

WECHAT FOR BRANDS



BY TOTEM MEDIA

THIS IS OUR THIRD UPDATE TO THIS PRESENTATION SINCE WE ORIGINALLY PUBLISHED IT IN 2013. WECHAT HAS MATURED QUICKLY AND IS THE CLEAR-CUT LEADER OF CHINA'S SOCIAL MEDIA SCENE. ITS LEAD OVER WEIBO IS BEYOND RECALL.

DURING CHINESE NEW YEAR 2015 (IN FEB), WECHAT HIT 547 MILLION MONTHLY ACTIVE USERS (MAU) AND NOW HAS 400 MILLION PEOPLE SIGNED UP FOR ITS MOBILE PAYMENTS FUNCTION.

FOR BRANDS, IT HAS BECOME A RELIABLE PLATFORM FOR CUSTOMER ENGAGEMENT, POSTING REGULAR UPDATES, STORIES, VIDEOS. WECHAT HAS TESTED ADVERTISING THROUGH ITS "MOMENTS" FEATURE BUT RESULTS HAVE NOT BEEN ENTHUSIASTIC.

THEREFORE, THE LINK BETWEEN CONTENT AND ECOMMERCE IS BECOMING THE FOCUS FOR BRANDS IN THE MONTHS AHEAD.

WHAT IS WECHAT





The infographic is centered within a rounded square frame. A large teal circle is superimposed on a white square background. Inside the circle, the text 'weCHAT' is at the top in a light grey sans-serif font. Below it, 'IS CHINA'S' is in a smaller black font, followed by 'MOBILE SOCIAL network' in a larger black font. The number '600' is prominently displayed in the center in a large teal font. Below the number, 'million users' is written in a teal font. At the bottom of the circle, the text 'WeChat Internal Report' and 'Jan, 2014' is in a small grey font.

