

A woman with blonde hair, wearing a grey knit beanie, a white puffer jacket, a white scarf, and a brown backpack, is sitting on a mountain peak. She is looking off to the side with a slight smile. The background shows a vast, hazy mountain range under a clear blue sky. The text 'reima' is overlaid in red, and 'Reima China Sharing' and 'June 2020' are overlaid in white.

reima

**Reima China
Sharing**

June 2020

CHINESE CONSUMERS ARE THE MOST DEMANDING IN THE WORLD

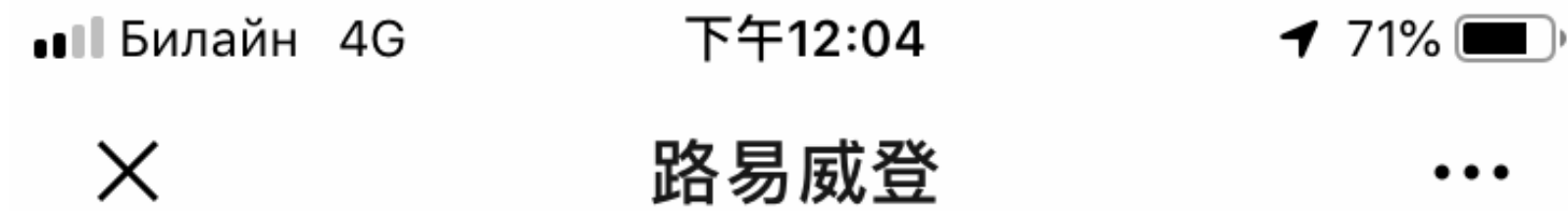
LOW BRAND LOYALTY FOR GEN-Z CONSUMERS



- In pursuit of **fun & trend**
- **Disloyal to a single brand,**
- Top 3 consumption motivation for Gen-Z in China: **Buy for Social, Buy for Identity, and Buy for pleasure, right now**

(*Source: Kanter Gen-Z White Paper)

BRAND CONTENT ALONE NO LONGER ATTRACTIVE



我给他俩选好了衣裳，但配啥包包和首饰我也有点拿不准，所以在线求助大家一起来帮忙，给他俩出主意~

EMOTIONAL CONNECTION > PURE CONSUMPTION



- Brands need to understand local culture & **the multi-dimensional social journey and stay connected at the right moment** (more than just the shopping moment)

THE DIFFERENCES OF ONLINE SHOPPING JOURNEY

BRAND WEBSITE HAS LESS COMMERCIAL IMPORTANCE

- Unlike online shoppers in other countries, **Chinese consumers rarely visit company or brand websites**. Instead, they discover what they want to buy through online marketplaces such as Taobao, entertainment apps like iQiyi, and WeChat, China's most popular social media platform

DATA & ANALYTICS USED IN DIFFERENT WAYS

- Amazon uses data primarily to **refine its product and service offerings** on the basis of consumer buying patterns
- Alibaba provides a broad data set on consumer behavior that enables merchants to **improve their marketing ROI and increase the conversion rate on their digital storefronts**

