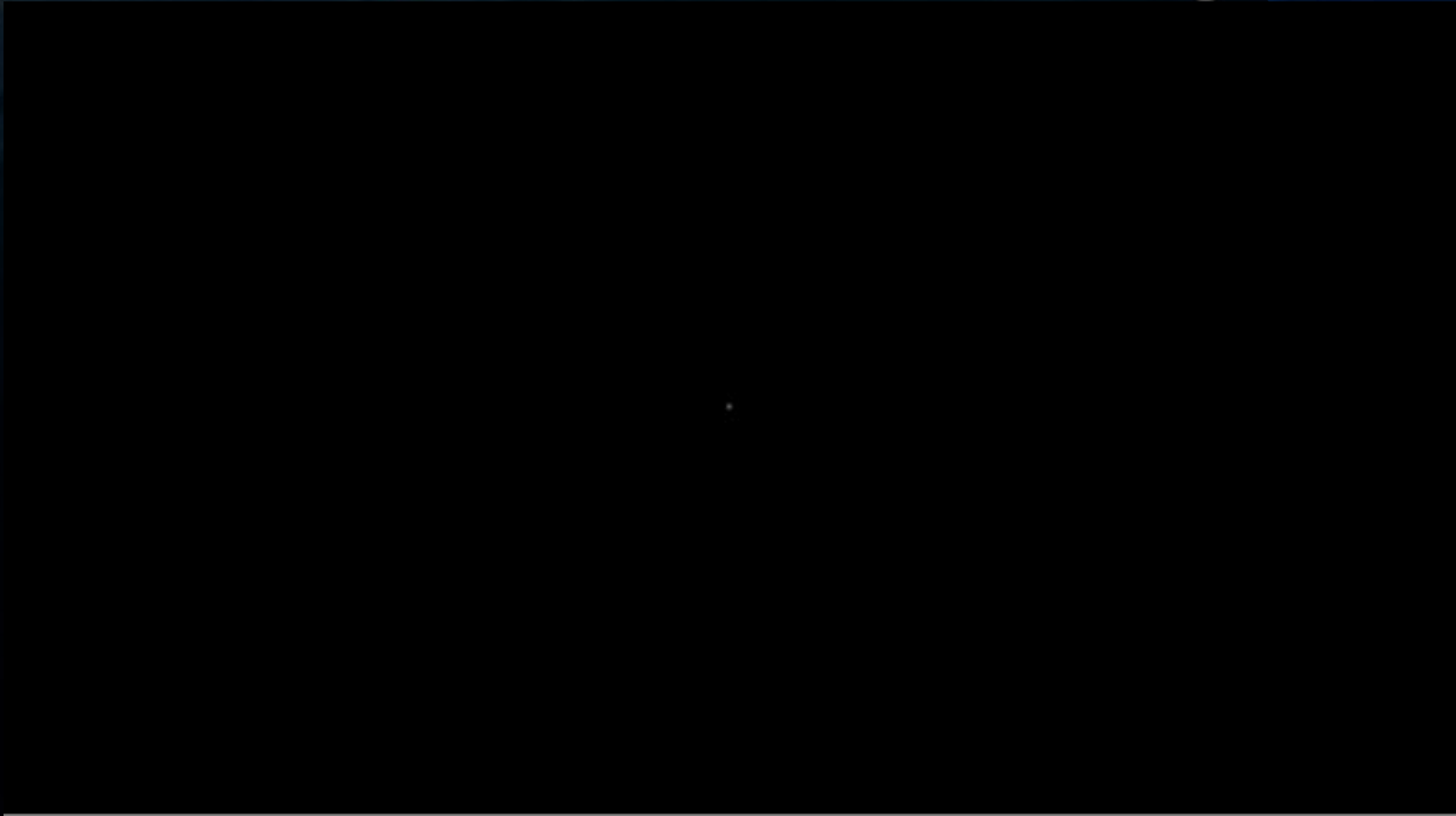
20:00 8 Apr

live Streaming

### Result:

- Media buy: 940,016 impressions and 1,006 clicks
- 18:00 8 Apr: 10,560 engagement in preheat period ( 3,827 forwards, 757 comments, 5,976 likes)
- 20:00 8 Apr: 4,593,000 audience viewed the live Streaming and 3,295,000 likes received
- Sales record on the day

