

▶ Contents of today's training

1. Overview

2. Chinese consumer behavior

3. Food and Beverage sales channels overview

4. Selling through E-commerce

5. Branding and marketing in China

▶ China's marketing fundamentals 101

1. 3 Key Ideas when planning our marketing in China
2. Register your trademark
3. Digital marketing disruption
4. Get your USP right from the beginning
5. Lower cost per impact but more knowledge of the market is needed
6. Localisation is still important
7. Consumer trust is essential, but recognition is hard to achieve

▶ China's marketing fundamentals 101

1. 3 key ideas when planning our marketing in China:

- How to adapt to China

Real adaptation, not just translation

Adequate message, tools and means

- How to decide the adequate level of resources

How much marketing costs in China

How much should we invest

- Not to leave it entirely in the hand of the distributor

We need their knowledge and implication but ...

...they do not know our product/culture so well and they have different objectives, normally shorten term

▶ China's marketing fundamentals 101

2. Register your trademark

If you are not willing to invest a few hundreds euros into protecting your trademark, you should forget about China.

- **Specific for China** / Hong Kong / Taiwan / Macau
- **System first to file.** Start before having any contact with China.
- Protects categories
- Long process



- Cost
- **Under your name**
- Adapt:
 - ✓ Include logo
 - ✓ Chinese name



► Brand localization

If you do not do it by yourself, the importer will do it for you, regardless you like it or not!

And do not forget that you do not only need to localize your brand, **also your marketing.**

Translating the brand name, labels, website and marketing materials is not enough.

To illustrate this point, you can compare [Amazon UK](#), [Amazon China](#) and [JD.com](#) product page for the exact same product (infant formula).

Define your image, positioning it according to China, use the right tools and plenty of visuals. Consider distribution and pricing issues. Demo.

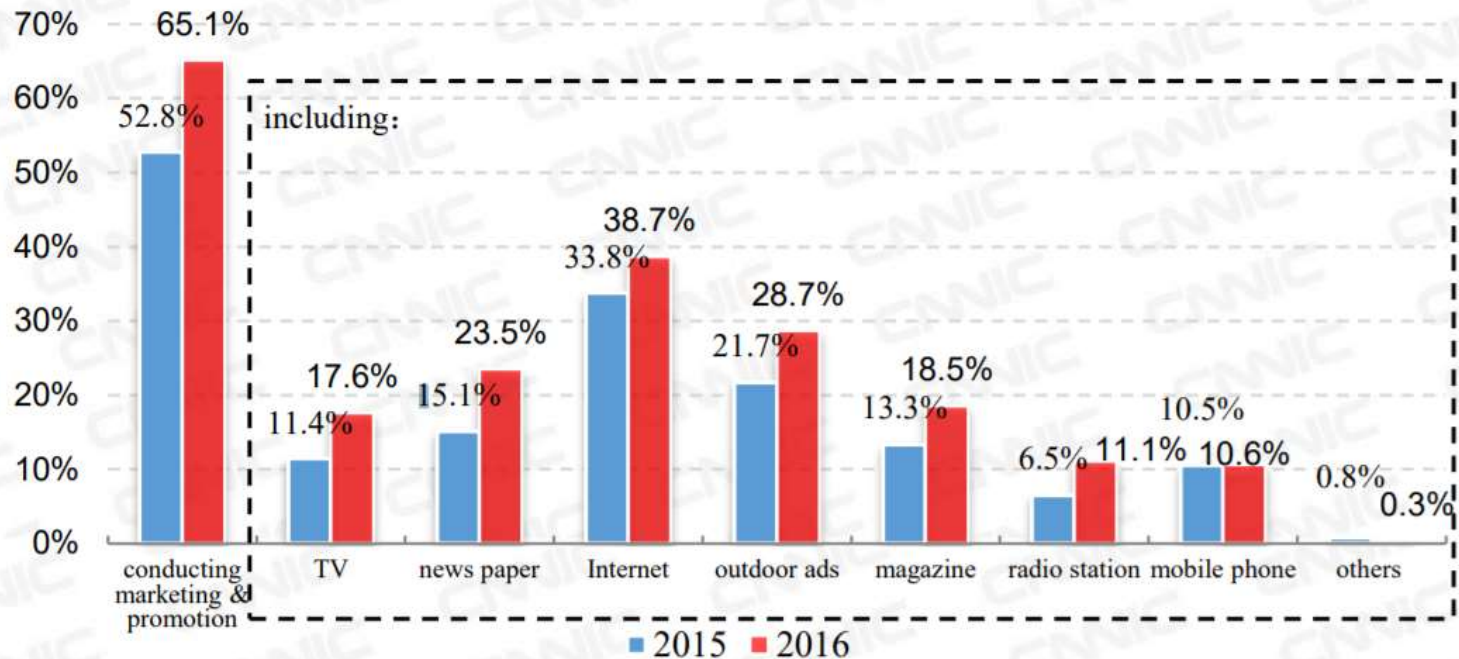
► Brand localization – What is the consumer expecting



China's marketing fundamentals 101

3. Digital marketing disruption

Marketing & Promotional Channels Used by Companies



Source: **CNVC** Statistical Survey on Internet Application in Chinese Enterprises

2016.12

► China's marketing fundamentals 101

4. Get your USP right from the beginning

Answer the following question:

What would Chinese consumers like to see on my product?

Once you know the answer, define your USP matching consumers' expectations and your product and company values.