weCHAT
IS CHINA'S
MOBILE SOCIAL network

600
million users

*WeChat Internal Report
Jan, 2014*

weChat has

Taken over as China's primary social network

weChat

600_m
users
Jan 2014

549_m
monthly active
users
Mar 2015

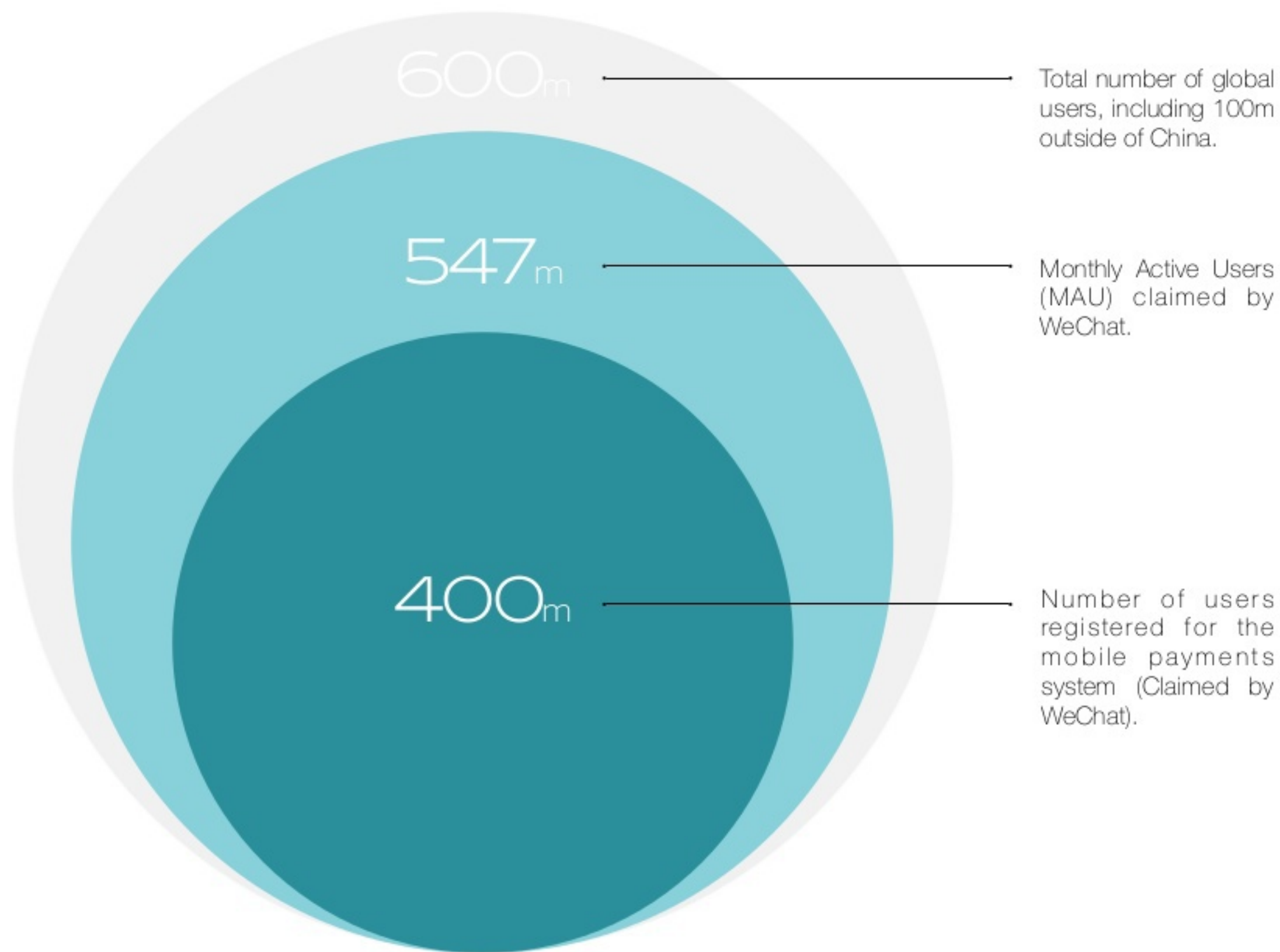


weibo

556_m
users
Apr 2014

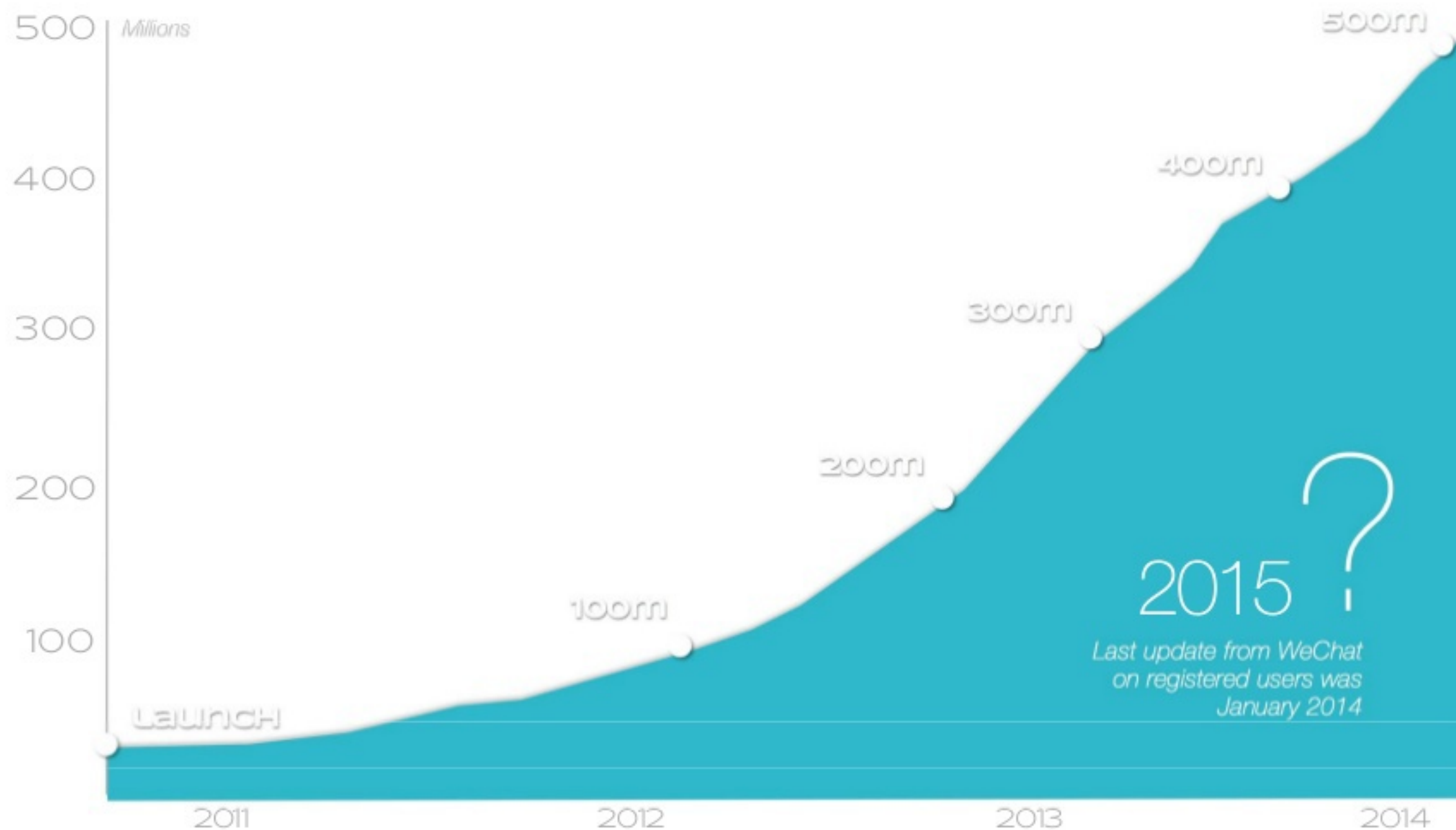
198_m
monthly active
users
Mar 2015

User Breakdown



Growth Trajectory

Total users inside of China



CNNIC February 2015: China mobile internet users total 557million. Are they really all on WeChat???

