

2018 河马生活节 结案报告

Shanghai Wine&Dine Festival Project Final Report



CONTENT



1. EVENT SUMMARY

2. EVENT HIGHLIGHTS

3. MEDIA Clipping



01

Part One

EVENT SUMMARY

SHANGHAI WINE DINE FESTIVAL is **the first, the largest and the most influential** food and wine carnival in China. It provides one-stop destination for mid-to-high end consumers with global food, imported wine, diverse culture, family activity and various entertainments.

Date: Sept. 14th-16th, 2018

Venue: SHANGHAI EXPO

Opening Hours: 11:30-21:30

Organizer: Shanghai Morning Post

Supporter: Shanghai United Media Group, Pudong New District Government



EVENT

SHANGHAI WINE AND DINE FESTIVAL

2018
河马生活节
Shanghai Wine & Dine Festival

A Bite Around From The World



FOOD

GLOBAL PAVILION
CUISINE GALLERY
SNACKS MART



DRINK

WINE PAVILION
CRAFT BEER
GLOBAL COFFEE



KNOWLEDGE

WINE CLASSROOM
FOOD WORKSHOP



FUN

MUSIC STAGE
1m² FARM
KIDS NIGHT RUN

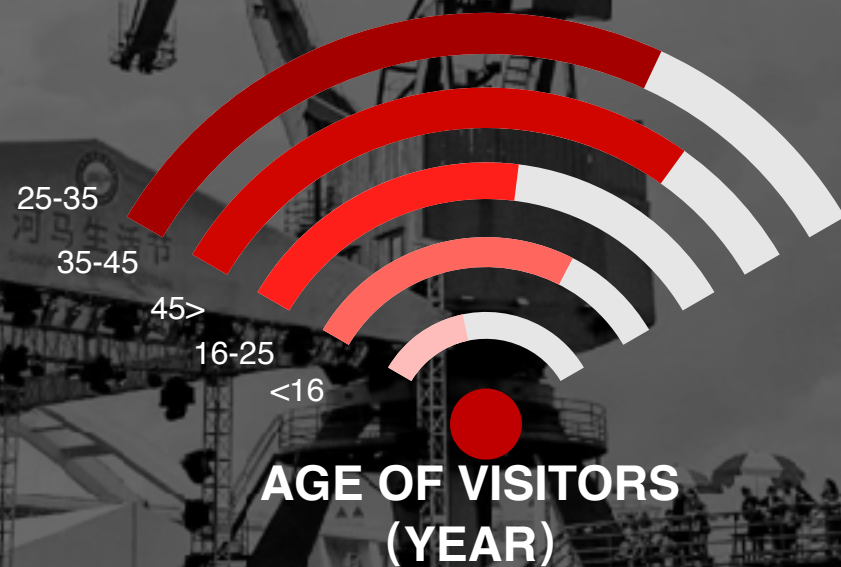
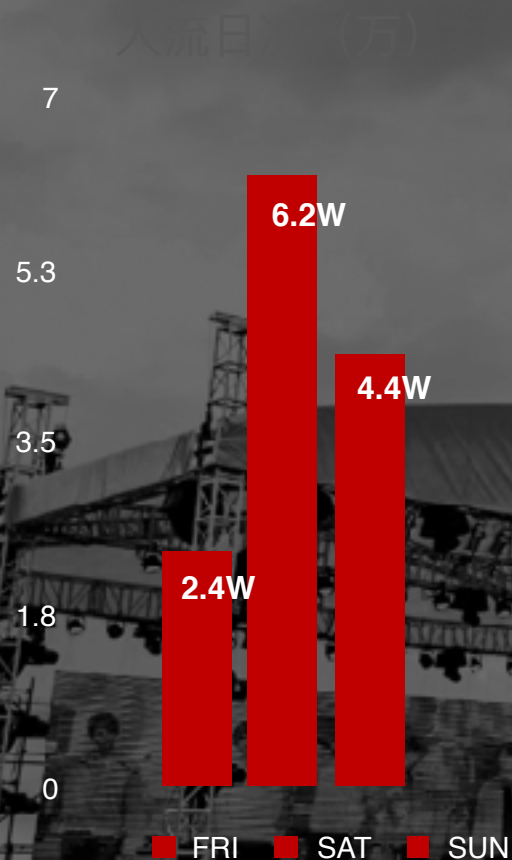