How do I know what Chinese consumers want?



Definitely not by guessing, intuition or based on newspapers!



▶ Purchasing process

Purchasing decision

Origin

Price

Image. mkt/packaging

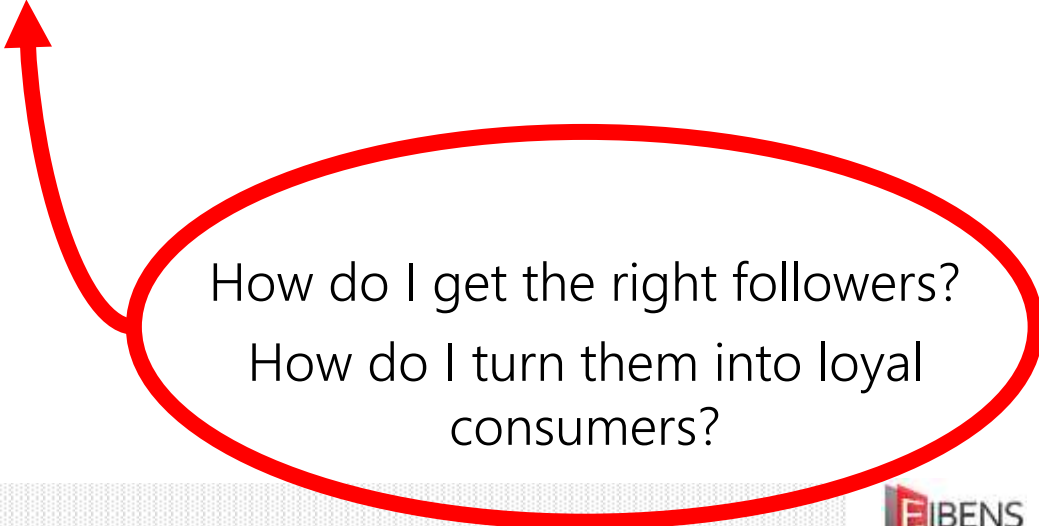
Management .
Value by reducing risk



► China's marketing fundamentals 101

5. Lower cost per impact but more knowledge of the market is needed

Knowledge!



How do I get the right followers?
How do I turn them into loyal consumers?

▶ China's marketing fundamentals 101

6. Localisation is still important

Imported products are regarded as premium by the Chinese consumer

I should then forget about any type of localisation

WRONG!

Localisation is still required even at a small scale for different aspects: your **Chinese name**, the **tools** you use for your **communication** and **marketing**, your **message**...

▶ China's marketing fundamentals 101

7. Consumer trust is important, but recognition is hard to achieve

Foreign products are positively perceived. Consumers assume they are safe and produced with the highest standards.

However, it is very difficult to gain recognition by the consumer, because of several reasons:

- You are new to the market
- Your brand will probably sound strange
- The mere size of the options available makes almost impossible to remember small and medium size market players
- You are outspent in advertisement by almost any local competitor and big international brands.

China's marketing fundamentals 101

7. Consumer trust is important, but recognition is hard to achieve



► Packaging

What product are they selling?

We believe improving management (risk reduction) comes before packaging but it is true that in some cases packaging can improve sales in China

It varies greatly from one product to another

Keep it at the right scale

Changing the packaging is rarely a first step when exporting to China

Consider re-packing in China

Strongly linked to seasonality



► Packaging

Case study. Imported fruit packing differences between China and Europe



► Packaging



► Packaging – fruits case study

Case study. Imported fruit packing differences between China and Europe



► Packaging

Case study. Imported fruit packing differences between China and Europe



- People is looking for a premium product
 - Large
 - With perfect forms
 - Homogeneous in colour, without spots or tone varieties
 - Sweet
- The logistic/durability sending the product and the seasonality are probably the main elements in the portfolio selection to export to China.

Do not lose sleep over adapting your packaging!

Consider the following:

- Sticker vs Full-package adaptation
- Get your Chinese name right from the beginning (it will show on the label)
- Choose the right format for each specific client and distribution channel
- Integrate social media?
- Private label, a strategic matter

► Packaging

Sticker vs Full-package adaptation



罐头正面



罐头背面

► Packaging

Choose the right format for each client and distribution channel

- Packages tend to be smaller for “On the go” consumption
- Smaller volume for price sensitive customers



► Brand & Packaging Adaptation

Not all the packaging including a flag is from the country of origin...

Flag use for distinction



Swiss Origin reference



Italian flag but made in China

► Presents and seasons

Gifting

Mid-Autumn Festival

(early September to early October)

- The festival is held on the 15th day of the eighth month in the Chinese Lunar calendar, on the night of the full moon
- Making and sharing mooncakes is one of the hallmark traditions of this festival.