# No Commission Campaign



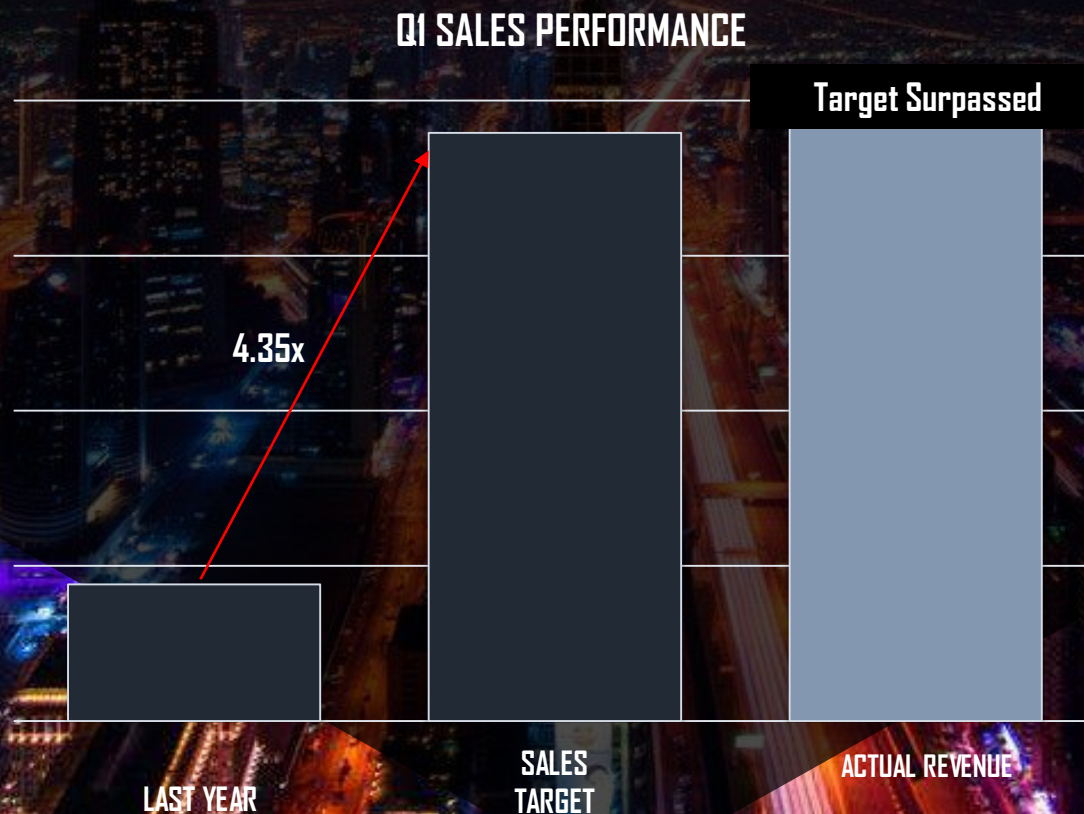
# Martini CNY H5

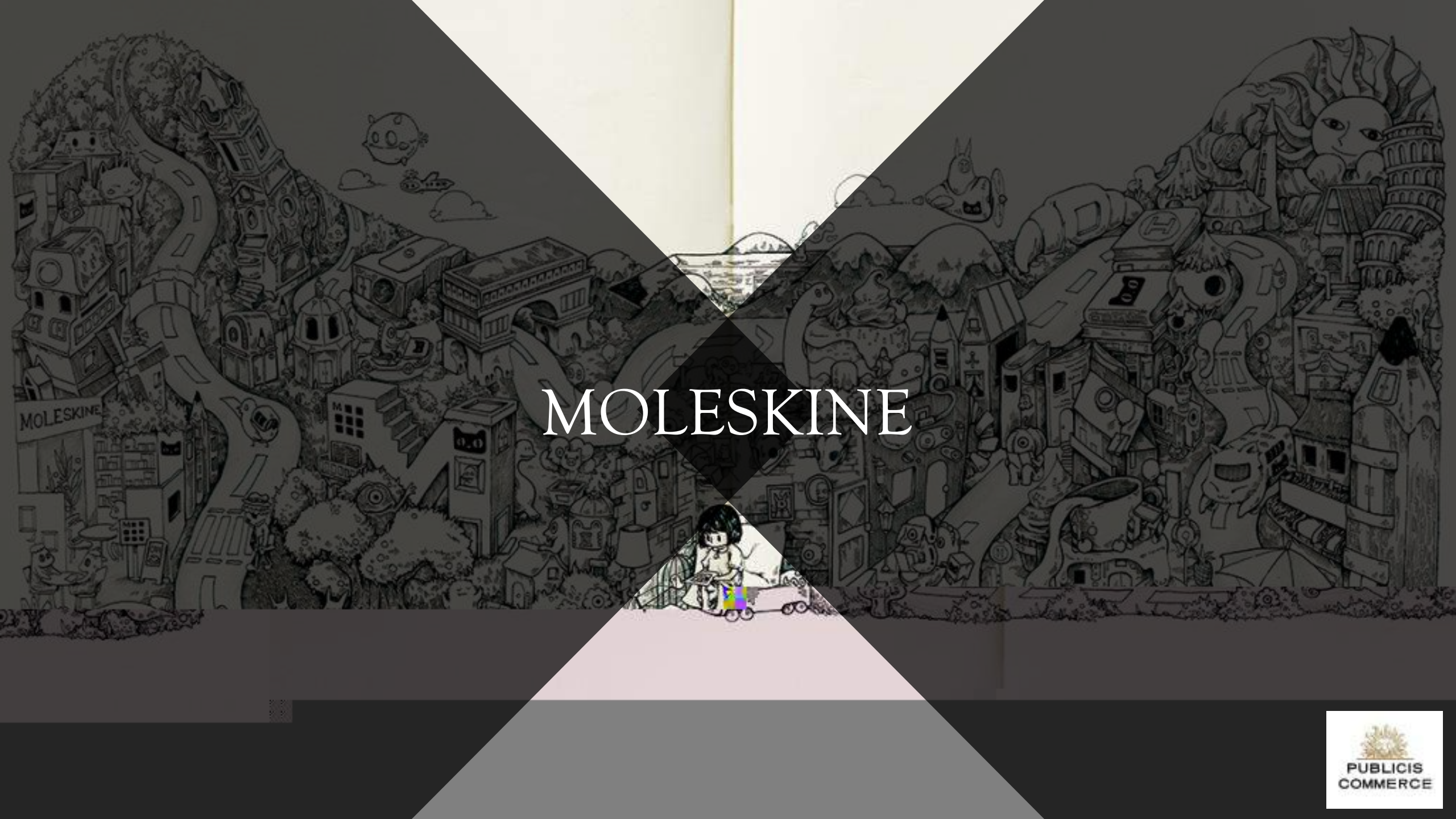
Based on the evocative 'pop' of a sparkling wine bottle, the Martini CNY campaign engaged young consumers with a fun, new way to send CNY greetings and converted them with JingDong store coupons.



