



WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

**RESTART 2020,
POST-OUTBREAK OPPORTUNITIES AND IMPLICATIONS TO BRANDS
THE VALUE OF OPTIMISM IN CHALLENGING TIMES**

2020.02.22

A NOTE FOR OUR READERS



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“

In the midst of chaos, there is also opportunity. This centuries-old truism has been a constant in my personal approach to business and is a guiding principle in Wavemaker's response to the unprecedented disruption we have seen in China and the region.

While there are a plethora of analyses and reports covering the impact and implications of NCP (referenced as COVID-19 by WHO), our contribution to this body of work is to provide essential, in-depth, category specific blueprints on when and where consumer demand will bounce back, and how communication will reignite and accelerate growth for our clients.

These are challenging times, however the people of China remain optimistic. This is the inspiration for our confidence in new opportunities that will lead our clients and ourselves into a new era of sustained growth.

”

AGENDA



CHINA TODAY: OPTIMISTIC SPIRIT IN CONTEXT



THE UPCOMING CONSUMPTION BOOM



FINDING BIGGER OPPORTUNITIES



HOW BRANDS SHOULD FIGHT NOW AND LATER

1

**CHINA TODAY:
OPTIMISTIC SPIRIT
IN CONTEXT**

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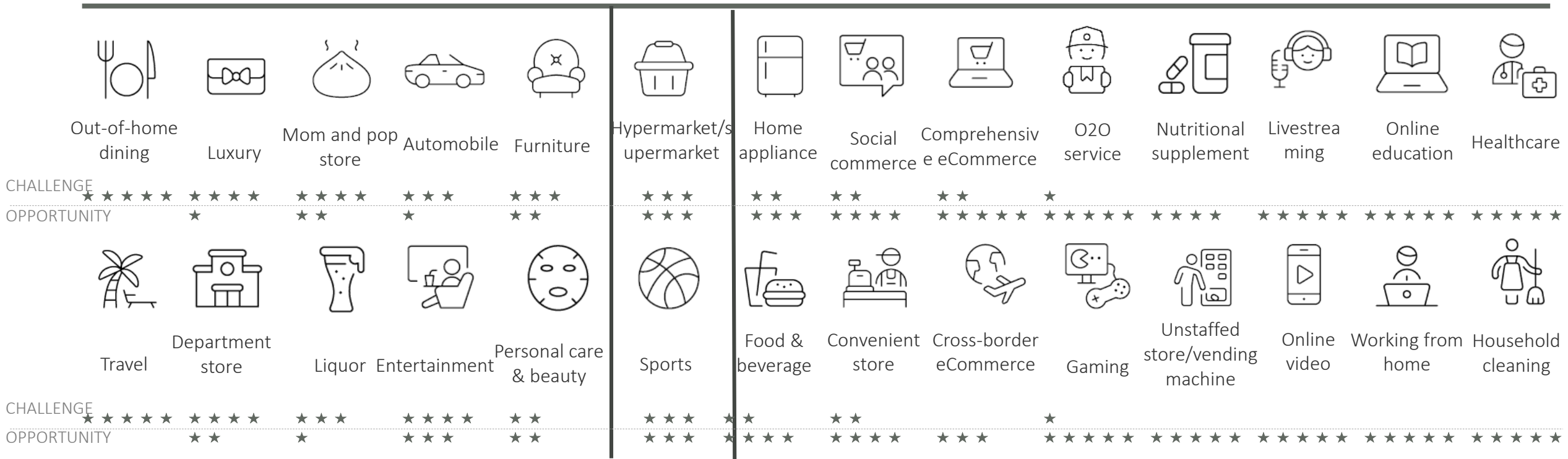
THIS UNPRECEDENTED DISRUPTION IS DRIVING CHALLENGES AND OPPORTUNITIES EVERYWHERE

Kantar have mapped the balance between challenges and opportunities by category:



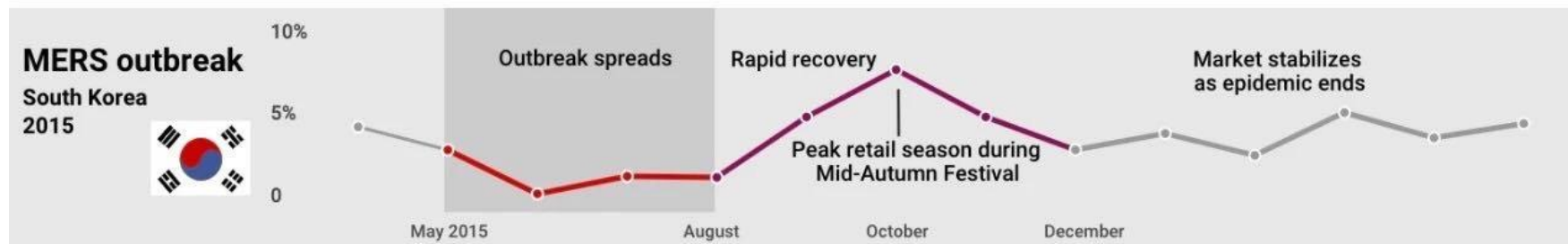
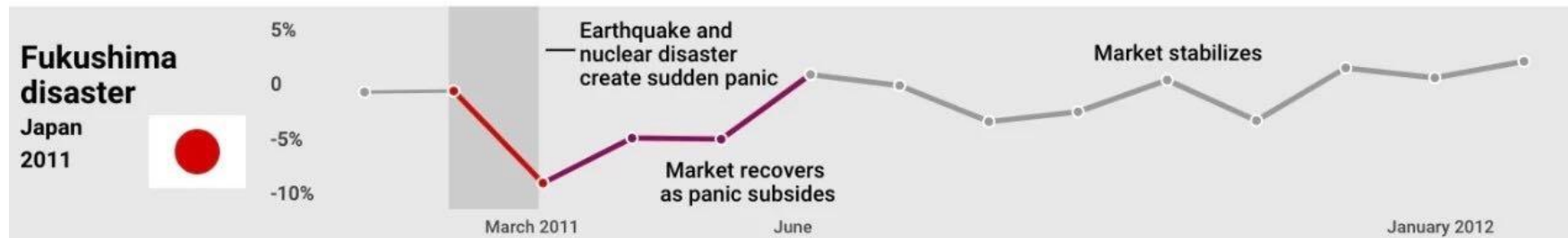
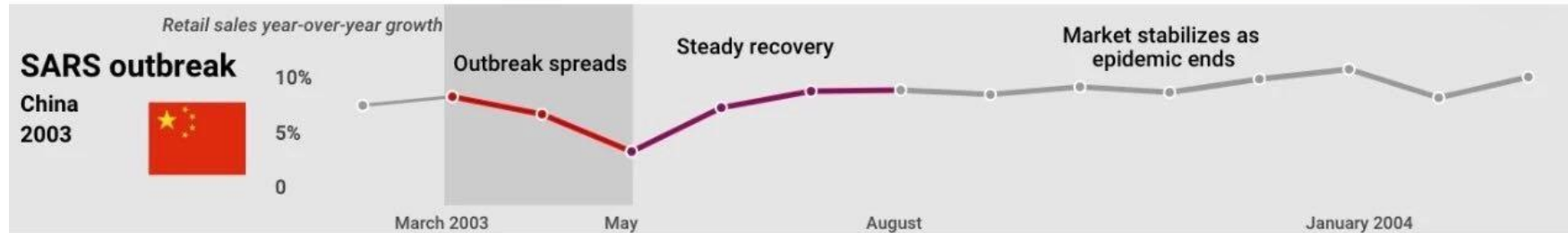
CHALLENGES > OPPORTUNITIES

OPPORTUNITIES > CHALLENGES



TRACKING PREVIOUS CRISIS EVENTS SHOWS A CONSISTENT PATTERN OF **OUTBREAK**, **RECOVERY** AND **STABILIZATION**

Retail markets typically dip during a crisis, but eventually stabilize



Sources: China National Bureau of Statistics; Japan Ministry of Economy, Trade and Industry; South Korea government statistics

TODAY, WE WANT TO TALK MORE ABOUT “OPTIMISM” AND THE OPPORTUNITIES THIS WILL UNLOCK

China is still in the outbreak period when we work on this report. While grieving our losses, we have witnessed the fast responses and actions from the government, the courage and unity of all organizations and the whole nation.