PRINCE HOTEL
MOONCAKE



RITZ-CARLTON HOTEL
MOONCAKE



HAAGEN-DAZS ICE CREAM
MOONCAKE



STARBUCKS COFFEE
MOONCAKE



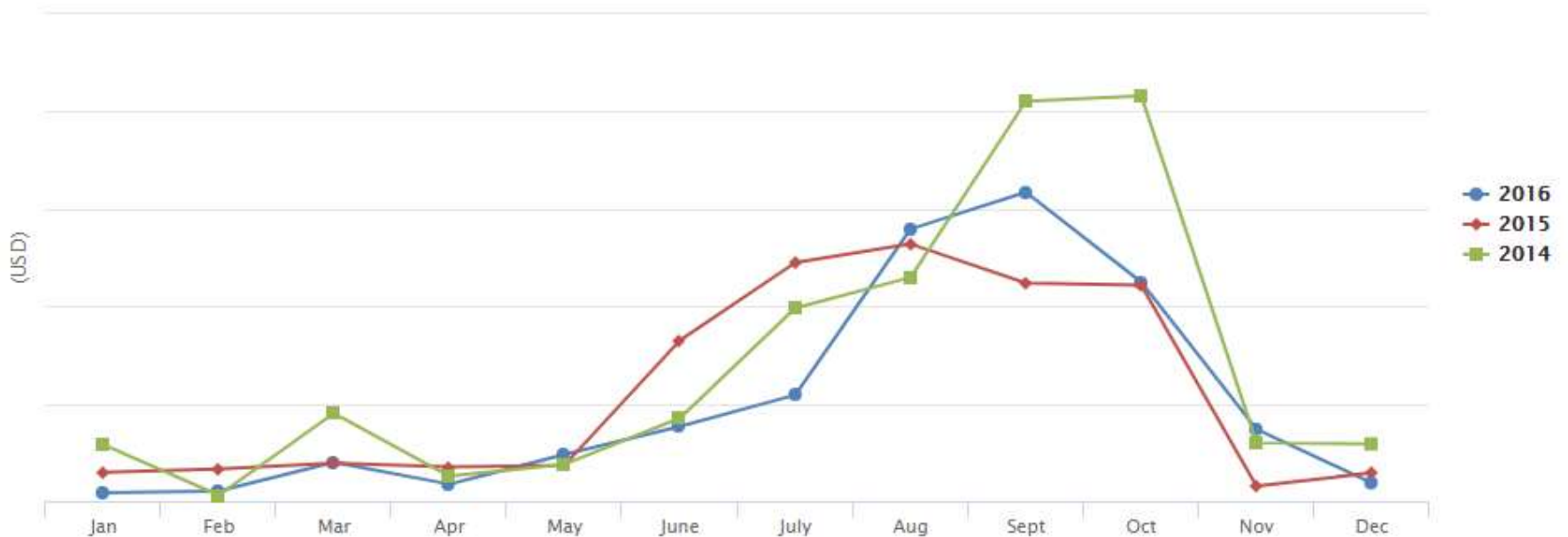
GODIVA's 2013 Mid-Autumn
Festival Collection

► Presents and seasons

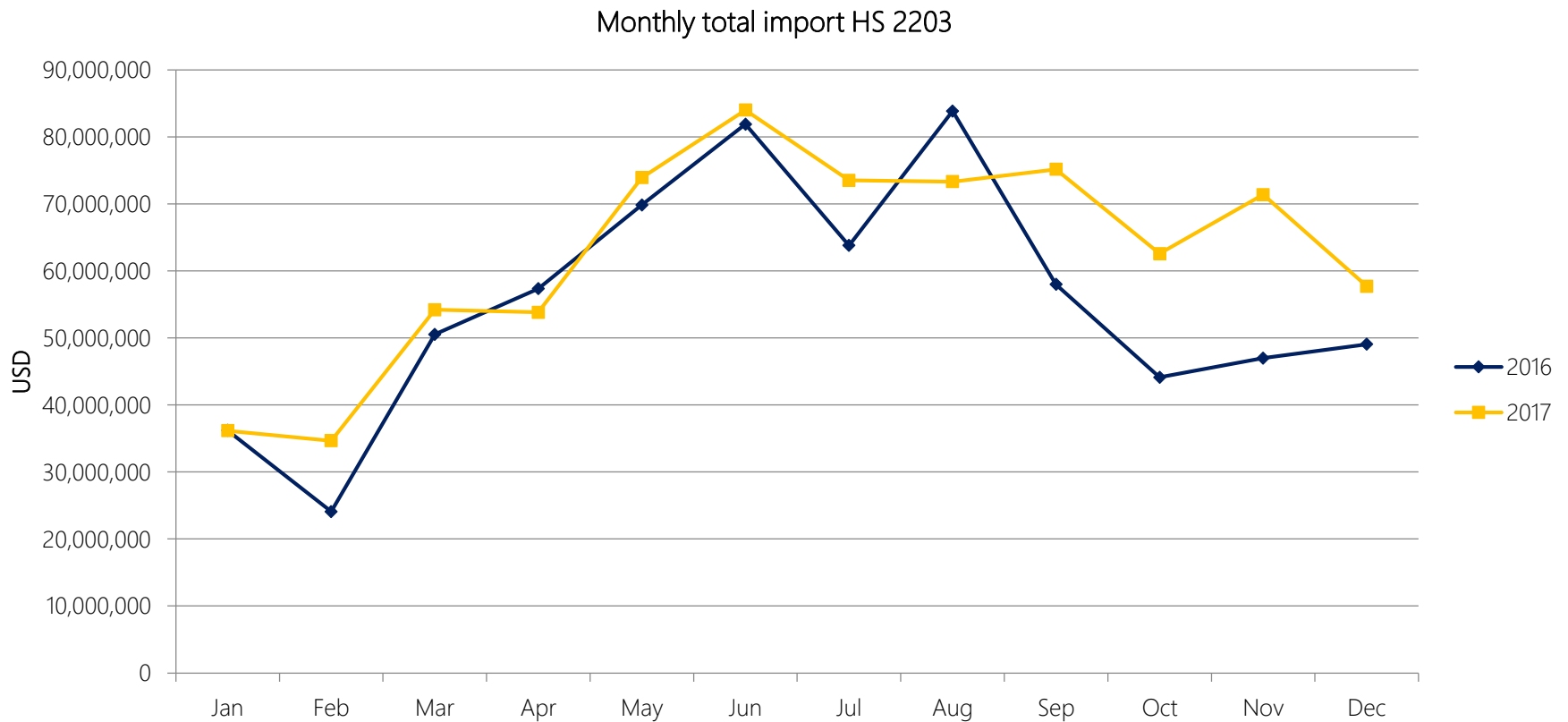
1806. Chocolate and other food preparations containing cocoa

