



CONTENT RADAR

Q2 2021 TOPLINE REPORT

BY R3



www.rthree.com



1

ABOUT CONTENT RADAR



What is Content Radar?

Using our proprietary market research tools and consultancy experience, Content Radar is a quarterly report produced by R3 that helps marketers keep informed on the latest trends and best practices in China marketing. Content Radar provides new ideas and approaches to marketing and equips marketers with proprietary tools for better ROI outcome.

凭借我们专有的市场研究工具和咨询经验，R3 提供定期的双月报告，密切关注中国市场营销的最新趋势和最佳案例 来得以从新的角度启发思考， 并为市场主配以我们专有的工具来获得更好的 ROI 回报。

Quick overview of market trends and catching up with opportunities

迅速更新市场趋势并且抓住机遇

Inspiration from other leading brands for new ideas and innovations

来自于其他领先品牌对创新想法的启发

Learnings that can be applied immediately; not just a “nice-to-have” trend report

可应用于实践的发现，而非纸上谈兵

Highly customizable content that can be curated to topics most relevant to your brand

高度可定制的内容与您品牌战略达到最大的契合

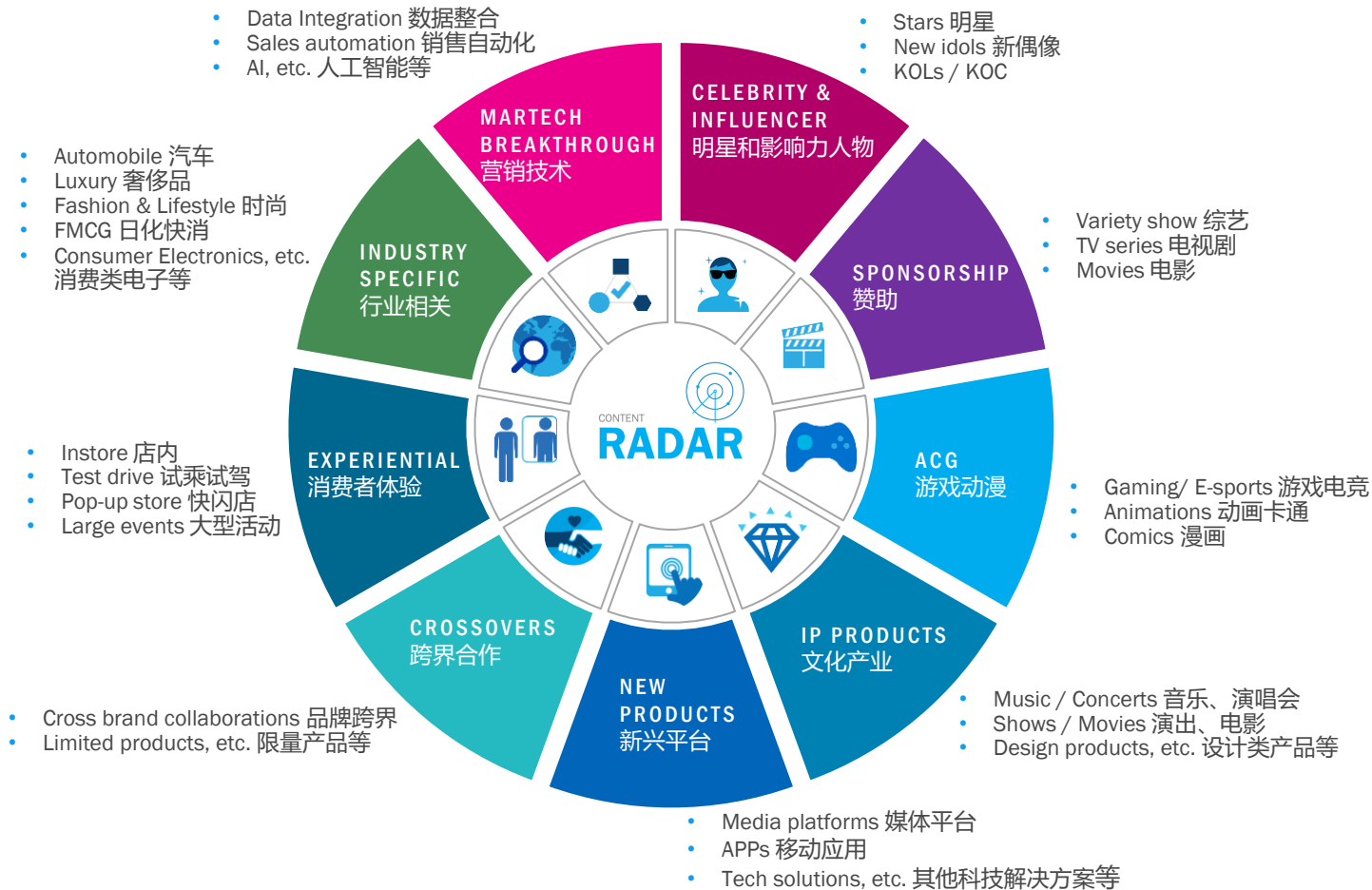
What Content Radar Provides

报告价值

- A market intelligence report that provides inspiring **cross-category cases** in content marketing.
- R3's unique perspective into specific areas, including celebrity and **influencer marketing, IP collaboration, sponsorship**, brand/industry **cross-overs**, and new innovations in social content.
- Comprehensive analysis with **quantitative tracking data** for measurement on specific resources, including celebrities and cultural products, such as social hotness and commercial value.
- **Client brand industry deep-dive** and sharing on competitor strategies and movements in content marketing.
- Summarizes and forecasts **upcoming trends** in areas of market interest, including entertainment, lifestyle, technology, and mobility.
- **跨行业洞察**, 启发新的战略思考角度。
- 涵盖特定领域的独特视角, 诸如**明星和KOL营销, IP合作, 赞助**, 品牌/行业**跨界**, 以及在社交平台内容上的创新等等资讯。
