

FROM CHINA WITH LOVE:

Taking local concepts to a global stage

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PROBLEM

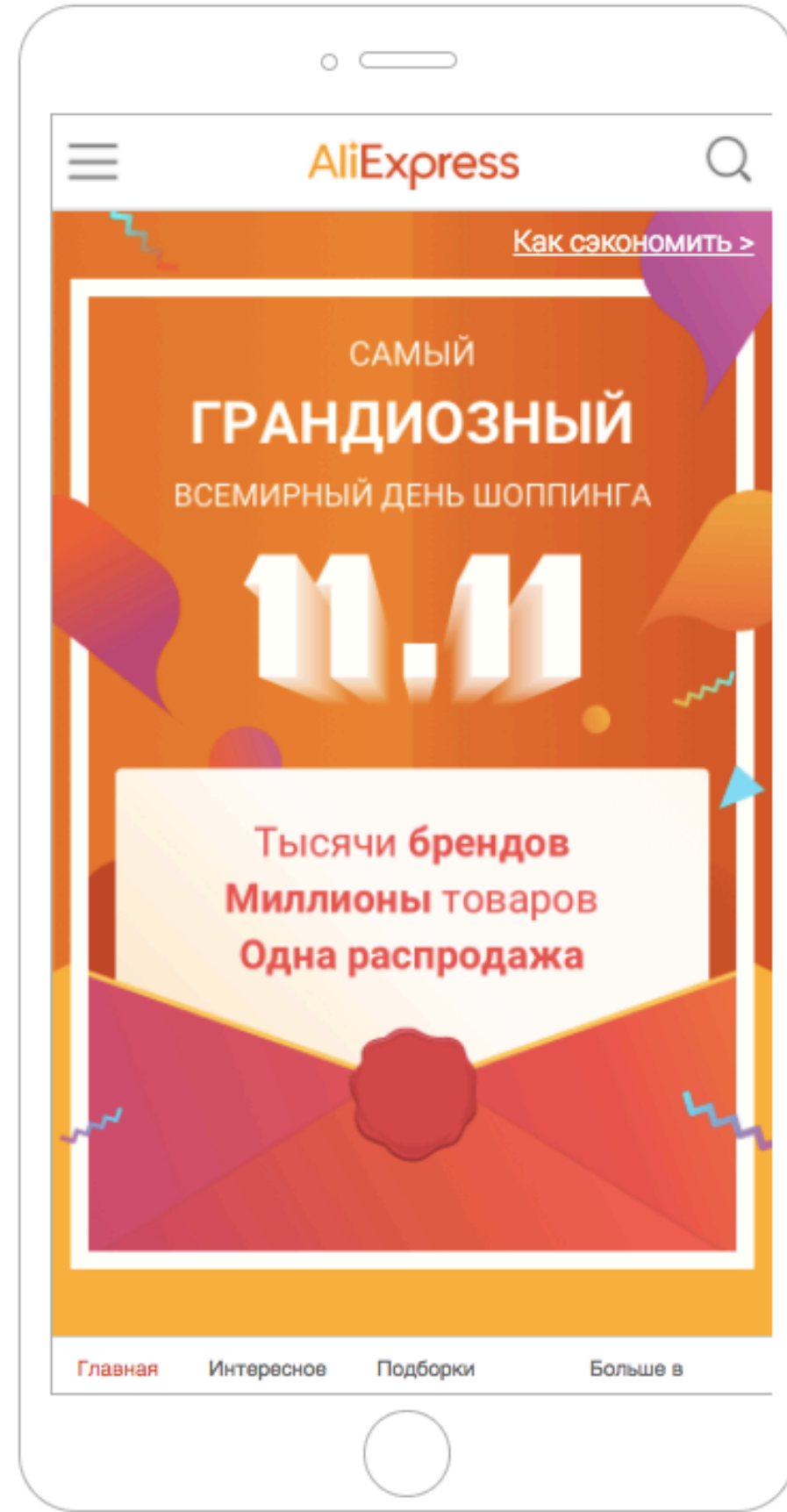
Only 15% of overseas customers have awareness of Chinese brands¹