SHOPPING

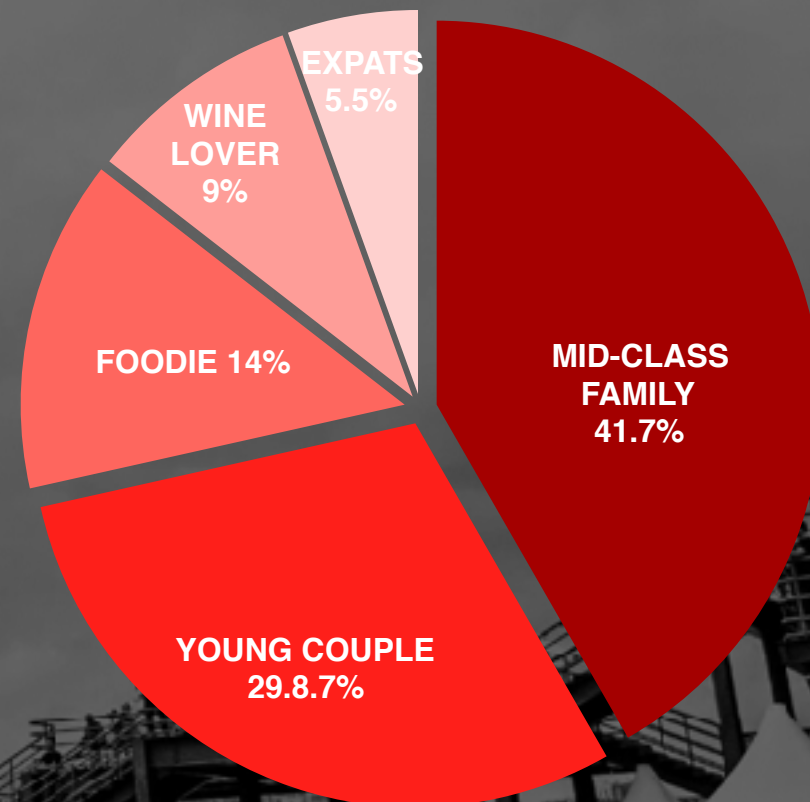
UNION PAY DISCOUNT
1 RMB HOLIDAY PACKAGE
COUPONS BROCHURE

VISITORS IN 3 DAYS

130,000



VISITORS PROFILE



Emily is 24 months 25 days!
EAT A LOT @ SHANGHAI
WINE DINE FESTIVAL

It is really
fun! We'll
come back to
this event
next year

enjoy the food,
wine, beer and
good company

Quite lucky! Got a free
ticket for this hot event.
Across the world, a lot of
coffee, beers, snacks and
gelato!

HEAVE FOR MEAT
AND ALCHOL
LOVERS!

Great tasty event! A lot
for me to try and for my
cameral to catch! It is
the best topic in Sept.
among my MOMENT
(WeChat)!

I went there
on Sunday. It's
good that I've
saw a funny
show. Young
c o u p l e s
cutting steaks
competition....

VISITORS' RATE

Average Consumption: 300-400 (RMB)

Average Stay for: 2.5-3.5 (hours)

Purchase Preference: Meat, Seafood, Dessert, Wines

2018
河马生活节

Wine&Dine Festival Opening Ceremony of 2018

2018 SHANGHAI WINE & DINE FESTIVAL PARTNERS



2018
河马生活节
Shanghai Wine&Dine Festival



13 International partners

160 Exhibitors

USA, Finland, Brunei

join us for the first time with their
tasty food

**New Zealand, Belgium
and Hongkong (China)**

join us with their wine and craft
beer.

