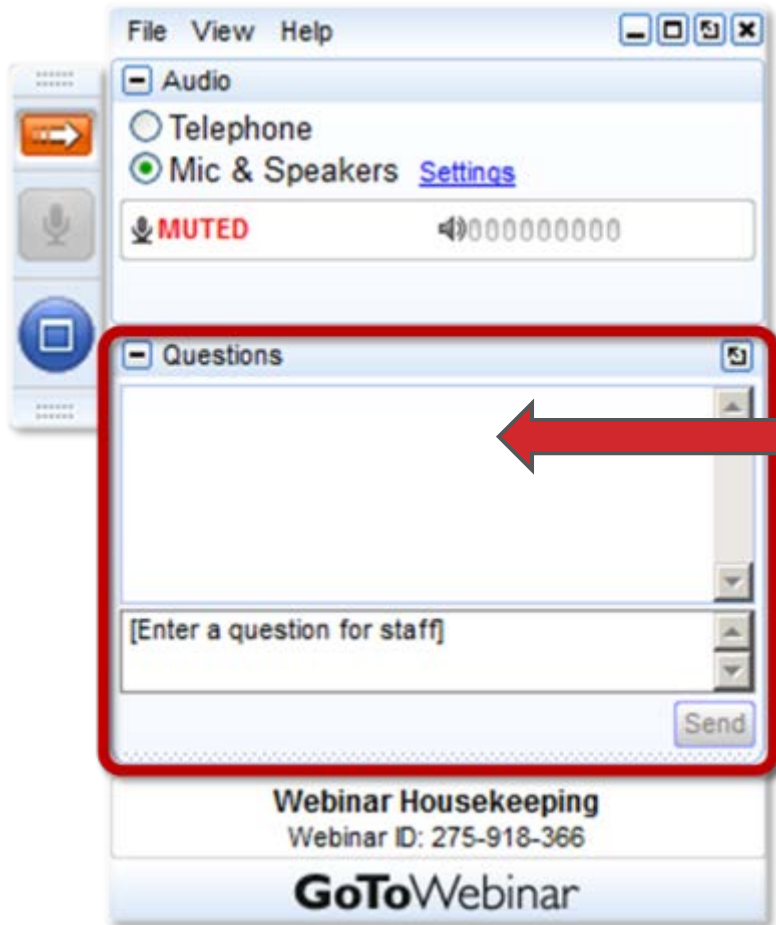




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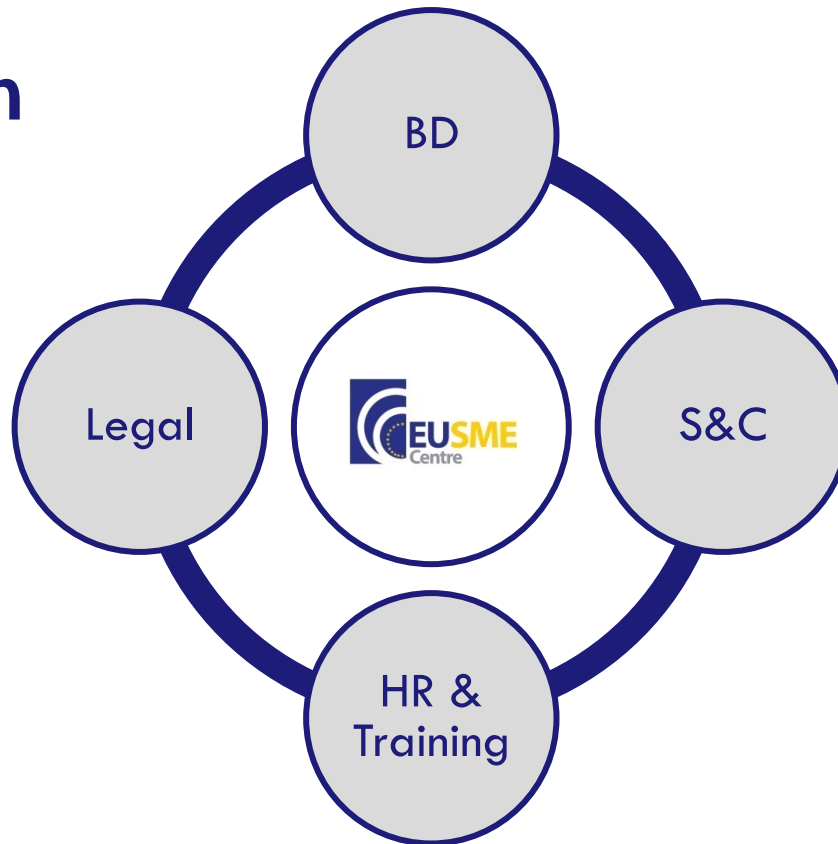
Please continue to submit your text questions and comments using the Questions Panel