Import Trends

Data Sources: etcn



2203. Beer made from malt



Source: China Customs, 2018

► Presents and seasons

2019 Key Festivals and Holidays for Promotional Campaigns in China

New Year's Day	Jan 1	The beginning of the year marks a good time for brands and retailers to push sales and attract new customers.
Chinese New Year (Spring Festival)	Feb 4-10	Consumers make purchases weeks or even a month before this holiday begins, so brands and retailers should time their holiday promotions accordingly.
Valentine's Day	Feb 14	This holiday is an opportunity to promote products to young couples in China.
Lantern Festival	Feb 19	This traditional festival is a good occasion for branding.
3.8 Women's Day	Mar 8	Brands and retailers can promote products for women, such as fashion, cosmetics and skincare, during this shopping festival.
Spring/Summer Collection	Mar	During this period, Chinese e-commerce platforms highlight new items for the spring and summer seasons, particularly fashion, handbags, fragrances and luxury items.
Suning.com's 4.18 Shopping Festival	Apr 18	Suning.com promotes home appliances and electronics during its April 18 sale.
Tmall Men's Festival	Apr	This shopping festival features discounts on men's products.
Labor Day	May 1	Many Chinese people travel and shop over the Labor Day period.
Mother's Day	May 12	This is an opportunity for brands to launch Mother's Day marketing campaigns.
520 Festival	May 20	"520" in Mandarin sounds similar to "I love you," and this romance-themed holiday is a good chance to market to young couples.
Children's Day	Jun 1	This is an opportunity to market gifts to children. Merchants' promotions for Children's Day usually start the last week of May.
Dragon Boat Festival	Jun 7	This traditional festival is a good occasion for brand building.
Father's Day	Jun 16	This is a great opportunity for brands to launch promotional campaigns for products such as men's apparel, bags and electronics.

JD's 618 Shopping Festival	Jun 18	This festival, created by JD.com, offers mid-year sales.
Chinese Valentine's Day Qixi Festival	Aug 7	This is a good opportunity for brands for couples.
Suning.com's 8.18 Shopping Festival	Aug 18	Suning.com's 8.18 Shopping Festival represents a good opportunity to promote products.
Back-to-School Season	Mid-Aug	This is a great chance for international products such as shoes, bags and stationery.
Fall/Winter Collection	Aug	During this period, Chinese e-commerce platforms highlight new items for the fall and winter seasons, particularly fashion and accessories.
Alibaba's 9.9 Global Wine & Spirits Festival	Sep 9	This festival promotes wine and spirit homophones for alcohol.
Mid-Autumn Festival	Sep 13	This traditional Chinese festival marks the beginning of the autumn season.
National Day/Golden Week	Oct 1-7	Hundreds of millions of Chinese people travel and shop during the Golden Week, which begins with National Day on October 1st.
Singles' Day/Alibaba's 11.11 Global Shopping Festival	Nov 11	Alibaba's popular annual shopping festival is held over the November 1-11 period, with the main event on November 11th.
Black Friday	Nov 29	This shopping event is a good opportunity for brands to promote products.
Cyber Monday	Dec 2	Foreign brands and retailers can promote products on Cyber Monday.
Alibaba's 12.12 Shopping Festival	Dec 12	This festival is a good occasion to promote products in November.
Winter Solstice Festival	Dec 22	The traditional festival offers brands a good opportunity to promote products.
Christmas	Dec 25	The run-up to Christmas is a good time for brands to promote products and clear excess inventory before the end of the year.



► Discounts and sales

Singles' Day

Singles day is the **biggest** shopping event of the year. It has turned in a quirky celebration for young adults in China. Every year it smashes previous year's record.



11.11
光棍节

▶ Marketing strategies and who manages them

It is extremely common to leave to your importer/distributor your brand development for China. After all, they understand the market better than you do.

You should look for a reliable importer/distributor, preferably with references, and set a trustworthy business relationship and plan the strategy together and give them support.

But leaving them ALL the work and responsibilities for brand development **IS A HUGE MISTAKE.**

WHY?

- They have different objectives, shorten term
- They have many clients to care about
- They do not understand your product, brand and company as well as you do
- You are tied to them. If you want to change that will be a problem

▶ Marketing strategies and who manages them

In any case, try to make your importer's life easier

You do not know if it is going to be well managed or not, but for sure they will be so much happier if you provide all the support!

