

BLINK

PUBLISHED BY

MEDIACOM

解锁中国奢侈品社交密码

DECODING DESIRE IN THE CHINA
LUXURY SOCIAL ECOSYSTEM

11 | 2019

竞立媒体通过媒介代理服务帮助品牌实现增长。为此，我们将自身独特的系统思维方法应用于数据、技术和创造力上，设计出能够帮助客户打造品牌、促进销售的传播策略。

竞立媒体是媒介投资管理机构群邑下属品牌，隶属于全球最大的营销传播服务集团WPP。我们拥有业界最丰富的数据库和最强大的基准数据，能够确定最佳的增长途径，并释放每个品牌的潜力。

竞立媒体是全球领先的专业媒介代理公司之一，年度媒介承揽额135亿美元（来源：COMvergence 2019年3月数据）。竞立媒体在全球100个国家拥有125个办事处和8000名员工，其客户包括阿迪达斯、阿里巴巴集团、中国航空、戴尔、玛氏、宝洁、PSA、历峰和壳牌。

感谢本次报告的主要编撰人员：

竞立媒体

Howard Thompson

竞立中国首席战略官

金若蓝

竞立中国奢侈品牌、海外业务及新业务管理合伙人

张亮

竞立中国社交媒体总经理

杜素盈

竞立中国媒介调研总监

方妍文

竞立中国传播策划总监

凯度

EVA, 符号学:

潘诺

中国、亚洲及新兴市场领导人，符号学和文化洞察

周仁山

咨询副总监，符号学和文化洞察

陈菁雪

高级咨询顾问，符号学和文化洞察

MediaCom helps brands unlock growth through media. We do this by applying our unique Systems Thinking approach to data, technology and creativity to design communication strategies that build brands and generate sales.

As part of WPP, the world's leading marketing communications services group, and part of GroupM, WPP's consolidated media investment management arm, we have access to the richest data sets and most robust benchmarks in the business, enabling us to identify the best avenues for growth and unlock the potential in every brand.

MediaCom is one of the world's leading media communications specialists, with billings of US\$13.5 billion (Source: COMvergence, March 2019), employing 8,000 people in 125 offices across 100 countries. Its global client roster includes adidas, Alibaba Group, Air China, Dell, Mars, P&G, PSA, Richemont and Shell.

Many Thanks to our key contributors:

MediaCom

Howard Thompson

Chief Strategy Officer, MediaCom China

Iris Chin

Managing Partner, MediaCom China

Leon Zhang

General Manager, National Head of Social MediaCom China

Saw Gin Toh

Head of Insights, MediaCom China

Sonia Fang

Communications Business Director MediaCom China

KANTAR

EVA, Semiotics:

Panos Dimitropoulos

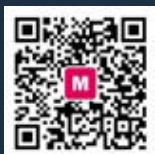
Semiotics and Cultural Practice Lead - China, Asia, D&E

Joe Van Rensburg

Associate Director, Semiotics and Cultural Practice

Snow Chen

Senior Consultant, Semiotics and Cultural Practice



新一代中国消费者如何驱动全球奢侈品市场有其两面性，但两方面都是从一代人开始的。他们看着摩天大楼以不可磨灭的方式改变了他们的城市和经济面貌，并且在这个过程中形成了对包袋、鞋履和高端服装及配饰的购买欲望。

奢侈品在中国的消费增长很大程度上取决于千禧一代和 Z 世代。到 2025 年，他们的购买量将占 46%。在关注全球品牌数十年之后，这些买家充满自信、通过网络互联互通，并渴望成为与众不同的群体。

对于既希望保持自身历史完整性，又想从新的方面迎合新文化和新世界的奢侈品品牌而言，他们需要双管齐下来了解驱动这些消费者的价值观和驱动力。

竞立中国与凯度合作编撰了这本 BLINK 报告，通过这份大规模研究蓝图，为奢侈品品牌揭示了有效激活其社交媒体所需的方案，帮助他们找到以受众为先的方法。

研究结果对奢侈品受众的在线分享原因进行了解读，并将受视频和图像驱动的奢侈品受众的性质也纳入了考虑范围。

为了全面了解奢侈品受众活跃于社交媒体的原因，我们利用了最新的人工智能图像识别技术，辅以关键意见领袖 (KOL) 的采访结果以及千禧一代和 Z 世代奢侈品消费者重点群体展开焦点小组访谈的讨论结果。

在后续内容中，您将了解 4 种助力奢侈品品牌在中国实现增长的新趋势，另有 5 种方法可帮助您利用竞立媒体与凯度的 LuxeLens 社交解决方案工具箱在各大社交平台上激活这些富有启发意义的趋势。

希望我们在奢侈品领域的这些研究成果和社交媒体方法能够为您带来启发。如果您希望探讨贵品牌的具体挑战，并了解竞立媒体如何通过社交媒体方法来帮助您应对未来，敬请随时与我联系。



Howard Thompson
竞立中国首席战略官

The story of how a new generation of Chinese consumers are powering the global luxury market has two sides but both start with a generation that developed an appetite for bags, shoes and high end clothing and accessories as they watched skyscrapers and towers indelibly alter the landscape of their cities and economies.

The luxury category growth in China is largely dependent upon Millennials and GenZ, who will account for 46% of purchases by 2025. These buyers are confident, connected and eager to self-differentiate after decades of watching global brands from the sidelines. Understanding the values and the energy that drives these consumers cuts both ways for luxury brand houses who want to maintain their historical integrity but meet a new culture and a new world on new terms.

MediaCom China, in collaboration with KANTAR developed this edition of BLINK as a large scale research blueprint to unlock the formula needed for luxury brands to activate their social media effectively for an audience-first approach.

The findings decode what makes luxury audiences share their experiences online and takes into consideration the nature of luxury audiences that are driven by videos and images.

In order to build a complete understanding of what makes luxury audiences tick on social media, we utilised the latest AI image recognition technology supplemented with interviews from Key Opinion Leaders (KOLs) and targeted focus group discussions amongst Millennial and GenZ luxury consumers.

In the following pages you will find 4 emergent trends which are fueling growth for luxury brands in China and 5 ways to activate these inspiring trends across social platforms using MediaCom KANTAR's LuxeLens Social Solution Toolbox.

I hope you find our research findings and social media approach for the luxury space inspiring. If you would like to discuss your brands' specific challenges and explore how MediaCom can help with a future ready social media approach, do not hesitate to get in touch with me.

奢侈品品牌的增长动力

尽管中国国民生产总值 (GDP) 的增长放缓, 奢侈品品牌消费依旧保持着蓬勃发展的势头, 并仍未出现下降的迹象。在消费习惯方面, 千禧一代和 Z 世代继续表现出对奢侈品的高投入, 预计到 2025 年将占奢侈品总购买量的 46% (来源: 贝恩公司)。在这种支出的背后是一个重要的因素, 在预计 2900 万的奢侈品受众规模中, 77% 为出生于 1980 年至 2009 年间的千禧一代或 Z 世代 (新生代市场监测机构 2019 年的 H3 研究: 2019 年中产阶级营销与媒体研究)。

为了解这些受众的行为, 我们将目光转至线上, 因为有 94% 的千禧一代和 91% 的 Z 世代活跃在社交媒体上。中国今天的奢侈品市场价值 7700 亿人民币, 这一数字在未来预计将翻倍 达到 1.2 万亿人民币 (麦肯锡 2019 年中国奢侈品报告)。因此, 为了做好应对未来的准备, 奢侈品品牌必须监测、了解并掌握其受众的消费行为和价值观。

在关键的新领域中, 主要需要关注社交媒体对奢侈品行业颠覆性作用及其销售与营销的方式。对奢侈品消费者而言, 社交在整个购买路径中发挥着重要作用。根据麦肯锡的《2019 年中国奢侈品报告》, 超过 90% 的受访者通过关键意见领袖和口碑等社交媒体获得信息, 甚至通过社交电商平台 (如微信小程序弹出式商店) 直接在社交平台上进行购买。

这些消费者行为的变化给奢侈品品牌带来了挑战。他们该如何理解快速变化的新一代奢侈品消费者, 加上这些消费者本身又是活跃的社交网民, 品牌如何在高端定位和引人入胜的内容之间取得平衡? 要促进并不断优化奢侈品消费者的购买路径, 最好的方式是什么? 我们将逐一深入探讨这些问题, 并在本文后半部分介绍这些挑战的背景。



奢侈在中国的意义

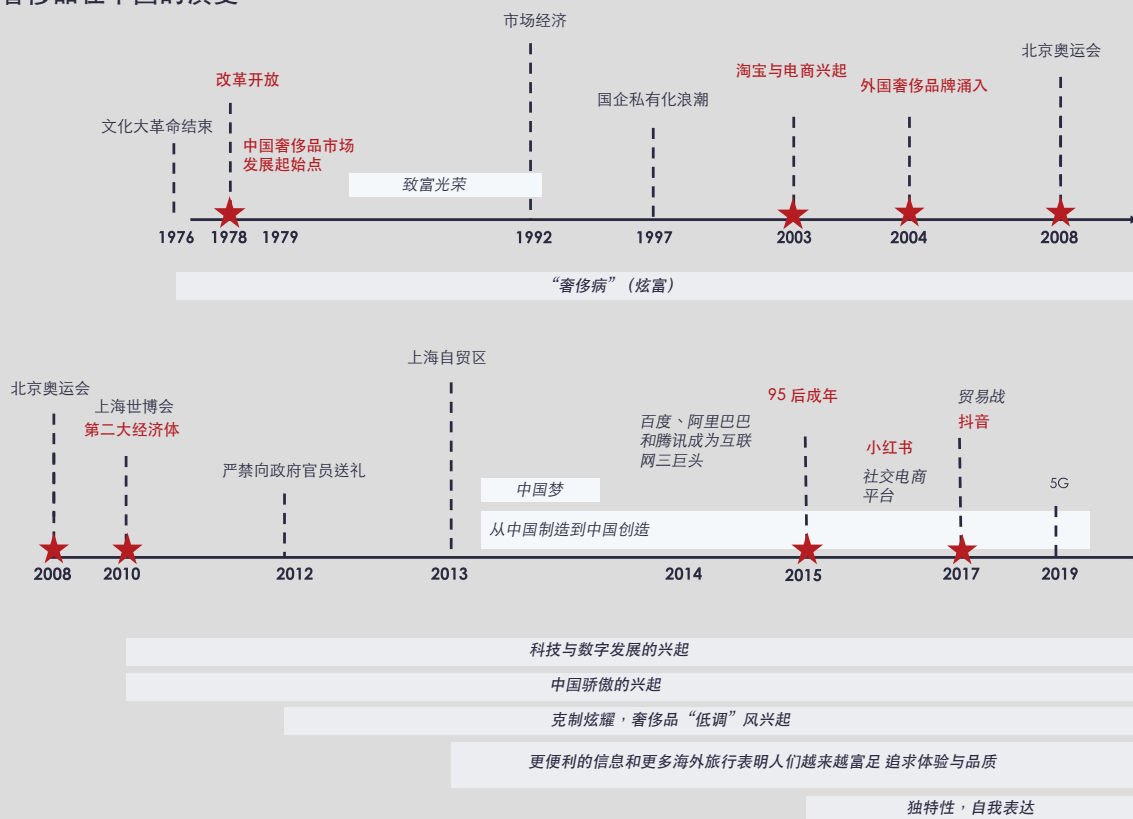
“奢侈”一词起源于拉丁语，意为不顾一切地享受感官的放纵。在中国古代文化中，奢侈历来与想要享受一部分帝王生活的欲望有关，因此具有一种短暂的宏伟感。当皇室专属特权地位下降时“通过奢侈品而得到体现的地位将这一特权扩大到了那些最起码比起他人更富有的人身上”这使得部分帝王特权可以被物质财富所取代。