- The EU SME Centre in Beijing is a project funded by the European Union
- To assist European SMEs to export to China and **establish, develop and maintain commercial activities** in the Chinese market
- Free, confidential **information and advice**, and practical **support services**

Information and advice

- Enquiries
- Publications
- Training
- Webinars
- Databases



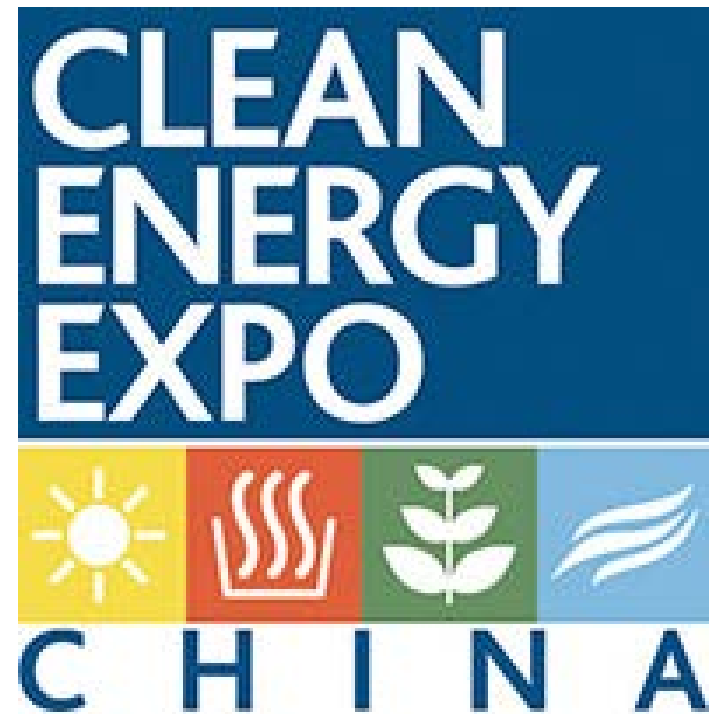
Support services

- Hot desks
- Briefings
- Matchmaking and networking

Upcoming Events

May 21 - 23, Beijing:
[2013 Asia-EU Matchmaking Event
Beijing](#)
Contact: zhengqiwen@hnccpit.org

July 3 -5, Beijing:
[European Pavilion at the Clean Energy
Expo China 2013](#)
Contact:
jonas.rasch@eusmecentre.org.cn





How to Shake the Right Marketing Mix in China?

April the 23rd 2013

Presentation Content

Top 8 Marketing to China Trends

- 1) Let's be "Glocal"
- 2) "Win Face" Trough the European Brand names
- 3) "Multichannel" Marketing Strategy
- 4) "Mobile" Permission Marketing
- 5) "China from China"
- 6) Branding: Chinese Name?
- 7) "Mini-Max Psychological Prices in China"
- 8) Chinese Customer "Green" Experience

Top 8 Marketing to China Trends

I. “Let’s be Glocal”



The Marketing Decision

- *Natura Bissé “Barcelona”* has selected its premium whitening cosmetics specifically for the Chinese upper class women.