# Q1 2017 Performance Review

- Brands with campaign support take the lead, even if their subcategory (i.e. rum, sparkling wine) is smaller than other spirit categories.
- Awareness and preference are consistently growing: Organic Revenue **more than doubled** over 2016





# MOLESKINE



# Moleskine Builds Online Sales with Offline Awareness

June 18 2016 Tmall Offline Campaign  
Moleskine is one of seven brands with great offline exposure



# Moleskine Builds Online Sales with Offline Awareness

2016 & 2017 11.11 Tmall Offline Campaign  
Moleskine was chosen by Tmall to represent the category



# Results

- Moleskine doubled their sales in 6 months with Publicis
- The store is now ranked #2 in the electronic books and stationary category & is a level 5 flagship.

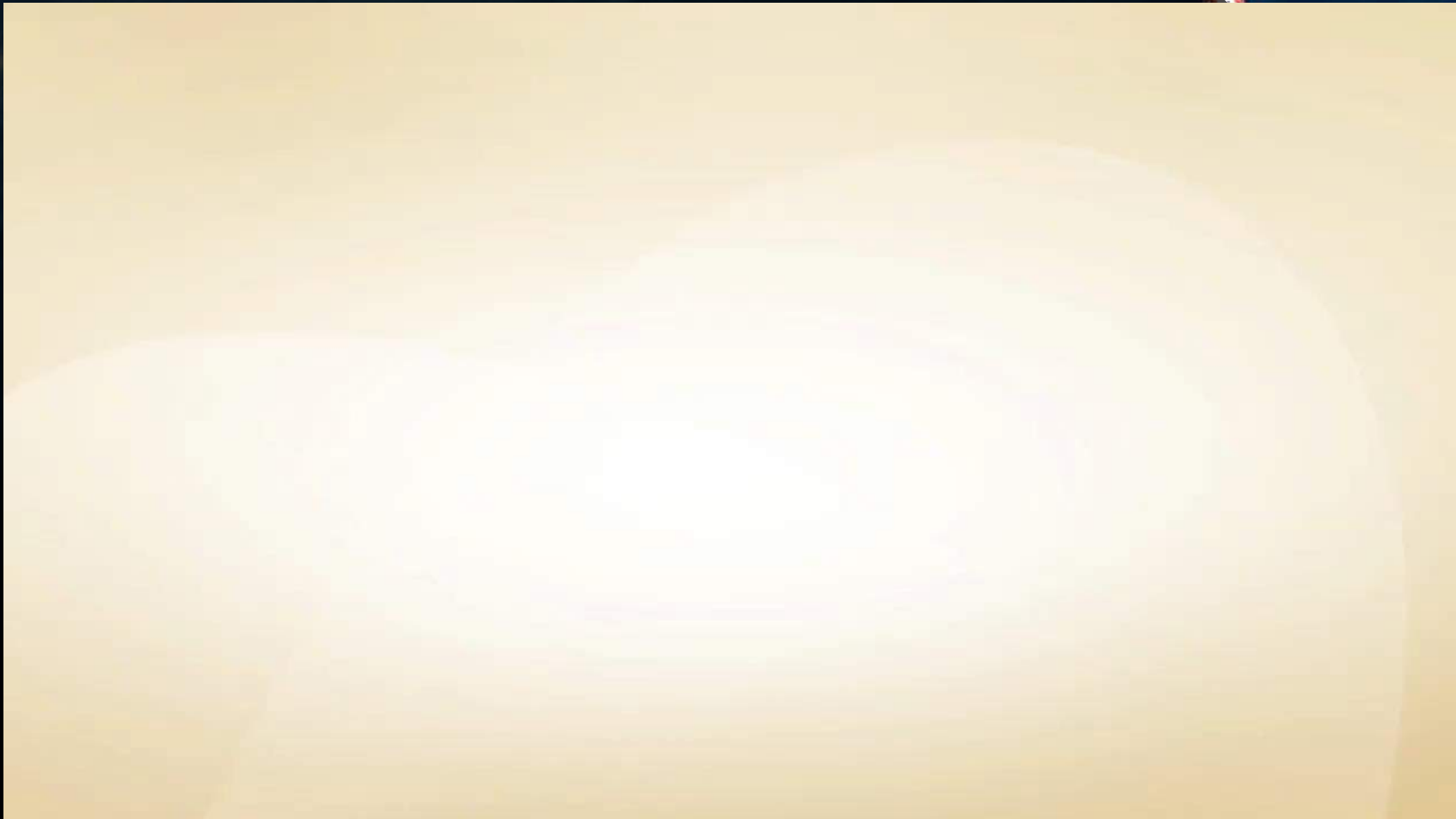
The screenshot displays a market research report for the 'Electronic Books/Electronic Stationery/Cultural Products Industry - China'. The report shows Moleskine's official store as the top performer in its category, with sales of 34,660 units, ranking it #2 in the market. The report also lists other top performers in the industry, including Amazon, Kindle, and various specialty stores.

