

What do you think of today's Chinese GenZ ?



Today's Chinese consumer...

90%

of GenZ said that they make considered purchasing decisions. And they think that they should spend money on "self-beneficial" purchases.

price-sensitive

they will try their best to find the best deal when buying luxury goods.





GenZ



Sophisticated Mom



Single



White collar



Fashionista



Hedonist

Love the experience

Enjoy the Life

High spending power

Love sharing



This is an era of everybody want
to be pretty

这是一个爱美的时代

ROPO purchase journey

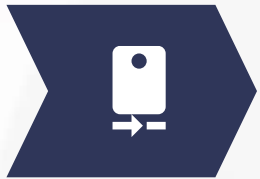
KOL/KOC



1 -Research



2- Interest



3-Compare



4 -Purchase offline

90%

Today's Chinese consumers search for products online and compare prices. Find a trusted KOL/KOC and learn everything about the product before buying.

of Chinese consumers have adopted the ROPO purchase path (online search-offline purchase).

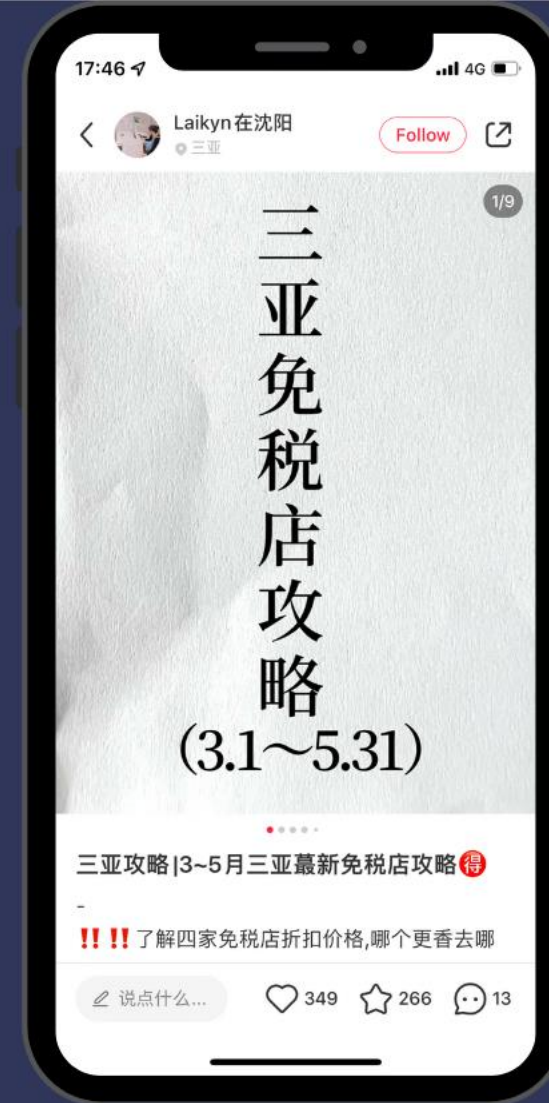
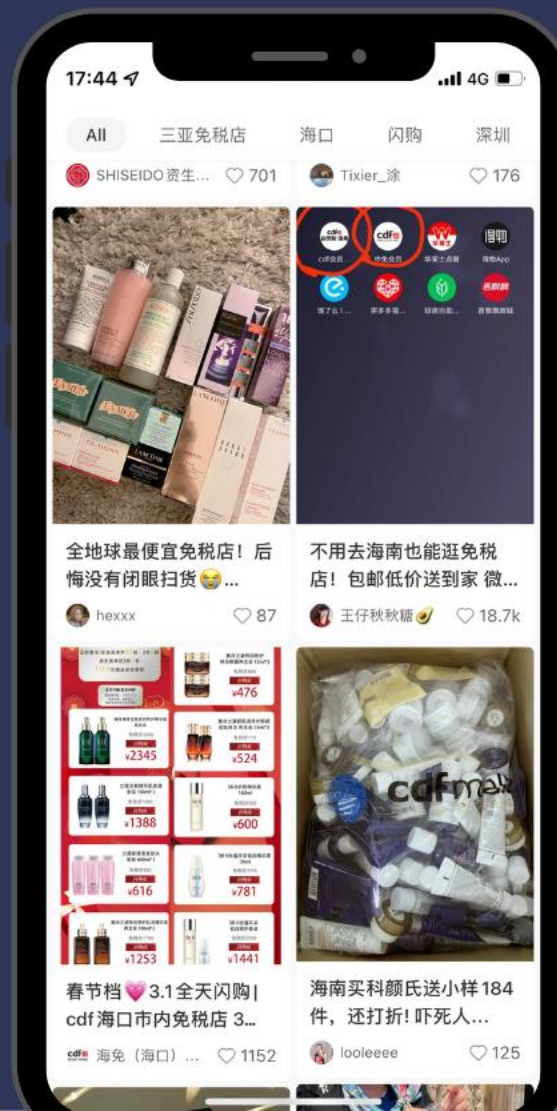
For duty-free retail, most consumers complete all shopping within one day, and must complete purchases within a 6 hour window. So online touchpoints are important.