- In the Asian culture (especially in China), white skin equals to elegance & beauty.

The Opportunity

- Successfully positioned in China in hotels and luxury Spas (Hong Kong, Taiwan, Shenzhen).

The Result

“FaceKini”



- Cultural difference: There is no such thing as a “nice tan” in China. Quite the opposite, Chinese use whitening creams and lotions.
- It makes no sense to market yourself on the basis of concepts such the Barcelona “Sun & Beach paradise” to the Chinese tourist target.



MATARROMERA GROUP



The Opportunity

- Religious groups, young managers, pregnant women, athletes and other social groups who appreciate the taste of European wine but are not willing to drink alcohol.

The Marketing Decision

- Addressing those consumer categories, *Matarromera* offers a high quality & affordable Spanish alcohol free wine (from the prestigious Ribera del Duero D.O).

The Result

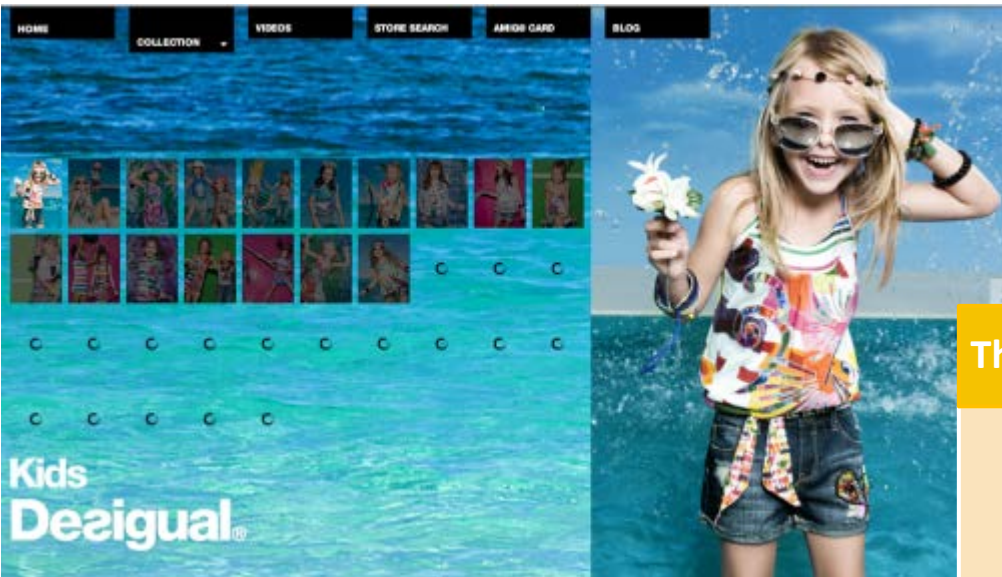
- *Grupo Matarromera* alcohol free Spanish wines are today well positioned in China (especially in high class restaurants & delicatessen shops).

Top 8 Marketing to China Trends

II. “Win Face Trough the European Brand names”

Top 8 Marketing to China Trends

II. “Win Face Trough the European Brand names”



**Desigual “Barcelona fashion style”
for the Chinese little emperors & princess**

The Opportunity

Chinese middle-high class “Win face” through European Brand names.

The Marketing Decision

Colorful fashion collections specifically thought for Chinese white collars (and their kids) for summer time, weekends and parties.

The Result

Desigual shops have been successfully opened in Hong Kong, Shanghai, Ningbo and other major centres.



We suggest to capitalize on the image of your country, city or region
For example, in China there is a good recognition of brands associated to “Barcelona” as being cosmopolitan & cool.

Association to Spain, on the opposite, links more to tradition, folklore, etc.

Top 8 Marketing to China Trends

III. “Multichannel” Marketing Strategy

Top 8 Marketing to China Trends

III. “Multichannel” Marketing Strategy



The Opportunity

- Top design fashion collections at affordable prices.