如今，奢侈一词包罗万象，从依赖于广泛分销但具有令人梦寐以求的吸引力的优质快速消费品(FMCG)品牌，到以独特性来定义自身的品牌等。

在中国，奢侈的概念也遵循了全球模式。它也始于购买更多的物质商品和便利设施，然后发展成为追求具有全球知名度的经典品牌。借助经验，大多数消费者都会从注重外在所“公认”的产品过渡到注重内在的产品，以获得奢侈体验或自我满足感。

这与另一种转变不谋而合，高调的奢侈认知转变成了低调奢侈，又从经典的老奢侈品牌转向年轻的时尚奢侈品牌，比如从路易威登转向 Virgil Abloh 和 Off/White。这给经验丰富的奢侈品消费者带来了一种与新潮流和创意群体建立起联系的感觉。他们的奢侈感是一种低调和唯我独尊的自我表达形式。

奢侈品在中国的演变



中国社交媒体

中国语言和文化核心建立在信息、符号的绘画表现之上。相比需要记住少数符号或字母然后逐字构建单词的字母语言结构，符号语言的原理截然不同。它在很大程度上是基于语境的，需要记住成千上万个符号（绘画），并围绕它们在每个实例中使用的语境来建立复杂的关系。这种明显的差异所产生的信息传输方式对于这个由技术提供支持的视觉通信时代尤为理想。



通信与信息传输的绘画演化时间线；从甲骨文到 GIF 图

许多奢侈品品牌依赖社交媒体来吸引新的消费者，但有时他们并未意识到这种关系是双向的。

要知道，消费者往往本身就是权威人士，可以帮助其他消费者决定追随哪个品牌。与这些权威人士建立稳固关系，可以帮助奢侈品牌更大范围地触及受不同消费支出模式所驱动的不同兴趣和亚文化群体。

中国社交网络的用户和账户很多，因此吸引买家关注的竞争非常激烈。强大的社交媒体策略要吸纳重要的文化权威人士，就要求品牌提供“奢侈而高端”的体验，以帮助确定和说明其品牌的具体感受。这些奢侈体验是年轻奢侈品受众的驱动因素之一，通过体验，消费者希望以分享的方式经营他们自身在奢侈品领域的影响力。

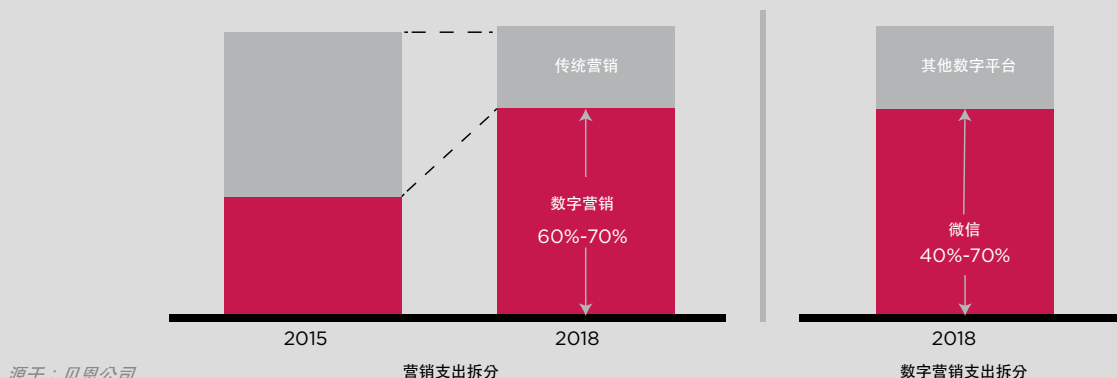


在帮助品牌面对可能存在的复杂情况方面，奢侈品 KOL（关键意见领袖）可能发挥关键的作用。为了与受众建立联系，品牌深受刻板印象之害。这在中国尤其危险，因为中国消费者有强烈的民族自豪感，他们并不乐见中国文化被异化。公式化的方法可能会让中国消费者感觉到品牌的优越感，这可能是一种难以纠正的营销错误信息。产品合作、营销材料和活动策划都应“至少在深刻了解这些国家文化规范的基础上由当地团队进行验证，最好是与他们共同协同完成。”（来源：福布斯，2019 年 8 月）

从我们与奢侈品消费者面对面的采访中，我们渐渐看到奢侈品受众在一种“无法追踪的平台”中进行分享的新趋势，如今在这些平台上，搜索查询社交搜索引擎、搜索社交帖子和私人对话都在私下进行。据新生代市场监测机构的 H3（中国新富市场与媒体研究）数据显示，奢侈品并不是一个可以和好友分享的典型或常用话题。事实上，只有 9.1% 的奢侈品受众选择分享奢侈品信息。这反映了许多奢侈品消费者避免数字超载的方式，而是在社交平台上的共享行为中寻求自由裁量权，这是他们寻求更有意义和独特数字体验的一部分。

作为这种体验性消费的一部分，这种建立联系的感受与这些消费者的数字化活跃度和参与度有关。他们会与能够讲述其奢侈品购买之旅的影响力者和内容故事互动。奢侈品品牌在数字和社交平台上的行为方式将对他们所购买的奢侈品产生重大的影响。因此，一种明显的趋势是：奢侈品牌将媒介支出从传统渠道转移到数字媒体渠道，特别是社交媒体中。2019 年，数字渠道的奢侈品广告支出将从 2017 年的 30% 增加到 35%。根据贝恩公司的《中国奢侈品市场的增长引擎》报告，数字广告曾经占奢侈品牌广告支出的 53%，这一数字预计到 2019 年将上升至 70%。

品牌正在不同的线上和社交媒体平台上增加他们的支出，其中许多公司对微信青睐有加



在中国，奢侈品受众在社交媒体上的表现与普通大众社交媒体用户有着很大的区别。

大众社交	批量共享 (公开共享)	宏观影响 (拥有较大的粉丝群体)	华丽的内容和 视觉资料	品牌广告内容 “实用”信息	来自普通的生活 的话题
奢侈品社交	无法追踪的平台 (私人分享)	微观影响者 (拥有高度参与的粉丝群体)	原始且真实的 内容	启迪类 DIY 提示 (情感启发 / 支持)	高度特定的 兴趣 / 亚文化

网络行为趋势在一定程度上受奢侈品消费监管等法律问题所驱动，但更重要的一个驱动因素是日渐成熟的消费意识和复杂性，这会影响消费者的生活方式、理念和品牌趋势。因此，奢侈品品牌需要更努力地说服消费者，他们需要在以文化为基础和由文化赋能的品牌战略和活动方面，通过有意义的方式证实奢侈品的价值。

正是因为这些趋势，寻找相关的文化背景并在社交媒体上有效地发挥作用就变得更加重要。况且，中国奢侈品消费正在从社交升级观念演变为追求精致和内在熏陶更为低调的赏识，这意味着奢侈品品牌需要创建内容并与奢侈品受众认为最有趣的影响力者进行合作 - 要创作令人难忘的、非凡的、动情的和实用的内容，才足以吸引人们去“分享”并促成购买。

解读中国奢侈品社交媒体，促进品牌可持续增长

竞立中国与凯度合作编撰了一份大规模研究蓝图，并通过这份蓝图来寻找令奢侈品品牌有效激活其社交媒体所需的方案，帮助他们找到以受众为先的方法。研究结果对奢侈品受众的在线分享原因进行了解读，并将受视频和图像驱动的奢侈品受众的性质也纳入考虑范围。

为了全面了解社交媒体对奢侈品领域的影响，我们利用了最新的人工智能图像识别技术，辅以关键意见领袖 (KOL) 的采访结果以及千禧一代和 Z 世代奢侈品消费者焦点小组访谈的讨论结果。

竞立媒体与凯度的合作成果让我们形成了一种有力而全面的了解，即品牌应该在内容战略的基础上以正确的方式动用我们掌握的所有工具，让奢侈品品牌能够更好地与消费者建立联系，推动品牌增长。

认识 EVA

一套人工智能增强型视觉分析系统，结合受符号学启发的算法和参数，用以解读与奢侈品消费者相关的内容。



源于：凯度

社交媒体是数字领域最大的消费者数据库之一。消费者每时每刻都在创建成千上万的内容，形成了一个取之不尽的金矿，供品牌更好地了解他们的目标受众。

随着科技的发展，从社交图像（奢侈品品类的既定媒介）中有效得出对消费者的洞察终于成为可能。LuxeSocial Decoder 由竞立媒体和凯度提供技术支持，是一款基于社交媒体倾听、符号学和图像识别的研究系统。这个过程包括 3 个阶段：