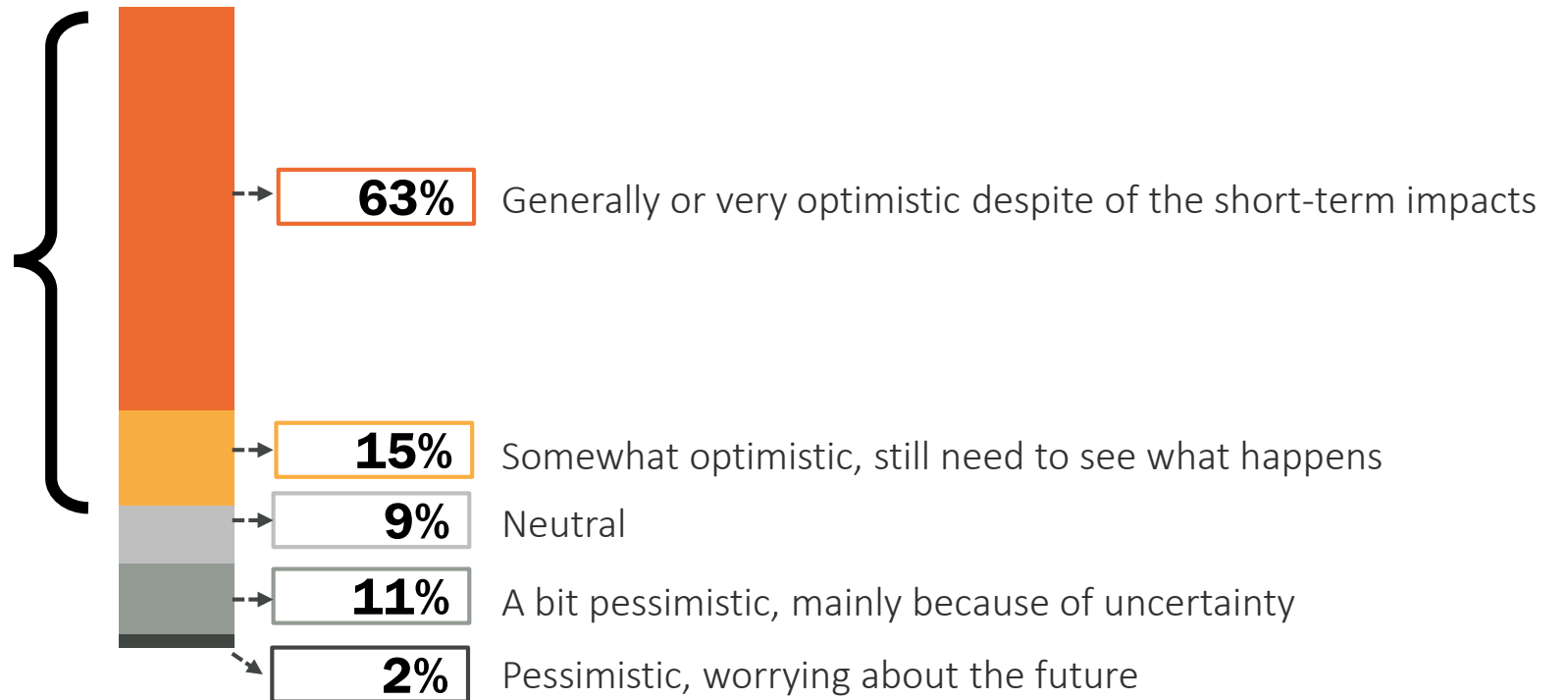
We can't deny the presence of negative emotions, but at the same time we clearly see the optimistic spirit that supports people to actively face life in this challenging time.

This is not blind optimism but confidence, and indeed the expectation of a better future. Such strong optimism will be a powerful force allowing those impacted to cope with challenges, to move into recovery together.

WE SEE **STRONG OPTIMISM FROM CHINESE CONSUMERS**, MOTIVATING AND ENCOURAGING EACH OTHER

We asked consumers from all provinces about how they feel about the impact of the outbreak:

78%
**ARE GENERALLY
OPTIMISTIC**



IN THEIR OWN WORDS, THEY FEEL:



IN THE EYE OF THE STORM THERE ARE STILL A MAJORITY FEELING OPTIMISTIC

People from Hubei province naturally express more concerns and worries. However, there are still a majority who are feeling optimistic:

**KEEP IT UP!
HUBEI!**



63%

**ARE GENERALLY
OPTIMISTIC**

THIS OPTIMISM IS GROUNDED IN **THE MATURITY AND AGILITY** OF CHINA'S ESSENTIAL INDUSTRIES



DIVERSE RETAIL MODELS

DIVERSIFIED RETAIL MODELS

MULTI-TYPES EC & TO-DOOR MODELS

Front Warehouse (Miss Fresh, Dingdong);
Supermarket delivery platforms (Hema, JD mart);
3rd Party Delivery (Meituan, Eleme, JD to-Door)

SELF-SERVICE

e.g. Smart Shelf, Self-service mart



ADVANCED MOBILE INFRASTRUCTURE AND MATURE SUPPLY CHAIN

IMMEDIATE RECONSTRUCTION OF SUPPLY CHAIN

e.g. Suning reconstructed their supply chain within 6 hours, JD redeployed their supply chain to support production companies

MERCHANDIZERS' QUICK REORGANIZATION

e.g. Hema invited a restaurant chain to share human resources



RAPID RESPONSES ACROSS CRITICAL INDUSTRIES

QUICK RESPONSE AND RELEASE OF EMERGENCY PLANS FROM ALL INDUSTRIES

e.g. State Grid's: fast repair approach during the epidemic period; China UnionPay started emergency systems to guarantee payment services and open new convenience channels

THE GOVERNMENT'S RAPID SUPPORT POLICIES HIGHLIGHT ONGOING EFFORTS TO STABILIZE THE ECONOMY

A FOCUS ON STABILIZING AND EXTENDING CONSUMPTION IS UNDERWAY TO MITIGATE THE INFLUENCE OF THE EPIDEMIC.