The Marketing Decision

- Mango uses celebrities image to build up its own brand in China and sustain the demand for its products sold both offline & online.



The Result

- Mango has already established its franchise network in China.

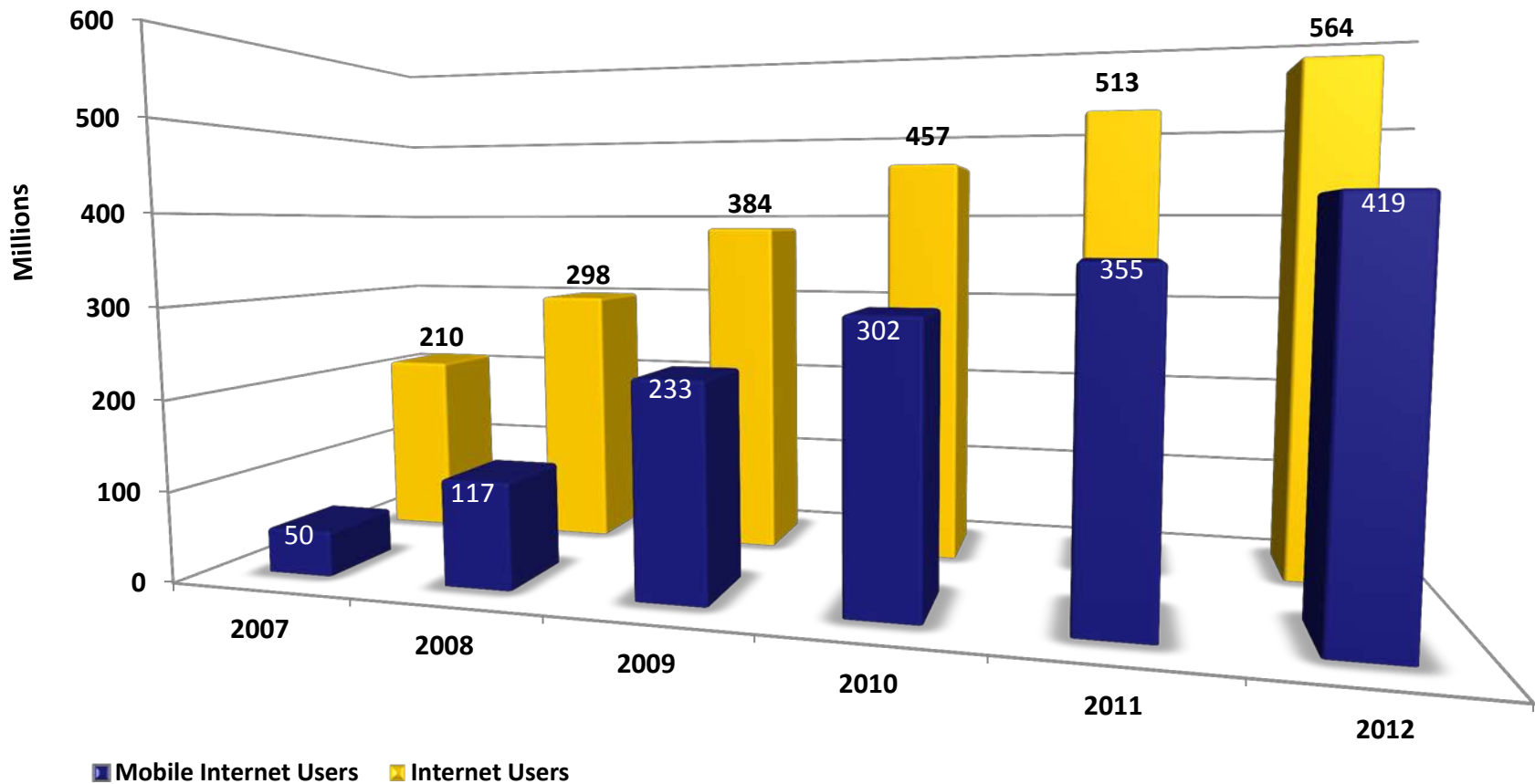
Top 8 Marketing to China Trends

IV. “Mobile” Permission Marketing

Top 8 Marketing to China Trends

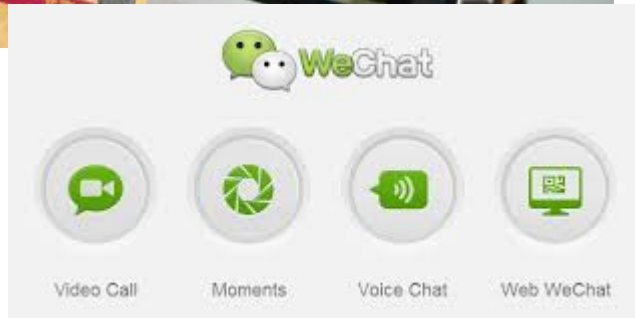
IV. "Mobile" Permission Marketing

China Internet and Mobile Internet Users



Top 8 Marketing to China Trends

IV. "Mobile" Permission Marketing



The Opportunity

Chinese middle -high class women love *European style* wedding dresses.

The Marketing Decision

Pronovias Barcelona uses WeChat as an effective Loyalty Management Tool.

The Result

Pronovias Barcelona wedding dress is also well positioned in China, maintaining high loyalty levels from consumers through the use of WeChat.

Top 8 Marketing to China Trends

V. “China from China” (Geo Marketing” in 2nd & 3rd Tier cities, with personalized messages to the right audience at the right time)

Top 8 Marketing to China Trends

V. “China from China”



◆ BARCELONA ◆



The Opportunity

Due to frequent food safety scandals in the PRC - especially in the dairy sector -, the Chinese middle high class welcome imported dairy products.



The Marketing Decision

Amongst more than 100 products in their catalogue, Farggi opted for the introduction in Asia (Korea, Japan, and now starting in China) of “just” 3 star products. With local delivering everywhere in China in just 2 weeks (“China from China”).