EVA 由人工智能专家和符号学家设计，旨在了解品牌和品类在文化中所拥有的大规模资产。针对这份独特的蓝图，凯度和竞立媒体合作并共同确定了与奢侈品社交媒体趋势和思路相关的参数和主题标签。我们收集了超过 23000 份由用户生成的内容 (UGC)，并通过 EVA 将其汇聚到相似的符号集群中，作为符号学分析的基础。

然后，我们使用符号学分析将内容进一步细化为集群，并深入研究每个集群背后的相关含义。研究结果被分类为与更大的文化趋势相关的范围和主题。为了达成这一操作，竞立媒体与凯度携手合作，将研究结果提炼成一套公式，使所有奢侈品牌均可借助这份指南来优化他们内容。

EVA 产生的集群及其分享份额占比



确定有影响力的内容

为了确定有影响力的内容构成要素，我们会评估符号学和文化元素，并从三个角度审视内容，分别为陈旧的、主导的和新兴的传播趋势。

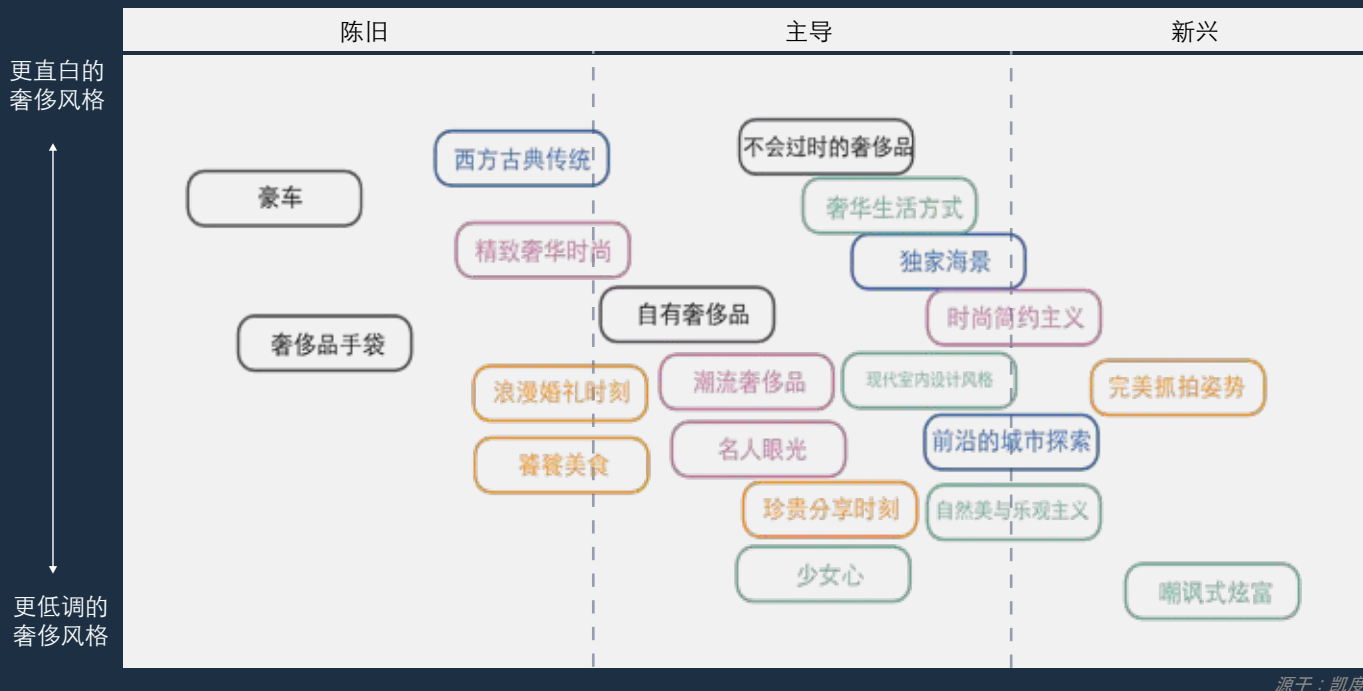
陈旧趋势 指的是研究结果中那些含义与表达已失去传播势头的趋势。


主导趋势 是指已成为常态的主流含义和趋势，并被广泛认为占据了主流。

新兴趋势 诚如其名，是指刚刚进入人们的表达范围和社交媒体的新趋势。

奢侈品品牌要使内容更具影响力，关键要在主导趋势的有效因素与符合品牌战略需求的适当的新兴趋势之间取得平衡。

在以下章节中，我们将从已经在进行的品牌案例研究中进一步阐述这些主要趋势和新兴趋势，并探讨奢侈品品牌在中国社交生态系统中运营时需要考虑的多种独特因素。





“2025 年，千禧一代和 Z 世代
的奢侈品购买的市场份额预计
将占 46%”

摄影 Hunters Race on Unsplash

助力奢侈品品牌在中国增长的四大新兴内容趋势

1. 骄傲中国

China pride

相关新兴文化背景

随着中国在全球舞台上继续拓宽其影响力并加强跨文化合作，品牌和产品模仿西方的潮流正在消退。中国的财力自信正在激发人们以全新的眼光重新审视其自身的过去，并更加认同中国对世界所作的贡献。国家财力自信使人们对奢侈品抱有新的期待。借助新兴和奢华的能量，固有的图案、价值观和理念重新引起了人们的注意。

社交应用：尊重中国的当代和古典文化

奢侈品品牌不能仅仅演绎全球内容。为了保持正确的基调和方式，品牌需要在品牌传统或身份与当地文化骄傲之间找到平衡。尊重中国文化，但如果你不懂中国，就不要试图走中国风。

品牌示例：

范思哲在成都太古里开设快闪店时营造了一种后现代的体验，这便是唤起民族骄傲的范例。它融合了东西方的文学和艺术文化，将中国传统建筑场所与意式设计相搭配。这个例子展现了对两种文化的赏识，同时又忠于范思哲品牌的前卫性和真实性。

在合作方面，奢侈品品牌应该选择有能力将品牌融入中国文化的 KOL，以便与粉丝建立更紧密、更持久的纽带。

主要内容主题：永不过时的传统、宝贵的分享时刻



来源：电视节目《国家宝藏》



来源：<https://www.gucci.com/us/en/st/capsule/chinese-new-year-collection>



来源：范思哲微信公众号

2. 极致精炼

Minimalism

相关新兴文化背景

每一天，都有越来越多的中国消费者选择出国留学并进行远途旅行，这使千禧一代和 Z 世代拥有更广泛的全球品牌知识，对美学的鉴赏力也越来越高。

奢侈的概念从“炫耀”（财富和物质）发展为“了解”（培养和判断力）。消费者不再将奢侈定义为显而易见的地位和“荣耀”，而将它视为某种更重视低调和现代美学、实现更重要价值的东西，这与内在的精致和优雅更息息相关。在一个品牌建设和产品变得日益复杂和“喧扰”的世界里，简化并不是因为缺少关注，而是因为在创作过程中充分表现了细致和周到，也因此而显得奢侈。以品牌传承为主的活动会向消费者介绍品牌起源，唤起人们对于真实和透明的感受从而带来更多意义，并有助于建立信任。将品牌故事提炼成一组图标，让它们变得可以被辨识，并让携带者能够做出醒目的表述。今天的图标不仅仅是标志，更是图案或材质等承载下更微妙的线索。年轻的奢侈品受众越来越重视非传统品牌的奢侈品，因为这些品牌能够迎合他们对于高水平精选和自我表达的欲望。文化货币很重要，因此那些“懂行”的人会认出带有隐藏标签的时尚奢侈品。

品牌示例：

巴黎世家就是一个很好的例子：其致力于避免公开吹嘘工艺而打造微妙而简约的用户体验和内容，让访问品牌的人感到他们正在专注于重要的东西。从内容的角度来看，这是满足人们对极简主义的需求，也是一个对抗视觉过度饱和的优秀示例。

社交应用：简约奢华的内容

信息就是媒介。对于品牌所持有的资产，用户体验和界面应被精心打造，传递出能够强化品牌资产的奢侈感。

社交化消费者关系管理 (SCRM) 和社交商业化生态系统非常复杂，所以对销售点有过多的引导。因此，在品牌社交购买资产中遵循精密复杂的极简主义是转化销售的关键。内容要丰富而简洁，介于“探索”和“销售点 (POS)”之间。

主要内容主题：时尚简约，现代室内设计风格



来源：Digitaling.com <http://www.digitaling.com/>



来源：<http://www.vancleefarpels.com/us/en/line/92/poetic-complications>



来源：巴黎世家微信公众号



3. 自然人文

人性

相关新兴文化背景

随着城市的快速发展，与自然的接触在城市中也变得更加稀缺，因此，本土自然元素具有巨大的文化价值。人们都在努力将自然环境纳入到现代都市的设计中，并在选择材料时模仿自然环境，让他们的空间更适合健康的生活和体验。

这种对于健康生活的渴望，是在回应情感和内心的渴望，希望以更传统的方式与人交往、形成更温暖的人际关系和亲密感，回归到中国文化里更自然的一种状态。

人们对自然的渴望渐渐成为相关的新兴文化背景，因此，对于传递更自然、更真实的自我奢侈产品和体验的渴望也随之兴起。

品牌示例：

路易威登于今年9月推出的《上海记忆》系列短片就是体现这种精神的一个很好示例。奚梦瑶(名模)向迪丽热巴(著名演员)分享了她对家乡上海的印象，并说道：“这座城市承载了我所有的回忆。”她们之间的互动也使她们的友谊生动地展现在镜头前。在此系列短片中，她们展示了多款全新的Capucines系列手袋，并向她们所热爱的这座城市致敬。这使得消费者和用户对内容产生了更为亲切的感受，因为他们通过这种共有的联系与品牌建立了亲近感与纽带。