USA, New Zealand

Finland, Belgium

Brunei, Hongkong (China)

New Partners

Consulate
and
Association

ITALY

Vinitaly International

AUSTRALIA

Austrade
Meat & Livestock Australia

Germany

Wines of Germany

Canada

Atlantic-Canada
Canadian Beef International

France

Sopexa

Korea

Korea International Trade Association

Finland

Consulate General of Finland in Shanghai
Business Finland
Food from Finland

Japan

Kirin

New Zealand

New Zealand Trade and Enterprise

USA

U.S. Meat Export Federation

Brunei

Pure Fresh

Hongkong China

Hongkong International Wine Association

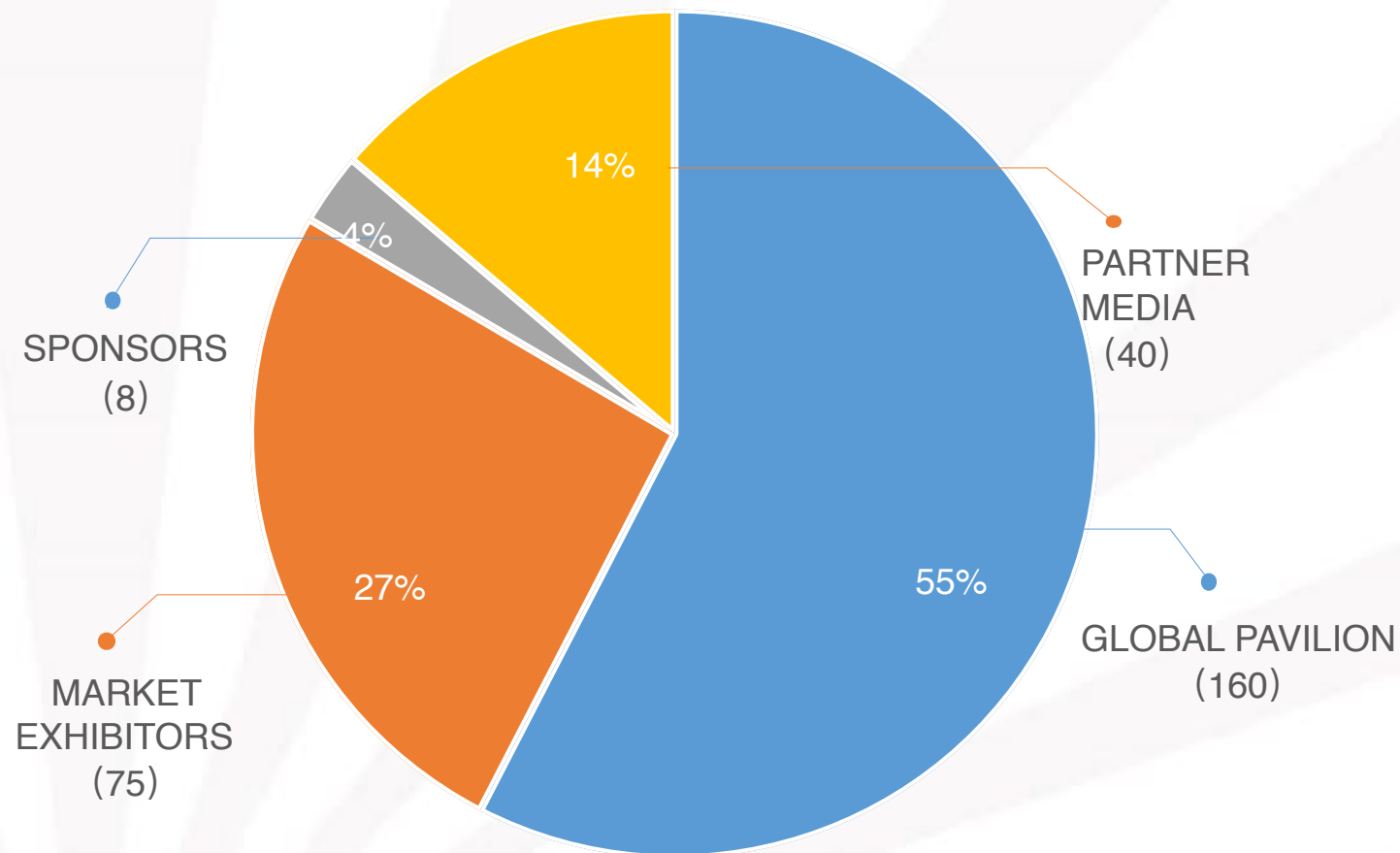


EXHIBITORS



2018
河马生活节
Shanghai Wine & Dine Festival

2018 SHANGHAI WINE & DINE
FESTIVAL EXHIBITORS



IT IS VERY GOOD THAT
THIIS YEAR SHWD
FEST INVITE MORE
KIDS CONTENT AND
ENTERTAINMENT, AND
MORE TRAFFIC

IT IS
GOOD, WE
GOT OUR
TARGET
AUDIENCE

MORE EUROPEAN
COUNTRIES COME
TO SHWD FEST, IT
IS GROWING

WE'VE JOINED IN
THIS EVENT FOR
4 YEARS. IT IS
THE BEST...

THIS EVENT CREATE A
BRIDGE BETWEEN OUR FOOD
CULTURE AND CONSUMER

WE JOINED IN THIS
EVENT FOR THE
FIRST TIME. A LOT
OF VISITORS AND
WE HAVE MANY
NEW FRIENDS

EXHIBITORS'
RATE

WILL YOU JOIN IN 2019 SHWD FEST

86% WILL JOIN IN
下届继续参展的 86%

12% WILL PROBABLY
会考虑参展 12%

2% IS CONSIDERING
其他观望：2%

4.8



4.2



3.9



