



▼ THE LAW OF
CONTENT MARKETING IN CHINA

hylink 华扬联众



EVERY MINUTE IN CHINA



395,833

WECHAT LOGINS



64,814

WEIBO POSTED



625,000

YOUKU VIDEO VIEWED



HIGH ENGAGEMENT WITH CONTENT



200

LIVESTREAM
PLATFORMS



200,000,000

LIVESTREAM
USERS



2,000,000

DAILY BULLET
SCREEN POSTS IN BILIBILI



HIGH BUDGET PRODUCTION ≠ SUCCESS

MARGOT VS LILY



296,605

FACEBOOK VIEWS

GLOBAL

CHINA

26 WEIBO SEARCH RESULTS

10,800 VIEWS

38 DISCUSSIONS



KNORR RECIPES



CHINA

BRAND ACCOUNT IN WEIBO

FANS 5833

NIGERIA

BRAND ACCOUNT IN FACEBOOK

FANS 704,578

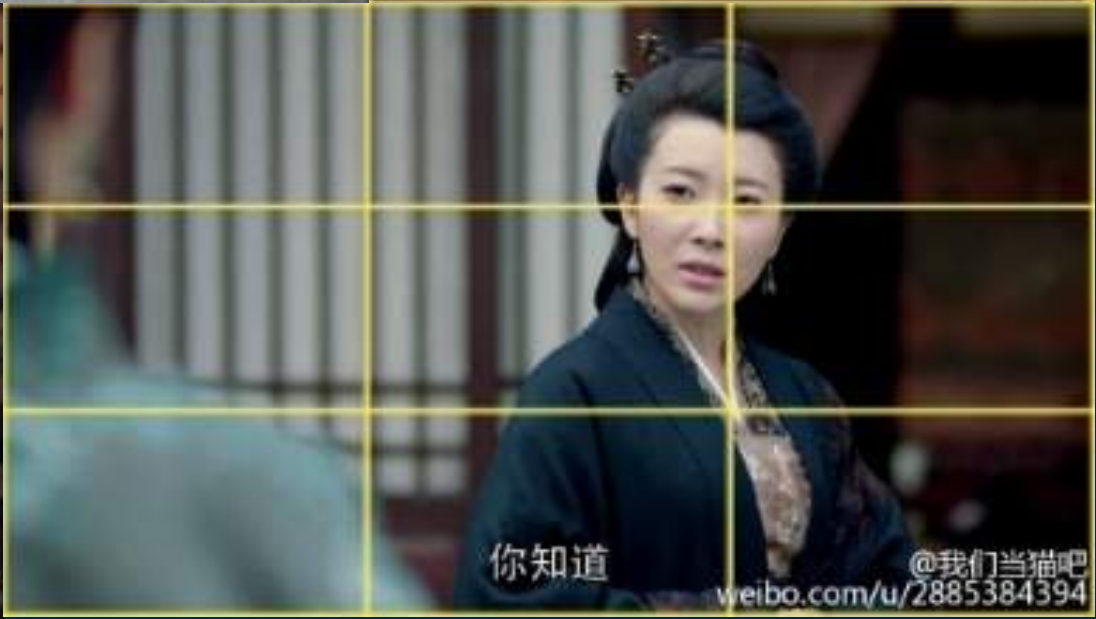


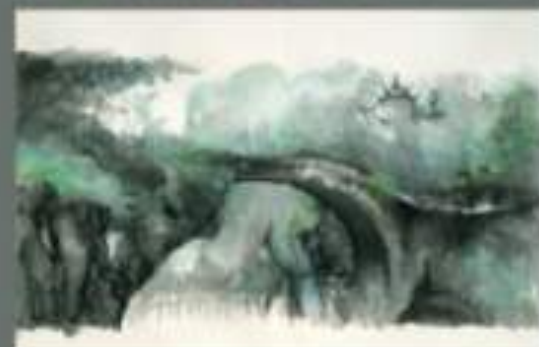
HOW TO MARKET CONTENT IN CHINA



Nirvana In Fire

▼ UNCOVER
STORIES





@_Agent_涂

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THE POWER OF UGC

5,050,000

ORIGINAL CONTENT BY FANS
BAIDU SEARCH VOLUME



10000+

CHINESE WATER PAINTING OF
THE STORY SETTING WEIBO
LIKES



2 MILLION +

