

Slingshot

Industry Best Practices

September 2022

SLINGSHOT.

Slingshot Case Studies 01

Social Content 02

H5 & Mini-programs 03

New regulations & functions 04

GET READY
for change

01 Slingshot case studies

01 Slingshot case study - Communication

1865 (Chilean Wine Brand)

WeChat Channels Livestream

1865 is a mid-to-high-end wine brand owned by VSPT, the 2nd largest wine group in Chile.

We proposed and executed a live streaming project for 1865, invited wine expert [Xiaopi](#) and lifestyle KOL [Isabella](#), and held a B2C WeChat live streaming at the end of July, with the theme "Discover the Chilean style fine life with 1865".

Target of the live streaming: **70% B2C** (wine lovers, normal consumers) and **30% B2B** (practitioners, 1865 business partners).
Objective: increase brand awareness and exposure on social media.

The content of the live streaming aims to emphasize on the Chilean lifestyle, culture, wine history, and food pairing guide of 1865 wines.



Promotional poster

1865 (Chilean Wine Brand)

WeChat Channels Livestream

Main KPIs we achieved during the live streaming:

- **10.3k+ views** during the 2 hours of live streaming
- **23.2k+ engagements** during the live streaming

Highlights of the projects:

- Using Xiaopi's WeChat channel account as the live streaming platform efficiently and conveniently drove traffic to 1865 WeChat, compared to third-party live streaming apps
- We set Q&A lottery games with clear and fair rules, encouraging audiences' participation and helping them better understand the products;
- Xiaopi's humorous and experienced style, as well as his good chemistry with Isabella, prevent viewers from getting bored during the two-hour streaming.



Screenshots of live streaming room

02 Social content

02 Social content (WeChat)

SHISEIDO资生堂

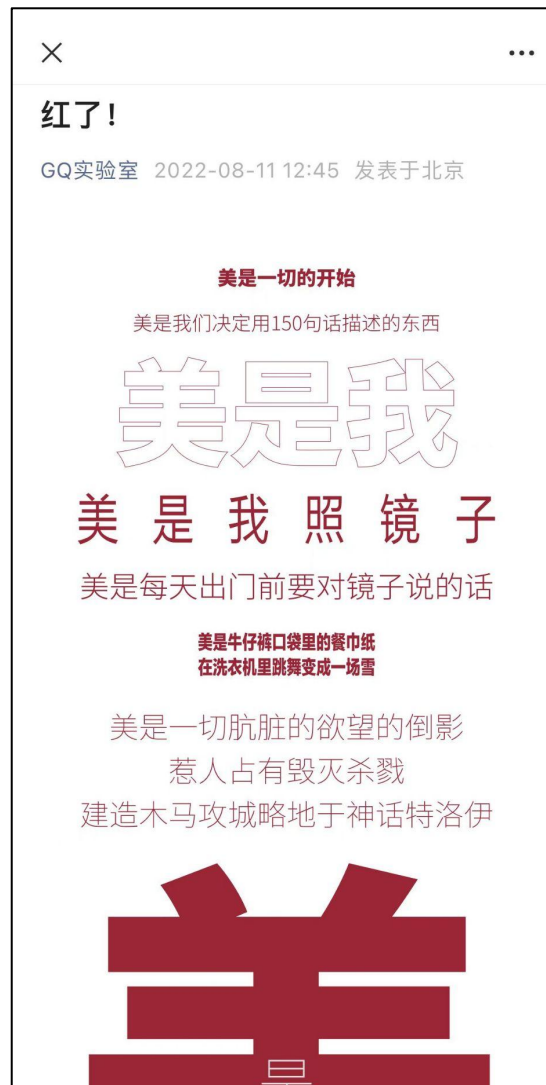
Project : SHISEIDO 150th Anniversary



GQ Lab's WeChat article "Red!" aims to help SHISEIDO promote its 150th anniversary and the upcoming live show with the theme "Beauty".