2018 SHANGHAI WINE DINE FESTIVAL EXHIBITORS (PART)





Part Two
**EVENT
HIGHLIGHT**



Global Food and Wine

Global Food
Craft Beer
Specialty Coffee
Wine Pavilion



Kids Zone

1m² City Farm
Parent Kids Night Run



Show & Class

Cultural Show
Live Music
Cooking Show
Foodie Workshops
Wine Classroom



Brands Upgrade

Booth Upgrade - Image Impact
Sponsors - Online&Offline Promoting





GLOABL FOOD & WINE Culture

Consumers could experience different culture and natural environment via food and wine. Chances for exhibitors to show their wonderful product and promote the brands and culture.



GLOBAL FOOD

over 2,000 food from 13 countries

OPEN A NEW DOOR FOR FOODIES!

2018
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Shanghai Wine & Dine Festival

Australian Lobster
Barramundi
Brunei Blue Prawns
Rockit Apple
French Croissant
Crepe
Oysters
Prosciutto di Parma
USA BBQ
Swiss Cheese
Canadian Beef
Japanese Noodle
German Sausage
Gelato

.....



CRAFT BEERS



Brander Ursto
不如胡来
北海道
Flying Monkeys 飞猴
100+口味
Liefmans 乐蔓
德国
日本
7国
比利时
澳大利亚
国产第三大岛芒果吧噗
怪兽! Kaiju!
Delirium 粉象
50+品牌
Vedett 小樽精酿
Petrus 帕图思



GLOBAL COFFEE

- Over 10 Different Global Specialty Coffee Brands
- Coffee grown from Yunan, Kenya, Brazil, Costa Rica, Colombia, Ecuador and Australia and so on
- High end Coffeeware