If pics and information are good, then the importer will profit from the added value generated. If they are not, things like this could happen (example):

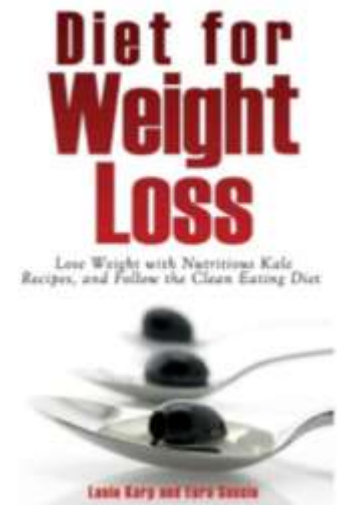
Use of amateurish or stock photos of your products (pictures taken from the same product page):



Consumer's thought: if they worry this much in the selling aspect of the product that it is very visual and obvious, what will they do with the production process...



Consumer's thought: if they do not show their products, there is probably something wrong with them



► Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Main information display

<https://item.jd.com/4317034.html>

The screenshot shows the JD.com product page for HYLIFE pork. The page features a prominent red banner at the top with the HYLIFE logo and the text '生鲜自营店铺' (Fresh Self-Operated Store). Below the banner, there is a navigation menu with various categories like '进口猪肉' (Imported Pork) and '进口大排' (Imported Steaks). The main product listing is for 'HYLIFE 加拿大进口猪脊骨 400g/袋(2件起售)' (HYLIFE Canadian Imported Pork Spine 400g/bag, 2 pieces minimum). The price is listed as ¥16.90, with a '京东秒杀' (JD Flash Sale) badge indicating a limited-time offer. The page also includes a '看了又看' (Looked at again) section with related product images and a '配送至' (Deliver to) section showing the shipping location and delivery options.

► Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – JD.com ads and other products of the company

<https://item.jd.com/4317034.html>

店铺热销 热门关注



1 热销9394件 **¥39.90**



2 热销4027件 **¥29.90**



HYLIFE

★ 加拿大进口猪肉 ★

健康好肉来一口

立即查看



猪蹄 [点击购买](#)



五花肉 [点击购买](#)



猪肋排 [点击购买](#)



猪大排 [点击购买](#)

► Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Raw product

<https://item.jd.com/4317034.html>



▶ Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Product information

<https://item.jd.com/4317034.html>

产品信息
PRODUCT INFORMATION

HyLife 加拿大进口猪脊骨

商品品牌：	HyLife	净含量：	400g
原产地：	加拿大	保质期：	365天
包装数量：	1袋	产地：	上海
存储方式：	-18℃以下冷冻储存	加工工艺：	分割



▶ Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Product details

<https://item.jd.com/4317034.html>



▶ Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Production process
<https://item.jd.com/4317034.html>

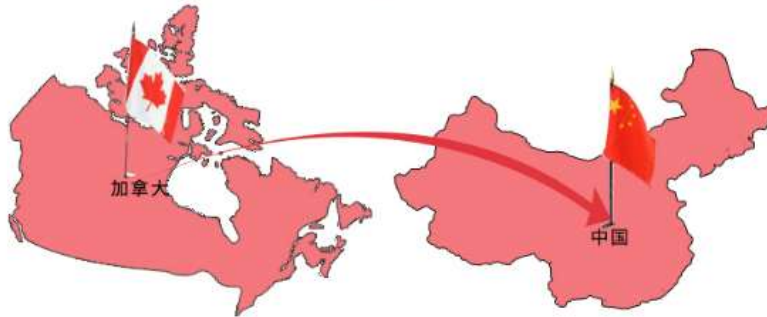
全程一体化产业链 Whole course integrated industry chain

TWO PLACES TO MEET

一段“舌尖”之旅

加拿大遇上中国

原汁原味加拿大进口猪肉，漂洋过海，来到美食大国中国。
Hylife集团作为加拿大一家专业的猪肉一体化产业链企业，
从养殖、生产、加工等，都是自己全程把控。



1. 场地展示

Hylife养殖场建立在远离人类活动区域的地方，能保证猪在安静、平和的环境中生长

2. 规模管理

科学管理体系，出入养殖场需要经过严格的生物安全流程，从源头避免猪受到外来病菌感染

3. 谷物喂养

只采用加拿大本地的优质谷物饲料喂养，科学的配比，保证猪的健康、营养，猪肉更加细腻、味美

4. 监控系统

每头猪都有一个自己的铭牌，可以实时监控到每头猪的生长情况，管理起来系统方便

5. 动物关怀

我们关爱每一头小猪，关注他们的健康、生长环境，给予它们体贴入微的照顾。

► Case study. Hylife pork

Some very good examples – Best practices:

HYLIFE pork – Cooking suggestions

<https://item.jd.com/4317034.html>

适宜菜品 烹饪方式

BONE MARROW TENDER AND DELICIOUS SOUP NUTRITION AND DELICIOUS, A MOUTHFUL OF SOUP-SMELL.
FRESH MEAT, FRESHLY UNIFORM, DELICATE AND ELASTIC.



