



## Design Shanghai 9-12 March 2016

### Annual Trade event launched in 2014

Design Shanghai is the most successful design trade launched in China to date. Design Shanghai is **Asia's leading international design event**, breaking new ground and setting a precedent in China's ever-growing design community. Showcasing the best design brands and galleries from across the globe, Design Shanghai provides a unique and exciting platform to network, exchange and establish long-term business relations with **Asia's top architects, interior designers, property developers, retailers, collectors and private buyers**.

In its third year, Design Shanghai has fast earned its position alongside the most established design events in the world, and become one of the must-see events in the international design calendar.

Design Shanghai 2016 presented **350 participating brands and galleries from 29 countries, with 133% increase of 2014**. Alongside the exhibition, the show boasted impressive and curatorial features with prolific international designers and artists, as well as a varied programme of networking events, offering visitors a unique design experience.

The event welcomed **46,129 visitors from 73 countries, 15% increase from 2015**. The visitors were mainly from Mainland China, but with an increasing number of visitors from United States, South Korea, Japan, Italy, Germany, France, Singapore, Denmark, United Kingdom and Australia. Among the visitors, **71.87% were trade and VIP visitors, 2.19% were journalists**. The show received **1024 pieces of press coverage reaching 56.18 million design professionals internationally** (as of 7<sup>th</sup> April 2016, one month after the show).

Design Shanghai is the first design trade show in Shanghai to charge visitors for entry with the price of £20/day entry or £60/four-day entry. **The percentage of paying visitors was 56.19%**.

#### Aims and Objectives

- ✓ To position Design Shanghai as the first significant gathering of global design brands ever seen in China.
- ✓ To position Design Shanghai as the quality platform for international designers and brands entering China's rapidly growing market.
- ✓ To break the long-lasting tradition in China that trade show is free for visiting – we only wanted professional attending the exhibition to add more value to the exhibitors
- ✓ To stop touts selling fake tickets on the streets outside the exhibition.
- ✓ To reach targeted visitors in China and in Asia Pacific regions, like Japan, Korea, Australia and Singapore

#### Challenges

- ✓ **All tickets paid for:** This was the first year we charged for ALL tickets apart from VIP tickets that were carefully targeted. 2015 advance was free, so it was a challenge to get everyone to pay which we successfully did. This was to secure a professional
- ✓ **Break the tradition:** Design Shanghai is the first show in China to charge visitors to enter the show, which raised a big debate either internally and in the market.
- ✓ **Social media is heavily regulated:** Google, Facebook and Twitter are banned in China. Broadcast media and advertising are also regulated.
- ✓ **Lack of data:** The data collection system in China is historically poor. A&D professionals are not asked to pre-register for other design events.
- ✓ **Cultural barriers:** There were language barrier and time differences, thus Design Shanghai team had to learn completely new social media channels (WeChat and Weibo).



- ✓ **Low budget:** We have been allocated a relatively low marketing budget (£140,000) to execute the entire marketing and PR campaign internationally.

### **Competitive landscape**

Internationally, the main competitors are **Salone del Mobile** in Milan and **M&O Singapore**. Domestically, there are established design events like **Furniture China, Messe Frankfurt's Lifestyle Interior Show Shanghai, HOTELEX Shanghai, Architect@work, Shenzhen Furniture Fair, Art Basel Hong kong** and so on. Meanwhile, more emerging design and art events are launched since 2014, including **Design Beijing, West Bund Art and Design Fair, Shanghai Art and Design Exhibition and Art021**. More established international design events are looking to step into China's market, **Salone del Mobile, D&AD, Red Dot and V&A** are among the big names.

Previous Design events in Shanghai had failed to engage with the architect and designer/design communities, lacking focus and content. Through marketing, Design Shanghai was able to position itself as a unique offering of the most important design brands across the globe coupled with inspiring feature content adding value to the event.

Media 10's reputation in Europe and its sound understanding of China's market were key drivers in assembling the largest gathering of international design brands ever seen in China. However, there was a significant pioneering attitude among the exhibitors venturing into a territory they were historically nervous about. After three-year of the show, Design Shanghai has already positioned itself as the best design event in Asia.

### **Key strategies to success**

- ✓ **Mobile registration app integrated in WeChat**, the most popular mobile-based instant messaging tool in China. This function allows visitors to register easily on mobile, to share with their colleagues and friends, to send invites up to 10 new visitors, to pop-up their registration confirmation at any time. This was linked to a **QR code** so visitors could register in the queue instantly and walk straight in through the photogates. **This is a revolutionary way to register and pay for a ticket to a trade show and is being rolled out at many more exhibitions that Info Salons do now, with Design Shanghai being the first to do this.**
- ✓ **Photogates:** The biggest problem we had was losing revenue to touts on the street selling fake tickets for the first two years. We have now managed to completely eradicate the touts and overcome this loss of revenue by installing photogates which means every exhibitor/visitor gets their photo taken on entry and then if that badge/ticket is used again it has to match the stored photo. If it didn't then they would be sent away and would have to buy a legitimate ticket. This meant we safeguarded our revenue from ticket sales and actually increased sales by 15% on 2015.
- ✓ **The creation of lead creative** that strengthens the brand identity as an influential, international, cutting-edge and high-end design event in Asia. A 'dragon' was created based on the theme 'The language of design'. The 'dragon' was compiled of a selection of the world's most iconic designs (exhibiting at the show), which was easy to engage with the international design community. So unique was the design that it was quickly adopted by a number of involved brands to promote their own products ranges, and to promote the show.
- ✓ Newly designed website ([www.designshowshanghai.com](http://www.designshowshanghai.com)) to **increase visual engagement** (more images, less copy); Easy to navigate and sufficient information in English and Chinese language; **responsive mobile version website has been created** since over 70% of visitors use mobile to view the website.