And only 38% have trust in products made in China²

Not many international fans have a clear understanding of 11.11

¹ BRANDZ TOP 100 Most Valuable Chinese Brands 2017

² BRANDZ Top 30 Chinese Global Brand Builders 2017: The hottest brands & the brands to watch



GOAL

Get fans who might not be familiar with Chinese brands or 11.11 excited for the World's Biggest Global Shopping Festival

STRATEGY

GOAL

Increase awareness
of AliExpress and
key sellers

Brand Awareness

MEASUREMENT

Reach and exposure

STRATEGY

GOAL

To engage with customers in a way that humanizes the brand and puts the “social” in social media

Brand Awareness

Engagement

MEASUREMENT

Likes, comments, interactions

STRATEGY

GOAL

To increase
AliExpress fans and
inspire trust

Brand Awareness

Engagement

Fans

MEASUREMENT

Fan growth

PROJECTS

1. Lifestyle videos: Awareness
2. #HAPPY1111: Engagement

PROJECTS

1. Lifestyle videos: Awareness

WHAT WE DID

A video series a month that SHOWED users the quality of products from Chinese brands

Let users see in a fun, SHAREABLE way how Chinese brands can effectively fit into their lives.

Short, fun clips, with no text or voice-over that make it easy for fans to SHARE across languages and cultures