社交应用：体现品牌诚意，建立真实联系，促进用户交流

奢侈品不再是单纯地用于展示财富的工具，如今它更能彰显消费者的身份地位。因此，品牌需要保持真实和地道的内容风格。

在KOL方面，品牌需要选择在个人层面上与品牌

DNA产生共鸣的人。品牌应该按人性化的方式进行选择，而不是按社交媒体指标来选择。

在与年轻受众进行交流时，奢侈品品牌应积极采用趣味的方式，最大限度地发挥用户的参与度。

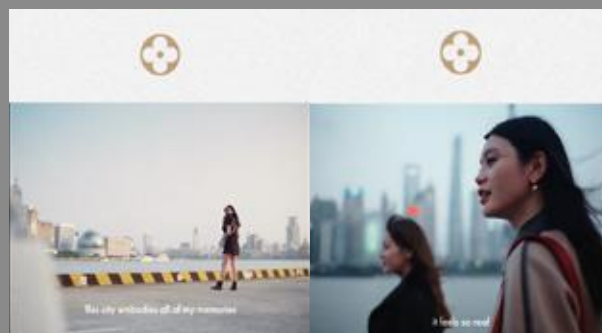
主要内容主题：珍贵的分享时刻；少女心；完美的抓拍姿势



源于：凯度



来源：Digitaling.com <http://www.digitaling.com>



来源：路易威登微信公众号

4. 探索独家用户体验

小众体验主义

相关新兴文化背景

移动与数字渠道上的互联互通已成为中国消费者日常生活中不可分割的一部分。人们开始重新审视真实性这个概念，并将其稀有性看作是一种珍贵的商品；亲密时刻和真实的人际关系变得很重要，而这也适用于消费者与品牌之间的关系。

因此，人们日益关注建立起“真实”而“实在”的联系，从而提供更丰富和更真实的品牌体验。

社交应用：通过混合的真实性创造沉浸式世界

通过精心打造的增强现实、虚拟现实和其他沉浸式技术组合，投资于充分融合真实性的品牌社交资产。社交商务需要由人工智能驱动的 SCRM 系统提供支持，以便在品牌和消费者之间建立无缝的双向对话。

品牌示例：

法国时尚品牌路易威登就是这种营销风格的范例。今年初夏，该品牌在纽约推出了多间引人注目的荧光绿快闪店，证明了其在营造体验方面的丰富经验。由里到外，这座场馆以品牌的最新系列为重点，鼓励消费者与产品互动，并通过社交媒体分享该活动。

然而，真正的亮点并不是发光的内部设计或价格高达 5,100 英镑的 BUM BAG 腰包，而是店铺外侧可以变成一块绿色屏幕，从中看到消费者能将店铺变成一片花田或星光熠熠的银河系。此时此刻，你值得拍一张照片发到 Instagram 上。

社交媒体不是一种促销工具，付费社交广告可以暂时满足用户的更大需求 - 互动式社交。

主要内容主题：独家海景、前卫探索



来源：Branding Mag
<https://www.brandingmag.com/>



来源：<https://www.vogue.co.jp/lifestyle/hotels>



来源：<https://hypebeast.com/2019/7/louis-vuitton-mens-fall-winter-2019-new-york-pop-up>



激活社交媒体跨平台活动

竞立与凯度提出的解决方案

鉴于在社交领域凸显的这些趋势和应用，亟待解决的问题是否依然是奢侈品品牌如何在中国的各个社交平台传达奢侈品内容？

竞立媒体携手凯度，制定了与“LuxeLens”产品组合互补的五条参与规则。由此，奢侈品品牌能够得心应手地运用社交内容，并推动可持续增长。

1. 内容的多样性与优化

揭示最具影响力和最相关的内容类型

我们明白，消费者在社交领域的关注是碎片化的。

去中心化和多元化不仅是内容的主要特征，也是社交平台本身的特性。

奢侈品品牌应当考虑在社交网络建立多个官方渠道来扩大影响力，此外还应根据每个平台的优势，开发出使消费者感兴趣的内容。

为了优化社交资源，务必要理解消费者在社交媒体上的行为，准确地确定受众，针对不同的目标群体管理和传播适当的且最为相关的内容。

解密

LuxeSocial Decoder:

利用符号学和社交成像来解读奢侈品消费者。

随着科技的演化，如今终于能够根据社交形象进行有效解读消费者，并洞察他们的心理。

LuxeSocial Decoder 由竞立媒体和凯度提供技术支持，是一款基于社交媒体倾听、符号学和形象识别的研究系统。这个过程分为 3 个阶段：

1. 收集目标受众产生的社交形象；
2. 在文化和品类背景下，分析哪些内容与目标受众相关；
3. 转化为可利用的洞察结果，为内容和媒体策略提供指导。



2. 合宜的影响

发挥奢侈品圈内人的力量来生产内容

意见领袖是社交媒体领域的主导人物。他们在品牌和消费者之间发挥着桥梁作用。从名人、KOL（关键意见领袖）到 KOC（关键意见消费者），中国存在多种不同的意见领袖，分别在不同领域产生各自的影响。

按照关注者的数量和拉动流量的能力这些评价标准，还不足以找到合适的意见领袖。例如，与名人或顶层 KOL 等顶级意见领袖合作，可能有助于品牌树立知名度和建立声誉，然而能选择符合品牌气质的小众中层 KOL 和 KOC，则有助于触及核心目标受众，在特定品类中提升消费者参与度。

为奢侈品类创建内容从来都不是易事。创造性、对背景知识的了解、语调和方式都要求具备对于奢侈品的理解，以及在社交参与方面的专业知识。

因此，例如提供“文案撰写团队”这样一刀切的内容创建解决方案是不现实的。正确的方法是由专业人士来为同一领域的专业人士创建内容。



创造

LuxeSocial Cuisine:

发挥奢侈品圈内人的力量，生产由专业人士创建的内容。

建议采用“第三方嘉宾主厨来掌勺”，因为这些“主厨”可能包含意见领袖和其他人。

这些主厨也包括奢侈品和时尚杂志的媒体编辑、奢侈品类意见领袖，或根据营销活动需要而受邀，亦来自垂直社区。



3. 先进的技术

依托数据科学， 获取和管理相关的意见领袖和广告渠道

科技和创新的运用向来都在营销当中发挥着关键作用，为品牌的脱颖而出创造机会，同时还为品牌塑造趋势引领者的形象。

近年来，虚拟意见领袖在中国一直是个新颖且引人关注的概念。虚拟人物能活灵活现地得到呈现，对于消费者来说也是独特的互动体验。此外，虚拟意见领袖能使消费者从观众转化为创造者。例如，它们的服饰可以直接参考消费者的反馈，使消费者成为关键意见消费者。



传播

LuxeSocial Amplifier:

依托数据科学，寻找和管理与奢侈品相关的意见领袖和广告渠道。



作为内容传播解决方案，LuxeSocial Amplifier 可识别合适的意见领袖和广告渠道，并以恰当的方式对其进行组合，从而有效且高效率地放大内容。意见领袖规划和管理的执行要依赖于 WPP 覆盖全球且行业领先的意见领袖营销平台：INCA，而广告渠道和形式的组合则通过竞立媒体专有的 SMIO 系统（社交媒体投资优化系统）来提出建议。该方法以消费者为中心，依托数据驱动，并以始终在线的消费者样本、历史绩效和媒体提供的行业基准数据库作为依据。

4. 线上到线下（O2O）、社交与商务的整合

打造使联合社交与商务相联系的解决方案，以促进奢侈品购买

线上线下的整合已成为奢侈品营销的一个重要趋势，但它不仅仅是将线上流量推向线下购买，更是要建立能够在社交媒体上提高品牌曝光度的渠道，借此达到免费宣传的效果。为了满足热衷于各种创新体验并在社交网络上分享的新消费者们，许多奢侈品品牌都在争相举办各类快闪店、展览或户外活动，借此吸引年轻人。

然而，奢侈品营销的关键在于独特性和客户体验。而至关重要的则是在数字化策略中充分利用移动、社交平台 and 大数据，同时结合线下营销方法来创造独特、专属的体验。

奢侈品的购买行为正随着科技创新发生转变。尽管线下目前仍是首选的奢侈品销售渠道，但线上奢侈品消费预计将会逐年上升，在 2020 年大约占 10%，并且到 2025 年将达到大约 12%（来源：麦肯锡）

此外，以社交和数字化作为媒介，线上体验与线下购买之间的关联度已达到前所未有的水平。O2O（线上到线下）已成为奢侈品营销的一种热门手段。精心设计的社交体验不仅能推动线上购买，还能把流量无缝地引导到线下销售。

购买

LuxeSocial Boutique：

打造使社交与商务相联系的解决方案，以促进奢侈品购买。



LuxeSocial Boutique 不是单一的产品 而是一系列具体的使社交与商务建立联系，由此来推动转化的方案：

从商务到社交到商务（C2S2C）：

利用电子商务用户的行为数据在社交广告平台上确定具有高度潜力的奢侈品消费者，然后推动他们在线上或线下产生商务行为。

社交内商务（CIS）：

商务功能直接在社交平台内部实现，例如微信小程序网店。

商务内社交（SIC）：

社交和内容参与在电子商务平台内部发生，例如电子商务 KOL 代言。

与社交商务平台合作：

与独立社交商务平台开展的商业合作，例如小红书。

KOL 商店：

与顶级意见领袖联合推出限量版，并在意见领袖自有的商店里销售。

5. 衡量

运用灵活的测试和学习方法，
以衡量和优化结果

营销活动的最终效果和投资回报是广告主对社交媒体是否成功的基本评估，首先应从营销活动的目标制定开始。

社交媒体将在不同的营销活动目标中发挥不同的作用。因此，必须针对所发挥的作用确定目标，并且设定恰当的 KPI，合理地评估营销活动的绩效。此外，我们还可考虑采用不同的方法来评估其对收入和投资回报率的影响，这将依赖于多维度的数据收集、不同平台之间的数据整合以及专业的数据比较分析。



衡量

LuxeSocial Optimizer

运用灵活的测试和学习方法，以衡量和优化结果

我们以触及、参与和转化的方法为主，结合及时优化建立衡量框架。为此必须采用灵活的测试和学习方法 - 及时跟踪核心指标，并对内容、渠道或机制进行调整。随着社交媒体平台广告运作系统的发展，即使是实时竞价优化也可能是通过媒体或代理商的各种系统、由专业的优化人员来实施。这就是 LuxeSocial Optimizer，它是五步式全局解决方案的优化周期中的最后一步，也是第一步。