COMPOSITION ANALYSIS CONTENT
WEIBO VIEWS



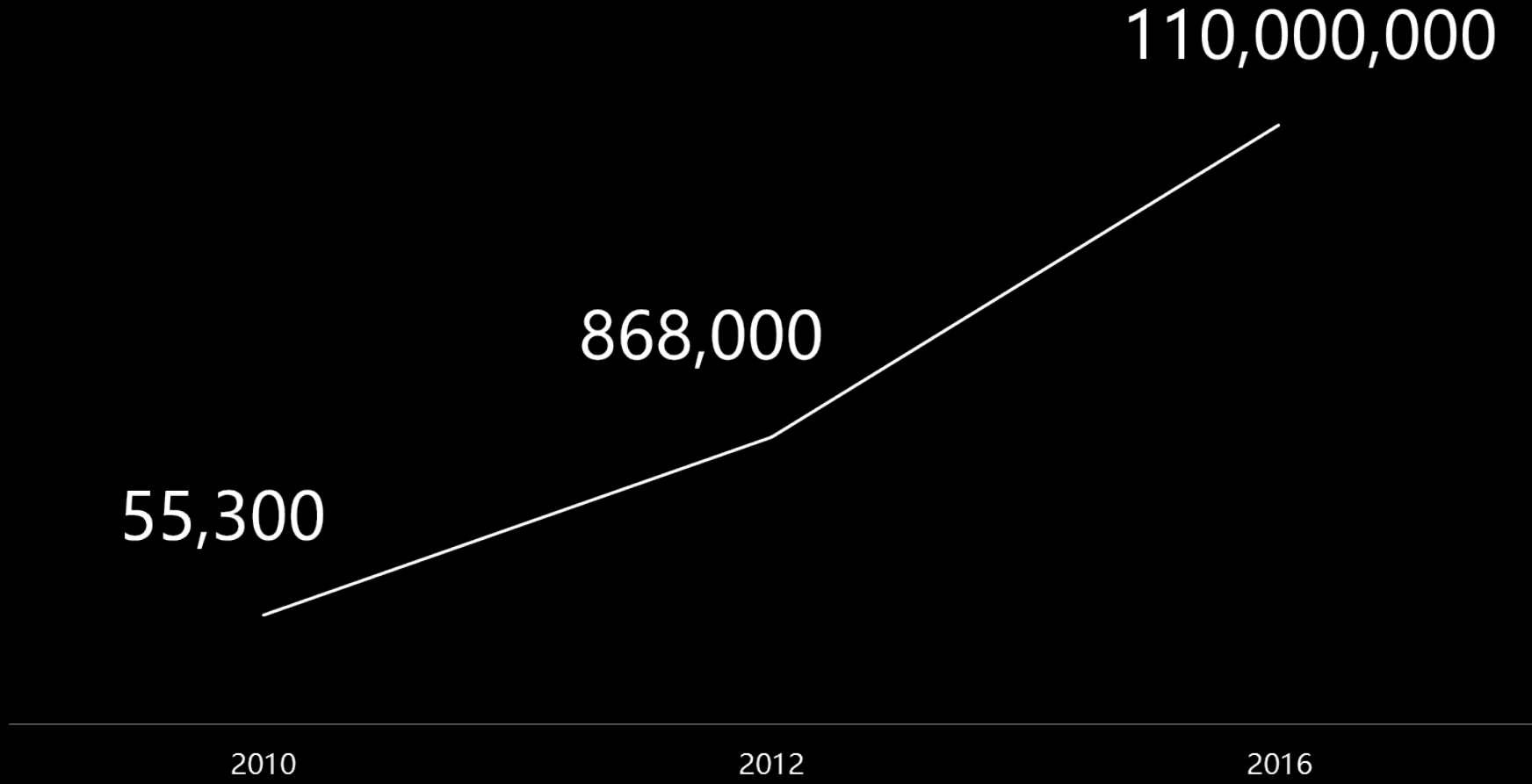


LAOGANMA

IS ENCOURAGING CONSUMERS TO GENERATE CONTENT



BAIDU SEARCH VOLUME





THE FORBIDDEN CITY
REIMAGINE CONTENT MARKETING



走, 进宫去...





ONLINE SALE (RMB)





EFFECTIVE CONTENT MARKETING

PIVOT

**TO DISRUPT MARKET
BY LEVERAGE CONSUMERS' POWER**

BRANDS - REVOLUTIONARIES
CONSUMERS - TO JOIN A MOVEMENT

SUPPLEMENT

**TO STRENGTHEN RELEVANCE
WITH CONSUMERS**

BRANDS - MENTORS
CONSUMERS – TO LEARN



01

CONTENT
IS SOCIAL CURRENCY
WITH CONSUMERS

55.5% ▼

THE MOTIVE FOR GOING
ONLINE IS

**TO EXPRESS
MY OPINIONS**



SK-II

**▼ CHANGE
DESTINY**





POST CAMPAIGN STATEMENTS FROM CONSUMERS



I CAN'T VOICE MY INNER BITTERNESS TO MY PARENTS. I AM ETERNALLY GRATEFUL FOR THEIR SUPPORT, UNDERSTANDING AND LOVE.



DON'T LET COMMENTS FROM OTHERS DISTURB YOUR RHYTHM...I FEEL FORTUNATE THAT MY PARENTS HAVE ALWAYS SUPPORTED ME THROUGH ALL MY DECISIONS.