The creative ad campaign tries to interpret "beauty" in 150 different sentences in resonance with the brand's 150th anniversary. Different from conventional WeChat articles, GQ Lab's article uses programming and coding to make the whole article pop up automatically in a pre-defined time and sequence, which also makes the audience curious about the message of the article and wait till the end comes out.

Apart from the informative content of 150 sentences, the layout of the sentences is also eye-catching. All the characters are in SHISEIDO's brand color red, but presented with different fonts, sizes, and visual elements, which makes the long article more attractive.



02 Social content (WeChat)

Holiland 好利来

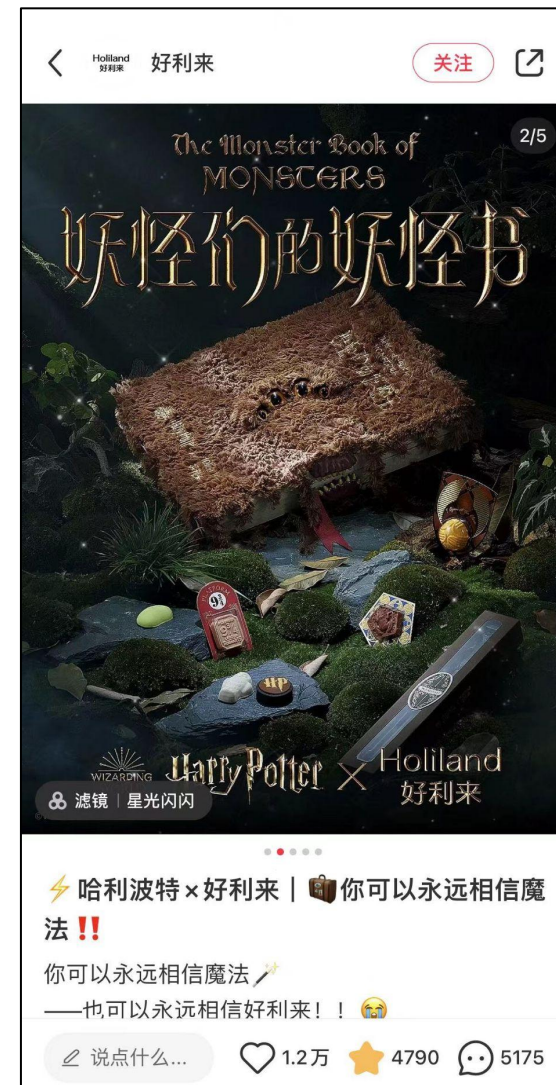
Project : Wizarding World Gift Box



To celebrate the upcoming Mid-autumn Festival and Harry Potter's 42nd birthday, the famous Chinese bakery brand Holiland partnered with the Wizarding World of Harry Potter to introduce two options of Harry Potter themed mooncake gift boxes.

Both gift boxes contain 6 specially designed pieces of mooncakes named after iconic figures or elements from Harry Potter, such as Hedwig, Chocolate Frog, 9¾ Platform Ticket, Golden Snitch, etc.

With the title "You could always trust magic!" and the nice pictures featuring the mooncake gift boxes, the post soon generated great attention from the audience. Moreover, Holiland also called for audience to involve in Q&A to win prizes in the comment area, which brought about more engagement.