The "consumption decision" platform in the hearts of young users

43 million+

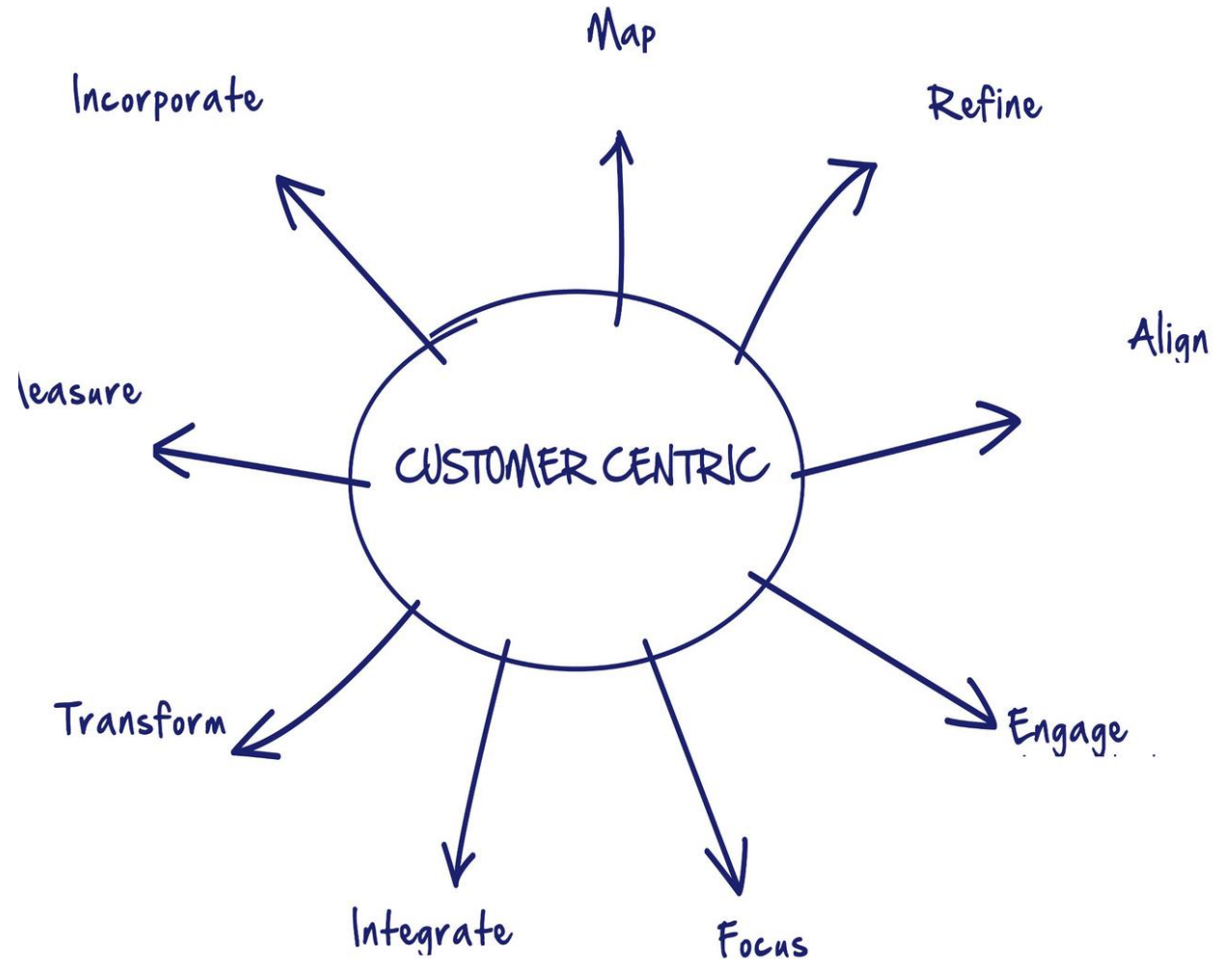
Sharings



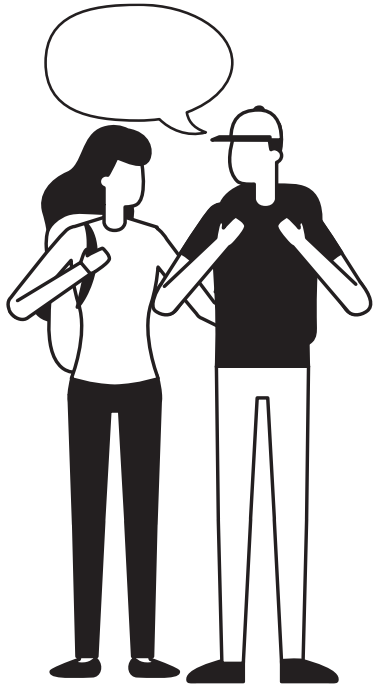
What your consumer looking for...



How can you connect, engage and sell to these sophisticated customers?



More dimensions and deeper added value to brand.

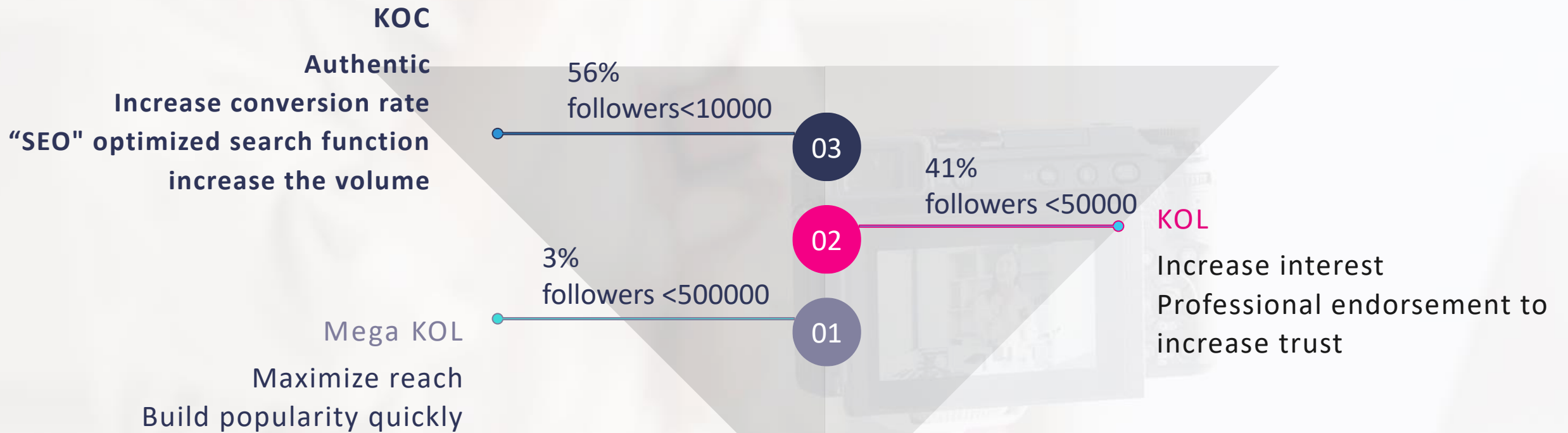


"I will regularly follow KOL's unboxing videos to see what interesting things he has bought. When I want to compare products, the evaluation of pictures and texts is more direct for me."

"KOC's performance is more down-to-earth, and more trustworthy than paid content"



KOL hierarchy





Driving retail sales with Chinese audiences.

Travel retail brand

↗ **143%** of Sales ROI.

↗ **30% increase** in Chinese retail & cosmetics sales year on year.

↗ **2,717,124+** impressions.

Driving engagement with localised content for China.

Fine jewellery and homeware brand.