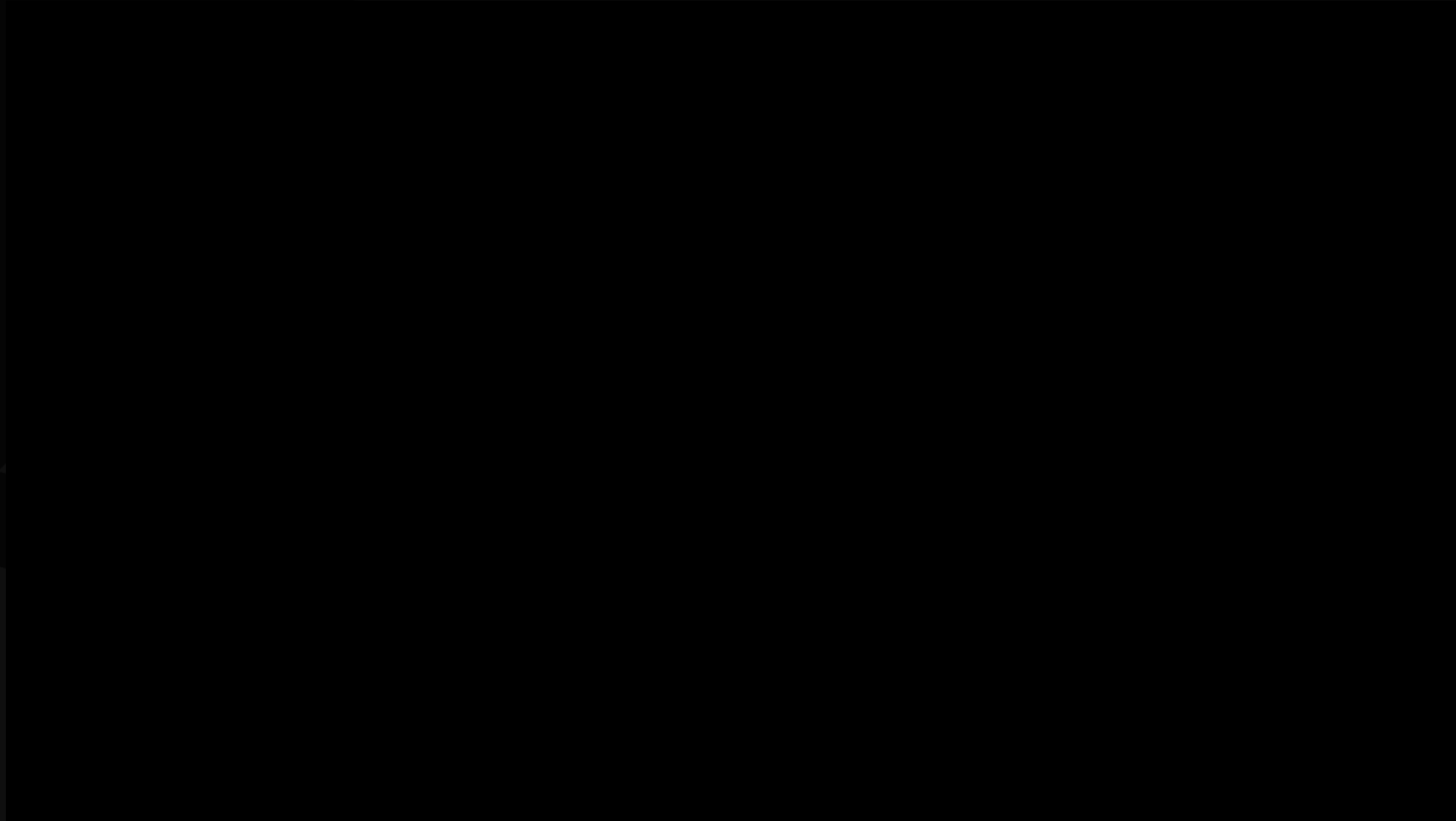
September: Cooking with AliExpress



October: Bath Time with AliExpress



November: Celebrate 11.11 with AliExpress



LIFESTYLE Better living

Cooking with AliExpress

View product View product

View product View product

View product View product

View product View product

GET SOCIAL
Follow us for more great AliExpress Lifestyle videos

LIFESTYLE Better living

Bath Time with AliExpress

View product View product

View product View product

View product View product

View product View product

< Visit Bath Time With AliExpress

GET SOCIAL
Follow us for more great AliExpress Lifestyle videos

LIFESTYLE Better living

CELEBRATE 11.11 WITH ALIEXPRESS

SHOP NOW SHOP NOW

SHOP NOW SHOP NOW

SHOP NOW SHOP NOW

SHOP NOW SHOP NOW

< Visit Bath Time With AliExpress

GET SOCIAL
Follow us for more great AliExpress Lifestyle videos

PROJECTS

2. #HAPPY1111: Engagement

WHAT WE DID

Linked our 11.11 hashtag contest (#happy1111) to what users already like to do on social media: Share photos and videos of happy moments

Thus effectively having users think of 11.11 as a part of their everyday life

And making it easy for user's friends to participate in the activity and learn about 11.11 and AliExpress

To capitalize on the already successful Lifestyle videos, we linked the two campaigns using 11.11 branded imagery and endcards



GLOBAL SHOPPING
FESTIVAL

Enter to win \$500 plus a spot in our worldwide 11/11 commercial

AliExpress
Smarter Shopping, Better Living!