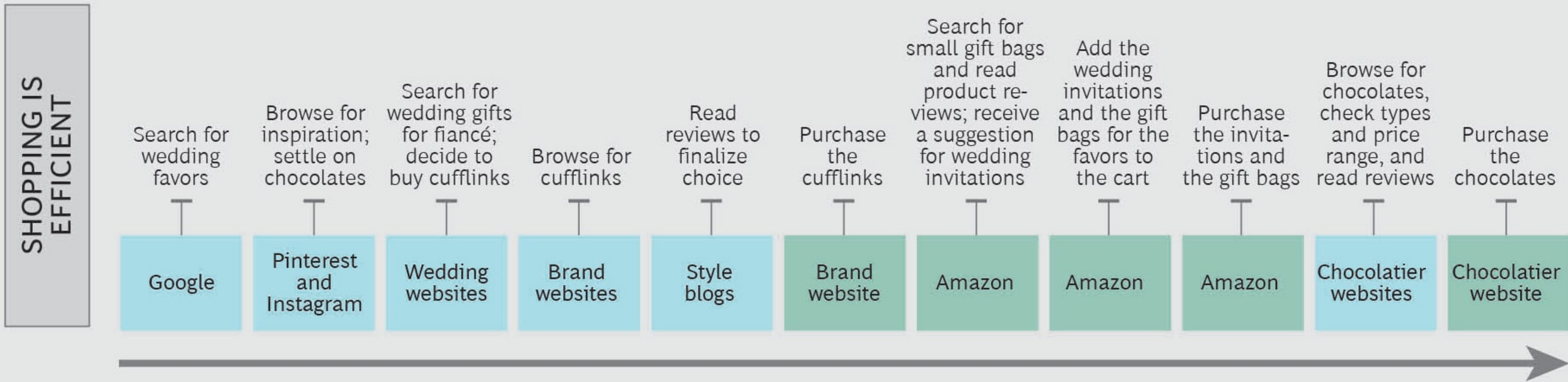
THE FUNDAMENTAL DIFFERENCE

- In the West, ecommerce originally emerged as a more efficient way to shop; customer behavior in the prepurchase phase is **mostly about searching**
- In contrast, ecommerce in China has been about providing a richer alternative to traditional shopping; **blurring the lines between entertainment and ecommerce as well as between online and offline commerce**. Shopping is a social experience, not a solitary one

(*Source: BCG research report)

Comparing Two Online Journeys

WESTERN JOURNEY



CHINESE JOURNEY



Online searching Online shopping Online exploring

Source: BCG analysis.

¹A fan party sponsored by a brand showcases new products to followers and offers them special promotions.