Access to WeChat

China x Global



**LINKED TO ALL OF
TENCENT'S SOCIAL
media - Ozone -
600m+ active
users:**

QQ (IM)
Tencent Weibo
email



**available in over
200 countries in
over 20
languages**



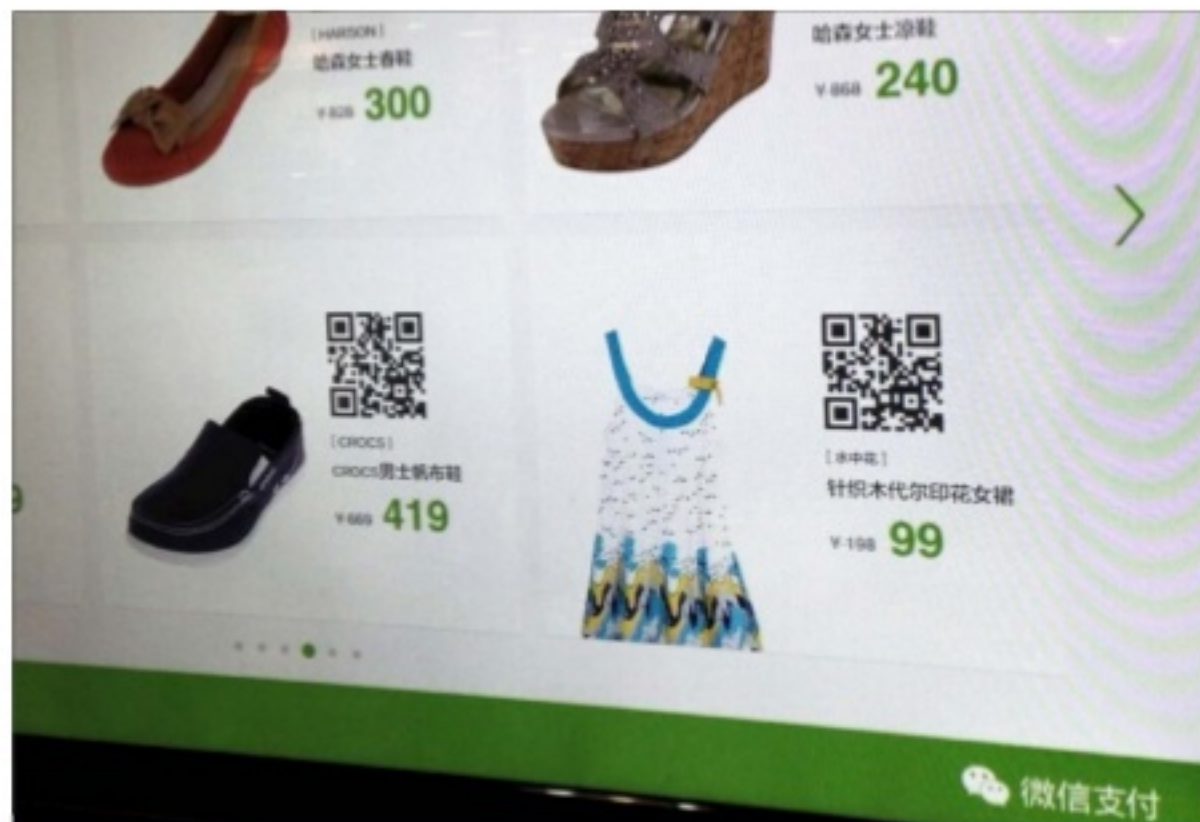
**accessible on
all mobile OS:**

iOS
android
Symbian
BlackBerry
Windows

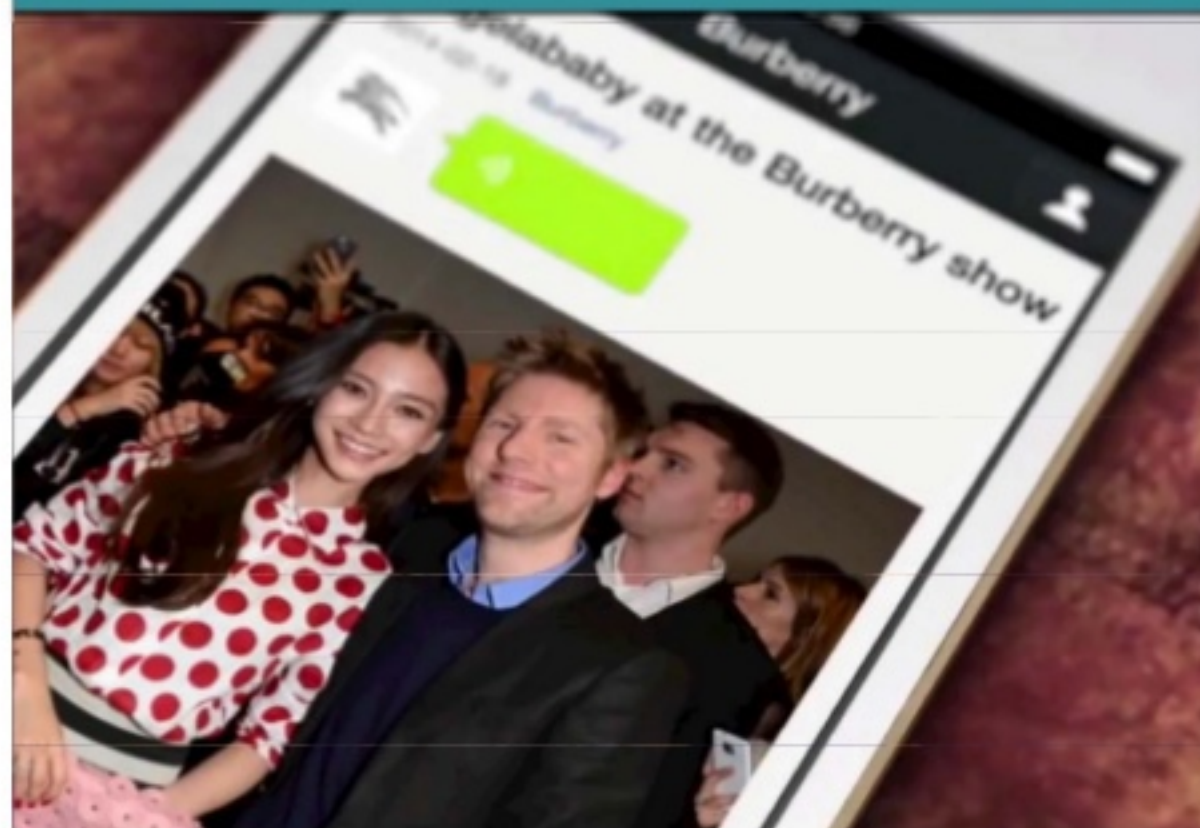


wechat is more THAN JUST a social app.
IT'S a COMPLETE ecosystem.





messaging - content - commerce



WeChat Key Functions

Messaging - Content - Commerce

Chat/IM (Voice/Text)

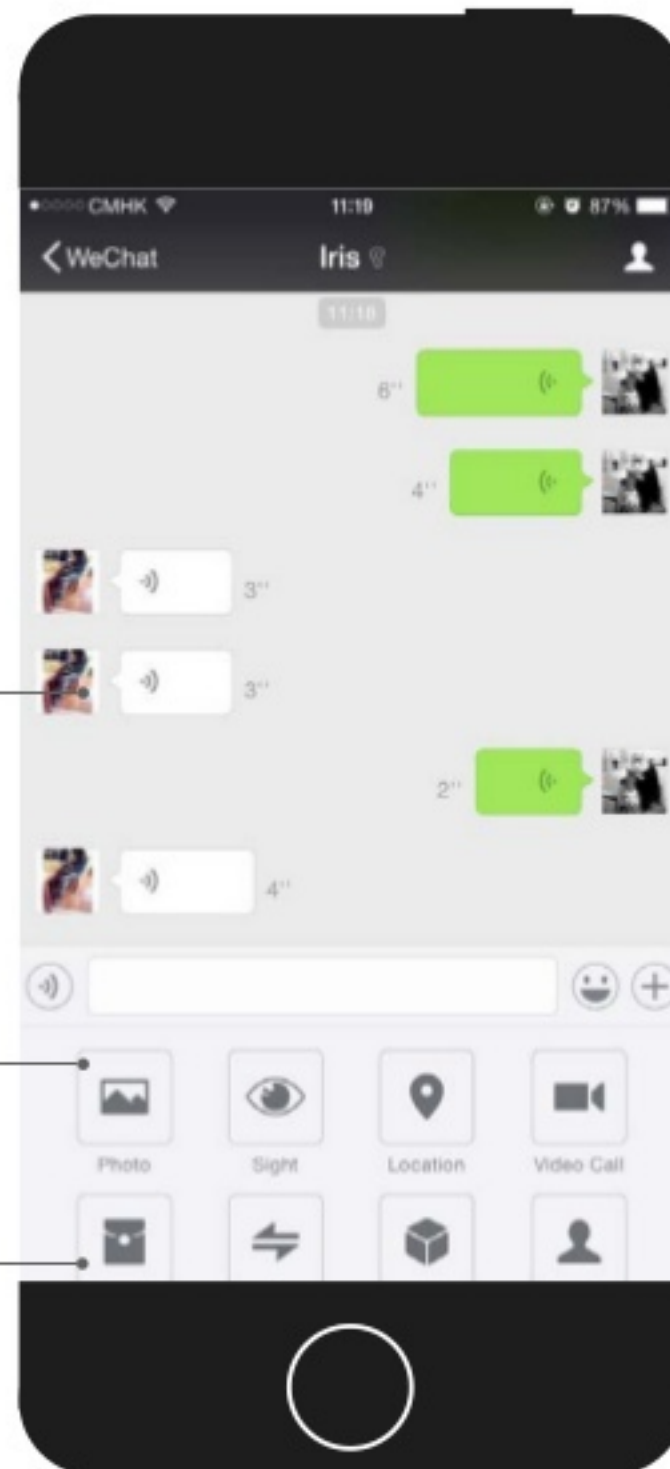
One-to-one
One-to-many

Sharing

Pictures/Video
Locations
Business details

Payment

Lucky Money
Transfer



Discover

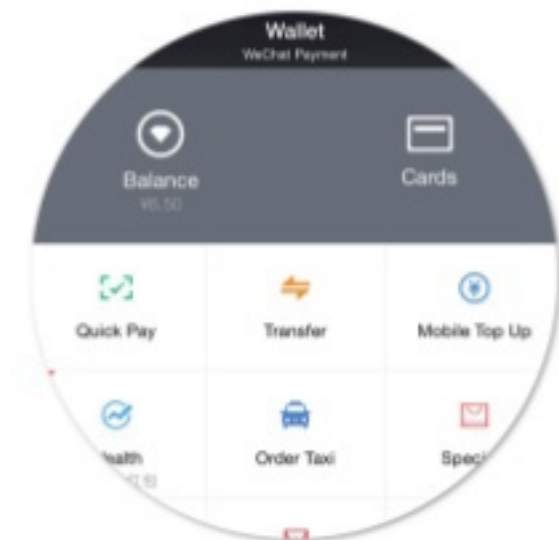
QR Code: Offline-to-online

Look around: New friends in area

Shake: contact exchange (intro)