Boil soup

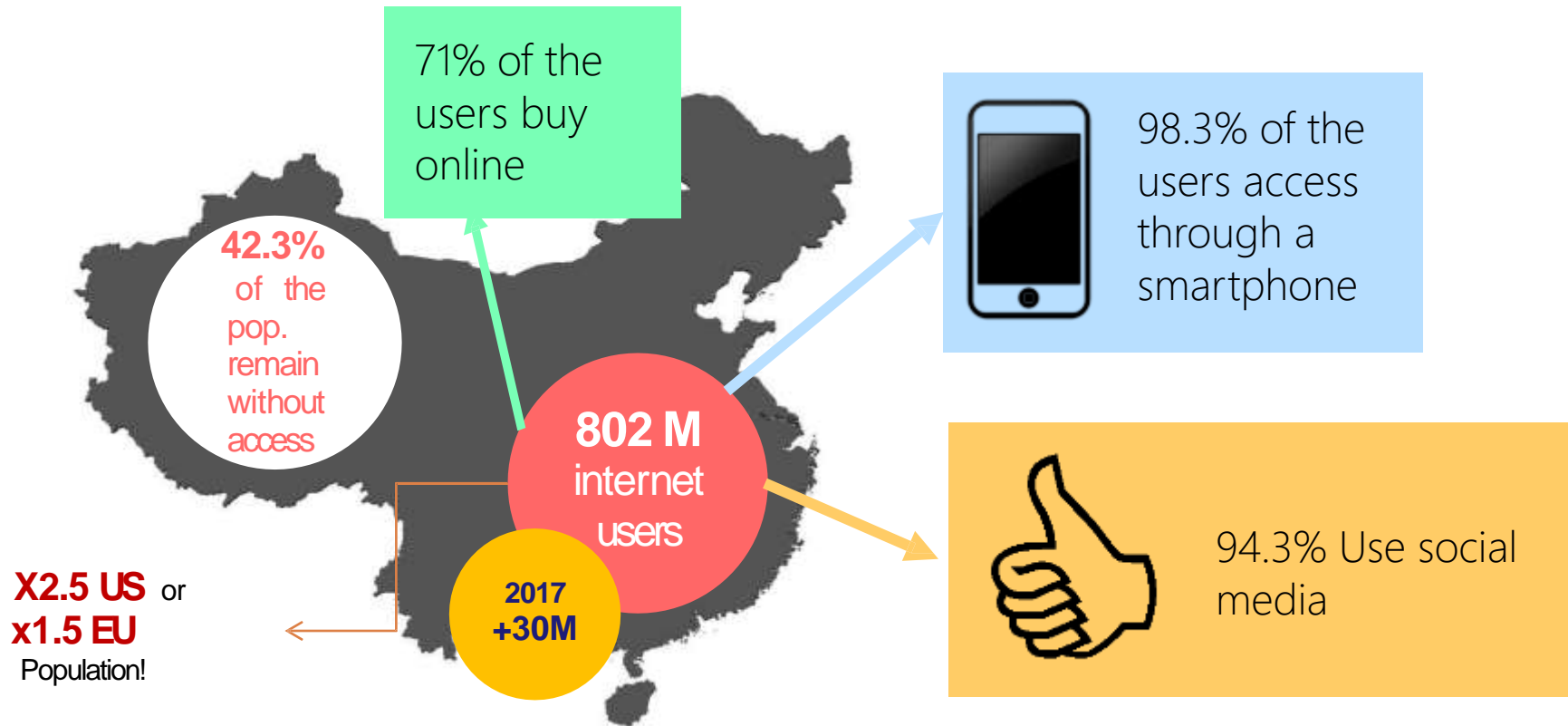
熬汤



Braised

红烧

Digital marketing > Internet in China



Data on July 2018.

Source: [41st China Internet Development Statistics Report](#). China Internet Network Information Center's (CNNIC)

▶ Digital Marketing. Use Chinese tools

Marketing Tools



Popular sites have been blocked and accessing to them is not possible without a VPN

If not



THEN WHAT?



Chinese Social Networks are mostly hybrids and have multiple functions

► Digital Marketing

Marketing Tools > Social Networks



- “One to one” communication
- Mobile based
- Not viral, the information is spread among a circle of friends/contacts
- Indispensable in China, integrated to the daily life of users due to its multiple functionalities
- Offers multiple ways to run eCommerce
- Used across all types of consumers

- “One to many” type of communication
- Manages viral content (public approach)
- Allows “RT” (retweet), making easier to spread the information
- Used mostly to follow news and brands
- The reach of the content depends on the amount of followers
- Not all the content shared on the news feed is seen by the followers
- Used by Key Opinion Leaders



WECHAT

Marketing tools > SNs > WeChat > Type of accounts

		Advantages	Disadvantages
Official accounts	Subscription account	Send up to 1 push message per day to their followers	Hidden. Publications are grouped together in a dedicated folder
	Service account	Appear as friends in the "chat" section of WeChat	Can post only 4 messages per month
	Enterprise account	For internal management of companies. Company's internal newsletter	Content cannot be shared to unauthorized users
	Mini program	App hosted in WeChat, can be stucked on the top of the chat list or added to Android desktop	Cannot send push notifications
Personal account		Posts in moments, can contact followers directly	Limited to 5000 followers per account. Risk of being reported

▶ Digital Marketing > WeChat

Type of accounts

✓ Official accounts:

- Subscription accounts
- Service accounts
- Enterprise accounts
(just for companies' internal use)
- Mini programs

Requirements:

1. Email account
2. Chinese mobile
3. Chinese business license
4. Chinese organization code
5. RMB 300 (EUR 40) / year
6. 5 working days