WINE PAVILION



SEPT 14 - Bordeaux 1855 Grand Cru Classe 61IN ALL WINE SHOW

Hongkong International Wine Association

SEPT 15 - OLD WORLD TASTING

SOPEXA, CIVL, CIVR, Vinitaly

SEPT 16 - NEW WORLD TASTING

NEW ZELAND WINE, WINE AUSTRALIA

Partner of Wine Lecturer

ShanghaiLander



KIDS ZONE

**1m² City Farm
Food Education
&
Nature Education**

A place for parents to
relax and also for child to
learn during play





THE LIGHT RUN

Family Activities



THE LIGHT RUN



River Stage Live Show

Cultural show
Celebrity Chef show
Live Music & Dance
Kids Drama
Eating Contest



Entertainment

Different subject and
different culture
More fun and longer
stay of every visitor





KNOWLEDGE

**Drink for love
Eat for Soul**

Workshops and Classroom
are one of the most unique
and popular events in
SHWD Fest.

Workshops & Classroom

Classroom of wine, sake, beers
Different workshops about home cooking, bakery,
chocolate and beef and so on...

Booth Upgrade

POP UP Nanxun

A traditional pavilion
of a Chinese old town
in a new fashion way.
Got one of the largest
traffic in Shanghai
Wine & Dine Festival.



Sericulture Showroom



Tea tasting



Silk Workshop



Traditional Fork Art



Writing Brush Workshop



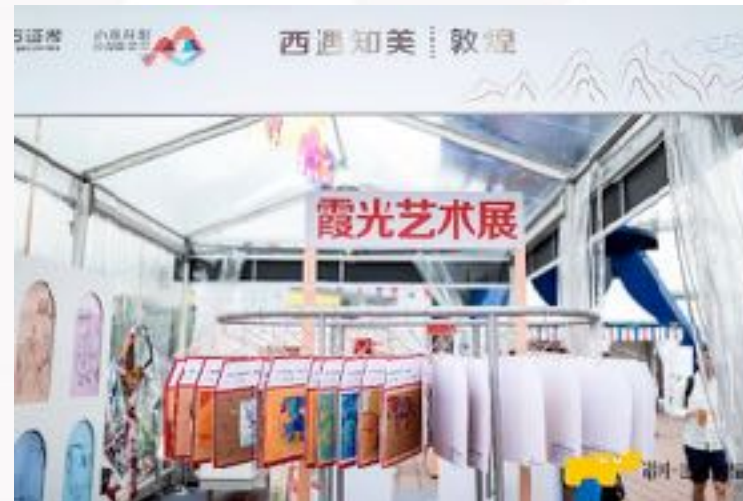
Booth Upgrade

POP UP Dunhuang

Charity Exhibition of Dunhuang
Magao Caves UNESCO World
Heritage Site.

- Derivatives from Frescoes of Dunhuang Magao Cave take consumers more closely to the delicate and ancient art site.
- Fantastic paintings attracted thousands of visitors.

Dunhuang Charity Exhibition



Booth Upgrade

Thermomix and Temial joins SHWD Fest for the 4th years.
Lots of product experience and workshops inside their upgraded booth. Promoting the brand image directly to target audience.