Drift Bottle: 'discover' a message

Games: Mobile social games

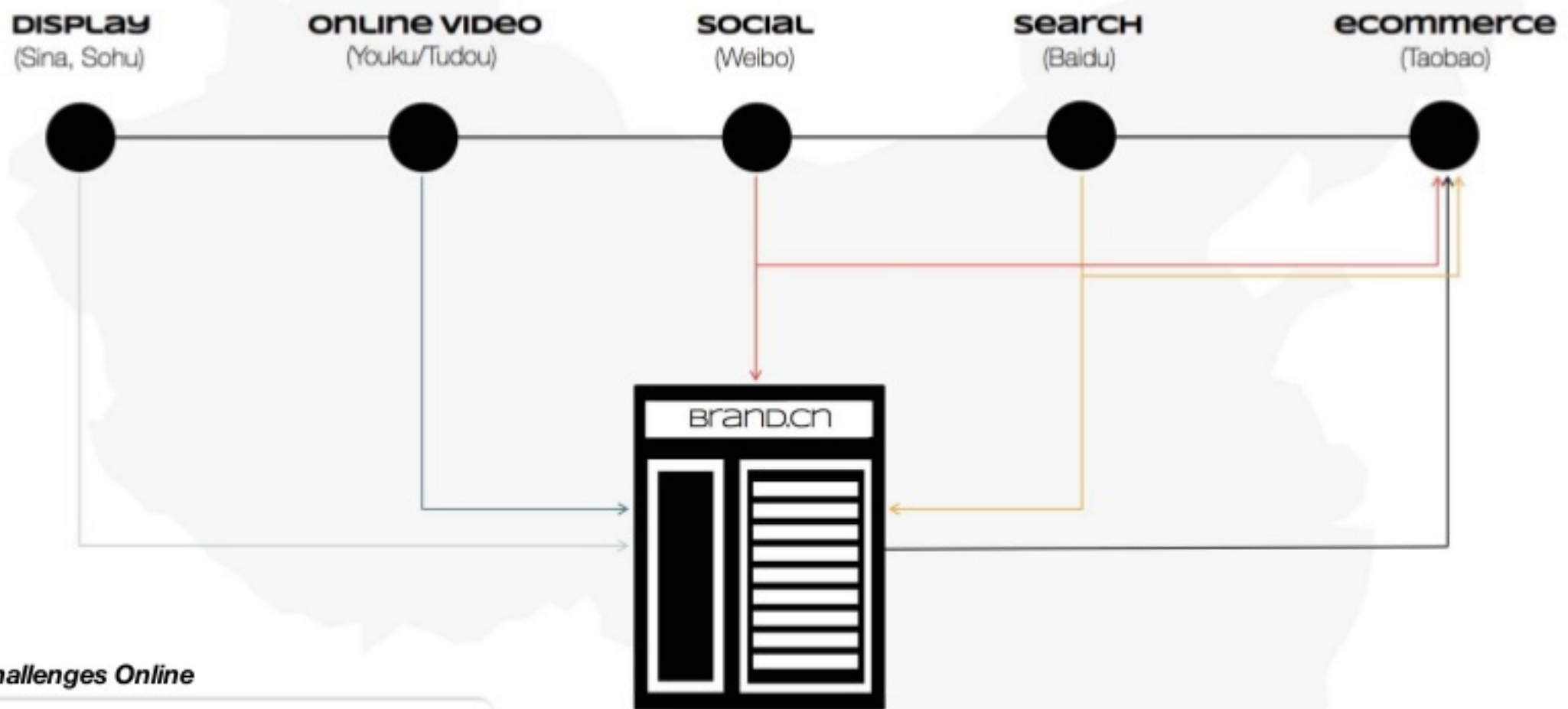


Ecommerce

Shopping, group-purchase, gifts,
movie tickets, bill-split, taxi
reservations...

China Online Ecosystem

Fragmented, complex user journeys



Challenges Online

Weibo - users have moved on

Ecommerce - most sales flow through Taobao

Display - limited RTB, poor quality data

Baidu - effectiveness in decline



WeChat Ecosystem

Shorter, simpler paths





IT'S A VERY TIGHT LINK BETWEEN
CONTENT AND COMMERCE.





We first established an account on WeChat in June 2013 and have had really good traction so far. Our WeChat fanbase grew very rapidly and it drives really good traffic to our ecommerce site as well. **It's actually one of the first times that we've seen a social site driving a large number of ecommerce sales.**

Julien Chiavassa, Digital Head APAC for Clarins



WHO USES IT



Who Uses WeChat

And How Often They Use It

registered
users

600m

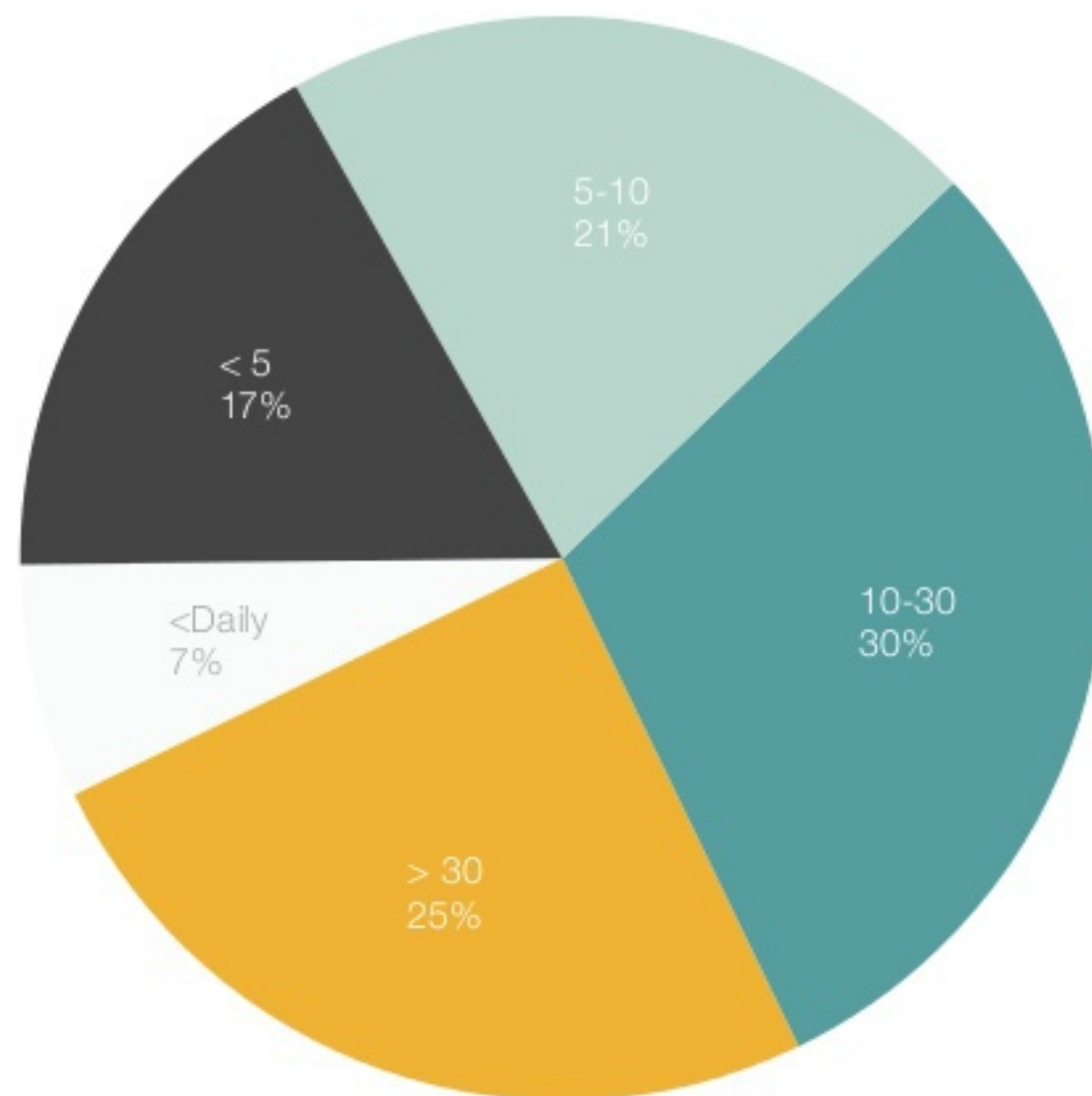
64
male

:

36
female

400m
mobile payment
users

DAILY ACTIVE USERS
number of times used per day



Friend Focused

Tighter connections than Weibo

SHaring: 1-TO-1, one-TO-many



Private “Groups” built around social/interests.