--Xi Jin Ping, at the meeting of standing committee of the political bureau of the CPC central committee regarding new coronavirus pneumonia epidemic on Feb 5

RELEASING POLICIES

Feb 1

TAX POLICY RE. IMPORT MATERIALS: 财政部、海关总署、税务总局联合发布《关于防控新型冠状病毒感染的肺炎疫情进口物资免税政策的公告》

Feb 6

POLICY TO RETIAL, F&B: 商务部、国家卫健委联合发布《零售、餐饮企业在新型冠状病毒流行期间经营服务防控指南》

Feb 9

POLICY TO HELP SME BACK TO WORK: 工业和信息化部发布《关于应对新型冠状病毒肺炎疫情帮助中小企业复工复产共渡难关有关工作的通知》

Feb 11

TAX POLICY: 税务总局发布《新冠肺炎疫情防控税收优惠政策指引》

Feb 15

BIGGER SUPPORT TO SME: 银保监会表示即将于近期出台新举措，针对疫情防控的重点领域企业的同时，更涵盖各领域各行业的企业，加大对受困的小微民营企业的扶持力度，加大对重点领域信贷保障投入

.....

THIS OPTIMISM HIGHLIGHTS THE EXPECTATION OF CHINESE CONSUMERS FOR A RAPID RETURN TO THE 'NEW NORMAL'.

IN 2020, BRANDS NEED A GAME PLAN TO CAPTURE OPPORTUNITIES BROUGHT ABOUT BY THE ANTICIPATED RECOVERY AND STABILIZATION.

2

THE UPCOMING CONSUMPTION BOOM

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DURING THE OUTBREAK, **HEALTH-RELATED CATEGORIES** AND **ONLINE CONSUMPTION** ARE IMMEDIATE GROWTH DRIVERS



HEALTH & ONLINE are the key drivers that directly drive growth across many relevant categories during the epidemic.

After the epidemic, it is likely that they will sustain their influence on purchase decisions, impacting lifestyles and decision-making priorities for a long time.



CONSUMERS HAVE INVESTED MOST IN HEALTH-RELATED AREAS

HEALTH-RELATED CATEGORIES HAVE GAINED MOST GROWTH



HEALTH-RELATED CONSIDERATIONS HAVE THE MOST PROFOUND IMPACT ON CONSUMPTION

- They will have a profound impact on the decision-making across many categories: for example, consumers will also increase their health-related considerations for some categories that do not appear to be directly related to "health and hygiene" - such as cars and travel
- The attention to health care may reshape consumption habits for a long time, such as the investment in household cleaning and sanitizing products, sports equipment, and kitchen supplies

ONLINE CONSUMPTION IS PLAYING A BIGGER ROLE IN DAILY LIFE AND ACCELERATING DIGITAL TRANSFORMATION

ONLINE PURCHASE

Mature online consumption categories further increase, online purchase bonds closer with livelihood

- Online consumption of fresh products sees a huge growth opportunity, esp. among Age35+ and lower tier markets.
- Online consumption of household products grows markedly

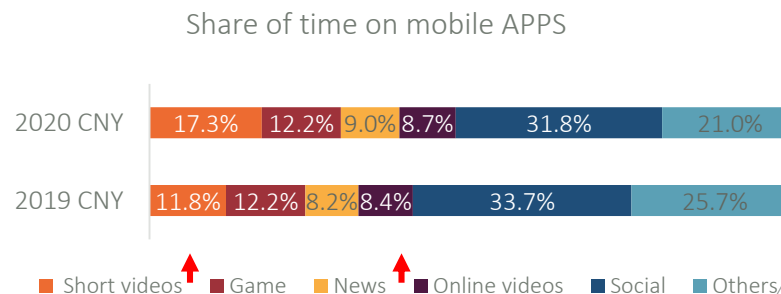
Offline-dominated categories also actively explore online solutions:



ONLINE CONTENT

The consumption of online content gains more share of time spent

2020 CNY, average mobile screen time **6.8 hours/day**



Emerging online content helps consumers to build CLOUD LIFE at home.



MOST CONSUMERS CLAIM **NO REDUCTION** IN EXPENDITURE

Most consumers claimed that their expenditure and demand did not decrease during the outbreak.

68%

During the outbreak, except for spending on protection and health products, other expenditures did not decrease.

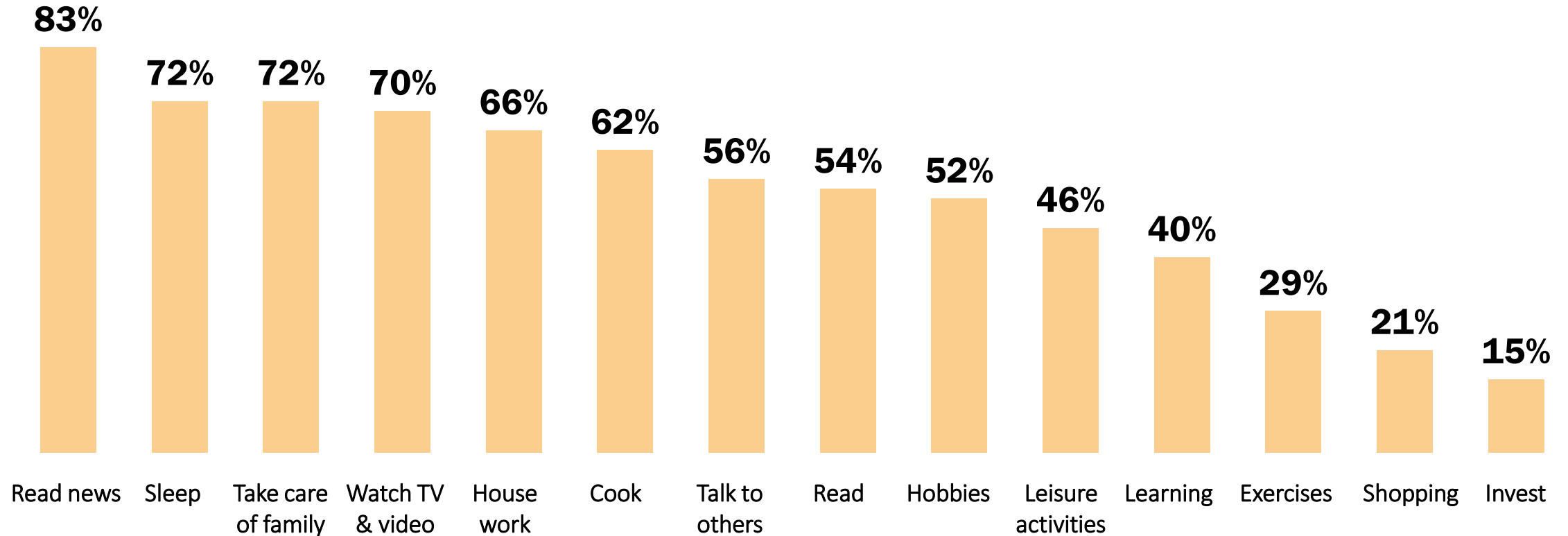
83%

Essentials will still be purchased, but products that are not essential or convenient to buy right now will be put on pause, for example those where a real-life trial is critical.



NEW OCCASIONS, PRODUCTS AND SERVICES HAVE EMERGED

WHAT PEOPLE CLAIM TO BE DOING MORE THAN BEFORE



PENT-UP CONSUMPTION POTENTIAL WILL BE RELEASED SOON

Being confined to the home is leading people to dream of a return to normal

WHAT I WANT TO DO WHEN THE OUTBREAK IS OVER



BRANDS SHOULD TAKE EFFORTS TO PREPARE FOR THE DAWN

People feel confident about the control of the outbreak, and expect to regain freedom within:



LESS THAN 3 MONTHS

ARE YOU READY ?