- 全面分析例如明星和IP类赞助方面的**定量数据**, 以社交热度和商业价值等维度**衡量资源有效性**。
- **深入分析客户品牌行业**, 并分享竞争对手的内容营销策略和动向。
- 总结并预测市场**新兴领域的新趋势**, 包括娱乐, 生活方式, 科技, 移动端等。

Areas Covered

涵盖内容



Examples of Featured Content

每期报告您会得到如下内容

CELEBRITY & INFLUENCER

明星和影响力人物

Celebrity Index
明星影响力指数

Key Celebrity Influence Label Analysis
主要明星影响力分析

Celebrity Marketing Engagement
明星营销案例分析

KOL Marketing Engagement
KOL营销案例分析

EXPERIENTIAL

体验营销

Key Experiential Marketing Highlights
体验营销市场动

SPONSORSHIP & ENTERTAINMENT

赞助和娱乐营销

Variety Show Program Index
综艺节目综合指数

Variety Show Marketing Practice
综艺类营销案例

TV Series Marketing Practices
影视类赞助案例

Top Tier Sports Marketing Practices
顶级体育营销案例

MARTECH

营销技术

Martech Solutions Update
营销技术和解决方案发展观察

ACG

游戏动漫

Gaming Marketing Update
游戏营销市场观察

E-sports Marketing Update
电竞营销市场观察

Virtual Celebrity & Influencer Engagement
虚拟偶像和网红

DIGITAL & SOCIAL PLATFORMS

数字和社会化媒体平台

New Digital & Social Platforms For Marketing
数字及社会化媒体平台发展趋势

Live Streaming
直播类发展趋势

Occasion & Festive Season Marketing Update
节日、季节性热点市场观察

CROSSOVERS & IP

营销技术

Cross-brand Collaborations
跨界营销观察

Key IP Marketing Collaborations
IP合作案例观察

INDUSTRY MARKETING UPDATE

行业洞察

Automotive
汽车

Beauty
美妆

FMCG
日化快消

Consumer Electronics
消费类电子产品

Fashion & Luxury
时尚及奢侈品



2

KEY OBSERVATIONS

本期报告亮点

1. 从产品及品牌端出发利用季节营销热度做与消费者沟通
2. 奢侈品品牌正通过微信的CRM搭建各自的私域营销渠道
3. 奢侈品品牌正尝试利用多社交媒体平台组合
4. 本土时尚品牌正通过品牌跨界及联名快速崛起
5. 品牌正积极尝试不同的女性话题沟通角度
6. 美妆品牌仍依赖明星的粉丝效应提升销售
7. 保健品牌在更积极投入明星资产

Leveraging artificial marketing seasons at a product and brand level

The emergence of e-commerce shopping events has led to new artificial marketing seasons like Sakura marketing season and International Youth Day. These events are leveraged in different ways. While Sakura season focuses on product, Youth Day campaigns operate at a brand level to create identity with young consumers.