“Moments” Personal photo album & timeline shared openly to all connections.



Where Weibo is more focused on a top-down stream of messaging, WeChat is more focused on sharing between closer (private) connections

As a friend focused social network, WeChat offers less “reach” for marketers at the moment. However, if brands can build a following on WeChat, the quality of “members” is likely to be better.

The tight link between content, service and ecommerce makes WeChat a very strong CRM system for brands.

Celebrities & KOLs

Key players in Content x Audiences

Celebrities and KOLs are playing an increasingly important role for brands. KOLs are now pivotal in helping branded accounts build follower numbers.



At the same time, there are some incredibly interesting efforts being built around celebrities. Chen Kun, a famous Chinese actor, rolled out a premium service last year.

By subscribing to Chen's account fans get access to photos, songs, e-books and even "good night" voice messages from him. The RMB18/month subscription account reportedly collected RMB7 million on the day it went live.



Like all other social media in China, celebrities have been among the early adopters with WeChat. It's widely acknowledged that Weibo's early success was very much a result of celebrity contributions.

Unlike Weibo however, the rapid growth of WeChat has not been "top down" - its been more of a groundswell.



GETTING SET UP



Choosing an Account

Two main account types

SUBSCRIPTION accounts



Subscription Accounts are designed for brands to share updates with audiences, with a limit of one "push message" per day. Its purpose is to mirror the social awareness building activities that take place in Weibo. Very few additional functions can be added.

service accounts



Service Accounts offer brands the opportunity to add many more features and functions, including customer response, sales/payments, bookings...etc. Service Accounts are more flexible but are limited in terms of content sharing to four "push messages" per month.



Attracting Followers

How Brands Build-up Accounts

1



Audiences scan QR from
Offline (Shop) or from Online
(Brand Site, Weibo...).

2



Searching for the
Brand/Account
name.

3



Via an LBS search
for Loyalty (Branded)
Account.

4

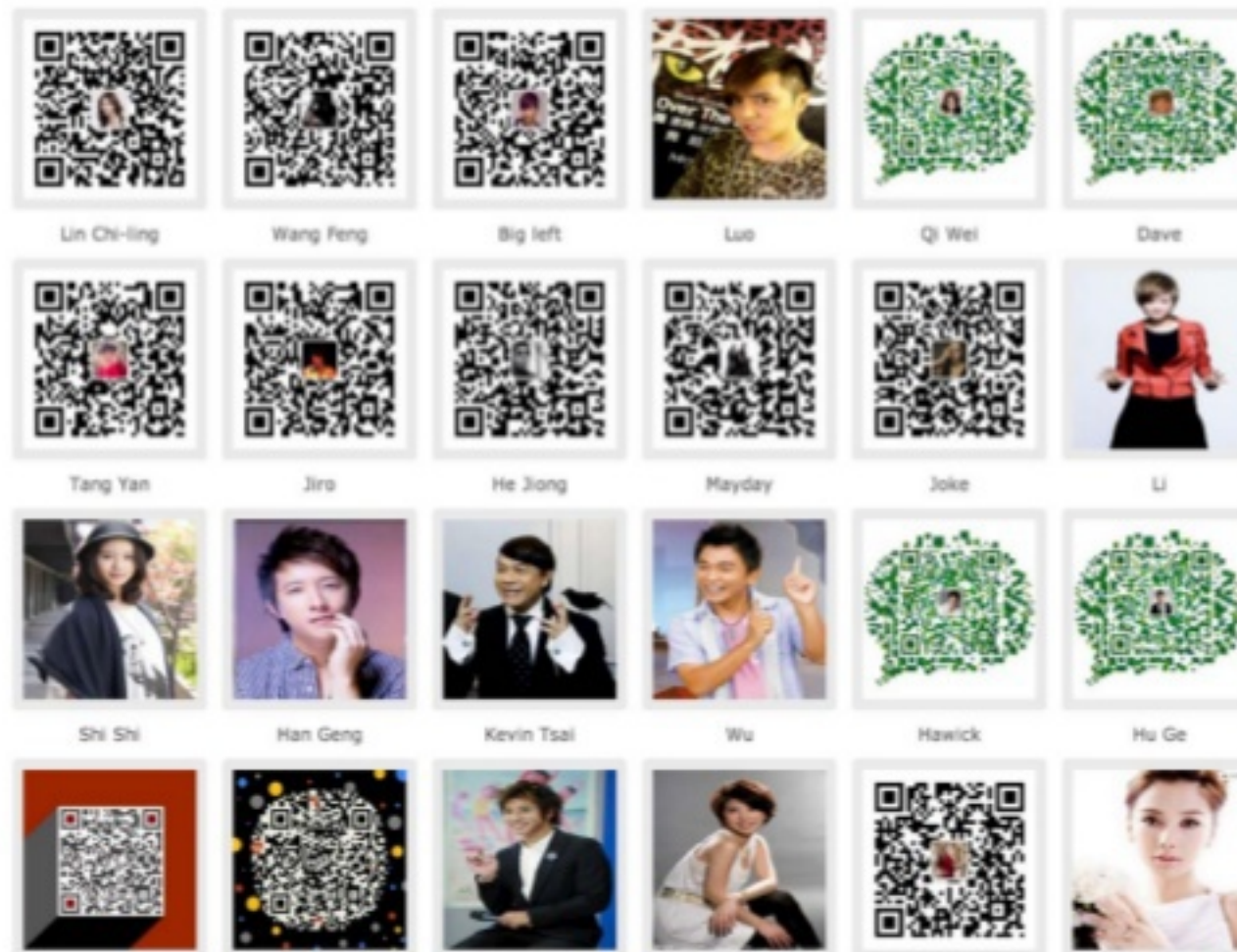


By referral/recommendation
by friends, influencers and
KOLs.



Using KOL/Influencers

To Build Brand Accounts



WeChat is quickly following a similar path as Weibo before it, in the use of KOLs (Key Opinion Leaders) to support the growth of branded accounts - helping brands to increase follower count.

There are two main ways to identify KOLs and evaluate them for endorsements and seeding of branded content:

1. Identify public accounts in different categories run by agencies.
2. Identify KOLs with large followings on Sina Weibo and/or Tencent Weibo. This provides a reasonable insight into the likely follower numbers in WeChat for accounts which are not public.

Typically, the second way is more effective, as personal accounts have more loyal and connected followers, who are more likely to share content to their "Moments."



HOW BRANDS USE IT

(Case Studies)



01

Brand accounts

As with most other social media (Facebook, Weibo...), most efforts by brands have gone into creating branded spaces to share content and provide information.

Brands distribute stories, memes, infographics and audio ...do Q&A with authorities and celebrities.

Brand: Cadillac

Auto: Branded Stories about Heritage of the Company

Challenge: Cadillac has had a consistent effort to create awareness about its American heritage, by sharing a multitude of stories about the classic "Route 66." The effort has focused on story telling about the people, places and history of the route.

Summary: For its latest effort, Cadillac created a series of mini-documentaries featuring "Route 66" with a focus on the Cadillac "SRX."

Online, there was there was series of five 24 minute episodes covering the journey along "Route 66." On WeChat, a special HTML5 page was setup featuring each stage of the journey, with director's notes and special information about the locations.



SRX "Route 66" Travel Journal - Day by day account of the trip across the historic motorway.



