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eTALK

with Moonie



Hi there,

This is eTALK with Moonie, a monthly newsletter to stay updated about what's up in China.

My team and I are here to share our observations and in-depth insights of current events in China, especially related to e-commerce and digital marketing.

We wish to shed some lights on your business in China and strive to become the bridge between China and the West.

The big guns



Double 11 hit trailer

With the approach of Double 11, major platforms have announced the rhythm.

Tmall Double 11 will open for pre-sale at 8 pm on October 24th, with the first wave of rush buying starting at 8 pm on October 31st and the second wave starting at 8 pm on November 10th. ([Learn more](#))

JD.com Double 11 is divided into five periods – a seeding period in October, a pre-sale in late October, a sales beginning period, a category period and a final peak period. ([Learn more](#) article in Chinese)

Kuaishou, a Chinese short-video platform, is also reportedly set to launch an online shopping mall channel with a similar look and feel to Taobao and JD. This year Double 11, Kuaishou will promote a new

business matrix of short videos, live streams, shops and a shopping mall. ([Learn more](#))

Rules and features vary between platforms.

Tmall will launch an immersive metaverse space, allowing consumers to build their virtual image, browse virtual shops, experience virtual consumption and entertainment. ([Learn more](#) article in Chinese) This technology has been used to celebrate Tmall's Luxury Pavillion's fifth anniversary on Sep 22nd. Alongside global luxury labels, Tmall launched an augmented reality (AR) fashion show and an exhibition using Extended Reality (XR) showcasing the future of retail. ([Learn more](#))

Taobao Deals, which owns a direct manufacturer-to-consumer (M2C) model, also promoted a next-day delivery service for Double 11. ([Learn more](#) article in Chinese)

JD.com has launched a new phase and several new content operations. A new seeding period in October is added to create more buzz, including a seeding topic challenge competition, a graphic seeding show, a promotion test for key products, and hotspot triggers. In the content operation, short video qualifying and shop/KOL live streaming qualifying have been newly added. ([Learn more](#) article in Chinese)

There is also a consensus between Tmall and JD.com in supporting SMEs.

Tmall will provide more initiatives to help young people and SMEs in their entrepreneurial development. **JD.com** aims to achieve over 100% YoY increase in the new entrants' numbers and 100% YoY increase in sales. ([Learn more](#) article in Chinese)



Cooperate with JD Logistics, Douyin upgrades the express service quality

JD Logistics cooperated with Douyin's express service, Yinxuda(音需达), with plans to provide home delivery services for Douyin users.

Douyin set up this service with the aim of reducing returns and complaints caused by logistics issues. ([Learn more](#))

Douyin Goodies Festival's shopping short videos accumulated 72.1 billion views

Douyin 921 Goodies Festival, which lasted from Sep 9th to 21st, is the first online event to rival Double 11 and 618. The short videos for direct shopping reached 72.1 billion views. Turnover of 3,950 live streaming shops have exceeded 1 million RMB (\$140K). ([Learn more](#) article in Chinese)

Douyin promotes new graphic genres to compete with RED

Douyin will support graphic creators in the future, including traffic incentives, product features, and traffic monetizing. Douyin's average daily viewership of graphics has exceeded 10 billion and over 40% of Douyin traffic will support these new genres in the future. ([Learn more](#) article in Chinese)

ByteDance launched the fast fashion womenswear platform “If Yooou”

The online brand targets the mainstream Western and Northern European markets. The "low price route, quality service" service shows its ambition to compete with SHEIN. ([Learn more](#))

Kuaishou shifts focus on e-commerce and local life services

Kuaishou upgraded its local life services unit, carving it out as an independent business department and CEO Cheng Yixiao will lead Kuaishou's e-commerce unit from mid-September. The rejigs show Kuaishou focuses on e-commerce and local life services as key avenues for new growth. ([Learn more](#))

WeChat Channel speed up traffic conversion ability

In July 2022, active advertisers within the WeChat ecology increased by 19%, and video-based advertising material consumption increased by 26%. Compared to August last year, the marketing budget for WeChat Channel KOL increased by over 700%. ([Learn more](#) article in Chinese)

Hot topics in China

Hongkong to scrap hotel quarantine for arrivals from Sep 26th

Starting from 6 am on Sept 26, incoming visitors from Taiwan and overseas will only need to undergo three days of self-monitoring and observation from home or from the hotel they are staying in. The nucleic acid test that inbound visitors are required to take before boarding their flight will be replaced by a rapid antigen test. ([Learn more](#))



Popular stand-up comedy competition series – Rock&Roast (脱口秀大会)

In China, the stand-up comedy competition series - Rock&Roast Season 5 created a large buzz on social media. Its official hashtag has received 13.88 billion viewership and 9.57 million discussions. The topics mentioned in this variety show, such as gender, renting and marriage, have been hotly discussed on social media, creating a secondary distribution.