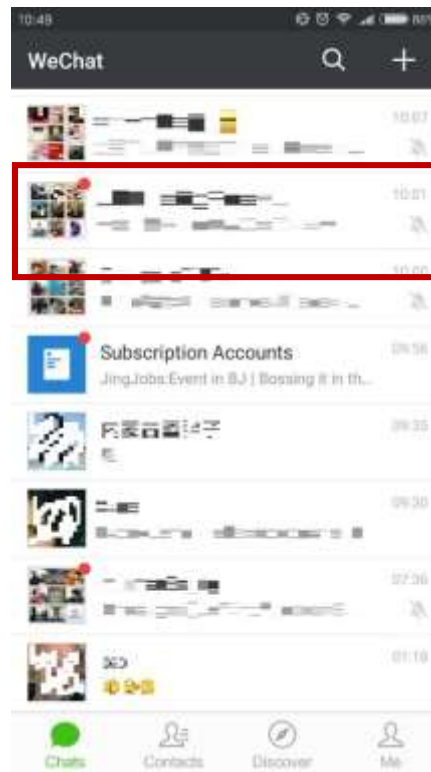
✓ Personal accounts

Limited to 5 accounts per person

Digital Marketing > WeChat

Type of accounts > Subscriptions account

- ✓ One push per day
- ✓ Unlikely to be unfollowed
- ✗ Hidden
- ✗ Cannot contact followers directly if they do not contact you first
- ✗ Limited data on followers
- ✗ No customisation
- ✗ No e commerce



Digital Marketing > WeChat

Type of accounts > Service account

- ✓ High visibility
- ✓ Wide customisation
- ✓ Wechat pay
- ✗ Likely to be unfollowed if the content is irrelevant
- ✗ Cannot contact followers directly if they do not contact you first
- ✗ Push just 4 times per month
- ✗ Limited data on followers



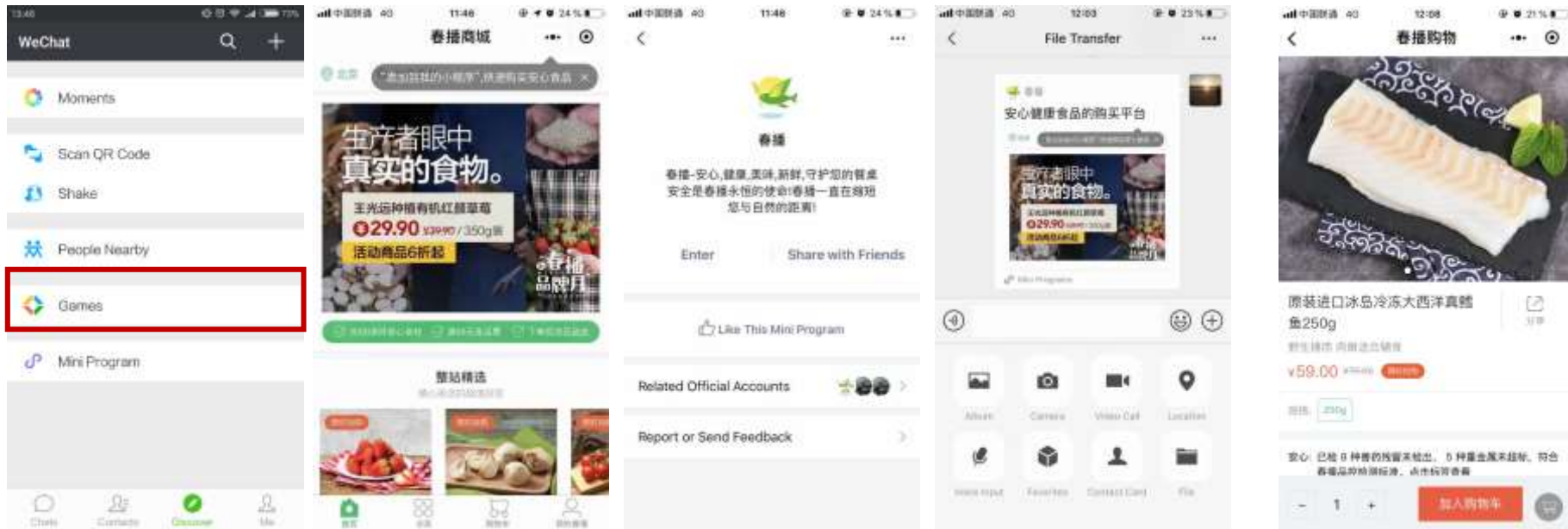
► Digital Marketing > WeChat

Type of accounts > Mini programs

- ✓ App hosted in WeChat
- ✓ Can add to desktop on Android
- ✓ No need to download

✓ Get them from:

- ✓ Searching in Mini program section
- ✓ Shared by friend
- ✓ QR Code



► Digital Marketing > WeChat

Type of accounts > Personal account

- ✓ Can add people to groups
- ✓ Post in Moments
- ✓ Possibility to contact followers

- ✗ Limited to 5000 contacts
- ✗ Not intended for business purposes. Chance of being reported



Digital Marketing > WeChat



Digital Marketing > WeChat > study case





WEIBO

► Digital Marketing > Weibo

Weibo: similar to Twitter

The image shows a screenshot of a Weibo profile page for Nutrilon. The browser address bar shows the URL: www.weibo.com/u/3075025424?is_hot=1. The Weibo logo is in the top left, and navigation links for Home, Video, Discover, Games, Register, and Login are in the top right. The profile header features the Nutrilon logo and a large banner with a blue background, two pink tulips, and a can of Nutrilon. The banner text reads: "诺优能™满满的荷兰骄傲" and "传承三代*智慧 众多妈妈挚选". Below the banner are buttons for "+ 关注" (Follow), "私信" (Private Message), and a menu icon. The profile statistics show 595 followers, 171967 fans, and 2052 posts. The profile is verified (微博认证) and belongs to "纽迪希亚生命早期营养品管理(上海)有限公司". The verification time is 2017-01-10, and the industry is "食品饮料-奶粉". The bio states: "简介: 来自荷兰婴幼儿奶粉市场领先的品牌 Nutrilon诺优能2013年3月正式登陆中国市场".

