

Digital Trends in China –Facilitate the marketing ROI

The Real Examples of Digital Initiatives from VNU Exhibitions Asia – PET FAIR ASIA

Company Introduction

VNU Exhibitions Asia

VNU Exhibitions Asia is a joint venture of Royal Dutch Jaarbeurs and Keylong Exhibitions Service Co., Ltd. As one of the earliest exhibition companies in the country, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than two decades. Through the joint efforts of more than 150 outstanding employees, the company hosts almost 20 top exhibitions and conferences in China each year, and boasts an exhibition area of over 500,000 square meters.

Initiative

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The Real Examples of Digital Initiatives from VNU Exhibitions Asia – Pet Fair Asia



Objective & Background

- **Objective**

Leverage the determined digital trend of China to increase the ROI of marketing input

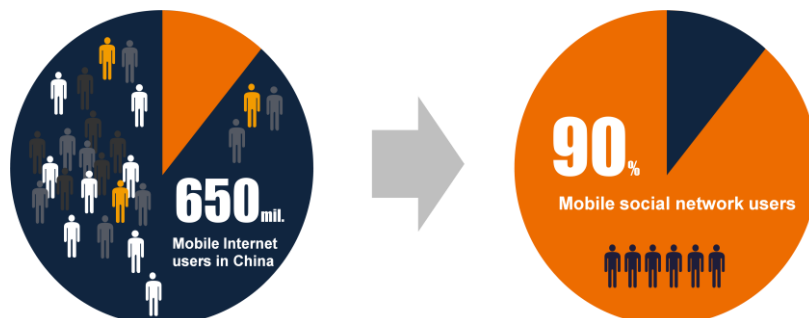
80% of senior marketers believe earned media is more effective than paid media.

(Source: 2016 outsell earned media study)

- **Background - Digital & Socialization Situation in China**











1. Users coverage

710 million internet users in China till June 2016, of which more than **650 million** are **mobile Internet users**. Moreover, **90% of the group use mobile in SNS**.



2016.9 Mobile APP User Report

2. The Ranking of apps with large numbers of the users group

Ranking	APP name	2016.9 MAU	Growth rate of MAU	Avg. use time per month per person
1	 WeChat	817,770,000	32.8%	569.5
2	 QQ	565,390,000	0.1%	229.0
3	 Mobile Taobao	433,280,000	42.7%	63.3
4	 Weibo	390,600,000	79.0%	52.0
5	 Tencent video	378,490,000	71.8%	36.2
6	 Alipay	374,100,000	65.9%	21.3
7	 Mobile Baidu	358,350,000	34.9%	53.7
8	 iQIYI video	347,640,000	72.0%	35.4
9	 Sougou Mobile	294,510,000	17.9%	1,070.7
10	 Youku video	292,500,000	54.9%	35.1

* MAU: monthly active user

3. Wechat users analysis

61% of Wechat users open WeChat more than **10 times** per day.

32% of users for longer than **2 hours** every day.

PICTURES and **VIDEOS** are more favorable content on WeChat Moments.

53.6% of users indicate they would consider paying with WeChat when given the option.

MORE users read news on **social media** than TV & Newspaper combined.

4. Taobao & Tmall online shopping

Total trade amount of 120,749,000,000 RMB just in one day (2016.11.11 Tmall Shopping Festival) on TAOBAO platform, 32% of growth compared with 2015.

More than 80% of trade via mobile, 22% of growth compared with last year.

(Source: Taobao official press release)

• Actions: scope, time, target group

Here we show the case of Pet Fair Asia organized by VNU Exhibitions Asia as an example:

10% of the normal marketing budget to drive the incredible visitors flow

● **Scope**

Pet Fair Asia 2016 promotion Campaign – Earned Media (WeChat) Utilization

Is that possible that the Wechat promotion replace the traditional channels?

● **Time**

April 2016 to August 2016

● **Target Group**

Business-to-business (**B2B**) visitor promotion: drive **19,000 professional visitors, 12% increase** comparing with last year) – wholesalers, distributors, retailers & online shops

Business-to-consumer (**B2C**) visitor promotion: drive **100,000 consumers, 40% increase** comparing with the year before – pet owners

■ **Actions and detailed results of the initiative**

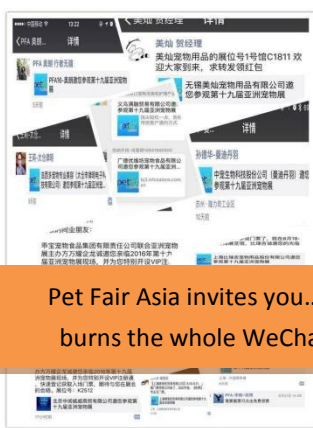
■ **Trade Visitors Recruitment**

1. **WeChat LeadMarketing**

- 1) Each client has its own tailor made H5 invitation with an individual registration hyperlink (tracking how many visitors from which client)
- 2) Set a competition for the clients, ranking by every week (the 1st get more registrations can get RMB60,000 valued onsite advertisement, 2nd get RMB30,000 valued, 3rd get RMB10,000 valued)
- 3) Encourage the exhibitors to push its sales people shared in “MOMENTS”

Results

Item	# of pre-registration	pre-registered arrival
Total Visitors	36,301	16,813
WeChat Registration	16,284	7,804
WeChat LM®	8,317	3,637



Pet Fair Asia invites you..... burns the whole WeChat



The 1st ranking exhibitors got 737 registrations through H5 invitation

2. **Pet Fair Asia Awards Voting**

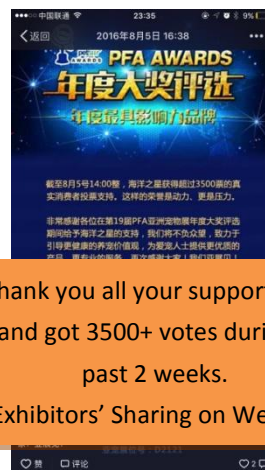
The participants shares the voting link on “MOMENTS” and different “WeChat Group” (1 group with 500 professionals) to draw attention and get supported.

Results

Exposure	Registration
78,000	1,368



Voting Pages with “pre-registration link” on top



Thank you all your support. Our brand got 3500+ votes during the past 2 weeks. (Exhibitors’ Sharing on WeChat)

■ **Consumer Promotion**

- Digital Marketing – more cooperation with Earned Media or self-owned media**
As a more cost-effective and measurable channel, digital marketing with earned media or self-owned media almost takes 90% of the promotion actions, replaced the traditional media.
- As a content provider(CP) – Highlights is the foundation for ‘the lower budget promotion’**
Create gimmicks for the show to better catch our audience’s attention. Viral marketing is the key point in the internet era.



- Online to Office crossover (O2O) – TAobao as the strategic partner – Zero Budget**
Results : Provide content to Taobao platforms >> Premium online exposure with zero budget
 - Homepage Ads on Tmall & Features on Taobao for 3 three days, valued millions of EUROS
 - Live Show broadcasting attracted 950,000 fans
 - New products crowd-funding on Tmall



■ **Total Solution on WeChat**

Save cost & shorten the visitors’ time consuming

Share / Promotion



No need to change the real ticket, directly with scan code to enter in – save time

100% of the onsite survey conducted by apps

42% of visitors registered via WeChat and finally paid the tickets of the show

**VNU Exhibitions Asia – Pet Fair Asia Team
May, 2017**