

CHINA B2C CAMPAIGN

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OBJECTIVE

Build awareness of Ireland as a source of high-quality sustainable dairy among Chinese consumers.







花旗 Citi

极光 AURORA

MIRAE ASSET

中國銀行

RESEARCH

- ? Awareness of Ireland
- ? Is there an interest in sustainability
- ? Bullseye target audience
- ? Test concepts



KEY OPINION LEADER



Lingluo 零落妈妈

Fan base =
640,000 (WeChat)
950,000 (Weibo)

Post 85s mom famous for child care blogging.
Certified as a senior infant care expert.



1) EDUCATIONAL QUIZ



Page Views: 22,979
Completed Entries: 16,334
Average time spent: 1 minute

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Irish information that fans want to know.

1. Is Ireland's butter and cheese expensive than other countries?
2. Avonmore's milk is more sweet and delicious than other milk. How to keep the taste and purity of the milk at the same time?
3. How much cheese is the best for every day?
4. How does the farm in Ireland keep clean?
5. How many cows are there in Ireland?
6. Is Ireland's farm all over the country or in remote areas?
7. Is the Irish farm very strict about the life of the cows?

2) LUXURY LUNCH EVENT



3) LINGLUO VISITS IRELAND



与自然相息相伴



RESULTS



ENGAGEMENT:

(reports + comments + likes):

17,398,202

ONLINE EXPOSURE:

(Viewership):

42,334,291

H5:

Competition views :

22,979

Completed entries :

16,334



CONSIDERATIONS

- ✓ Clear Objective
- ✓ Deep understanding of your target audience
- ✓ Influencer selection – think outside the box
- ✓ Translation – time implications and trusted 3rd party
- ✓ Cultural differences – China to Ireland
- ✓ Consider evaluation metrics up front
- ✓ Logistics – Preplanning & Technology



Thank you