竞立媒体凯度 LuxeLens 社交方案工具箱

释放社交潜力，促进奢侈品业务增长

竞立媒体与凯度的这款解决方案基于消费者数据库 LuxeLens Intelligence Centre 来提供支持，包括：

1. 针对定制的目标受众群众提供始终在线的消费者数据样本。通过仪表板式解决方案，借助智能可视化来监控所设定受众的社交行为；
2. 社交倾听指挥中心对话题和消费者群体进行监测和分析；
3. 历史绩效基准；
4. 媒体提供的品类基准；
5. 传统的线下焦点小组。



竞立媒体社交业务团队成立于 2012 年，在中国与超过 35 个客户开展合作，并依托社交专业知识和专有的社交产品，针对您的社交媒体需求，提供全方位的支持。我们还依托群邑集团的规模和实力来实现最优的投资回报。因此，我们能针对您的各种品牌和目标受众打造定制的社交媒体解决方案，只为全力追求一个目标：推动您的品牌业务增长。

Luxury Brand Growth Drivers

Luxury brand consumption is thriving, showing no signs of decline despite shrinking GDP growth. Millennials & GenZ continue to exhibit high investment in luxury brands in their consumer habits and are expected to make 46% of all luxury purchases by 2025 (Source: Bain & Co.) The size of the luxury audience is a significant factor for this spend with an estimated 29 million consumers of which 77% are Millennials and GenZ, those born between 1980 to 2009 (Based on H3 2019 Sinomonitor China middle class marketing and media study 2019).

Understanding this audience's behaviour consistently leads us online, with 94% of Millennials and 91% of GenZ active on social media. China's luxury market today is worth 770 billion RMB today and set to double to 1.2trillion RMB (McKinsey's China luxury Report 2019). Therefore, it is crucial for luxury brands to monitor, understand and master their consumer behaviours and values in order to be future ready.

Chief among the critical new ground to cover is the way that the luxury industry and their sales and marketing journeys have been disrupted by social media. Among luxury consumers, social plays a key role throughout the path to purchase. More than 90% of respondents in the China Luxury Report 2019 from McKinsey, received information via social such as key opinion leaders and word-of-mouth, and even the purchase action happening directly on social platforms via social commerce, such as WeChat mini-program pop-up stores.

These consumer behavior changes have brought challenges to luxury brands. How are they to understand the fast-changing and new generation of luxury consumers who are native social netizens? How does a brand strike a balance between premium positioning and engaging content? And what is the best way to facilitate and constantly optimize the luxury consumers' path to purchase? We will delve into each of these questions and more later in this paper once we contextualise the challenge.



The Meaning of Luxury in China

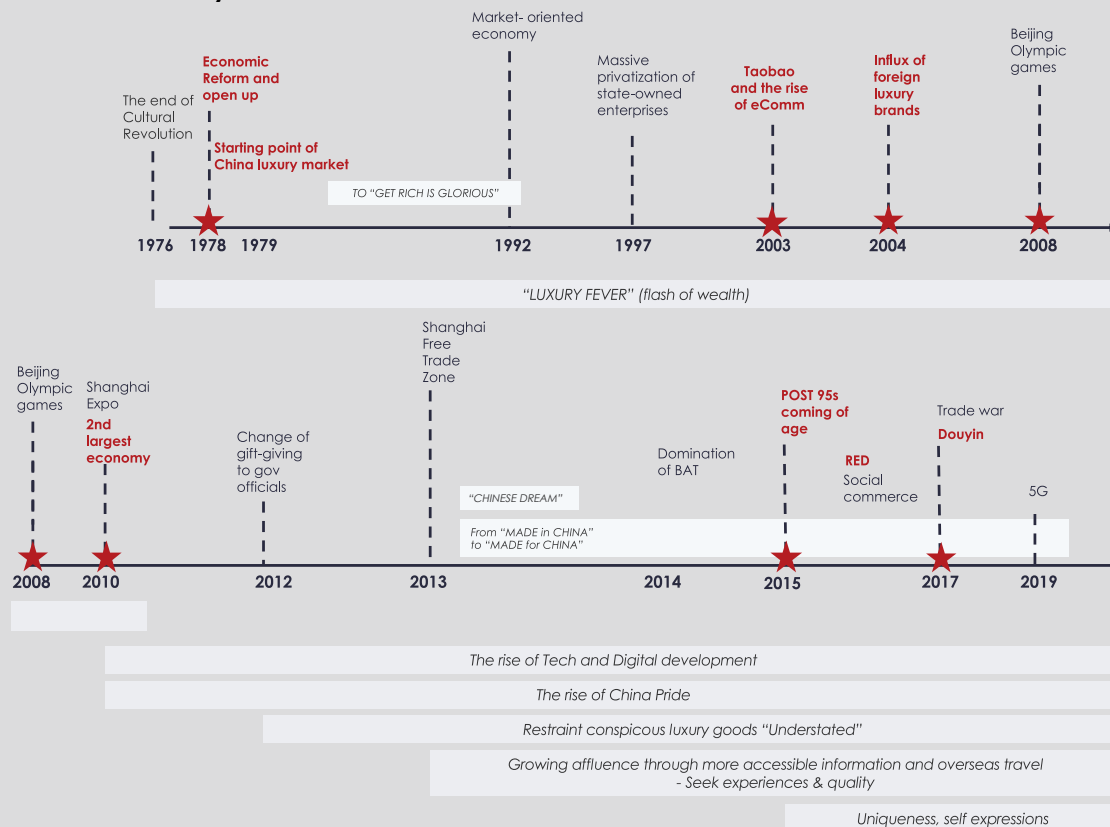
The word "luxury" is defined by its Latin origins as the indulgence of the senses, regardless of the cost. In ancient Chinese culture, luxury has historically been associated with the desire to acquire a small part of an imperial life and hence an ephemeral sense of its grandeur. When status as the exclusive privilege of royalty declined – status through access to luxury spread that privilege to those who were in the very least, wealthier than others – allowing some imperial privilege to be substituted by materialistic wealth.

Today, the term luxury encompasses everything from premium Fast Moving Consumer Goods (FMCG) brands, which rely on wide distribution yet aspirational appeal, to brands that define themselves by their exclusivity.

In China, the concept of luxury follows global patterns. It still begins with an acquisition of increased material goods and conveniences and evolves to a pursuit of classic brands with global name recognition. With experience, most of these consumers transition from externally focused "recognizable" products to more internally focused products that provide luxury experiences or feel like an indulgence for the self.

This coincides with a shift from high profile luxury recognition to lower profile luxury, from older, classic luxury to younger, trendy luxury i.e. Louis Vuitton vs Virgil Abloh and Off/White. This provides experienced luxury consumers a sensation of being connected to new currents and creative communities. A feeling of their luxury being a form of self-expression, which is understated and exclusive.

Evolution of luxury in China



Social Media in China

The Chinese language and culture at its core is built on a foundation of pictorial representation of information, logographic. Unlike alphabetic language structures in which there is a need to memorize a handful of symbols or letters and then construct words letter by letter, symbolic language works in a completely different way. It is largely context-based, requiring the memorization of thousands of symbols (pictorials) and the building of their intricate relationships around the context in which they are being used in each instance. This distinct difference produces a manner of information transmission that is particularly ideal for a technologically enabled visual age of communication.



A pictorial chronology of communication and information transmission; from the Oracle bone to the Gif

Many luxury brands are relying on social media to attract new consumers while sometimes unaware that the relationship goes both ways. Knowing consumers are themselves often arbiters to other consumers of what brands to follow. Strong relationships with these arbiters can help luxury brands reach a larger range of different interests and sub-cultures motivated by different consumer spending patterns.

The number of users and accounts on Chinese social networks is extremely high so competition for buyer attention is strong. A robust social media strategy that integrates key cultural arbiters would demand that brands offer "luxury and premium" experiences to help define and illustrate the specific feel of their brand. These luxury experiences are a motivational driver for young luxury audiences by being experiences these consumers want to share to leverage their own luxury influence.

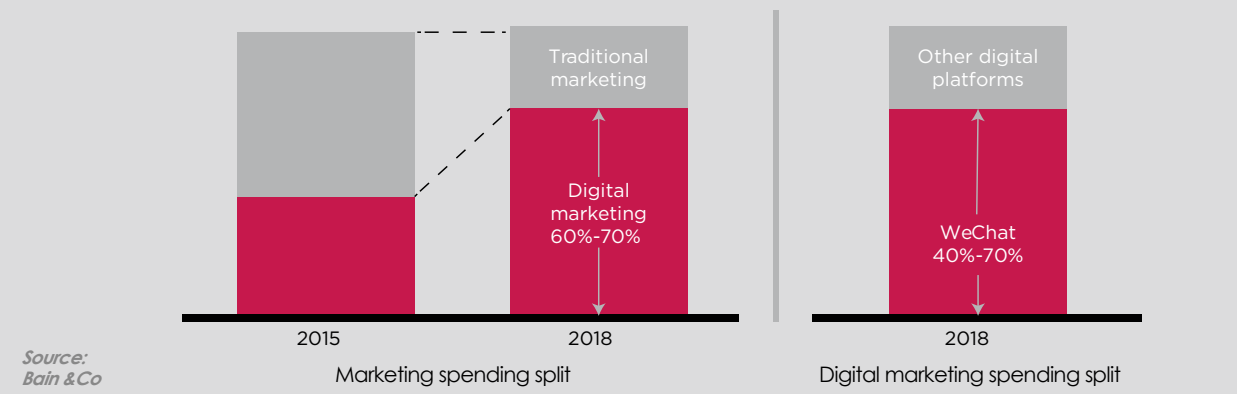


Luxury KOLs can be key in helping brands navigate what can also be complex ground. Brands have fallen prey to stereotyping in an effort to connect with audiences. This is particularly dangerous in China where Chinese consumers have a strong sense of pride in their country and do not appreciate the exoticization of Chinese culture. Formulaic approaches can appear patronizing toward Chinese consumers and can be a difficult marketing mis-message to recover from. Product collaborations, marketing materials and event planning should all be, "at a minimum, validated by and ideally co-created with local teams with a deep understanding of cultural norms in those countries." (Source: Forbes, August 2019)

From our face-to-face luxury consumer interviews, we are now seeing an emerging trend of luxury audiences sharing in "dark social" (untrackable platforms), where search queries, social search engines, search social posts and private conversations are now done in private. Based on H3 Sinomonitor data, luxury is not a typical or usual topic to share with friends. In fact, only 9.1% of our luxury audiences choose to share luxury info. This reflects the way many luxury consumers are eschewing the digital overload, instead seeking discretion in their sharing behaviour on social platforms as part of their quest for more meaningful and unique digital experiences.