My Orders | Help | Buyer Protection

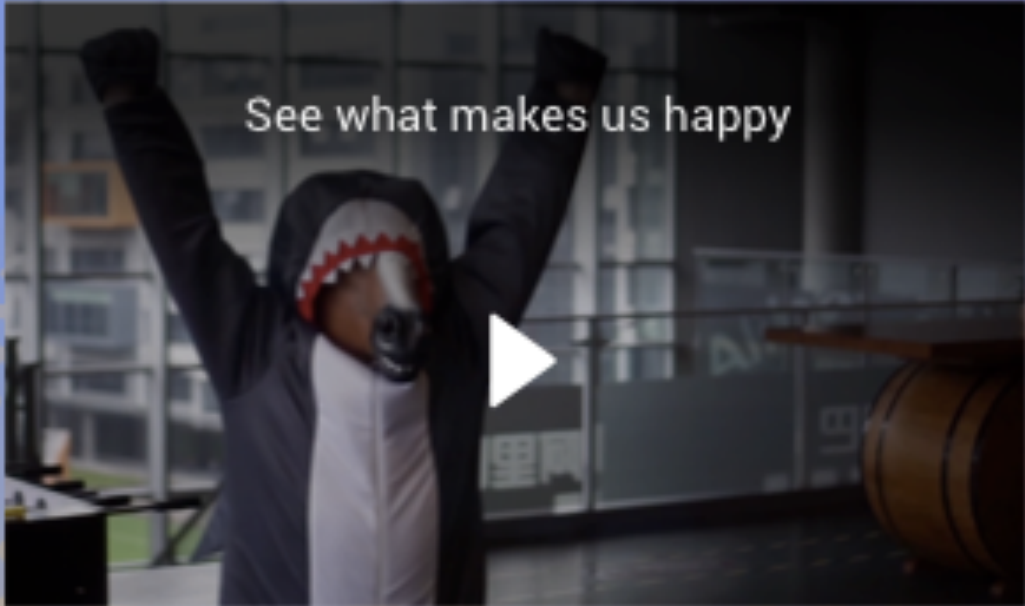
GLOBAL SHOPPING FESTIVAL

#HAPPY1111





ENTER TO WIN \$500 +
A SPOT IN OUR COMMERCIAL

Just snap a pic or take an 11-second video of what you love and share on Facebook, Instagram, VK or Twitter with #happy1111

NEED INSPIRATION?
See what makes us happy



SHARE ON

Be sure to tag #happy1111

LEARN MORE

T&C

卖家入口 | Buyer Protection | Help | Save big on our app! | Ship to / USD | Language

AliExpress
Smarter Shopping, Better Living!

I'm shopping for... All Categories

Cart | Wish List | Sign In | Join My AliExpress

CATEGORIES See All >

- Women's Clothing
- Men's Clothing
- Phones & Accessories
- Computer & Office
- Consumer Electronics
- Jewelry & Watches
- Home & Garden
- Bags & Shoes
- Toys, Kids & Baby
- Sports & Outdoors
- Health & Beauty
- Automobiles & Motorcycles
- Home Improvement


SuperDeals | Featured Brands | AliExpress Collections | Bestselling | Tech Discovery | Trending Styles

#HAPPY1111

Enter to win \$500 + a spot in our next commercial

LEARN MORE

YOUR HOME, YOUR STYLE



Featured Brands NAPEARL On sale OCT.26-27

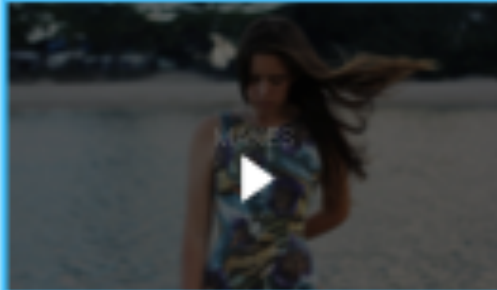
Enter To Win | Vote & Win | Winners

THE WORLD'S BIGGEST GLOBAL SHOPPING FESTIVAL

Enter to win \$500 plus a spot in our worldwide 11/11 commercial!

#HAPPY1111

What's your idea of fun? Show us what you love to do (from shopping to sports to dancing to dining) in a photo or 11-sec video and you can win \$500 to spend on 11.11. Plus, we'll even feature you on our next commercial!