**FOCUS ON THE “HERO PRODUCT(S)” WHICH WE HAVE THE
STRONGEST COMPETITIVE ADVANTAGE
&
LOCAL CONTENT CREATION**

FOCUS ON HERO PRODUCTS & CREATE LOCAL STORY



LOCALLY CREATED CONTENT MAKES IT MORE “INTIMATE” TO CONSUMERS

AW18 HERO PRODUCT PERFORMANCE - SEP



FLEECE SWEATER, NORTHERN & ORNAMENT

AW 17

481

UNIT SOLD

AW 18

2358

UNIT SOLD

4.7X

VS. LY

**OPTIMIZE OWN SOCIAL MEDIA CONTENT
&
LEVERAGE LOCAL RESOURCES (KOL)**

SOCIAL MEDIA OPTIMIZATION - BEFORE



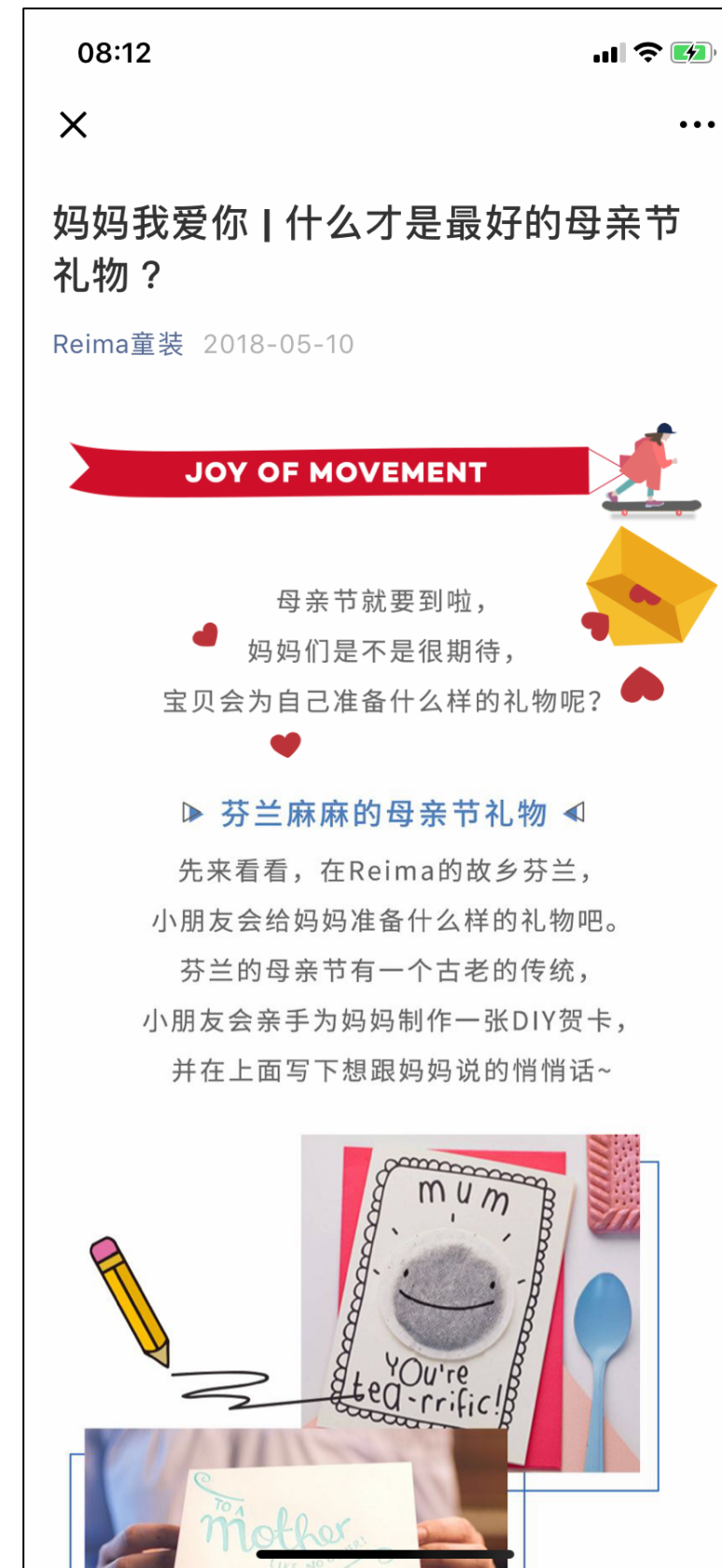
- Published on 2018.04.19
- 452 views



- Published on 2018.04.26
- 381 views



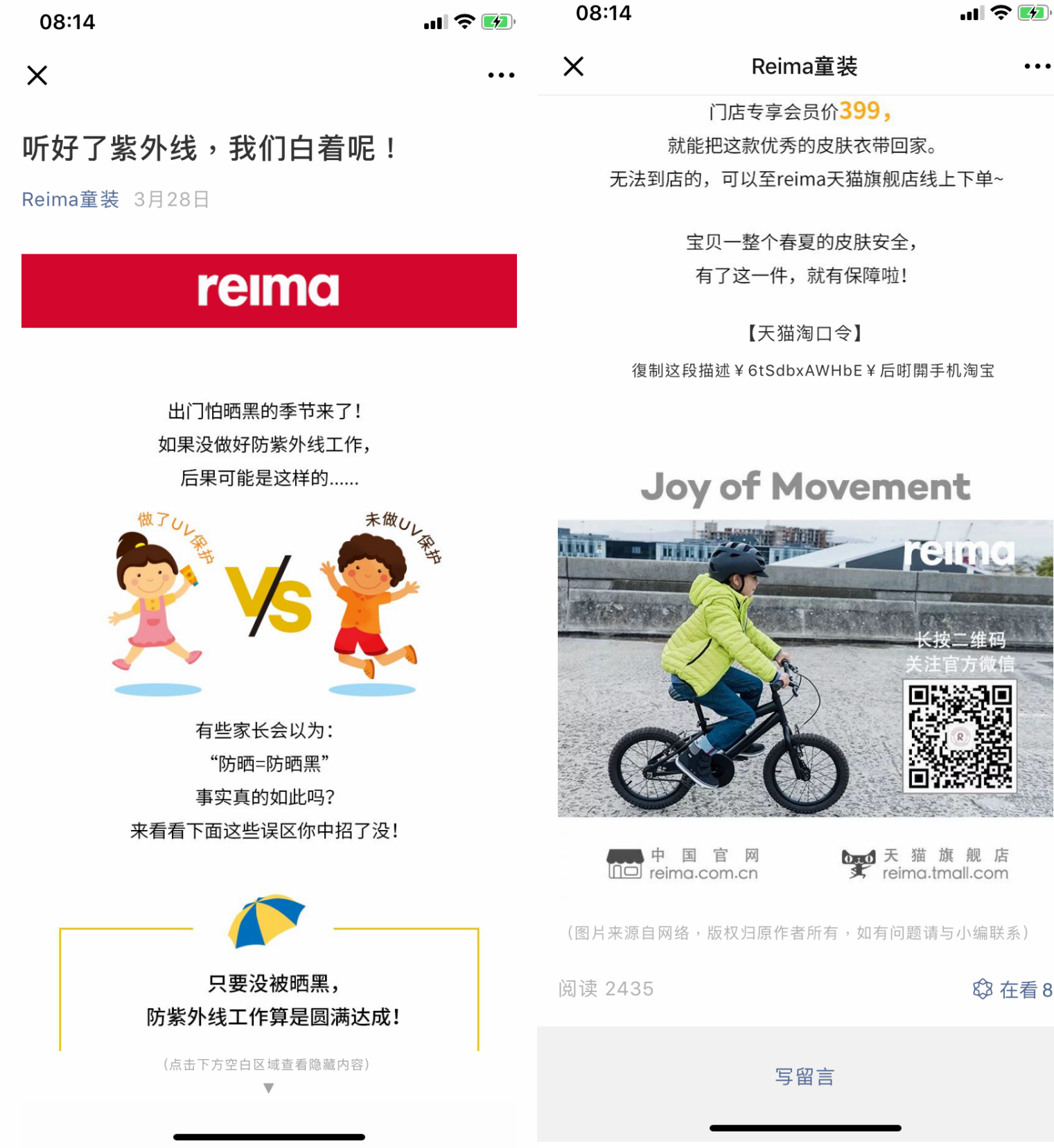