Part of this experiential consumption, this feeling of connection is connected to how digitally active and engaged these consumers are. They are engaged with influencers and content stories that narrate their luxury purchase journeys. The way luxury brands behave on digital and social platforms will heavily influence which luxury items they buy. As a result there is a shift visible in luxury brands moving media spends from traditional to digital media channels, particularly into social media. In 2019, luxury advertising expenditure in digital channels will increase to 35% from a total spend of 30% in 2017. Digital, which once accounted for 53% of luxury brands ad spend is expected to rise to 70% by 2019 according to Bain & Co's, What's Powering China's market for luxury goods .

Brands are increasing their spending on various online and social media platforms, with many favouring WeChat



In China how luxury audiences behave on social platforms can differ greatly to general mass social users.

Mass Social	Mass Sharing (open sharing)	Macro influencers (with high fan base)	Glossy content and visuals	Branded ad content "Useful" information	From general lifestyle topics
Luxury Social	Dark Social (private sharing)	Micro influencers (highly engaged fan base)	Raw and real content	Inspiration DIY tips (emotional inspired/ support)	Highly specific interest/ subcultural

The online behaviour trends are partially driven by legal issues surrounding luxury spending regulations but more importantly by a maturing sense of consumption and sophistication that influences consumer lifestyles, philosophies and branding trends. As a result, luxury brands need to try harder to convince consumers; they need to meaningfully substantiate luxurious value in terms of culturally founded and empowered branded strategies and activities.

These trends are why finding relevant cultural

context and activating effectively in social becomes even more important. Coupled with the way that Chinese luxury consumption is evolving away from perceptions of social upgrade to a more understated appreciation for refinement and inner cultivation means that luxury brands need to create content and collaborate with influencers which luxury audiences find most interesting – content which is memorable, remarkable, emotional and useful enough in order to entice "shareability" and drive to purchase.

Decoding Luxury Social in China for Sustainable Brand Growth

MediaCom China, in collaboration with KANTAR developed a large scale research blueprint to unlock the formula needed for luxury brands to activate their social media effectively for an audience-first approach. The findings decode what makes luxury audiences share their experiences online and takes into consideration the nature of a luxury audiences that is driven by videos and images.

In order to build a complete understanding of the effect of social media on luxury we utilised the latest AI image recognition technology supplemented with interviews from Key Opinion Leaders (KOLs) and targeted focus group discussions amongst Millennial and GenZ luxury consumers.

The result of this MediaCom Kantar collaboration is a robust and holistic understanding of the context that a content strategy should be built on in order to mobilise all the tools at our disposal in the right way. Enabling luxury brands to better connect with their consumers and drive brand growth.

Meet EVA

AI powered Enhanced Visual Analytics system with semiotically inspired algorithm & parameters to decode what's relevant for luxury consumers



Sources: KANTAR

Social media is one of the largest consumer databases in the digital world - thousands and millions of content are being created by consumers every minute, creating an endless gold mine to be mined by brands to better understand their target audience.

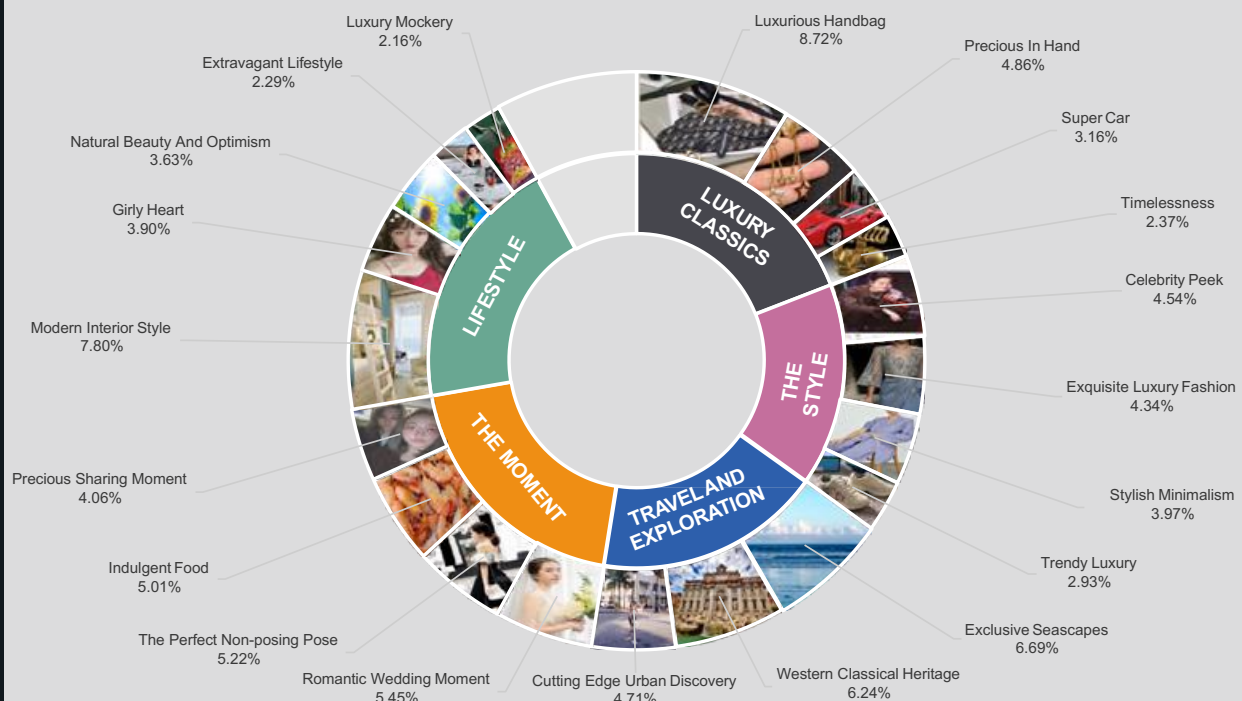
With the evolving of technology, now finally it is possible to effectively decode consumer insights from social images, the default medium for the luxury category. Powered by MediaCom and KANTAR, LuxeSocial Decoder is a research system based on social listening, semiotics and image recognition. A process involving 3 phases:



EVA was engineered by AI specialists and semioticians to understand the equity that brands and categories have in culture - at scale. For this unique paper Kantar and MediaCom collaborated to co-define parameters and hashtags relevant to luxury social media trends and threads. More than 23,000 pieces of user generated content (UGC) was collected and clustered into semiotically similar clusters by EVA and prepared for semiotic analysis.

We then used semiotic analysis to further refine content into clusters and to deep dive into the associated meanings behind each cluster. Findings were grouped into territories and themes attached to larger cultural trends. To make this actionable MediaCom and KANTAR collaborated to distill the findings into a formula which all luxury brands can use as a guide to optimizing their content.

The clusters produced by EVA and their share of voice by percentage



Sources: KANTAR

Identifying Impactful Content

In order to identify what constitutes content that is impactful, we evaluate the semiotic and cultural elements and look at content from three angles: Residual, Dominant and Emergent communication trends.

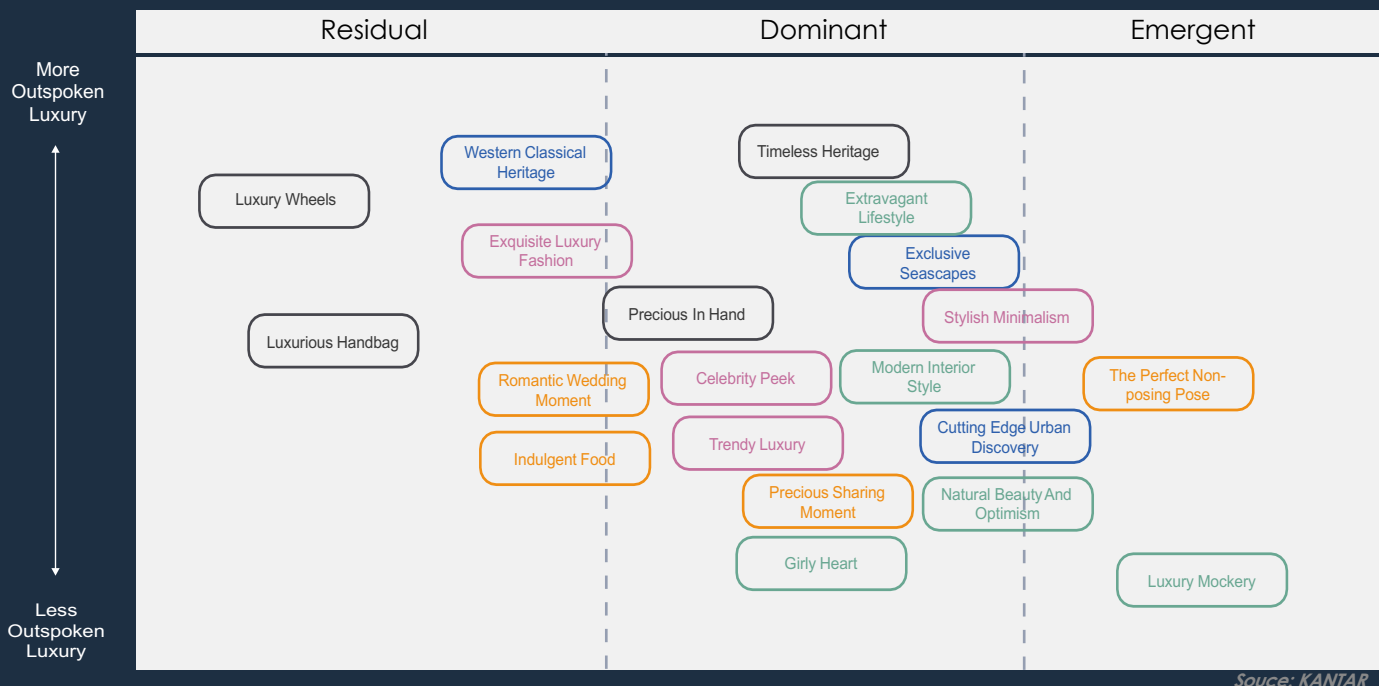
RESIDUAL generally refers to findings containing meanings and expressions which have lost momentum


DOMINANT findings refer to mainstream meanings and trends that have become the norm, what is normally regarded as the majority

EMERGENT trends are as the name suggests, the new trends which have just started to find their way into expression and social media.