02 Social content (Video)

RED 小红书

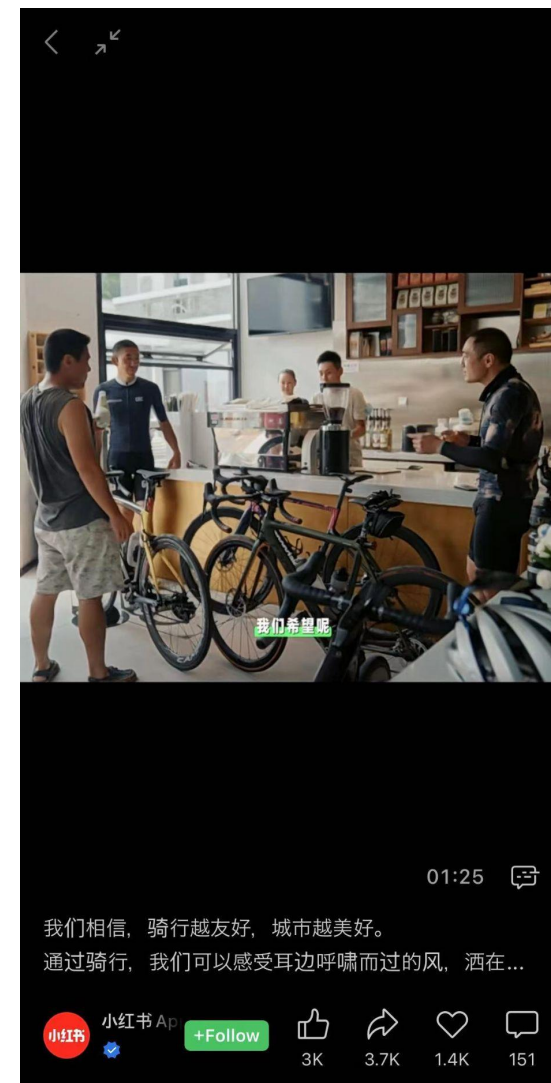
Project : Friendly Cycling Campaign

After successfully setting the trends of camping, frisbee and land surfing, RED has released a new cycling campaign video to encourage people to use a bike as transportation to explore the cities.

Recognizing its own platform's unique quality - that is, **providing a sense of community well-being**, the promotional video of the Friendly Cycling campaign also reinforces this aspect by showcasing the social interaction and warmth provided by the shops that welcome bikes, establishing a strong sense of welcoming and inclusive community that also makes viewers want to be a part of it.

In addition, rather than showing the video from the brand's perspective, it strategically includes various shop managers' interviews to recount their own "biker lifestyle", which adds a layer of familiarity to the audience, making it more relatable to their own life. The video perfectly aligns with RED's mission of "being a source of lifestyle inspiration" for local younger generations.

Search for "骑行友好计划" in WeChat Channels



02 Social content (Video)

Sprite 雪碧

Project : "Does Sprite Really Advertise for Others?"

Genki Forest (元气森林), a Chinese brand known for its sparkling water beverages, launched its sugar-free cola-flavored drink as a way to tackle Coca-Cola and muscle market share. In response to this, Sprite, which is also under the Coca-Cola company, released an ad campaign "Does Sprite Really Advertise?" to provoke their competitor while promoting Sprite ZERO SUGAR.

The outset of the video vaguely presents two different colors of packaging - with one being the highly recognizable Sprite green bottle, and the other one seemingly being the packaging of Genki Forest, yet in fact to be Sprite ZERO's new packaging.

Simple yet powerful, the video sent the brand's message to its competitor loud and clear, stating "who else but us?". At the same time, it successfully aroused the curiosity of the public and stirred conversation on social media.

Search for "雪碧无糖" in WeChat Channels



03 H5 & Mini-programs

Johnnie Walker 尊尼获加

Project : Onboard Johnnie Walker
Spacecraft



The game concept is to combine the wonderful experience of whisky with the mysterious cosmic adventure, to unlock the user's identity as an explorer.

The user will answer 6 questions, including what kind of unknown world he/she will enter, and how he/she will drink and celebrate after returning to the base.

Finally, join as a member by entering the mobile phone number, and then generate the explorer identity poster. On the one hand, this method can help brands expand their membership database, but at the same time, many users will give up getting posters.

The design of H5 uses a dark and deep cosmic theme background. The answer options mention the products many times and conform to the scene setting, which deepens the user's impression and increases his/her interest in drinking after the game.