Thermomix and Temial



Strategic Sponsors

Official Payments

Union Pay
Bank of Communications

Official Water

C'est Bon

Official Car Brand

Roewe





03

Part Three
**MEDIA
CLIPPING**

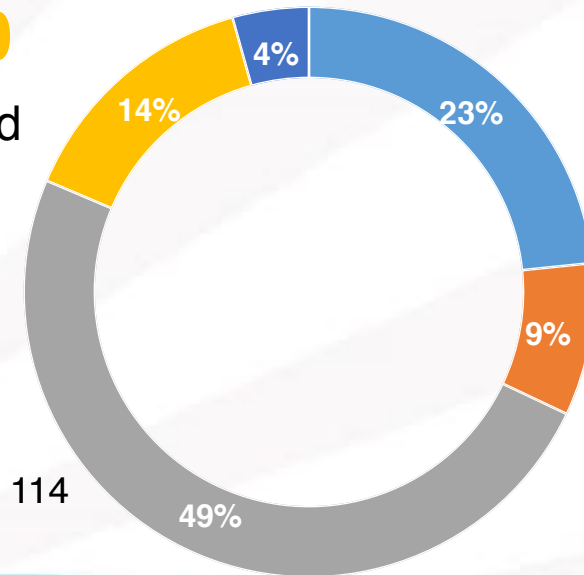
MOST EFFICIENT BRAND BUILDING



2018 Shanghai & Wine Dine Festival Publicity Summary

- Media Promotion: from July. 15th - Oct. 4
- Media Partners: **230+**
- Page View on WeChat&Weibo: **1,000,000+**
- Outdoor Advertisement covers: over **8,000,000** consumers in Pudong, Huangpu, Jingan, Xuhui and core districts in Shanghai city.
- Overall Coverage **20,000,000** Audiences

- Traditional Media (Newspaper, TV, Radio) 54
- Ticketing House 20
- New Media (Key Accounts via WeChat&Weibo) 114
- Lifestyle APP 33
- Outdoor Media 10



Promotion Strategy



Brand Building 2018/07/12-08/12

Shanghai Landmark Event Positioning
Ticket opening pre-party
Focus on the outdoor LED advertisement, newspaper ads and Online ticket house front page ads

Identity & Positioning 2018/08/12-08/29

Gateway to global food and culture
Promote via food and lifestyle key account via WeChat and Weibo, and food and cuisine TV shows and lifestyle magazines

Global Pavilion Promote 2018/08/29-09/13

More details about the partner countries, exhibitors and their products, and the details of cultural show, music and workshops.
Large blast via New Media. Hundreds of brands got exposure during this time

Onsite Promote 2018/09/13-09/30

Online photos, interviews and videos
More TV channel and Video platforms got involved in
Photo marketing via 100,000+ visitor's social media accounts.



OUTDOOR ADs

LANDMARK OUTDOOR ADs

Coverage over **8,000,000**

- The Oriental Pearl Plaza 36 LED Screens
- EXPO SUNBEAM
- Longyang Rd Subway Station Screen
- Elevator Screen of XinChao
- Daning Life Hub Plaza Screen
- Mobile Ads Center (Bus & Subway)
- LED Screens of People's Daily
- SFC Screens



2018
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Shanghai Wine & Dining Festival



NEW & MULTIMEDIA



Key Account Partners on New Media
Publicity Coverage Over 12,000,000
Page View 1,000,000+
KOL Partners sharing over 5,000 times

PROFESSIONAL CONTENTS

Tailor made promotion channels and contents according to different segmentation of the target audiences, such as families, foodies, coffee fans, wine and beer lovers and so on.

GLOBAL CULTURE

In addition to food and beverage products, more cultural performances is incorporated by national partners this year. Onsite photo marketing and interview from TV channels made larger impact to new consumers.

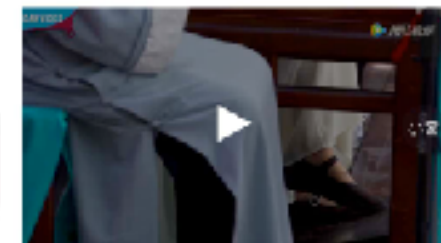
Photoplus Photo Platform



Onsite Interviewing

河马生活节环球逛吃之旅，吃货的天堂就是这里~

张雨欣 镜头记录 9月25日



整天当空中飞人才能吃遍全球？家里没几个厨神就这样逛~但是如果你来河马生活节，最正宗的全球美食，家门口就能吃~美食达人的蛋黄欧尼 挑战400款全球美食~快来看看她在河马生活节打卡世界美味吧~

NEW & MULTIMEDIA

youku.com



miaopai.com



[CAN VIDEO](#)



iqiyi.com



dianping.com



Newspaper & TV

Ads on Morning Post



Pudong TV Channel



Oriental Financial Pudong Channel



Channel Young



Channel Young



Global Times



Shanghai Airlines Magazine



Youth Daily



Oriental CJ Magazine



Media Partners (Part)

2018
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谢谢
Thanks