The key to making content more impactful for luxury brands is striking a balance between what is effective in the dominant trends and an appropriate emergent trend that matches a brands' strategy needs.

In the sections that follow we will expand on these dominant to emergent trends with case studies from brands who are already utilising them. We also examine the unique factors to be considered when luxury brands manoeuvre in China's social ecosystem.





“Millennials and GenZ are expected to make 46% of all luxury purchases by 2025”

Photo by Hunters Race on Unsplash

Four Emergent Content Trends Fuelling Growth for Luxury Brands in China

1. Cultural Confidence and Pride

China pride

Relevant Emergent Cultural Context

As China continues to expand its reach and cooperation on the global stage, the prevalence of western mimicry among brands and products is fading. China's financial confidence is spurring a revisiting of its own past in a new light with heightened appreciation for acknowledgment of its contributions to the world. Domestic financial confidence is advancing new expectations of luxury. Old motifs, values and ideals are resurfacing with emergent and luxurious energy.

Example of brand:

An example of the invocation of national pride can be found with Versace when it created a post-modern experience in its opening of a pop-up shop in Chengdu Taikoo Li. It was a fusion of Eastern and Western literature and art culture, housed in a Chinese traditional architectural venue with Italian design. This is an example demonstrating the appreciation for both cultures, while being true to the edginess and authenticity of the Versace brand.

Application to Social: Respect contemporary and classical Chinese culture

Luxury brands cannot simply translate global content. In order have the right tone and manner brands need to find the balance between their brand heritage / identity and local cultural pride. Pay respect to the Chinese culture, but don't try to be Chinese if you are not.

In terms of collaborations - Luxury brands should select KOLs which are able to ground the brand in Chinese culture, thus creating tighter, longer lasting bonds with followers.

Key Content themes: Timeless Heritage, Precious Sharing Moment



Sources by TV show 'the Nation's greatest treasures'



Sources by :<https://www.gucci.com/us/en/st/capsule/chinese-new-year-collection>



Sources by Versace WeChat official account

2. Understated Sophistication

Minimalism

Relevant Emergent Cultural Context

Every day more and more Chinese consumers are choosing to educate themselves abroad and travel extensively, this has resulted in a Millennial and GenX generation with broader global knowledge of brands and more attuned appreciation for aesthetics

The idea of luxury is evolving from 'showing' -wealth and materialism, to 'knowing' -cultivation and discernment. Consumers will no longer define luxury as overt status and 'bling', but as something that can be just bought to a greater value being placed on understatement and contemporary aesthetics, as more related to internal refinement and elegance. In a world where branding and products become increasingly complex and 'loud', the simplified becomes associated not with lack of attention but with overt thoughtfulness in the process of creation and hence extraordinary and luxurious. Heritage campaigns introduce consumers to why the brand exists and invokes feelings of authenticity and sense of transparency, which creates more meaning and can help establish trust. Distilling the brand story into a set of icons makes it recognisable to others and enables the wearer to make a statement. Today's icons go beyond the logo to more subtle cues such as motifs or materials. Young luxury audiences are putting more value on non-branded luxury items as they appeal to their desire for high-level curation and self-expression. Cultural currency is important, so those "in the know" will recognize a luxury fashion item with the label hidden.



Sources by Digitaling.com <http://www.digitaling.com/>

Sources by <http://www.vancleefarpels.com/us/en/line/92/poetic-complications>

Example of brand:

Balenciaga is a great example of how eschewing overt boastfulness about craftsmanship in favour of UX and content that is subtle and minimalistic, allows visitors to the brand to feel that they are focusing on what's important. From a content perspective it is a great example of satisfying a need for minimalism to combat visual oversaturation.

Application to Social: Minimalistic luxurious content

The medium is the message. For brand owned assets, user experiences and interfaces should be well crafted and sophisticated conveying luxury that reinforces the brands equity.

Social Consumer Relationship Management (SCRM) and social commerce ecosystems are highly complex, so too much guiding to point of sales. As such, sophisticated minimalism in brand owned social buying assets is key in converting sales. Content needs to be rich but minimal between "discovery" and "point of sale".

Key Content themes: Stylish Minimalism, Modern Interior Style



Sources by Balenciaga WeChat official account

3. Naturalness

Human nature

Relevant Emergent Cultural Context

As nature is becoming scarce in rapidly growing cities, native elements of nature carry great cultural value. This is seen in the prevalent effort in modern urban design movements to incorporate the natural environment into layouts and to mimic it in the choice of materials used in an effort to make their spaces and avenues for healthier living and experiences.

This desire for healthier living is a response to emotional and internal cravings for a more traditional way of connecting with people, a warmer human connection and closeness – a return to a more natural state of the Chinese culture.

As the desire for naturalness emerges as a relevant emergent cultural context so too does a desire for luxury products and experiences that convey a more natural and authentic version of oneself.

Application to Social: Be authentic, make real connections, speak to users

Luxury products are no longer just vehicles of projecting wealth but are now projecting identity. Brands need to remain real and authentic in their style of content.

In selecting KOLs, brands should be choosing those that resonate with the brands DNA on

Example of brand:

A good example of this spirit is found in the Louis Vuitton "Memories in Shanghai" short film series launched in September this year where an interaction between Dilireba (a famous actress) and Ming Xi (a famous model) humanizes their friendship by having Ming Xi share her home town with Dilireba stating, "This city embodies all of my memories". In this series of short films, they displayed various new Capucines handbags and paid tribute to their beloved city. This brings the consumers and users closer to the content as they share a familiarity or a bond with the brand through the shared connection.

a personal level. Brands should be choosing people, not social media metrics.

When speaking to younger audiences, luxury brands should be willing to be more playful maximizing user engagement.

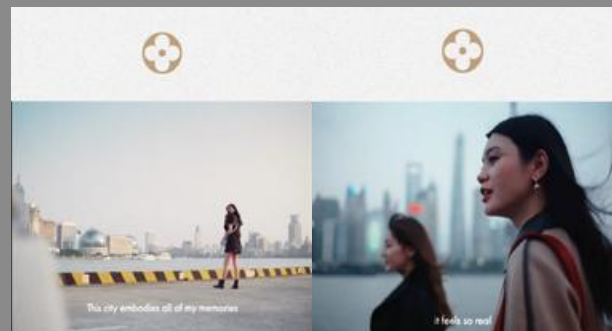
Key Content themes: Precious Sharing Moment, Girly Heart; The perfect Non-Posing Pose



Sources by KANTAR



Sources by Digitaling.com <http://www.digitaling.com>



Sources by Louis Vuitton WeChat official account

4. Exclusive and Experiential Discovery

Niche experientialism

Relevant Emergent Cultural Context

As mobile and digital connectivity have become an inseparable part of Chinese consumers' daily lives, the idea of reality is being renegotiated and its rarity is being seen as a precious commodity; moments of intimacy and real personal connection become important and that applies to consumer-brand relationships also.

This has caused an increasing appreciation of the need to create 'real' and 'physical' connections which deliver richer and more real brand experiences.

Example of brand:

A leading example of this style of marketing is French fashion house Louis Vuitton. The brand proved its experiential credentials earlier this summer with its visually arresting neon green pop-up shops in New York. Outside and in, the space highlighted the brand's latest collection and encouraged consumers to interact with the products and share the event over social media.

However, the real highlight wasn't the luminescent interior or the eye-wateringly priced £5,100 bum bag – instead, the outside of the store doubled up as a green screen and saw consumers transform the store into a field of flowers and a galaxy full of stars. Now there's your 'gram-worthy' shot.

Application to Social: Create immersive worlds through mixed reality

Invest in mixed reality brand owned social assets that seamlessly blend realities through a well crafted mix of AR, VR and other immersive technologies.

Social commerce needs to be supported by intuitive AI driven SCRM systems in order

to create seamless two way conversation between brand and consumer.

Social media is not a promotional tool and paid social advertising is a temporary fix for what is a larger need – interactive social engagement.

Key Content themes: Exclusive Seascapes, Cutting Edge Discovery



Sources by Branding Mag
<https://www.brandingmag.com/>



Sources by <https://www.vogue.co.jp/lifestyle/hotels>



Sources by <https://hypebeast.com/2019/7/louis-vuitton-mens-fall-winter-2019-new-york-pop-up>



Activating Across Social Platforms

A MediaCom KANTAR solution

Based on these emergent trends and applications to social the question remains how do luxury brands activate luxury content across social platforms in China?

MediaCom in collaboration with Kantar have developed five rules of engagement complemented with a product suite "LuxeLens". Enabling Luxury brands to excel at social content and driving sustainable growth.

1. Multiplicity & Optimization

Uncovering the most impactful and relevant type of content

We understand that consumer social attention is fragmented. Decentralization and diversification are not only prevalent in content but also social platforms.

Luxury brands should consider establishing multiple official channels on social networks to enlarge their influence and should also develop content that consumers are interested in based

on each platform's strengths.

In order to optimize social resource, it's important to understand consumer's social media behaviour for accurate targeting, managing and distributing the right and most relevant content across different target consumer segments.

DECODE LuxeSocial Decoder:

Using semiotics & social imaging to decode what's relevant for luxury consumers.