3
)

FINDING BIGGER OPPORTUNITIES

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MOVING FORWARD, THERE ARE KEY AREAS OF FOCUS FOR NEW GROWTH OPPORTUNITIES

THIS OUTBREAK IS ACCELERATING OR IMPROVING:

1

**NEW GROWTH FOR
THE INTERNET
INDUSTRY**

2

**EMERGING AND
EVOLVING
OCCASIONS**

3

**DIGITAL
BUSINESS AND
SUPPLY CHAIN**

4

**THE PROGRESS
OF BUILDING
SMART CITIES**

5

**SHAPING OF BRAND
VALUE AND POINT OF
DIFFERENTIATION**

BIGGER GROWTH OPPORTUNITIES

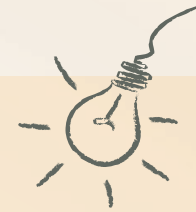
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NEW GROWTH FOR THE INTERNET INDUSTRY

The growth of China's Internet users and traffic has not hit the ceiling and is expected to grow further

GROWTH DRIVER

AGEING POPULATION



China's senior shoppers' rising exposure to the internet has attracted much attention. This epidemic will enhance this trend further and promote a larger online market.

WELCOME TO READ REPORT SERIES –
SENIOR IN CHINA: THE “HIDDEN TREASURE”

OUR ESTIMATED ANNUAL
SPENDING POWER OF
SENIORS IN TIER 1 TO 3
CITIES IN CHINA

6.64 TRILLION

96%

OF THEM USE SMART
PHONE ON A DAILY
BASIS



LOW TIER & RURAL MARKETS

According to our survey, the outbreak also promoted online behavior in low tier cities and towns. With the country's internet coverage reaching 98% of villages in 2020, such markets will bring greater growth to internet businesses.

A RISING TREND [WORK-LIFE INTEGRATION]

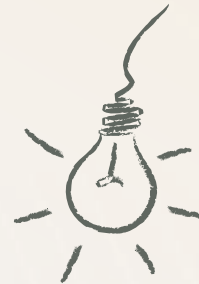
1.0 THE WHOLE NATION EXPERIENCES REMOTE WORKING

2.0 FLEXIBLE WORKING MODE BECOMES POPULAR

3.0 FLEXIBLE TIME & SPACE: INTEGRATING LIFE INTO WORK & WORK INTO LIFE

- DIVERSIFIED SPACE
 - More choices in business space
 - WORK-HOME integrated model
 - Multi-functional/purposed community

- EVOLVING COLLABORATION MODLES, PRODUCT, SERVICES
- REDEFINED OCCASIONS



. Please use Wechat to scan the QR code to read our article on this topic:

[TREND] WORK-LIFE INTEGRATION ACCELERATED IN CHINA



- The article includes
1. WHY is this happening
 2. What's happening right NOW
 3. CHALLENGES moving forward
 4. IMPLICATIONS

The current epidemic has accelerated the demand for the integration of business and resources, as well as the requirements for better efficiency and flexibility of supply chain. This will only accelerate, helping brands better design and fulfill the holistic brand experience.

SUPPORTED BY SUPPLY CHAIN DEVELOPMENT

- Further visualization of supply chain: better planning, monitoring, cross platform coordination and allocation of materials & transportation capacity
- Construction of emergency supply chain system
- Plan diversified supply chain, such as multi-point, overseas warehouse (TBD)
- Unmanned transportation and distribution, automated transportation systems (e.g., automated trucks)

REAL INTEGRATION OF ONLINE AND OFFLINE, ENHANCING UPGRADING OF BRAND EXPERIENCE

- Further digitize business, and integrate online and offline operation system to cover main/all occasions
- Integrate different business models and resources (e.g. connect different types of retailers and service providers), connect the whole chain to purchase, able to coordinate and reorganize flexibly for different situations etc.

BIGGER GROWTH OPPORTUNITIES

4

THE PROGRESS OF BUILDING SMART CITIES

The epidemic is accelerating the transformation of China's data-driven city management model, leading to significant real world scaled trials. This will rapidly promote the creation of new industries and models, bigger integration of data and resources, as well as giving opportunities to re-design and transform current products and services.



"Smartly manage the epidemic" is an important theme, with a focus on leveraging big data to aid decision-making. This is happening through clustering and analysis of regional data, non-contact sensors, real-time dynamic data monitoring of vehicles, in order to make decisions and re-deploy resources based on big data. Immediately, it will accelerate the development of unmanned production, cloud manufacturing, intelligent manufacturing, and industrial Internet. In the future, the development of intelligent traffic management, health management, logistics & supply chain, emergency preparedness, etc., will all be accelerated.

BIGGER GROWTH OPPORTUNITIES

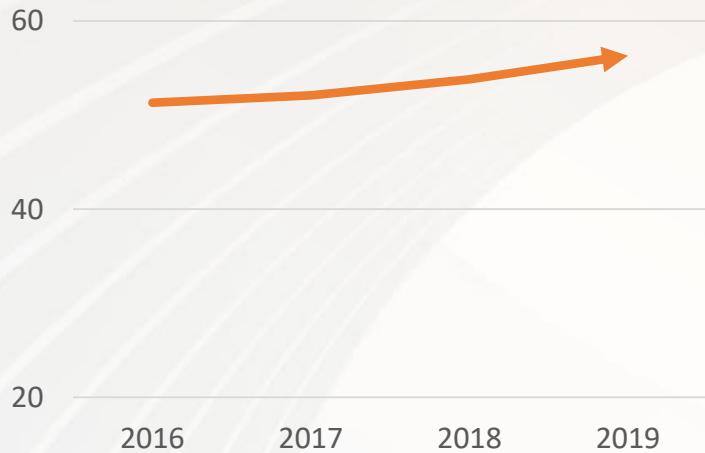
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SHAPING BRAND VALUE AND POD

Before the outbreak, there has been an obvious market concentration across various categories. The current disruption creates opportunities for branding. Brands need to seriously think about rapidly reshaping brand value and differentiation.