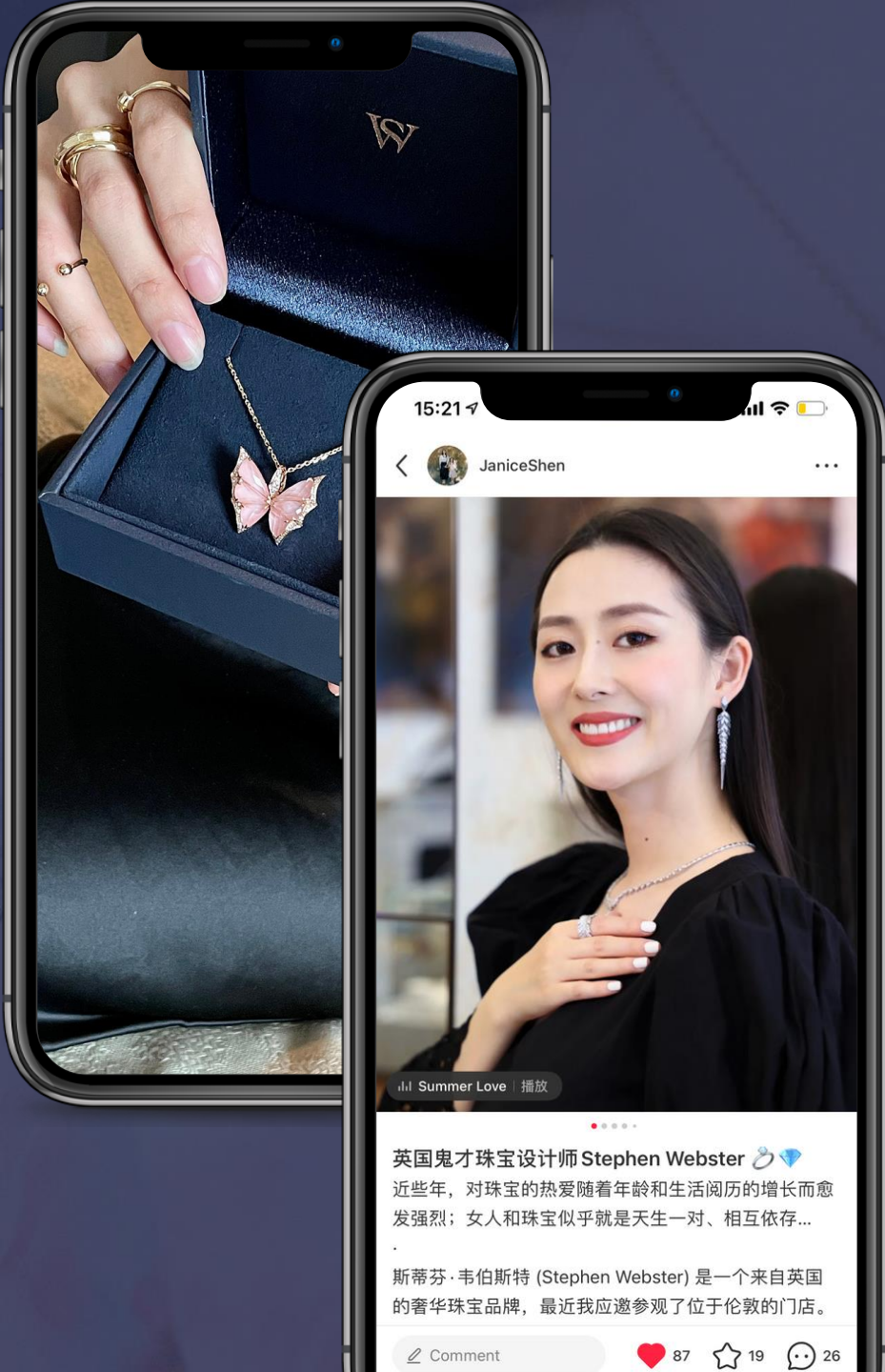
3,750+ engagements and **28.5k+** impressions.



12m+ average media visitors and **21.5k+** press release views.



2,000+ social follower growth.



SUMMARY



Strategic



Customer-centric



Agile



Emerging
Communications

Thank you!

in

info@emergingcomms.com

Or use our enquiry form at:
<https://www.emergingcomms.com/contact-us/>