NEED TO TELL MY PARENTS HOW I FEEL, TELL THEM I'M CURRENTLY VERY HAPPY AND FREE. LOVE IS BASED ON CHANCE, IF PARENTS CAN SUPPORT AND UNDERSTAND WOULD BE THE BEST.



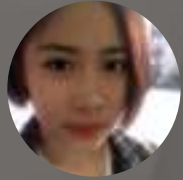
WANCHAI DUMPLINGS



**THE MEMORY
OF TASTE**



POST CAMPAIGN STATEMENTS FROM CONSUMERS



I ALWAYS THINK OF MAMA'S COOKING WHEN I MISS HOME, BECAUSE THERE IS NO BETTER FLAVOR THAN MAMA'S FLAVOR.



TASTE SENSE LAST LONGER THAN MEMORY. THAT TASTE SENSE WILL POP UP WHEN YOU LEAST EXPECT IT INTO YOUR MIND AND INTO YOUR HEART.



F**K THIS COMMERCIAL MADE ME CRY.
I WILL NEVER FORGET MY MA'S DUMPLING.

The background is a dark, textured surface covered in a dense layer of multi-colored confetti (red, blue, yellow, green, purple). In the foreground, several hands are visible, some holding black smartphones, suggesting a social or celebratory event. The overall lighting is dim, with the confetti catching some light.