RULES

- Snap a pic or shoot an 11-second video
- Share it on Facebook, VK, Twitter or Instagram
- Tag it #happy1111
- Make as many as you'd like until 10/28

THE NITTY GRITTY

- We'll pick our top 25 videos & top 25 photos for Stage 2 (check your DMs to see if you're selected)
- In Stage 2 (Oct 31 - Nov 5), the top voted 11 videos and top 11 photos will win a spot in our 11/11 commercial + a US \$500 AliExpress coupon to be used on 11/11. Read the full T&Cs [here!](#)

SEE WHAT MAKES US HAPPY

RESULTS

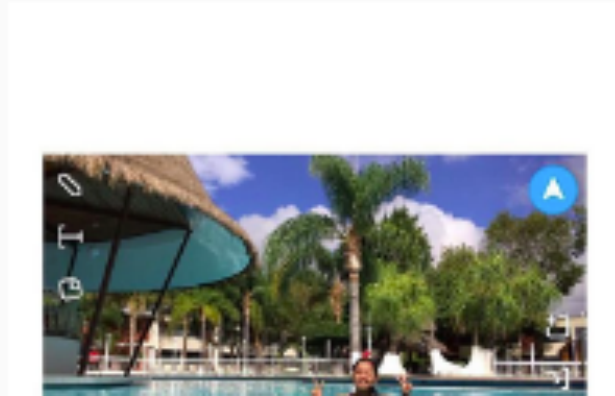
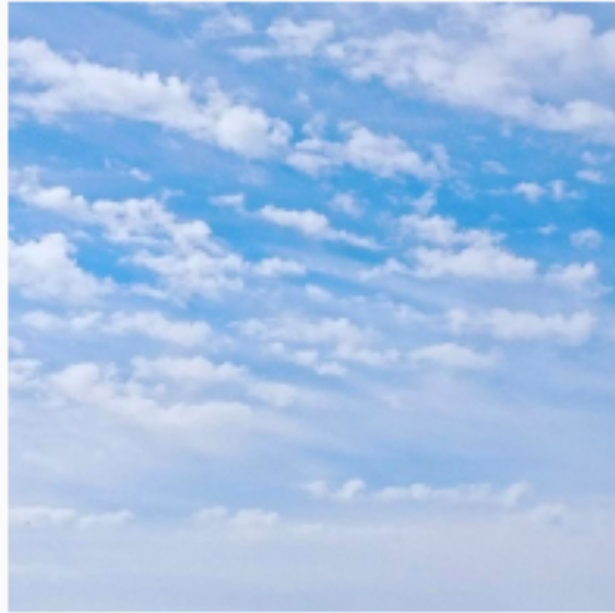
Increase in reach, engagement & fan growth

LIFESTYLE VIDEO FACEBOOK CAMPAIGN	SEP.	OCT.	NOV.	TOTAL
REACH (Brand awareness - how many did we impact?)				
Impressions	27,700,224	41,226,775	26,189,357	95,116,356
Reach	11,225,028	18,141,069	16,311,683	45,677,780
Page Likes	7,119	13,961	5,624	26,704
Post Reactions	51,660	170,343	32,546	254,549
ENGAGEMENT (Users interacting and enagaging with our message)				
People Taking Action	5,447,680	10,305,536	7,733,813	23,487,029
Post Comments	2,273	25,751	5,757	33,781
Post Shares	4,915	25,029	3,163	33,107
Link Clicks	64,477	122,451	33,674	220,602

#happy1111

18,287 posts

TOP POSTS



	Goal	Achieved
Total Paid Reach	3.5 million	9,320,774
Total Organic Reach	4.1 million	4,690,448
Entries	5000	20,000+
Paid + Organic Reach	7.6 million	14,011,222

FAN GROWTH	START	END	DIFF	% INCREASE
Global	1,224,117	1,343,596	119,479	+ 9.76%
France	366,244	381,011	14,767	+ 4.03%
Brazil	5,096,920	5,175,125	78,205	+ 1.53%
Russia	54,155	57,049	2,894	+ 5.34%
Latin America	1,409,251	1,439,323	30,072	+ 2.13%
Spain	1,085,540	1,147,710	62,170	+ 5.73%
		TOTAL	307,587	+ 4.75%



GLOBAL SHOPPING
FESTIVAL