Brand: Burberry

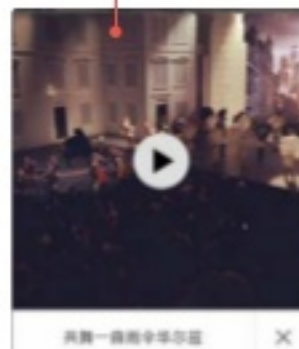
Luxury Fashion: Exclusive Access Thru WeChat

Challenge: In 2014, Burberry held one of the largest events ever by a luxury brand in Shanghai, with a massive music performance representing its roots as a brand from London. While thousands of VIPs attended the event, Burberry wanted to give access to a larger group of people online, through WeChat.

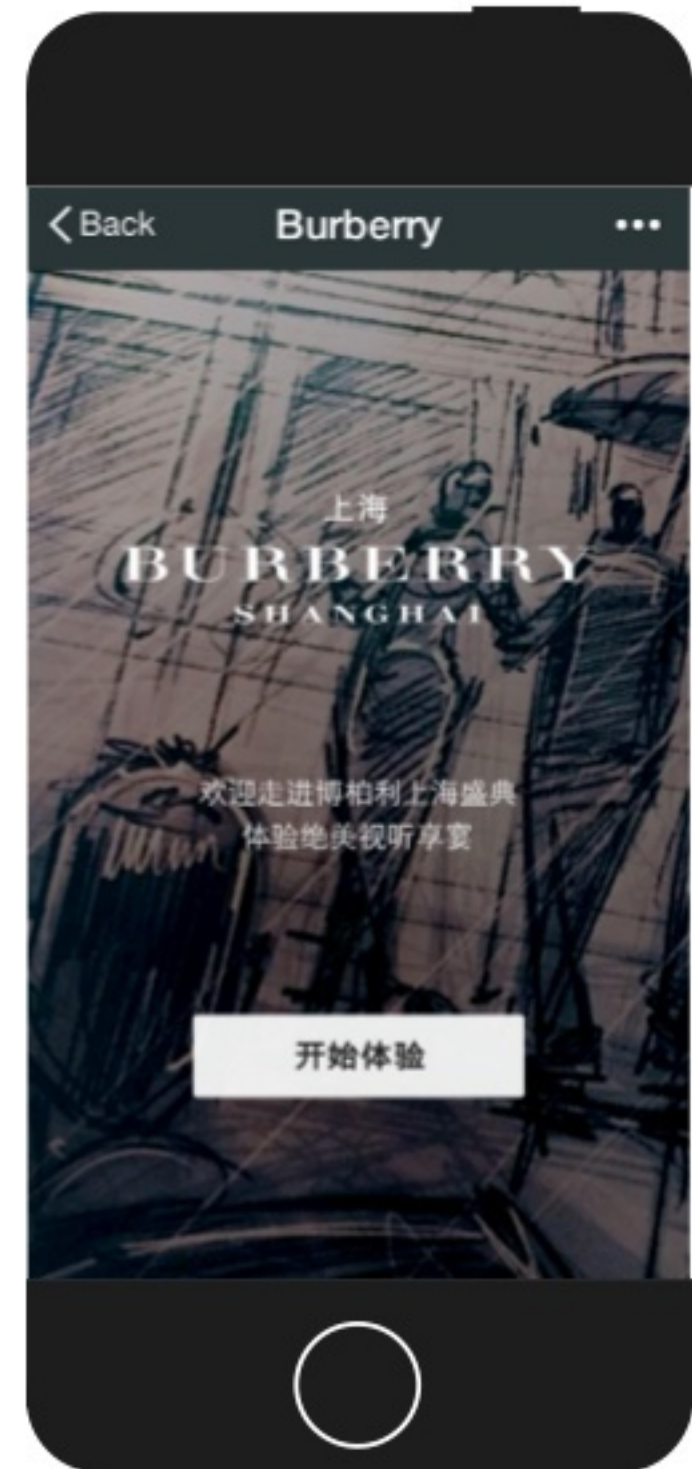
Summary: Burberry setup a special interactive HTML5 page, to allow people following online the opportunity to view the entire performance on their mobile phones. It featured a full 360 degree (augmented reality) view of the show. With the approach, they dramatically amplified the attendance of the event.



Panning the phone, audiences can see a full 360 image of the performance - with all four acts featured.



Including links to special features - video closeups, stories and details



Brand: Glico

Snack Foods: Fun & Games for Peer-to-peer Sharing

Challenge: The Glico "Happy Box" campaign is an ongoing effort to build following with audiences through WeChat - and includes digital interactions and O2O links.

Summary: Glico built a special HTML5 site for users to create cartoon avatars and add funny voice messages. The customized messages/avatars could then be sent to friends in the form of a package (box), to be digitally unwrapped.

The campaign ran for 2 weeks during June (including special messages for "Father's Day"). To encourage participation, Glico gave away 100 gift packs and invitations to offline events as prizes. It created a lot of social buzz as a fun way to get a laugh and make somebody "happy."



1. DIY your avatar

2. Record message & choose template

3. Share to friends

4. Special edition for Fathers' Day



02

customer service

After content, the second most applied strategy on WeChat is in providing customer service and support.

At the moment, most of this service/support is automated (providing balances, bookings) but there clearly is an opportunity for brands to distinguish themselves with more hands-on, customized support.

customer service

Branded Loyalty Cards

1

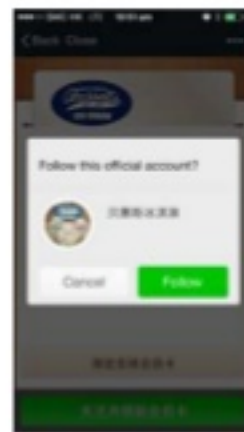


WeChat ID: qqicard

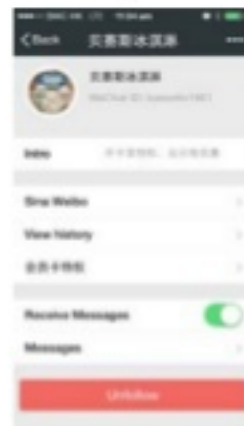


Search for Branded Loyalty Cards by Location or Name.

2



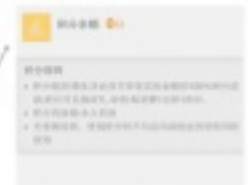
Signing up for Loyalty Card automatically enrolls the user in the Brand's other "Accounts"



3



Reward Points



Coupons/Others



Personal Info



Registration



Payments



Store Finder



Loyalty Cards: have become a low priority for WeChat. The focal point for brands on WeChat is through the master "Brand Account" and not thru supplemental accounts like this for Loyalty.

Brand: Tesla

Auto: Immersive, Virtual Experiences as Answers

Challenge: Educating consumers about Tesla's functions and design in an easy to understand way?

Summary: Using a series of immersive HTML5 pages in WeChat, Tesla gave "would be buyers" the opportunity to get a feel for what using the car would be like, helping to answer key questions about how things work (charging time, energy consumption...), together with very detailed journeys through the car.

The experiences created through the applications aim to simulate experiences and make answers more fun, more high-tech.



View from inside

Charge Time Calculator

Charger map

Energy-Saving
Comparison



Brand: China Southern Airlines

Travel: Air ticketing and service at all stages of trip

Challenge: To provide attentive and detailed customer service through its WeChat interface - at right time, place - throughout a journey.

Summary: The interface includes functions for (a)booking flights, (b)check-ins, luggage service and hotel support, (c)related membership issues. They have found ways to support at all stages of the trip - pre, during and post. Users can even use the voice messaging function to get feedback.