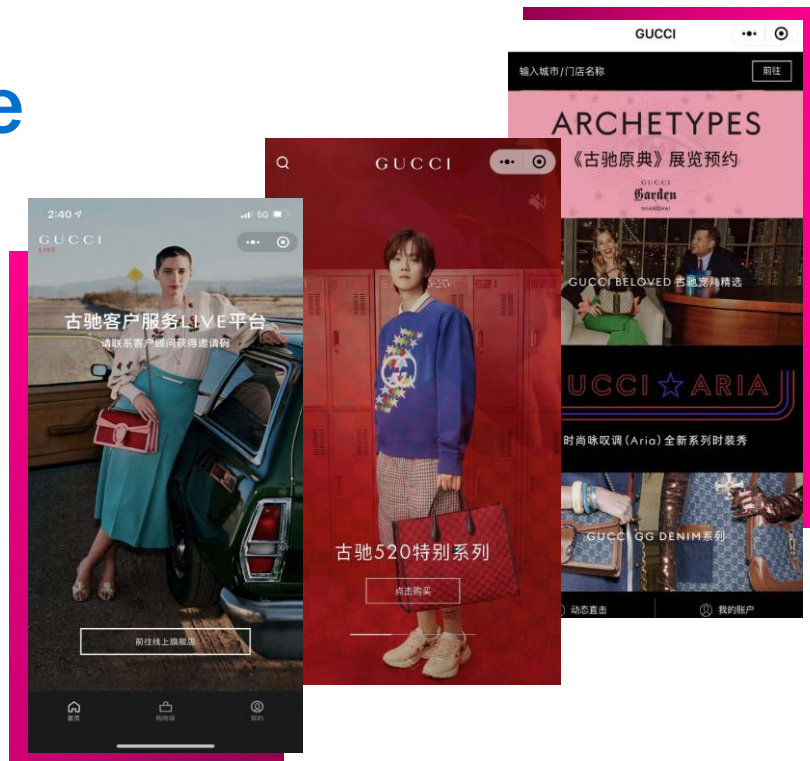
Sakura promotions from Lay's and Starbucks.



Luxury brands using CRM on WeChat to build private marketing tools

Over 90% of luxury brands with a presence in China have established WeChat Mini Programs. Luxury brands are now investing more performance-based advertising on WeChat, hoping to increase their follower numbers and redirect that traffic to their official websites or e-commerce platforms.

Gucci WeChat Mini Programs (left to right): Live Service, e-Commerce, and Community.



Luxury brands leveraging the strengths of multiple social platforms

The most popular platforms among luxury shoppers are WeChat, Weibo, Xiaohongshu, and Douyin. They are at the center of luxury brands' marketing strategy to gain awareness and develop a closer relationship with their followers. However, luxury brands need to carefully consider the differences between them and assess which is the best investments for them.

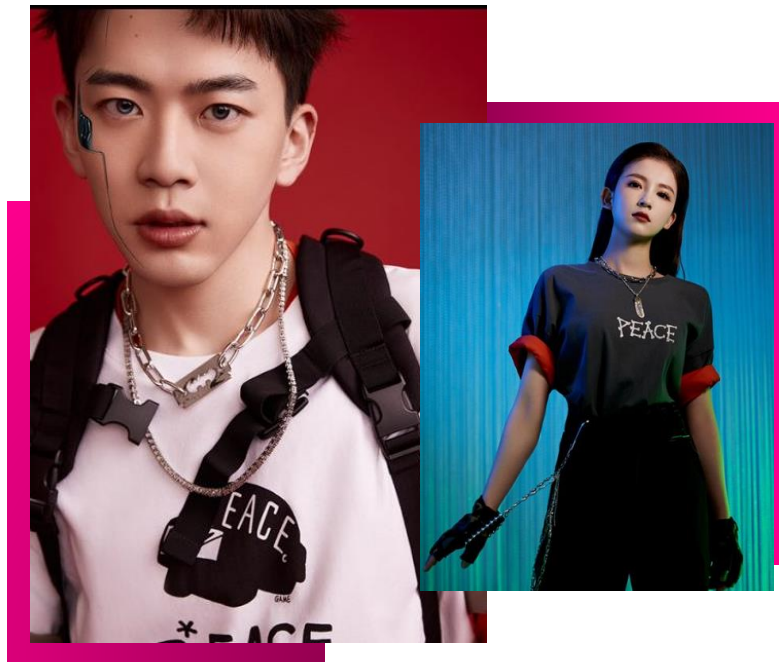
Burberry encouraged users to upload funny videos with Burberry stickers and gained 1.4 billion views.



Local fashion brands are on the rise through brand collaborations

More local fashion brands in China have turned to co-branding, where creativity and ability to connect with young consumers on the latest trends are keys to success. This strategy is in fact highly appreciated by Chinese consumers who have the opportunity to purchase limited-edition products resulting from unexpected collaborations.