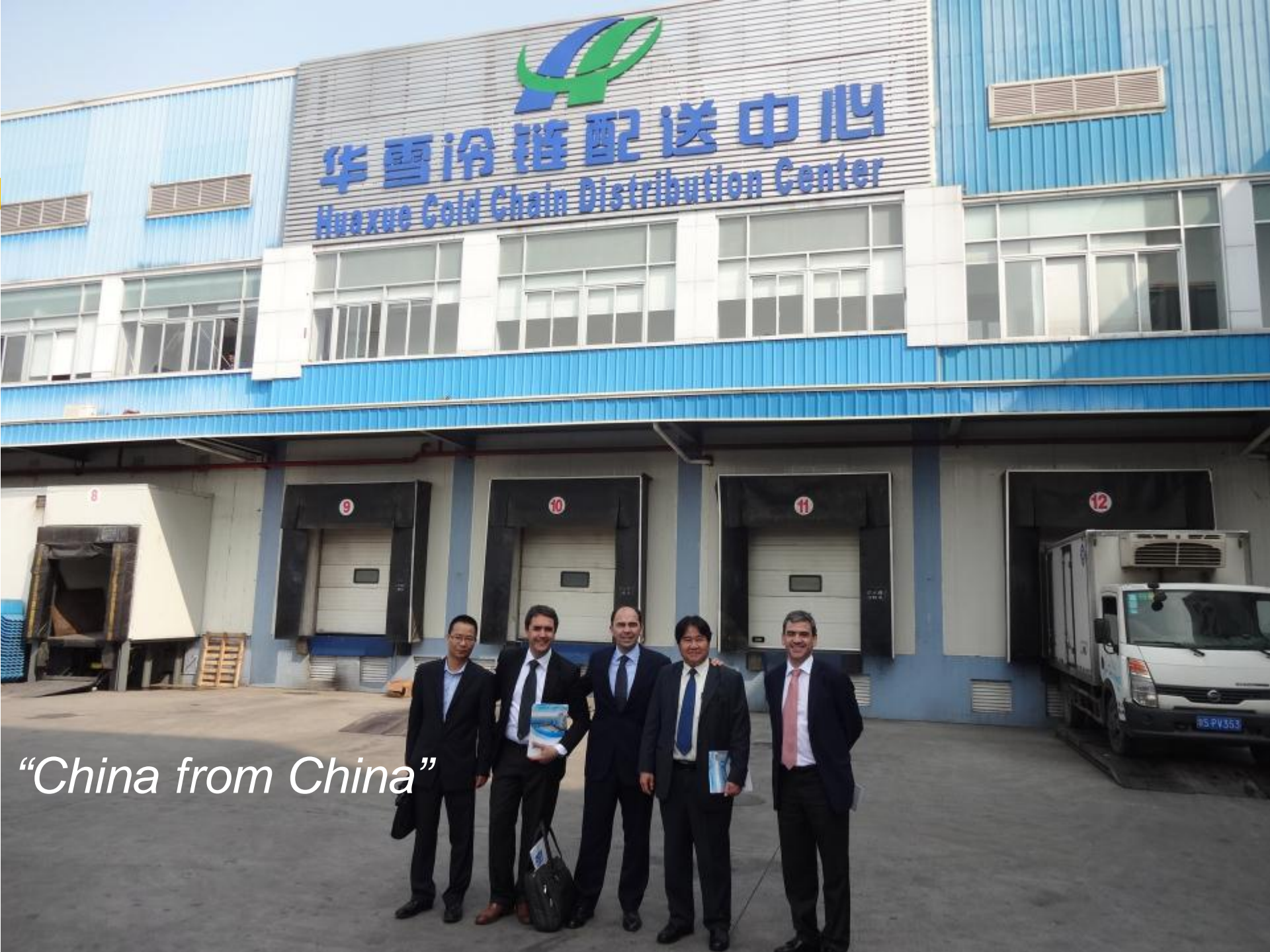
The Result

Farggi reinforces his position & sales in Europe, USA, Mexico & Arabic countries with their sales in Asia.



华雪冷链配送中心
Huaxue Cold Chain Distribution Center

“China from China”



Top 8 Marketing to China Trends

VI. Branding: Chinese Name?

Top 8 Marketing to China Trends

VI. Branding: Chinese Name?



Top 8 Marketing to China Trends

VII. Mini-Max Psychological Prices in China

Top 8 Marketing to China Trends

VII. Mini-Max Psychological Prices in China



The Opportunity

Selling premium imported products at an affordable price.

The Marketing Decision

Geo-marketing; focus just in Beijing & Shanghai offering high quality European imported products at a winning price position.

The Result

More than 600 Dia supermarkets already established between Beijing & Shanghai and continue growing.