China Southern has become one of the best service accounts in WeChat. Within 10 months after launch, it has attracted over 1 million followers.



Check-in

Children Service

Binding with your
WeChat

Audio message



Brand: Nuan Wo

Pets Services: A concierge for dogs ;)

Challenge: Available to pet owners in Shanghai, Nuan Wo, has started a service to help busy people in taking care of their favorite pets.

Summary: Nuan Wo uses WeChat as its key platform to provide "concierge services" for pets. They have created a special directory of pet trainers, groomers, etc, where interested "pet owners" can view a profile and contact them directly. The company is the first in the category to provide this service and has already attracted the interest of 10,000+ users/followers.



Offline activities are often held as get-togethers for pets, pet owners for training and playing.



03

OFFLINE-TO-online

As a mobile, social network, WeChat enables strong connections between online-to-offline (and reverse), at scale.

Location based (LBS) in WeChat offers the potential to; (1) Drive and track retail footfall, (2) Encourage attendance at events/locations, (3) Collect offline audiences to online (for online CRM).

online TO OFFLINE

Dianping further integrated in WeChat



Challenge: In order to improve the access to location-based search and drive more online to offline search, WeChat has made Dianping more accessible.

Summary: Tencent-invested "Dianping" (China's top LBS rating/review application) has been integrated into the main SEARCH function on WeChat, allowing customers to do location-specific searches for restaurants, entertainment and other venues nearby.

Some brands even optimize consumption experience by giving users some incentives (coupons, discount...)

Brand: Olay

Beauty: Olay & Didi "Beauty Car"

Challenge: To celebrate women on Mother's Day, Olay teamed up with "Didi Da Che" (call taxi app), to offer free skincare assessments at any Olay retail counters in Beijing, Shanghai and Guangzhou. Qualifying customers got a free ride to Olay's counter by "Didi Da Che."

Summary: By reserving through the co-branded application on WeChat, women in Beijing, Shanghai & Guangzhou were given a coupon for RMB100 free taxi ride by "Didi Call Taxi" to the nearest Olay location for a free skin test. It's part of a larger effort by Olay to help celebrate beauty.



A "Didi Call Taxi" with campaign ad on car



On-boarding thru QR code



Brand: La Perle

Retail/Shopping: Moving customers from Online to Offline

Challenge: In order to counteract the movement of customers from offline to online, luxury shopping mall, La Perle in Guangzhou, has developed a smart WeChat linked app.

Summary: Every month, La Perle features products from its tenants, helping to bring online audiences back to malls for offline purchase.

From the 8th to 18th every month, select products are featured on the La Perle's WeChat account. During the monthly campaign, users find the products they want ...pre-order ...and then have 24 hours to go to the mall for pickup - enjoying discounts of up-to 50%. A flash sales element creates urgency to participate.



1. Follow official account and sign-in
2. Make reservation (order) of product
3. Pay in store within 24 hours after order



04



Payments (sales)

WeChat has embedded a robust payments function into its platform, allowing brands to drive ecommerce from “accounts”, allowing consumers to pay for a multitude of products and services.

As of Feb 2015, WeChat has 400 million users who have signed up for its mobile payments system.

Payments (sales)

Types of Payment

Group Sales



QQ Tuangou

Pre-Order



Pacific Coffee

Offline Payments



Scan & Pay thru "Loyalty Card."

Brand Shop



Xiaomi

3rd Party "Malls"



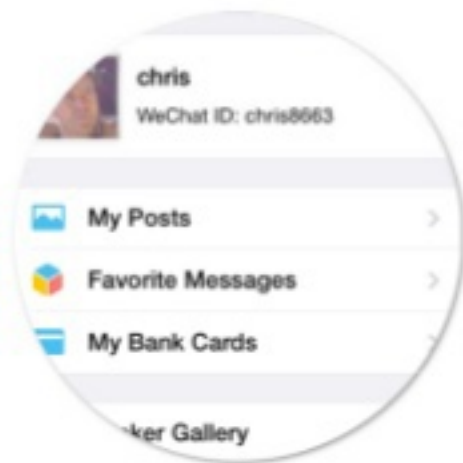
Dangdang



Payments (sales)

Mobile Wallet - Sales Channels

Access to Tencent sales channels conveniently located next to "Bank Cards"

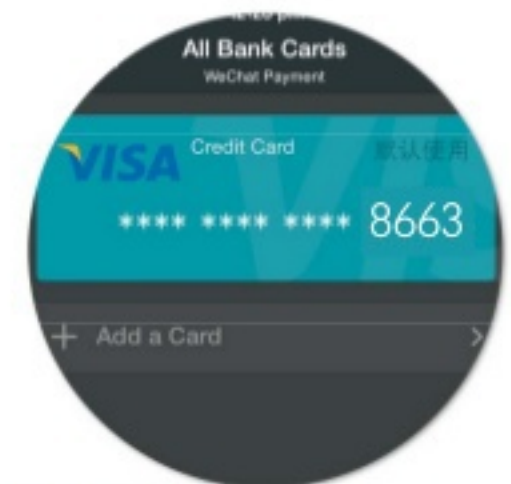
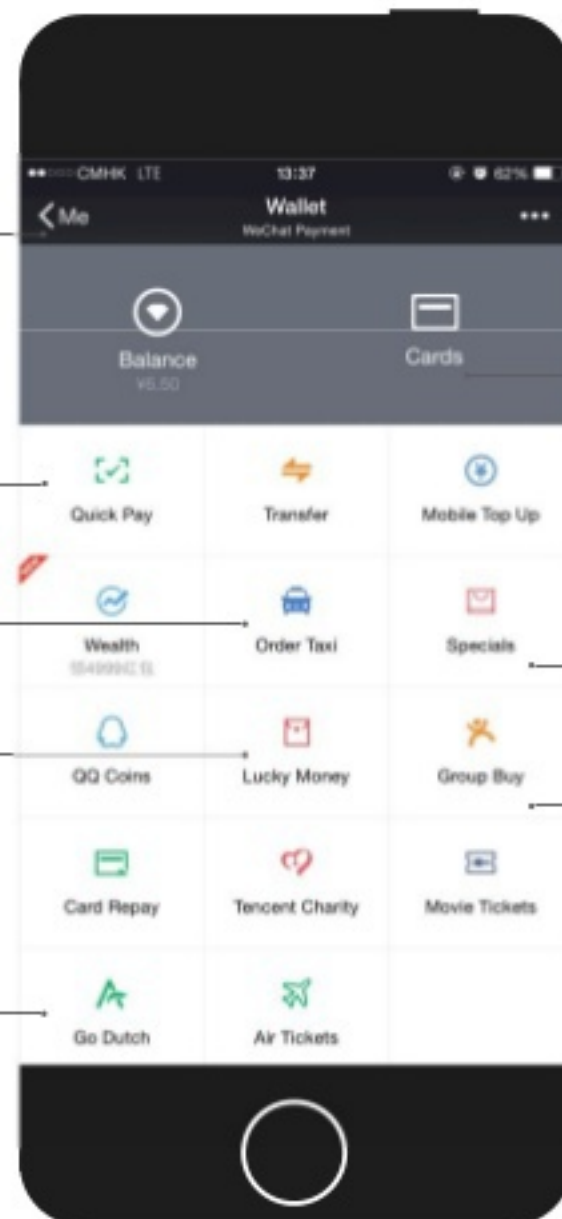


Payment
Quick Pay, Transfer

Order Taxi
Cooperated with Didi Call Taxi

Red Pocket "Hong Bao"
Giving/exchanging money

Go Dutch
Split the cheque



Link Payments to:

Chinese Bank Cards (Debit)
Chinese Credit Cards
Tenpay/WePay
Int. Credit Cards (Visa, MC...)