- Published on 2018.05.10
- 481 views



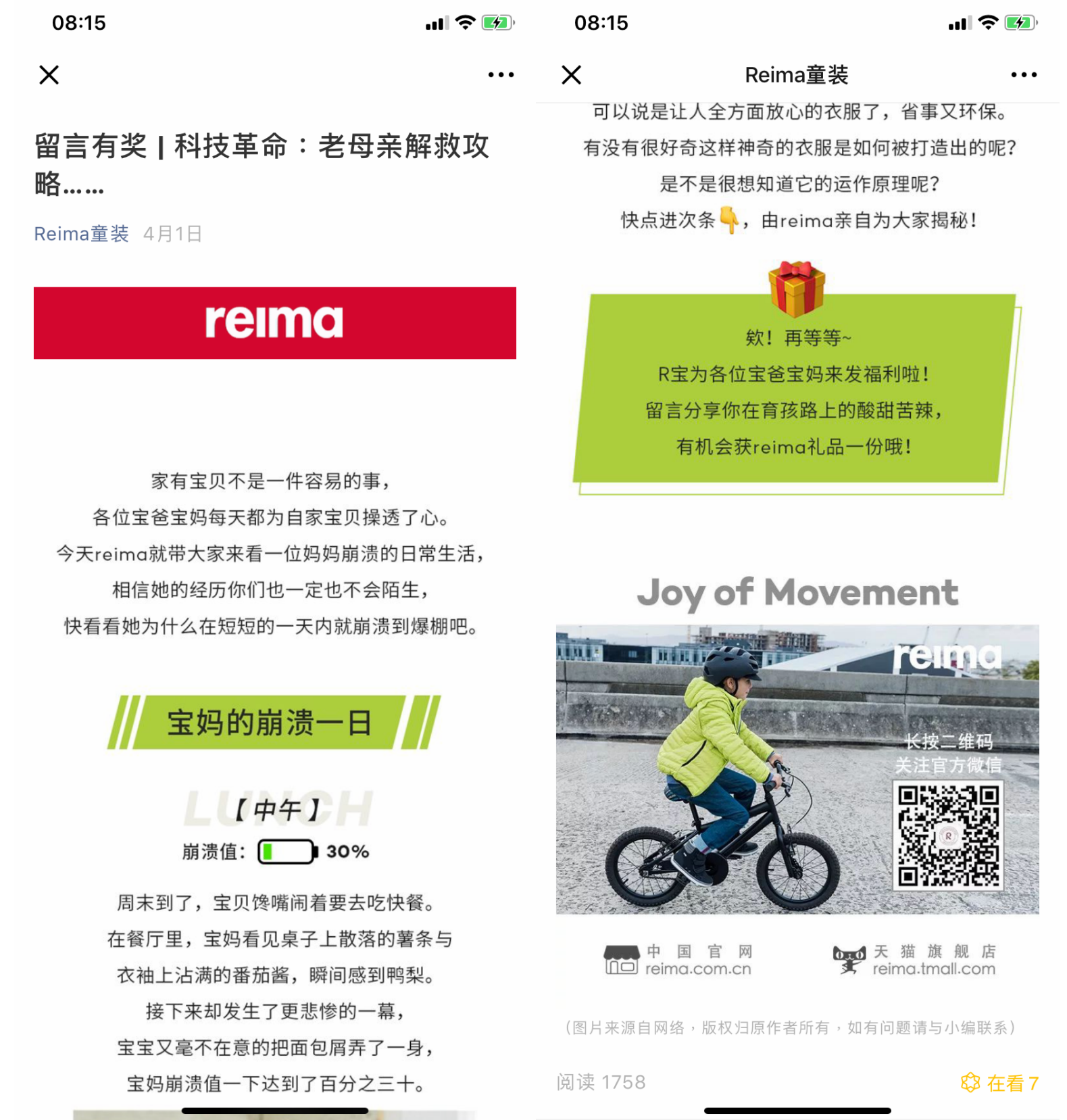
SOCIAL MEDIA OPTIMIZATION



- Published on 2018.11.08
- 2249 views



- Published on 2019.03.28
- 2435 views



- Published on 2019.04.01
- 1758 views

TOPICS, IMAGES, AND CONSUMER-RELEVANT CONTENT IS THE KEY!!