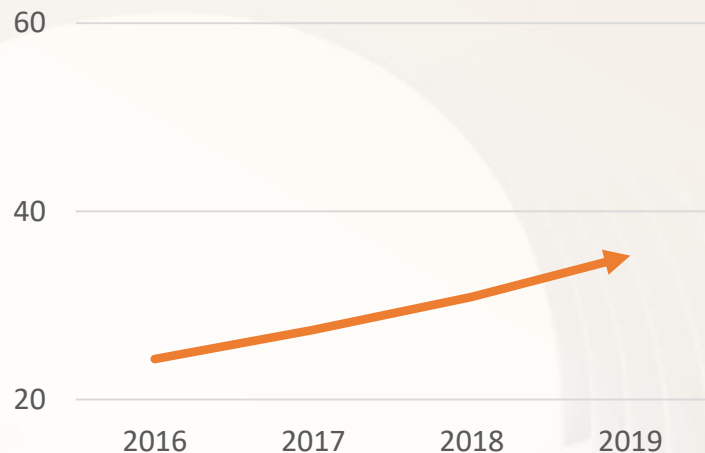
PASSENGER CAR



→ TOP 10 MARKET SHARE



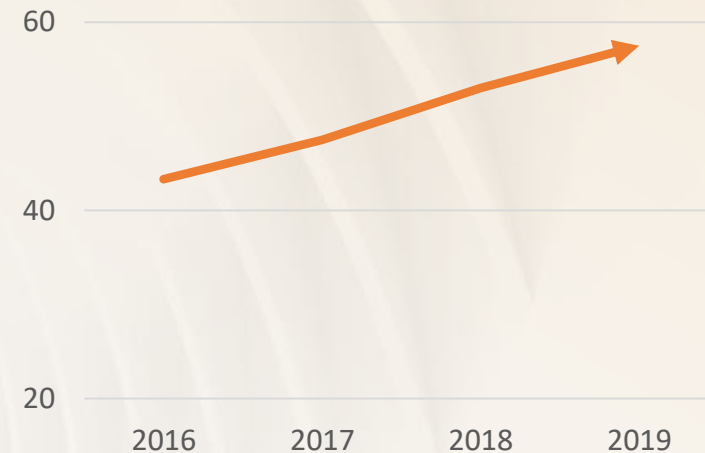
FOOTWEAR



→ TOP 10 MARKET SHARE



IMF



→ TOP 10 MARKET SHARE

4



HOW BRANDS SHOULD FIGHT NOW AND LATER

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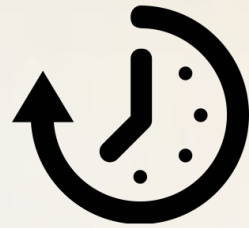
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CONSUMERS ARE STILL RECEPTIVE TO BRANDS



“ **92%**

I pay attention to what I like no matter where I am.



80%

Now I have more time to know what that I'm interested, such as hobbies, things to learn, favorite things and brands



63%

Now I have more time to surf the Internet, and can have more time to browse the products and see what I want to buy”

BRANDS ARE FACING REAL, PRACTICAL QUESTIONS



ONLINE TRAFFIC IS ON THE RISE. WHAT ARE BRAND OPPORTUNITIES AND ENTRY POINTS?

**WHAT CAN WE DO IN THE SHORT TERM?
ESP. WHEN THE PRODUCTION OF MARKETING MATERIALS AND
CONTENT COOPERATION ARE AFFECTED**

**FOR CATEGORIES LIKE TRAVEL
AND LUXURY, HOW TO RETURN TO
THE BATTLEFIELD?**

**IT IS STILL HARD TO PREDICT THE
FINAL IMPACT. HOW TO REVIEW
AND PLAN FOR THE FUTURE?**



OUR RECOMMENDATION IS TO **CREATE A GAME PLAN**

SURGING NOW **MAR-MAY**

- REDESIGN CONSUMER JOURNEY AND MODEL
- CLOSELY MONITOR AND FLEXIBLY REFINE MEDIA MIX ACCORDING TO CONSUMERS' MEDIA BEHAVIOR
- PROVIDE BESPOKE CONTENT AROUND CONSUMERS' INTEREST POINTS

REVIVING COMEBACK **JUN-AUG**

- PREPARE DIFFERENTIATED PLAN FOR THE UPCOMING BATTLE, WHEN BRANDS FROM ALL CATEGORIES TRY TO OCCUPY LIMITED CONSUMERS' MIND SPACE
- USE POSITIVE TONALITY TO CATER TO OR PROMOTE THE ENTHUSIASM OF CONSUMERS TO RETURN TO NORMAL LIFE/FREEDOM

STRIVING TOMORROW **SEP-FUTURE**

- RESHAPE DISTINCTIVE BRAND VALUE
- DEFINE NEW GROWTH GROUPS E.G. SENIOR AND MATURE CONSUMERS
- ACCELERATE DIGITAL TRANSFORMATION & OMNI-CHANNEL SOLUTIONS AND DEVELOP DIVERSE COMMUNICATION AND RETAIL MODELS

MEDIA STRATEGY SHOULD ALSO BE ADJUSTED FOR EACH STAGE

Brand should seize the media opportunities in different stages and flexibly refine their media mix

SURGING NOW MAR-MAY



- **SELECT MEDIA MIX TO MATCH THE NEW JOURNEY DESIGN** (especially online and community outdoor media), and with **APPROPRIATE TONALITY AND TIMING** (e.g. some brands communicated relevant content when majority start working at home after CNY).
- **REALTIME MONITOR THE CHANGE OF MEDIA BEHAVIOR**, such as the change of TV time spent and specific time, to optimize media mix.
- **TRY NEW PLATFORMS**, such as efficiency tools.

REVIVING COMEBACK JUN-AUG



- When almost all brands want to seize the opportunity to come back, media, creative and content have to **SUPPORT BRANDS TO DIFFERENTIATE. PLUS, BRANDS NEED TO PUT BIG FOCUS** on media to avoid dilution of their marketing effects.
- When people start to go out, their lifestyle will comeback and will be impacted by the epidemic. It is necessary to **CLOSELY MONITOR LIFESTYLE AND MEDIA BEHAVIOR CHANGE** and adjust according to the changes, such as finding the right time to reinvest in OOH media.