WeChat Shopping Mall

Linked to www.yixun.com

Group Buy

LBS in various categories

Brand: Xiaomi

Electronics: "Snap-up" flash sales campaigns

Challenge: Xiaomi has a famous "online only" sales model using flash sales events for both marketing and sales purposes.

Summary: Xiaomi has made its online flash sales into big marketing events and fun experiences for consumers. Using WeChat for the sales events, Xiaomi creates a game of; (A)Waiting for alerts about the "Snap-up", (B)Getting reservations for time-sales slots, (C)Playing games for further discounts ...keeping audiences engaged at every step with fun content.



1.

Products are available for one day only at select times (12:00 - 14:00 - 16:00...) with a quota at each time



2.

Play games to win further discounts



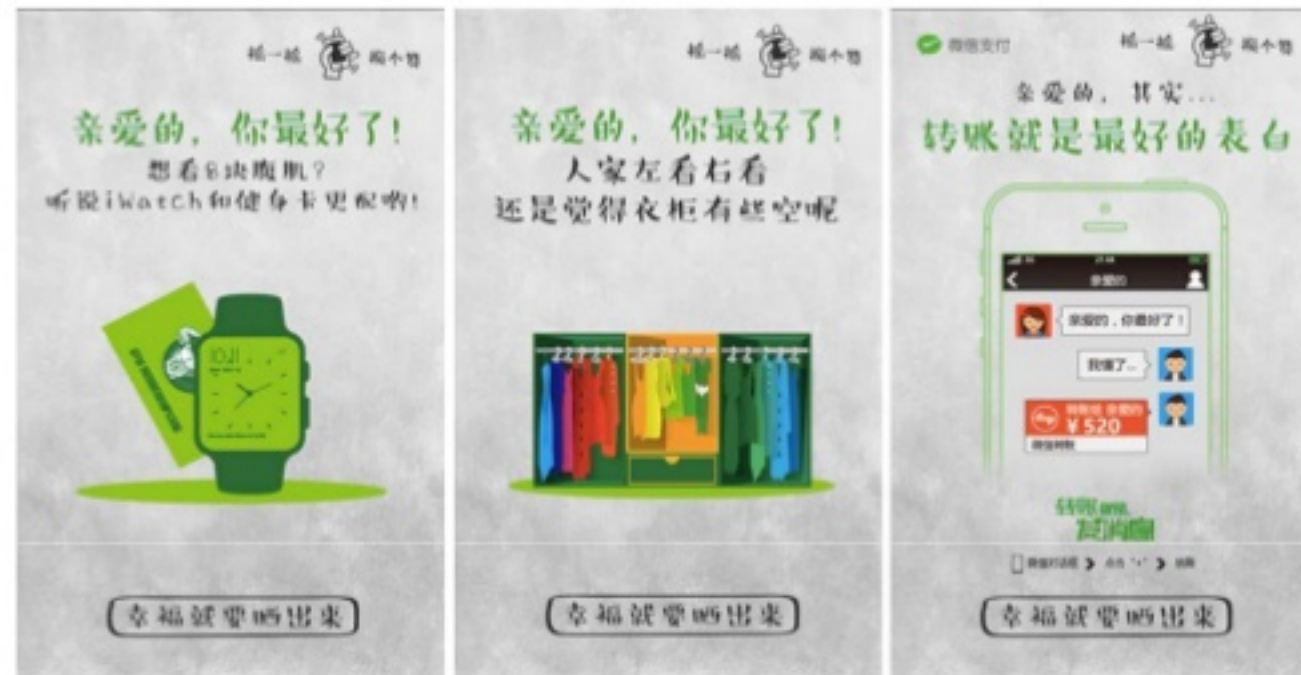
Brand: WeChat

Media: Driving new registrations to mobile payments system

Challenge: Encourage more users to use WeChat payment

Summary: On May 20th, WeChat payment held a campaign named "Transfer is message", calling on users to transfer money to those who you love instead just using words ...to share a sentiment.

On that day, RMB400m lucky money was transferred. The most popular transfer sums were "RMB5.20" & "RMB13.14" ...expressing the sentiments of "I love you" and "All my life, together with you."



Proposed scenarios by WeChat ...to encourage users to share/send lucky money.



05

“PUSH” advertising

Early in 2015 WeChat launched its “push” advertising offering to brands with a select few, high-profile companies, including BMW, Coca Cola and

The ads were sent to targeted audience segments through its “moments” function, directly into audiences’ social stream (much like paid ads on Facebook).

"PUSH" advertising

Ads into "Moments" Stream



Ad Details:

Detailed info will be shown here, usually it's a H5 page.



宝马中国

越是期待已久，越是如期而至。

[查看详情](#)



12分钟前

👉 立哥, 贝壳, 姜磊, 橙子, 施小K, 王永泽, 宁波小厨生, 江瑾, coldair, 惠航, sammi, 许巍, 高博, 朱全顺

张永华: 买哪部好呢?

全俊树: 我要i8 🤔

贝壳: 终于来了

大山: 投放很精准啊, 明儿去买个i8

梁梁儿_: 🤔🤔🤔

Mr.Blue: 又是广告 🤔

橙子: 没收到vivo

冯展俊: 终于看到广告.....但为啥有人是vivo~

Moments Ads: are pushed directly into users' social stream. For the launch, 50 brands were selected for the trial. Ads in "moments" are charged on a CPM basis, with detailed audience targeting options.

Promoted:

All ads will be shown as promoted to WeChat users. Users can choose to hide those ads as "Uninterested" if they don't like them.

Pictures

Supports at most 9 pictures. Click to zoom

Engagement

Comments & Likes of all your WeChat friends will be shown here.

"PUSH" advertising

Display Ads inside Public Posts



Text + Image

Image

Text link

"Follow" Card

"Download" Card

Display ads: are also offered, and at lower costs than the "moments" ads. The display ad units are presented at the bottom of popular, verified posts/accounts - with 7,000 participating accounts on offer. They are charged to advertisers on a CPM/CPC basis, and estimated, average click thru rates are 2%.

OPPORTUNITIES FOR BRANDS

1. Content

Content remains the most important opportunity for brands. Creating a steady dialogue with customers (and would-be customers), brands can keep customers informed about new products, offers and rewards. More importantly, by creating quality content FOR audiences, brands can create a sense of “insider knowledge” and true loyalty. Accounts built on strong content are the fuel for all activities instigated from WeChat.

2. Research, Focus-Groups

Brands and agencies are using “Chat” and “Walkie Talkie” features to conduct focus groups and surveys with target customers...in real-time as audiences go thru regular routines. It's a lot more powerful to ask someone a question at the right time and place. WeChat puts questions into context for brands.

3. O2O & LBS

WeChat is a great tool to link online & offline together and manage CRM. There are really interesting opportunities to do “popup” retail, flash sales and product trials ...alerting followers nearby to attend on a moment's notice. And with payments inside WeChat, retail doesn't need to be linked to a traditional retail location.

4. Selling thru WeChat

Payments systems have been set-up inside of WeChat and that makes it a (potentially) very powerful channel for sales - linking social, CRM and ecommerce together into one tight ecosystem. A friend's purchase recommendation is only a couple clicks away from transaction point.

TOTem media



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