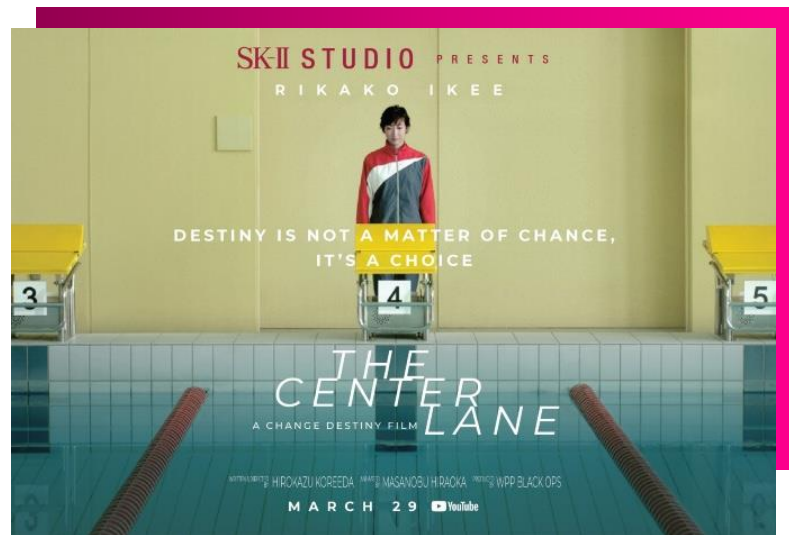
Peacebird collaborated with Game for Peace — a military competition mobile game developed by Tencent — to roll out its Unlimited Land campaign for its summer collection.



Brands are finding new ways to communicate on women's issues

Brands are trying hard to communicate with female audiences in China. Some brands are focusing on women within specific industries, while others are focused on communicating with the wider female population. Some brands keep creating branding level assets focused on social-related topics instead of producing only product related content to stimulate sales performance.

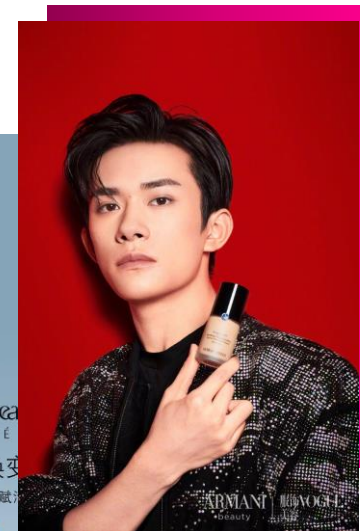
*SK-II Studio's debut film, **The Center Lane**—derived from the rule in competitive swimming where the fastest swimmer takes top honours by starting the race in the centre lane, tells the destiny-changing story of Japanese national swimmer, Rikako Ikee's return to competitive swimming after battling cancer.*



Beauty brands still reliant on celebrity ‘fan marketing’ to drive sales

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(Left) Cai Xukun as spokesperson for Cle de Peau and (right) Jackson Yee as spokesperson for Armani Beauty .



Health brands investing in more aggressive celebrity marketing

With more than 77% of respondents living in Mainland China taking dietary supplements to improve and strengthen their immune system, the health and wellness category is a robust and competitive category. To grow engagement with fan communities, health brands are becoming more aggressive with celebrity marketing through endorsements and content.

Chinese actress Dilireba is the spokesperson for Swisse.

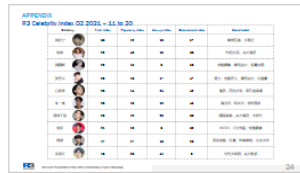
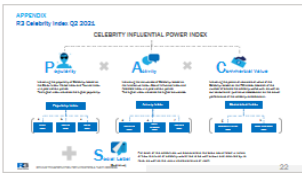
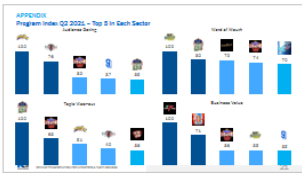
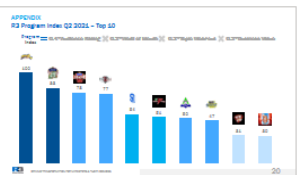




3 THE REPORT

A Glimpse Into the Q2 2021 Report

Q2 2021 Content Radar 报告内容概览



推动市场主及其代理商的转型

代理商关系管理

得益于胜三多年来对代理商不断的深入了解和研究，我们运用一系列专业研究工具为市场主提供代理商甄选、报酬管理及效率评估等独立咨询服务——涵盖创意、媒介、互动、公关、社交媒体、线下活动以及客户关系管理等营销领域的每一个环节。

媒介效率审计

借助于胜三庞大的媒体价格及媒介返点数据库，我们提供独立的媒介审计和财务审计服务，并致力于帮助市场主改进媒介流程。

投资效果评估

通过定制化的方法和独有的工具，我们帮助市场主设定有针对性的营销基准参考，并针对您的数字营销策略在您的类别和跨类别中的表现提供咨询服务。

提升营销投资效率转化：



独立性



数据标准化



洞察力

我们的客户 我们与全球顶尖的20家广告主中的8家保持长期良好的合作关系,业务范围涵盖全球8大洲，共计60多个市场。

SAMSUNG

VISA

Coca-Cola

P&G

Unilever

COLGATE-PALMOLIVE

Mercedes-Benz

BANK OF AMERICA

SHELL

Pfizer

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