The show's popularity has also led to huge business value for the participating stand-up comedians. For example, Italian luxury label Tod's has caused a stir on Chinese social media after announcing Li Dan, a controversial Chinese stand-up comedian, as one of the brand's friends. ([Learn more](#))

National holiday

Oct 1st is the Chinese National holiday and there will be a week holiday from Oct 1st to 7th. Travel, holidays, and work arrangements during this period have been widely discussed on social media. The search hit for "where to go on National holiday" up 90%.

Moonie's top picks



China is the biggest contributor to global growth

China's contribution to global economic growth averaged over 30 percent from 2013 to 2021, making it the biggest contributor. ([Learn more](#))

Foreign investment posts steady growth in China

In a year-on-year comparison, China remains attractive to foreign investors. Compared to 2021, over USD 2.2 trillion was imported and exported in the period from January to August. This represents an increase of 16.4%. The digital service sector in particular has grown strongly, accounting for up to 10% of China's GDP by 2025. ([Learn more](#))



China expands utility area for the digital yuan

China's recognized cryptocurrency, the digital yuan, is being expanded from the first four trial cities in Shenzhen, Suzhou, Xiongan and Chengdu to drive testing and innovation. This is another step towards the introduction of the digital yuan. ([Learn more](#))

What can international brands do in order to succeed in China?

Amazon, eBay, and Uber all failed in China. To capture a slice of the Chinese market, western businesses must understand the unique environment, their competitors, and the diversified consumers as well as their changing preferences. Read more in our [LinkedIn Post!](#)



Fitness boom arrived in China

China is all about sports, not least because of the Winter Olympics in February 2022. Social networks, e-commerce and the Chinese government are driving the fitness boom in China. At the forefront: influencers like Liu Genghong, who offers the Chinese an online workout at home via live stream. Learn more about the fitness trend in our [blog article](#)!

Deep dive: KOL marketing



News – Chinese top KOL, Austin Li, has come back

As introduced before in our [blog article](#), Key Opinion Leaders (KOL) are internet celebrities in China. About 80% of 35 to 44 years old Chinese online shoppers have purchased directly based on KOL recommendations.

At 7 pm Sep 20th, China's top KOL, Austin Li, quietly reappeared on screen after his mysterious three-month hiatus. In June, his live stream was suddenly interrupted after a cake in the shape of a tank appeared. The two-hour live stream ended with over 60 million views and over \$17 million (120 million RMB) in sales.



News – Celebrity scandal, Li Yifeng

A high-profile celebrity, Li Yifeng(李易峰), was arrested for soliciting prostitutes, shocking the community. Previously, he was exceedingly popular with over 61 million followers on #Weibo. More than 10 brands have terminated their contracts with immediate effect, including international brands (e.g. Prada, Remy Martin) and local brands (e.g. Lukfook Jewelry) in order to avoid boycotts from shoppers and the government. ([Learn more](#))

Learn more about risks to brands brought by KOL scandals and new KOL alternatives in our [Linkedin post](#).



Introduction – KOL marketing in China

See the great potential of KOL from Austin Li? As one of the most effective strategies to convey the brand image and engage with the targeted audience, KOL marketing is gaining more attention. Here is a brief and easy-to-follow introduction to KOL marketing in China. Check out the knowledge in this [blog article](#)!

Platform – KOL fans comparison on 5 big Chinese social media platforms

However, KOL marketing varies depending on the platforms. In our [blog article](#), we compare 5 big platforms – Weibo, Douyin, Kuaishou, Bilibili, and Red, analyzing the KOL eco-distribution, content format, fan engagement, fan profile, and vertical content.

KOL selection– How to choose the right live streaming KOLs

While live streaming is popular in China, it is quite important for brands to choose the right KOL. This [blog article](#) gives a precise answer for KOL selection with suggested primary contact channels and cooperation models.

Trend – Virtual influencer

The boundaries between physical and virtual are blurred and VIRTUAL Influencers are trending and gaining importance in China. Whether they are comic- or human-like, more and more brands are using them to promote their products. The industry of virtual #KOL reached a total of \$960 million in 2021. Check more detailed examples [here!](#)

China knowledge bites



Mid-autumn festival

Sep 10th is the Mid-Autumn Festival, also known as the Moon or Moon Cake Festival. With a history of more than 3000 years, the festival is held on the 15th day of the 8th month of the Chinese lunisolar calendar with a full moon at night. During this holiday, China saw over 73 million domestic tourist visits with 28.68 billion RMB (\$4.14 billion) tourism revenue. ([Learn more](#))



The city of Xi'an

With over 3000 years of history, the city of Xi'an in Shaanxi Province in central China ranks with cities such as Cairo, Athens, and Rome. These four cities are considered the most important cities of ancient civilization in the world! ([Learn more](#))

Square Dancing

In China, it is quite common for the elderly to gather in a park and dance together to Chinese music. It does not only keep them fit but also allows them to socialize with like-minded people. Square dancing (广场舞) became famous in the 1990s when groups of elderly people got together to dance. ([Learn more](#))

That is all for eTALK with Moonie this month.

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Want to talk to Moonie and her team? Find us on LinkedIn and our website!



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