reima

LEVERAGE KOL/3rd PARTY PLATFORM TO DRIVE MORE TRAFFIC



KOL COLLABORATION – THE BAGGIO FAMILY



星期五 10:00
发送完毕



原创 孩子的衣服你真得穿对了吗? 我从童装专家那里学到了这些|巴乔家和Reima的故事

21436 145 92 0

01月14日
发送完毕



原创 2019第一个新技能, 巴乔的滑雪Vlog

19916 131 84 0

01月12日
发送完毕



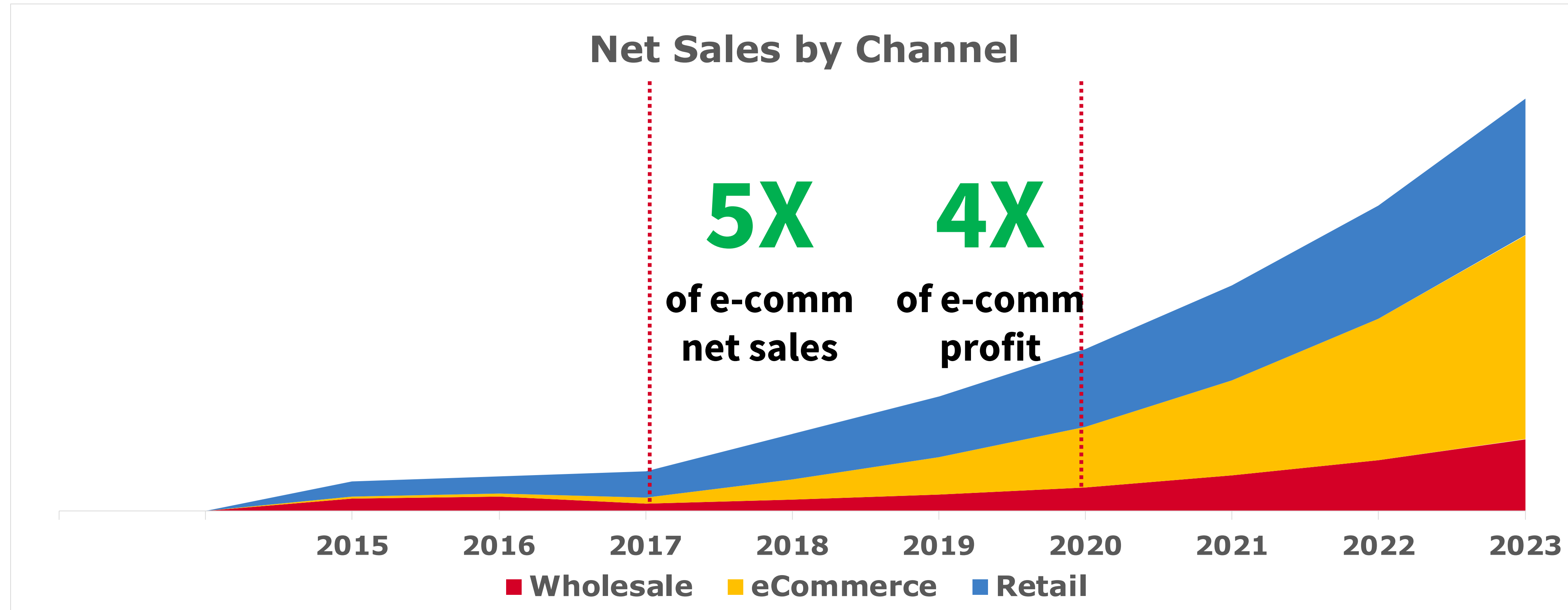
原创 大雪中的芬兰, 遇到一所没有“教室”的神奇学校。

23200 216 111 0

1. [How to choose your summer products? \(21st Mar\)](#)
2. [Do you really know how to dress up your kids? What we learn from kid swear professional- Reima! \(18th Jan\)](#)
3. [The new skill of 2019, Baggio's Vlog! \(14th Jan\)](#)
4. [A amazing school without "classroom" in Finland! \(12th Jan\)](#)

- Famous Parent & Kid KOL on Wechat
- 500K+ followers on their official Wechat account
- Released 4 posts on their platform and received 90K+ readings, save at least 600K advertisement cost on KOL channels

REIMA CHINA 2015-2023 TRAJECTORY



- As one of the key strategic markets for Reima, we have accelerated the investment in China since 2018 and **created strong growth since 2018**
- E-comm has been the key growth driver since 2018

WHAT SHALL WE DO TO WIN (TO BE FURTHER DISCUSSED)

BALANCE BETWEEN GLOBAL AND LOCAL

Thinking
global,
going
local

- Having the **right balance and clear R&R between local & global**.
- Keep the must-haves at global level but adapt & adopt quickly at local level

ACCEPT THE UNCERTAINTY AHEAD AND BE FLEXIBLE



- In the West, 1% variation from the forecast would be serious. But in China, companies **deal with 50% to 100% ranges** (*Source: Bain & Company - The Six Biggest Mistakes Multinationals Make in China, August 2018)

UNDERSTAND & EMBRACE LOCAL CONSUMER NEEDS



- **Understand our consumers better, speak their language, learn their culture, and connect with them at the right moment**