Van Cleef & Arpels 梵克雅宝

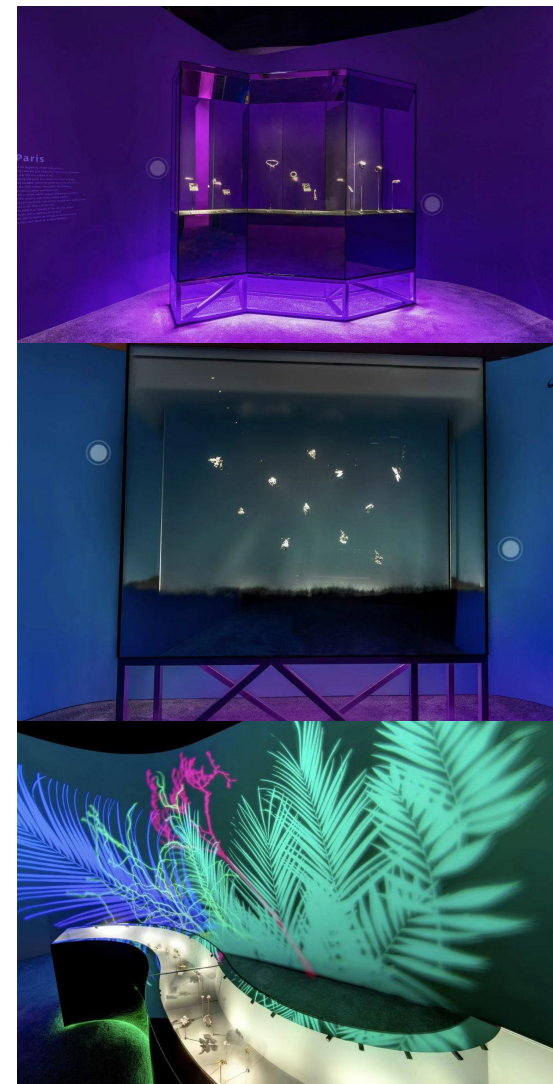
Project : Retrospective of the Collection

Van Cleef & Arpels has developed a Mini-program, especially for their jewelry exhibition. Users can purchase exhibition tickets in the MP, but most interestingly the brand added the function in which users can 360° to visit the exhibition.

Users will first see a map of the entire exhibition, with 14 exhibition halls. Users can choose the theme they are interested in viewing. It also has a zoom function that allows users to zoom in and out to watch the exhibition hall more carefully.

The overall design style is in line with the consistent luxurious image of the brand, and introductions to the exhibition hall and exhibits have been added to the Mini-program, which enriches the content and perfectly presents the exhibition to online users.

Search for “梵克雅宝典藏臻品回顾展” in WeChat



04 New regulations & functions

04 New regulations & functions

Red, Weibo & Douyin

Displaying influencers' names of MCNs

Few months after displaying IP location on users profiles, social platforms are also showing the names of MCN (*multi-channel network or influencer management company*) on the influencers' profiles.

As the driving force behind the influencers, the agencies often play the role of receiving advertisements from brands and also providing operation services.

For example, rural life has become a major "traffic password" on many platforms. It is exactly why the audience like it— natural and realistic. Once the "realistic" filter disappears with the appearance of the names of MCNs, the audience will understand that the "realistic" content is specially designed and operated by agencies to get traffic for their influencers.

Influencers would have to focus on creating great content. It can also lead to a more healthy and orderly development on social media platforms in the future.



Source: Sohu: [Link](#)

04 New regulations & functions

Red Shutiao new function

The functions of Shutiao (one of the advertisement tool on Red) are now more similar to information flow.

There are two different types of Shutiao. Content heating is suitable for individuals, such as influencers. Marketing promotion is suitable for small and medium-sized brands or individuals.

Marketing promotion, now, can support promoting posts from influencers and allow brands to add the official store links in the posts, if the brand has its own official Red store. As a result, people can directly find the purchase links and related posts created by other users in influencers' posts.

Such an update can help small and medium-sized businesses. The audience can directly purchase the product after they are grass-seeded. It effectively improves the purchase rate of products. In addition, it also allows brands to purchase and use Shutiao more efficiently.



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