STRIVING TOMORROW SEP-FUTURE

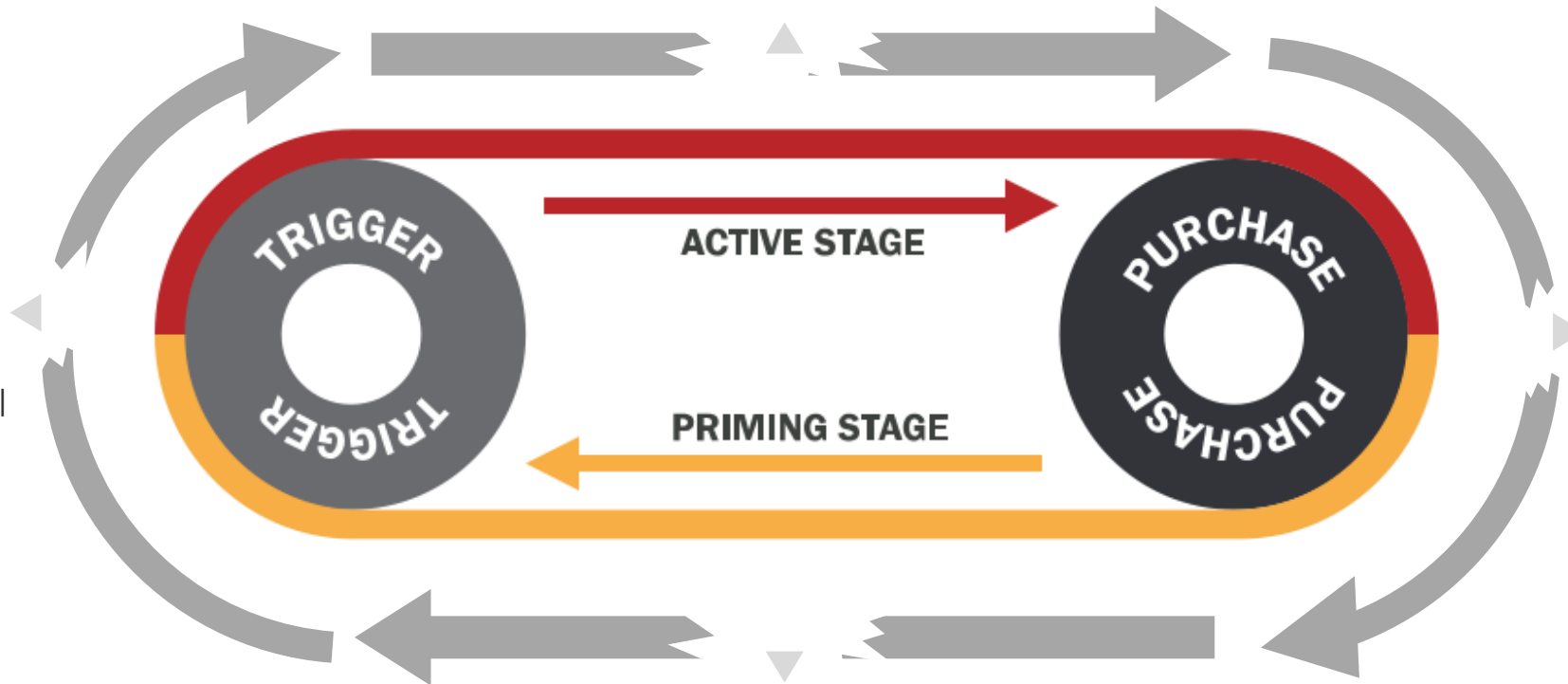


- **DEPLOY NEW CONNECTION POINTS** according to the changing media behavior, such as online fitness, learning and efficiency platforms, and **DEFINE THEIR ROLES** in creating the brand experience.
- **FOCUSING MEDIA STRATEGY ON CREATING DIFFERENTIATED BRAND VALUE** should be a greater focus to rebuild brand equity.
- **IDENTIFY THE HIGH-VALUE AUDIENCES** that are meaningful to the present as well as the new / potential growth audiences through media, such as senior shoppers.

FIRSTLY, REDESIGN THE DECISION JOURNEY

- The online decision-making path is shorter. It needs to be designed to help consumers make decisions more easily and provide shopping guarantee facing the logistic challenge.

- Identify the current and new demand, as well as the temporarily suppressed or delayed needs. Re-define time and retail mode (such as pre purchase). Leverage new occasions.



- Design corresponding and diversified sales models and combinations for different online channels and platforms

- Adjust media mix to better fit the current lifestyle and media habits, as well as the tonality and format of communication in accordance with the situation

PROVIDE CONTENT THAT CONSUMERS LIKE TO SEE



WHAT CONSUMERS WANT TO SEE

TAILORED TO **KEY AUDIENCES**

There are common interests, as well as strong variations

	TOTAL	HUBEI	MALE	FEMALE	POST 00S	POST 90S	POST 80S	POST 70S	POST 60S
CoronaVirus related	67%	76%	64%	71%	60%	64%	66%	70%	81%
Movie/TV/Music	55%	53%	50%	59%	68%	65%	51%	43%	43%
Personal Hobby	48%	48%	46%	50%	65%	54%	39%	42%	48%
Home living/cooking	35%	33%	23%	46%	19%	30%	38%	42%	41%
Health	28%	28%	22%	35%	11%	21%	28%	37%	50%
Other news	28%	30%	34%	23%	9%	19%	32%	38%	45%
Knowledge/classes	28%	27%	26%	30%	33%	29%	28%	26%	24%
Gaming & livestreaming	25%	22%	32%	18%	61%	42%	17%	6%	3%
New tech & electronics	22%	22%	32%	12%	22%	22%	23%	20%	21%
Shopping/recommendation	21%	17%	14%	28%	17%	22%	25%	19%	14%
Food and wine	20%	17%	16%	25%	24%	22%	20%	18%	18%
Industry	18%	21%	21%	15%	7%	16%	20%	22%	20%
Sports and fitness	17%	13%	22%	13%	11%	14%	19%	20%	24%
Beauty & cosmetics	16%	12%	3%	29%	16%	22%	18%	10%	4%
Celebrity & entertainment	16%	14%	7%	24%	21%	22%	16%	8%	5%
Fashion/trend	14%	12%	6%	22%	18%	17%	15%	12%	6%
Car	12%	11%	21%	3%	6%	10%	16%	14%	12%
Travel	12%	11%	9%	15%	7%	12%	14%	11%	12%
Design and images	11%	9%	9%	13%	20%	15%	9%	7%	8%
Parenting	11%	13%	7%	15%	1%	7%	22%	9%	6%
Favorite brands	11%	8%	10%	11%	13%	11%	12%	9%	7%
Luxury	6%	5%	4%	8%	9%	8%	7%	4%	3%

Source: Wavemaker's survey across all provinces in Mainland China, 4,116 respondents including 500 in Hubei (February 2020)

WITH APPROPRIATE CONTENT TOPICS AND TONALITY



 **POSITIVE ENERGY**

Public benefit/ interview/ documentaries will become hot topics in the short term.
Content with masses or medical staffs in impacted areas will draw people's attention.

 **HEALTH & LIFETYLE**

Food and health topics have increased due to short term demand.
With increasing focus on healthy life, **lifestyle projects** will get more attraction in the future.

 **KNOWLEDG SHARING**

The increase demands of working and training online, will help users develop the habit of **learning from online sources**.

 **POSITIVE VALUE IN ENTERTAINMENT CONTENT**

Entertainment content for mass audience should be cautious with excessive entertainment in short time. As for tribe based entertainment content, there should be **more positive spirit content direction to call out for social responsibility and public welfare**.

AS WELL AS DIVERSIFIED CONTENT FORMATS



Online content formats have become more popular with high frequency usage, changing the consumer purchase journey, **Online Video / Short Video / Living Show / Social Commerce Content.**



News is getting more attention because of epidemic status reporting.



IN THE LONG-TERM CONTENT MARKETERS SHOULD EVOLVE THEIR STRATEGIES

SURGING NOW MAR-MAY

REVIVING COMEBACK JUN-AUG

STRIVING TOMORROW SEP-FUTURE



Policy
Support

Last mile, stay alert

Encourage content about anti-epidemic measures and social care

Support industry revival

Encourage positive and entertaining content

Remember and honor the fight

Encourage content on celebrating the power of one united nation and the people



Content
Focus

Resume at a small scale

Projects restart but still with limits on shooting with crowded staff & audience

Booming with more variety

Hero IP back on schedule, more small-scale content will be created like short-video reality shows, Vlogs

New content formats

New formats become mature and trendy, like offsite-shooting reality show, live-streaming