“Psychological prices in China 8 = Fortune

TEL 022 **8788 8888**

项目地址：天津市南开区黄河道与快速路交口

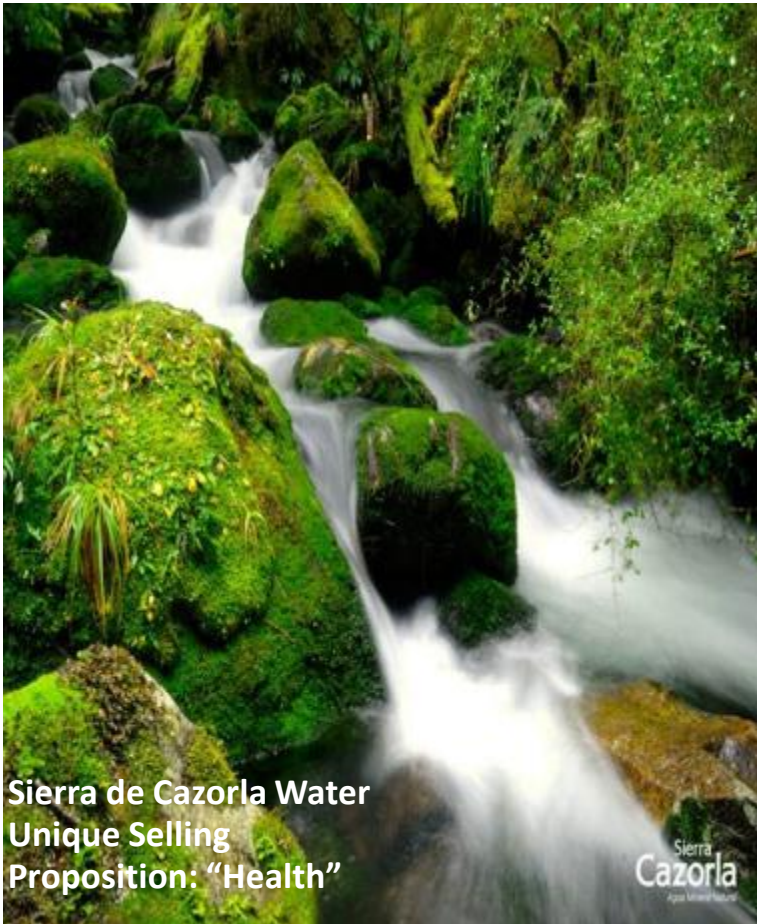


Top 8 Marketing to China Trends

VIII. Chinese Customer “Green” Experience

Top 8 Marketing to China Trends

VIII. Chinese Customer “Green” Experience



The Opportunity

- Today’s China environment condition facilitate the penetration of “healthy” European imported products.

The Marketing Decision

- “Top quality healthy water” with a dedicated packaging specific for the Chinese market.

The Result

- 1 million € sales during the first year.

*With a very
“Chinese
looking”
packaging
for the
Chinese
market*



**Sierra
Cazorla**
Agua Mineral Natural

“Win Face” through European Brand-Names

- What Chinese middle-high class (European companies traditional target) values the most is social recognition obtained through the consumption of European brand-names. Therefore it is essential to destine the appropriate resources to your marketing strategy in China.

“Mobile” Permission Marketing

- Now a day China has 718 million internet users and 1,1 billion mobile phones, signifying that European brands can put their "personalized" value propositions forward to the Chinese target "anytime" and "anywhere". Being today Weixin (aka WeChat) the key platform.

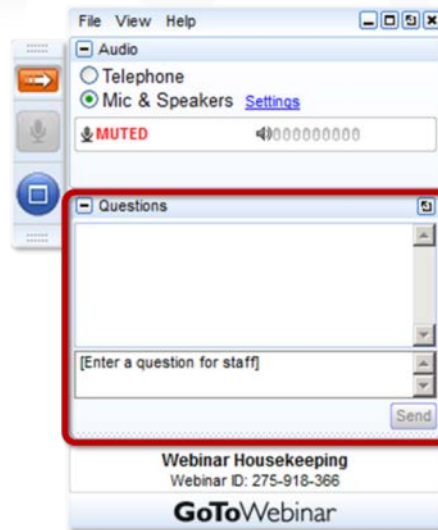
Branding: Chinese Name

- Delivering your marketing message (including brand-name and communication support) in Chinese will certainly help the local consumers understand your company values and the value proposition created specifically for them.

“Multichannel” Marketing Strategy

- Communication process, sales and Chinese customer loyalty management are conducted both offline (through the sales force, merchandising, advertisement, opinion leaders) and online (Chinese language website, SEM & SEO strategies - Baidu being the key player -, China Social Network - in essence Sina Weibo -). All adds up in the mind of the Chinese target.

Q & A





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