With the evolving of technology, now finally it is possible to effectively decode consumer insights from social images. Powered by MediaCom and KANTAR, LuxeSocial Decoder is a research system based on social listening, semiotics and image recognition. The process involves 3 phases:

1. Collect social images generated by target audience;
2. Analyse what's relevant for them in cultural and category context;
3. Turn into actionable insights to guide content and media strategies.

2. The Right Influence

Unleashing the power of luxury insiders to produce content

The Influencer is the key protagonist within social media. They are the bridge between brands and consumers. There are different categories of influencers in China from Celebrity KOL (key opinion leaders) to KOC (key opinion consumer) and each of them creates their own impact in different areas.

Numbers of followers and capability of driving traffic are insufficient evaluation criteria for finding the right influencer. For example, working with mega-influencers like celebrities or top-tier KOLs can be helpful for brands to generate awareness and build a reputation but also working with niche mid-tier KOL and KOC

who represent the ethos of the brand can help to reach core target audiences and deliver engagement in specific categories.

Content creation for the luxury category has never been easy. Creativity, knowledge of collection history, tone and manner all call for both luxury category understanding and social engagement know-how.

Thus, it is not realistic to have a one-size-fits-all content creation solution such as a dedicated 'copywriting team'. The right way is to have professionals to create content for professionals in the same fields.



CREATE LuxeSocial Cuisine:



Unleashing the power of luxury insiders to create Professional Generated Content.

Suggest using '3rd party guest chefs to cook', because the 'chefs' here may include both influencers and others.

These chefs may include media editors from luxury and fashion magazines, luxury category influencers, or vertical communities depending on the campaign needs.

3. Advanced Technology

Leveraging data science to source and manage relevant influencers and ad channels

Leveraging technology and innovation has always been key in marketing, creating opportunities to stand out from the crowd while also establishing an image of the brand as a trend leader.

In recent years, virtual influencers have been a novel and interesting concept in China, virtual characters can be vividly represented

and are a unique interaction experience for consumers. In addition, virtual influencers can transform consumers from spectators into creators. For example, their clothing can be directly informed by consumer's feedback, empowering consumers to a position of Key Opinion Consumer.



DISTRIBUTE

LuxeSocial Amplifier :

Leveraging data science to find & manage luxury relevant influencers and ad channels.

LuxeSocial Amplifier is the content distribution solution to identify the right influencers and ad channels, and mix them in the right way to amplify the content effectively and efficiently. Influencers planning & management are executed through WPP's global and leading influencer marketing platform: INCA, while Ad channels and formats mix are proposed through MediaCom's proprietary system SMIO (Social Media Investment Optimizer). The approach is consumer centric and data driven, based on an always-on consumer panel, historical performance and a media provided industry benchmark database.



4. Integration of Online-to-Offline (O2O), Social and Commerce

Tailoring solutions to connect social & commerce to drive luxury purchase

Online-to-offline integration has become a significant trend in luxury marketing but it's not only about driving on-line traffic to off-line purchase, it is also about creating channels that advance brand exposure on social media, as earned media. In an effort to feed the desire of new consumers keen on all kinds of innovative experiences and sharing them in social networks we see many luxury brands compete to hold various pop-up stores, exhibitions or out of home activities to engage with young people.

However, luxury does pivot on scarcity and experience. Utilizing digital strategies that leverage mobile, social platforms, and big data together with off-line marketing approaches to create a unique and exclusive experience is

critical.

The purchase behaviour of luxury products is changing along with technology innovation. Although offline is still the preferred luxury sales channel for now, online luxury spending is expected to grow year on year to around 10% in 2020 and around 12% in 2025. (Source: McKinsey)

Also, online experience and offline purchase are connected more often than ever, powered by social and digital as a bridge. O2O (online to offline) has become a popular approach in luxury marketing. Well-designed social experiences can not only facilitate online purchase, but also drive traffic to offline sales seamlessly.

PURCHASE

LuxeSocial Boutique :

Tailoring solutions to connect social & commerce to drive luxury purchase.



LuxeSocial Boutique is not a single product but a set of tangible solutions to connect social and commerce to drive conversion:

Commerce to Social to Commerce (C2S2C):

using eCommerce user behaviour data to target high potential luxury consumers in social ad platforms, and then drive them to commerce either online or offline.

Commerce Inside Social (CIS):

Commerce function realized directly inside social platforms, such as WeChat mini-program boutique.

Social Inside Commerce(SIC):

Social and content engagement inside eCommerce platforms, such as eCommerce KOLs endorsement.

Co-op with social commerce platforms:

Commercial cooperation with independent social commerce platforms, e.g. Little Red Book.

KOL stores:

Limited edition co-launched with top influencers and sold in influencers' own stores.

5. Measurement

Applying agile test & learn approaches to measure and optimize results

The ultimate impact and ROI of a campaign is the bottom line for advertisers. How to assess the success of social media must begin with the development of campaign objectives from the beginning.

Social media will play different roles in different campaign objectives. Therefore, it must be targeted to the role played and set the

appropriate KPI for reasonable evaluation of campaign performance. Moreover, we can further consider using different methods to evaluate its revenue impact and ROI which would count upon multi-dimensional data collection, data integration between different platforms and professional data comparison analysis.



MEASURE LuxeSocial Optimizer



Applying agile test & learn approaches to measure and optimize results

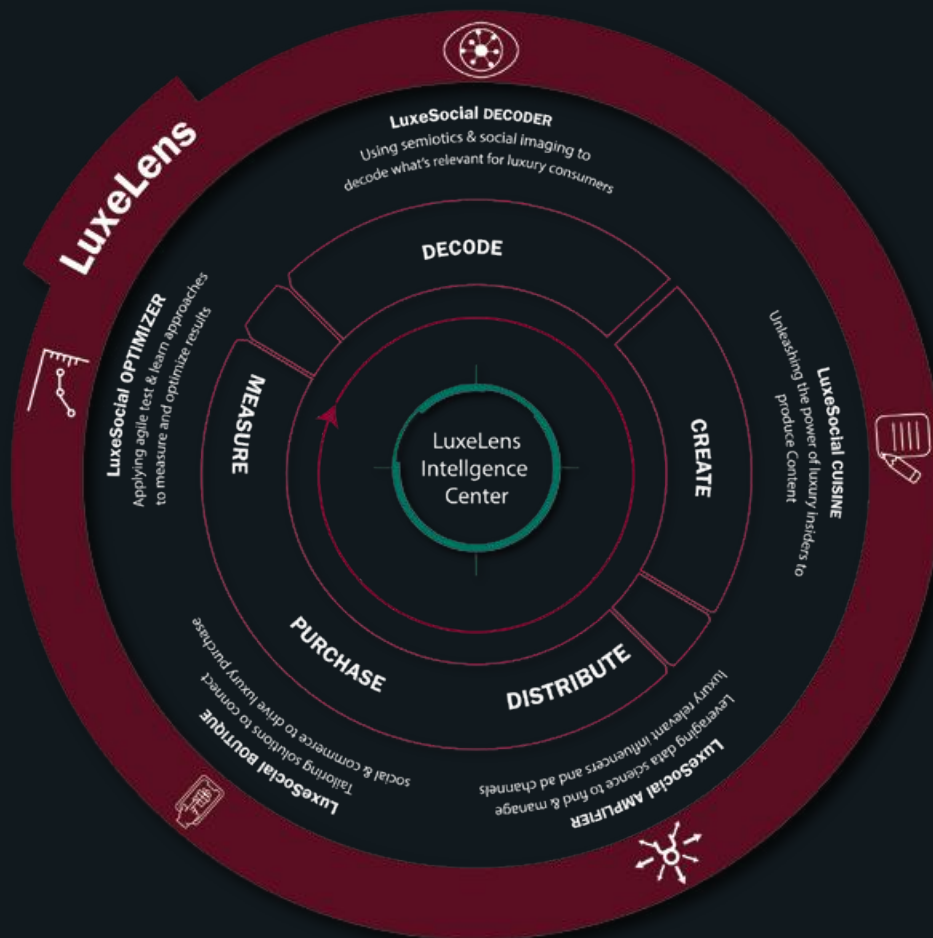
We work to a measurement framework following a Reach, Engagement and Conversion approach coupled with in-time optimization. This requires an agile test & learn approach - track the core metrics in time, and adjust content, channels or mechanisms. Due to the development of ad operation systems of social media platforms, even the real-time-bidding optimization can be done through various systems on either media side or agency side, operated by professional optimization specialists. This is LuxeSocial Optimizer, the final but also the first step in the optimization cycle of this holistic 5-step solution.

The MediaCom KANTAR LuxeLens Social Solution Toolbox

Unlocking Social Currency to Fuel Luxury Business Growth

The MediaCom KANTAR solution is powered through the LuxeLens Intelligence Centre, a consumer database foundation including:


1. Always-on consumer data panel for tailored target audience group. Monitoring set audiences social behaviours with intelligent visualisations through a dashboard solution;
2. Social listening command centre monitoring and analysing topics and consumer groups;
3. Historical performance benchmarks;
4. Media provided category benchmarks;
5. Traditional offline focus groups.



The MediaCom Social practice, established in 2012, works with over 35 clients in China and is empowered by social know-how and proprietary social products providing a holistic approach to your social media needs. We also leverage the scale and might of GroupM to deliver optimal ROI. Because of this, we are able to create tailor-made social media solutions for your various brands and target audiences that have one single goal: to unlock growth for your business.

KANTAR **SOCIAL IMAGING**

POWERED BY EVA



**Harness the power of User Generated Content,
Artificial Intelligence, Culture and Semiotics**

Please contact Panos Dimitropoulos | Panos.Dimitropoulos@kantarc.com to find out more

www.kantar.com

Learn more about finding growth.
Sign up to our monthly newsletter:

www.mediacom.com/blink

If you are looking to decode desire for your brand
or interested to learn more about how MediaCom
can grow your business please contact:

HOWARD THOMPSON

Chief Strategy Officer, MediaCom China
21F, WPP Campus, 399 Hengfeng Road, Shanghai
Howard.Thompson@mediacom.com

In association with

MEDIACOM **KANTAR**