Consumer
Behavior

Still pay high attention to news & people's real living conditions

Short video /Vlogger content may gain high attention

Outdoor & offline strike back

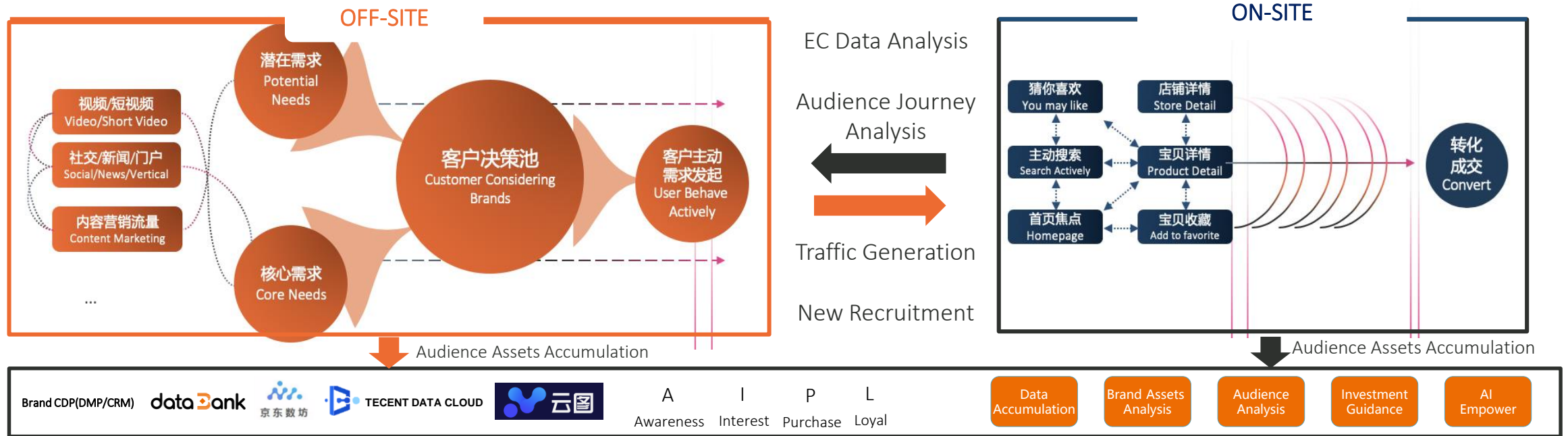
Consumer may increase outdoor activities, especially cinema, shopping malls

Emerging connection scenarios

With consumer attitudes changing, forecast a booming in tourism and self-improvement

GROWTH IN E-COMMERCE WILL EMPOWER **OMNI-CHANNEL SOLUTIONS** DRIVEN BY **CONSUMER-CENTRIC DATA MANAGEMENT**

Brands need to urgently build online channels including customer service, customer management, and sales. These should have omni-channel integration capabilities to integrate off-site communication and on-site conversion. Meanwhile, the ability to enrich audience assets and build brand-owned touchpoints becomes more critical.



EXTENDED ONLINE OCCASIONS ACTIVATED BY HOME-BASED BEHAVIOR WILL CREATE **NEW OPPORTUNITIES FOR PRECISION MARKETING**

PRECISE TARGETING

New online occasion opportunities triggered by the epidemic	Potential TA	Tags	Timing
E-Learning	Parents	Education Online study Education	Before school day
Healthy Life	Wellness	Family Health Health Care	During the Epidemic Before back to office Early back office
Sporting	Fitness	Sport Content Sports	During or After the Epidemic
Remote Work	Career Wisdom	Remote Work Health Care	During the Epidemic Before back to office Early back office
Home Entertainment	Home-based Life	Electronics Intelligent Products	During or After the Epidemic

STRATEGY

- Touchpoint digitization**
- Emphasize digital touchpoints.
 - Seize the opportunity with high potential categories like medical health, news, gaming and online video.
- Emotional communication**
- Consumers tend to concentrate on social, family health and patriotic topics.
 - Brand social responsibility, safety and service will be key points to connect with audience.
- Audience data centralization**
- More digital data accumulated around consumer behaviors and habits.
 - Due to the uncertainty of market, precision planning shows the benefits of agility.

CASES TO HIGHLIGHT:



HUAWEI

Whether through CSR or technical support to help control the epidemic or integrating technology into the current "work life integration" lifestyle of consumers, Huawei has gained consumer preference during the outbreak.

争分夺秒：华为支持湖北运营商三天开通火神山医院5G

华为中国 1/26

HUAWEI 5G引领! 全力支持中国运营商引领全球5G

人多力量大 武汉加油

在疫情期间，为减少人与人的面对面交流、降低疾病传染可能性 2020.1.25-2020.6.1

华为云WeLink 为用户免费提供视频会议 1000用户数以下的单位可以在线免费开通并支持100方实时在线会议

构建万物互联的智能世界

华为云 WeLink 更懂企业的智能工作平台

2020.01.25至2020.06.01 免费提供

1000账号使用
100方不限时长视频会议并发
50G企业云空间

易用、安全可靠的实时沟通 应对远程联络的急需与不便

Huawei not only fulfills corporate social responsibility but also leverages its advantages to further strengthen competitiveness by grasping current lifestyle changes and immersing the brand into people's new life rhythm.



NIKE

Nike quickly responds to the challenges of peoples' restricted traveling and going to the gym. It shifted its focus and battlefield to home-living and home-based sports.

你是不是也开始复工了?
电话会议一个接一个，腰和背还好吧?
云上课上多了，肩颈还撑得住吗?

别忘了「WORK OUT」这个词既是「锻炼」的意思，也是「解决」的意思。只要你有心想锻炼，很多问题真的会引刃而解。

这一次我们集结了多位NIKE教练 不仅要教你就地取材当场开练，还会通过「直播」跟你零距离面授诀窍。让你在家也能练到家。

JUST DON'T QUIT.

Nike worked to inspire consumers with positive content: the haze will always disappear, but we need to be true to ourselves, learn to persist and fight, don't give up, and prepare ourselves to be ready for the future.

WECHAT ARTICLE: JUST DO IT, @ HOME

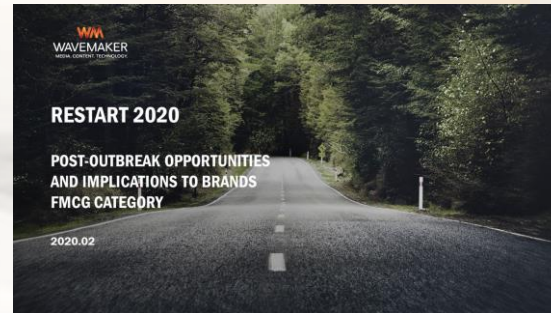
THE BATTLE HAS **JUST STARTED** FOR BOTH CHINESE AND INTERNATIONAL BRANDS

PLEASE CONTACT US FOR OUR OPINIONS, SHORT-AND-LONG-TERM
PRACTICAL SUGGESTIONS FOR THE FOLLOWING CATEGORIES:

TRAVEL & TOURISM



FMCG



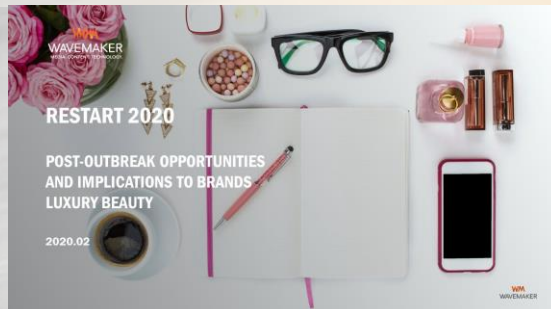
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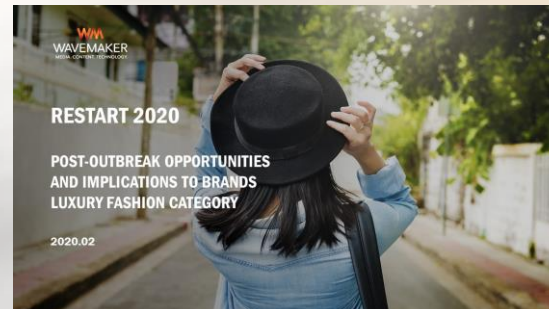
IMPORTED SPIRITS



LUXURY BEAUTY



LUXURY FASHION



LUXURY WATCH & JEWELLERY





SOME FINAL INSIGHTS

Comparing the relatively optimistic and pessimistic groups of consumers we surveyed, big differences are found in their psychological well-being and enthusiasm.