- ✓ A dedicated **VIP program** has been set up to target at the KOLs in the design community and affluent design collectors in Asia, attracting 10,000 high-profile VIP visitors. This year we had a concierge service, a fast track entrance, a nice VIP bag, and exclusive entry into the Collectables Hall for VIPs as well as a pick up/ drop off service in Land Rover Range Rovers and Jaguars – our headline sponsor.
- ✓ **Cross-media promotion with carefully planned content** increased the engagement of the design community internationally, including; Facebook, Twitter, Weibo, WeChat, LinkedIn and Instagram.
- ✓ **Comprehensive emails campaign** to communicate with exhibitors, visitors, partners regularly with various calls to action, which were more targeted and personal.
- ✓ **Differentiated PR strategies** were applied in China and internationally to cater for the various press interests, in order to increase the press interests and press coverage.
- ✓ **The partnership marketing** reached highly targeted and optimum profile visitors. The partnership included 11 sponsors, 8 foreign embassies in China, 11 associations and 83 media partners internationally.
- ✓ Successfully set up over **15 evening networking events** alongside the show to help exhibitors to build connections with the local design community.
- ✓ **Promotional events** in London, Beijing and Shanghai to target the key demographics and press.

## **Marketing creativity, innovation and results**

### **Social media**

- ✓ WeChat: daily articles were posted all year round to keep the engagement (33,749 followers)
- ✓ Weibo: 5-8 posts per day to engage with architects and designers (followers 12,494)

### **Thematic**

- ✓ Campaign title 'The Language of Design' formed the backbone of much of the content for the event from exhibitors to the main seminar programme

### **Digital**

- ✓ As series of banners across 83 media partners featuring the event which was seen by over 56.18 million professionals internationally
- ✓ Highly responsive website design scrolled into 3 event sections with multiple news feeds to increase the visual engagement
- ✓ Responsive mobile version of the website was created, over 70% of visitors use their mobiles to view the website.

### **Email**

- ✓ One of the most effective, tailored email campaigns ever executed by Media 10 with ORs at 36.18% (Usually very low in China at approx. 11%).

### **Partnerships**

- ✓ 83 media partnerships reaching over 5 million design professionals worldwide

### **SMS Campaign**



- ✓ SMS campaign to over 500,000 design lovers in China generating over 6,000 CRs to web and social media channels.

#### **Exhibitor**

- ✓ One of the most effective exhibitor engagement programmes with over 90% of exhibitors using social and email marketing about the event.

#### **Phase campaign**

- ✓ Supply of content across all digital channels (SM, Email, and Advertising) to media partners and sponsors synchronised with campaign phases

#### **Satellite events**

- ✓ Set up a series of satellite events to broaden event reach and create a stronger design message across its communities (Events during London Design Festival, Beijing Design Week and Shanghai Design Week).

#### **Event Successes**

**Key to the event's success was attracting the right audience by charging for tickets which meant the engaged/relevant industry professional attended as well as an in-depth understanding how to effectively build awareness in a market that has banned Google, Facebook, Twitter and has a surprisingly poor data as well as heavily regulated broadcast media and advertising. Most importantly, the show's success owned to the full use of the booming local social media tools and the influential media partnership.**

- ✓ 46,129 visitors from 73 countries, 56.19% were paid visitors, and the total visitor number increased by 15% from 2015
- ✓ 71.87% were trade and VIP visitors, 2.19% were journalists (Source: Info Salons)
- ✓ 576,978 unique website views, 129.46% increase from our 2015 event
- ✓ 1,024 pieces of press coverage reaching 56.18 million design professionals internationally. PR value: £14,166,336 increased by 52%
- ✓ WeChat followers showed a 176% increase with 33,749 followers and average views of 5,000 per article
- ✓ Weibo followers increased by 70% to 12,494 followers, the hashtag #designshanghai had 13 million views
- ✓ 20.3 million social media reach internationally
- ✓ 83 media partners across China and internationally, 18% increase from 2015
- ✓ 12 tailored email campaigns reached 5 million design professionals, with ORs at 36.18%
- ✓ 350 participating brands and galleries from 29 countries, with 16% increase from 2015
- ✓ 50% of the exhibitors have confirmed their participation for next year (Figure as of one month after the show)

#### **Testimonials**

*"Design Shanghai is a level of professionalism and internationalism that has not been seen before at similar fairs in China. The organiser has a lot of experience with executing fairs as well as a very comprehensive network within the industry. All of these elements are contributing to a more exclusive and international ambience."* --**Kim Fiedler, Director of HAY APAC**

*"Design Shanghai is very unique, a really good mix of different designers from Asia to Europe and America, so I think there is a really effective mix of design happening here."* --**Kim Thome, Founder of Kim Thome Studio**



*"I think it is really great for young designers to showcase their works to the world. My favourite part about this exhibition is the space, because it is so much different from the other exhibitions."* --**Petra Krausova, Designer of Supernova**