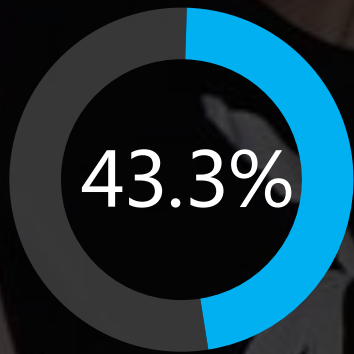
02



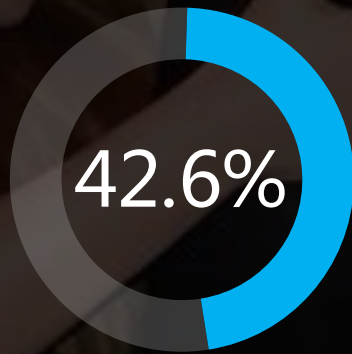
EVERYTHING CAN BE ENTERTAINING
IN CHINA



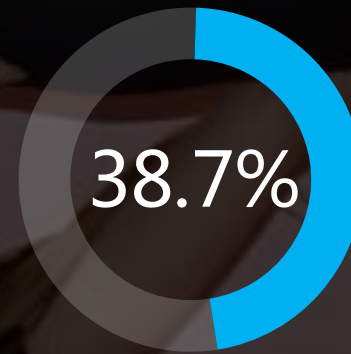
ENTERTAINMENT IS A WEAPON



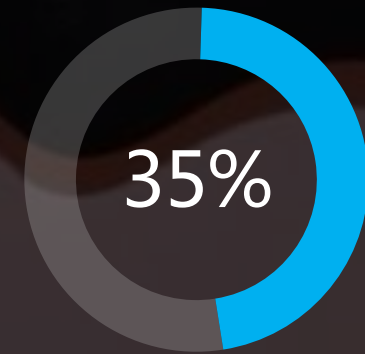
EXPRESS MY
OPINION



COMBAT/DEMISE
BORDOM



SHATTER VARIOUS
TRADITIONAL
CONFINEMENTS



OBTAIN
CREATIVITY



FU YUANHUI

**▼ ALL HER 'PREHISTORIC'
POWERS**



FU YUANHUI EMOJIS



UBER



FLASH

STORM



BEIJING FLASH STORM CAUSED REGIONAL FLOODING. UBER TURNED THEIR CAR ICONS INTO BOAT ICONS.

INJECTING HUMOR TO ENTERTAIN CONSUMERS IN NON-IDEAL MOMENTS, MADE CONSUMERS LAUGH EVEN DURING TOUGH TIMES.



CHEVROLET
▼ **DISNEYLAND**

03



TO ACTIVATE THEIR BEHAVIOR IMMEDIATELY
TO DISRUPT THE CATEGORY

L'OREAL

**▼ CONTENT
STUDIO**



YouTube YouTube

Twitter



Instagram (Makeup)



Instagram (Haircare)

Top Skincare Questions Answered (Preview) | L'Oréal Paris Canada

Dermatologist
Dr. Julia Carroll
answers Canada's
top skincare
questions

L'ORÉAL SKINCARE EXPERT / PARIS | beauty geeks



IN CHINA

TUTORIALS WITH
CELEBRITIES ON YOUKU

2997 VIEWS

669 VIEWS

138 VIEWS

GLOBAL

219,533

ONE OF THE HIGHEST
VIEWS ON YOUTUBE



优酷

步骤三 选择丝柔唇乳 (玫粉色), 沿唇形自然涂抹。



轻拍3大高光区域
点亮肌肤立体轮廓
全天拥有立体水光肌



神器

L'OREAL LIVECAST - THE HUNDRED PEOPLE MAKE UP REMOVAL





7.64 MILLION
VIEWS ON YOUKU

2,500 ORDERS
WITHIN 1 HOUR OF LIVECAST

5,000 ORDERS
IN 48 HOURS





CONTENT IS SOCIAL CURRENCY WITH CONSUMERS

EVERYTHING CAN BE ENTERTAINING IN CHINA

TO ACTIVATE THEIR BEHAVIOR IMMEDIATELY TO DISRUPT
THE CATEGORY



THE LAW OF
CONTENT MARKETING IN CHINA

A PIVOTAL BRAND CAN MOVE CONSUMERS' HEART.

Let's Move Mountains

hello@hylinkgroup.com



THANK YOU

hylink 华扬联众