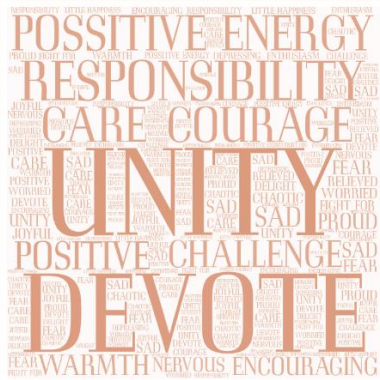
We are sharing this data here and hope you can keep optimistic spirit to face each day with a mind and more disciplined self.

OPTIMISM BRINGS POSITIVE ENERGY FOR AN ACTIVE LIFE

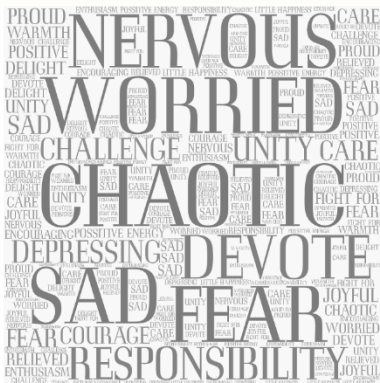
OPTIMISM BRINGS POSITIVE ENERGY

OPTIMISM ENCOURAGES PEOPLE TO PURSUE ACTIVE LIFE

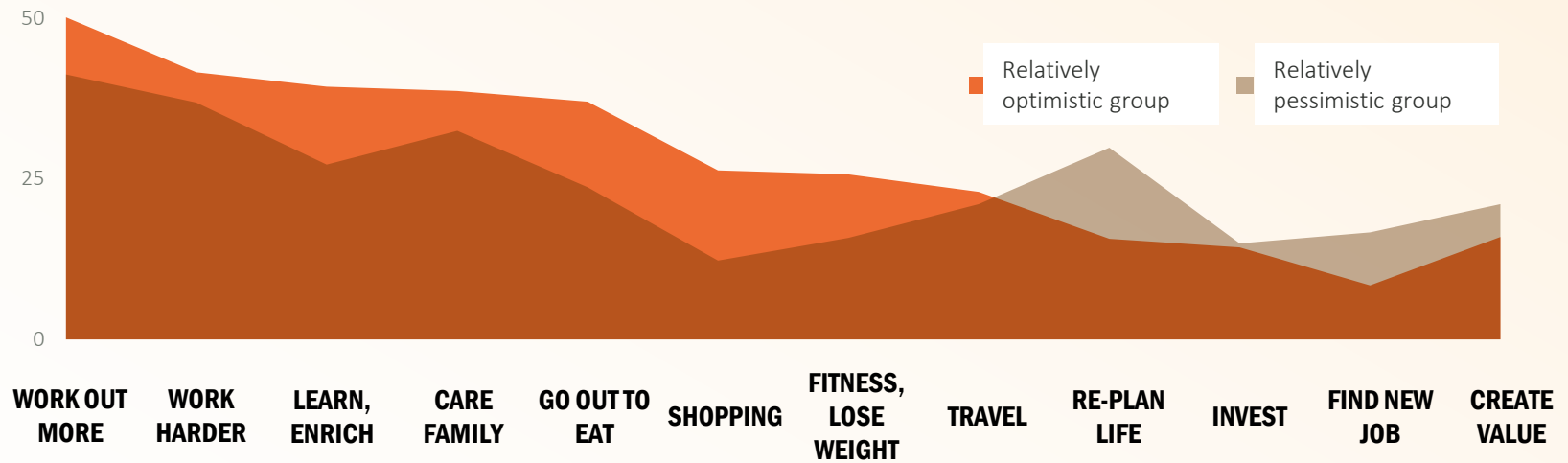
RELATIVELY OPTIMISTIC PEOPLE FEEL:



RELATIVELY PESSIMISTIC PEOPLE FEEL:



People all hope to start a more active life after the epidemic. Those who are most optimistic show the most active attitude. While relatively pessimistic people are also positive about life. Their optimism is more reflected in the opportunity restart life and value creation.



Source: Wavemaker's survey across all provinces in Mainland China, 4,116 respondents including 500 in Hubei (February 2020)

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PRODUCER | WAVEMAKER

Wavemaker is a billion dollar-revenue next generation agency that sits at the intersection of media, content and technology. We are obsessed with the customer's purchase journey and is what connects our mission directly to our client's business challenges. We invented WM Momentum, the world's most comprehensive study into how people make purchase decisions and have conducted over 400,000 surveys in 35 markets and across more than 72 categories. We are a business that is powered by the creativity and curiosity of our 8,500 people in 90 countries, united by our PACED values. We are a part of GroupM, WPP's global media investment management company. For more information, go to www.wavemakerglobal.com Wavemaker China has a team of 800 people across four offices in Beijing, Shanghai, Guangzhou and Nanjing. Clients in the agency's portfolio includes Huawei, Daimler, CHANEL, Xiaohongshu, Pernod Ricard and China UnionPay.

A VERY SHORT INTRODUCTION TO OUR ORGANISATION.

**POWERED BY GROUPEM FOR
UNRIVALLED INVESTMENT POWER.**



44%

market share

市场份额



WPP

The world's largest advertising group and leading marketing services network.



group^m

#1 media investment management company delivering client advantage through talent, trading and platform capability.



WM
WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

A new model agency created to deliver next-generation solutions for our clients.

MEDIA CONTENT TECHNOLOGY

SOLUTIONS AT SCALE IN CHINA / GLOBALLY.

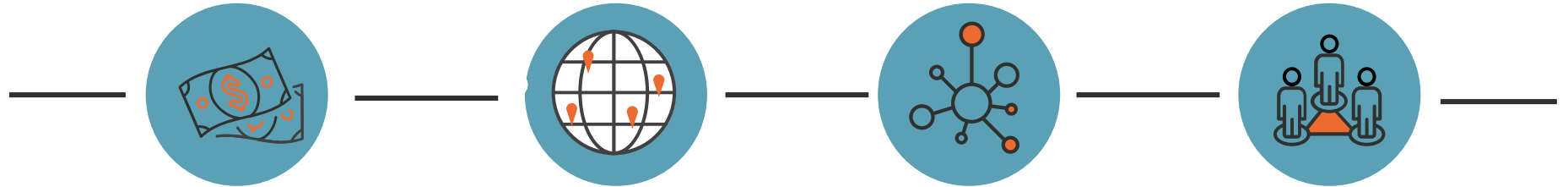
IN CHINA

**890
WAVEMAKER
PEOPLE**

**GROUP M
#1 IN CHINA**

**5 WAVEMAKER
OFFICES
BJ, SH, GZ, NJ, SZ**

**\$9B
BILLINGS**



**AROUND
THE
WORLD**

**8,620
WAVEMAKER
PEOPLE**

**93
COUNTRIES**

**12 CLIENT
SOLUTIONS HUBS
TO LEAD
MULTIMARKET CLIENTS**

**\$38B
BILLINGS**



THANKS

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