► Digital Marketing > Weibo

Weibo: similar to Twitter

更多 >

TA发起的活动

狮子座诺优能宝宝
时间: 2016.08.16-2016.08.19
已结束

相册



查看更多 >

微关系

他的关注(593)

Nutrilon诺优能 ✓

2016-11-21 11:38 来自 iPhone 7

#荷兰大牌诺优能##原装亲子档原罐好营养#儿子总被说像别人，@沙溢 老师心里苦！要说当年我们沙老师也是东北小鲜肉啊！转发+评论上传你与宝宝的照片，参与原装亲子档评测，就有机会获得原装原罐荷兰官方进口的诺优能奶粉+原装亲子身高贴纸，还有沙溢亲笔签名的礼品哦~



收藏 | 10675 | 6962 | 1547

Nutrilon诺优能 ✓

2016-12-9 17:05 来自 秒拍网页版

#荷兰大牌诺优能#浑身是戏的@沙溢 德白甜代表@董大力 实在老爸@向佐 套路多的@田亮 整蛊小伙伴的@张伦硕 鸡汤手@蔡国庆，带娃通通萌萌哒？然而带娃这事，再萌的老爸也当过回爸！你身边也每天都在上演爸在回途吗？分享你身边的#萌爸带娃回途#，我们将抽取幸运观众送出带娃神器~ 秒拍视频 ...

展开全文 >



私信聊天

▶ Digital Marketing

Website

Similarly to the West, a website that the consumer can understand is the 'presentation' of the company and its products to the market. However, due to the Chinese firewall, **a website hosted in your own country will not work properly in China**, this is because:

- You will be invisible for Chinese search engines (Baidu, Sogou, etc.)
- Speed and user experience are terrible.
- On sensitive periods of the year, foreign hosted websites may not work.
- Cannot integrate any social media.
- You cannot have a Chinese domain (.cn or .com.cn)

► Digital Marketing

Website

Done properly, improves consumer's trust on the company. **Translating the content** is not enough, the information shown needs to be adapted to Chinese consumer. Usually, what you have on your website in English is not effective for China.

Why do you need a Chinese website?

- ✓ It is the right format to **publish and organize the information about the company** and its products, filtering to those relevant for China.
- ✓ Can focus on your USP for China without contaminating it with info for other markets.
- ✓ Ideal to **drive traffic** to the company's official social media accounts.
- ✓ It allows the company to **centralize all the new publications and simply share that information**. Adding social networks to the mix maximizes the reach.
- ✓ Can **link the website to the online platforms** in which the products are sold.



▶ Digital Marketing

Others (Search engines, bloggers, platforms...) > Bloggers

Great way to gain traction fast and achieve sales fast, but:

- It is expensive.
- There must be a good strategy behind the campaign to avoid a very short term impact.
- KOLs need to be carefully selected, since post views, comments and followers can be faked. Best indicator is to check comments/views ratio and how real comments are.



Best ROI is provided by KOLs with a mid-size audience and with very few commercial endorsements done in the past. Long-term engagement and authenticity also improves results drastically

► Digital Marketing

Others (Search engines, bloggers, platforms...) > Platforms

The image shows a screenshot of the JD Supermarket (京东超市) website. The top navigation bar includes the JD Supermarket logo, a location selector set to Beijing (北京), a search bar, and a shopping cart icon. Below the navigation bar, there are several category links: 超市首页, 家庭量贩, 京东生鲜, 品牌特卖, 品质进口, 山姆会员店, and 小家电. A promotional banner for "智利车厘子" (Chilean cherries) is the central focus. The banner features a large white text box with the product name "智利车厘子" and the price "J级69.9元/斤". Below the price, it says "领券满199减60". The background of the banner is a close-up of fresh red cherries. At the bottom of the banner, there are two orange promotional tags: "60 满199可用" and "120 满299可用".

Digital Marketing

Others (Search engines, bloggers, platforms...) > Platforms

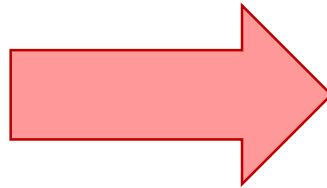
- E-commerce platforms are an amazing channel to turn advertisement into sales instantly.
- All sort of options: Pay per click, Top results, 2-week promotional campaign, etc.
- New field to explore: e-commerce chains are eager to launch new promotional campaigns
- Extremely dynamic. Examples 11.11.
- Trying to offer unique products. Otherwise it turns into a matter of price



▶ Traditional Marketing

What has been done traditionally?

- Promotions in retail
- Gifting
- Cooking shows
- Tasting events
- Advertisement



- Limited impact
- Short-term impact
- Expensive

They are still interesting, but **MUST** be combined with digital marketing: getting followers or clients by providing QR codes to the WeChat account, e-commerce shop, discount coupons, etc.

▶ Traditional Marketing



▶ Traditional Marketing

Promoter Girls and brochures mostly replaced by QR codes



▶ Next steps

What now?

- Take your time to process all the information received today
- Estimate how much you can spend
- According to your restrictions (knowledge, human resources and investment), draft a realistic marketing plan for China.



Thank you!

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