Rank	Brand/Store	Sales	Rank	Brand/Store	Sales	Rank	Brand/Store	Sales
1	kindle官方旗舰店	52,588	11	新华书店	15,740	21	larry旗舰店	14,102
2	moleskine官方旗舰店	34,660	12	利国办公用品专营店	15,700	22	金皇仕消费电子教育中心	13,985
3	新华书店Kindle店	21,236	13	新华书店专营店	15,547	23	浙江官方旗舰店	13,980
4	八星堂旗舰店	22,283	14	卡洛歌文化专营店	15,257	24	步步高官方旗舰店	13,660
5	中华电子音像出版社	19,116	15	官方旗舰店办公用品店	14,652	25	蜜蜂多趣图书专营店	13,643
6	二年级第二学期的文具	19,415	16	永福图书专营店	14,465	26	国林鑫旺	13,397
7	新华办公用品专营店	19,057	17	工业用品旗舰店	14,389	27	中德国际技术用品专营店	13,299
8	新华办公用品专营店	17,994	18	新华办公用品专营店	14,277	28	江苏鑫城书业旗舰店 伊江文	13,147
9	新华书店旗舰店	16,799	19	得力旗舰店专营店	14,272	29	常州腾飞Bendark旗舰店	13,008
10	深圳致子图书专营店	14,271	20	高阳书店办公用品店	14,124	30	华中办公用品店	13,006



# PAMPERS

## Launching a Brand with an eCommerce landing



特有温和小分子  
OPTIPRO™蛋白

# 巢科技来袭

# 宠爱大升级

## NESTLE NAN

## Increasing brand awareness through eCommerce

千元豪礼天天送 **即刻抢购**

活动时间:2017.4.11—4.14

雀巢® Nestlé



- A week-long campaign, using Nestle Opti-Pro technology to win over Striving Researcher mothers on JingDong
  - 15 KOLs across social media platforms **connected Nestle to over 25 million fans and generated 5 million reads**
  - A 2-Hour JD Live Stream, combining pre-recorded footage from a Nestle chemist and a live chat with Chinese experts and KOL moms, that engaged with over 30 thousand moms in real time, **5x the platform average in the same period.**
  - **110% growth over April 2016** & market share rank increased from #6 to #5





dZ Ç [• & • š] À o } oo } OE  
 and invited celebrity sports star to drive  
 š } % ] • } v ( š Z OE [• OE } o ] v  
 drive tremendous sales growth of 399%

### Co-operate APP



### INFLUENCERS



### KOL



# Key to Continuing Growth







THANK YOU

Reach me at [Cyril.Drouin@publicis.com](mailto:Cyril.Drouin@publicis.com)