



华丽志
LUXE.CO



2022 Q3

China Luxury Marketing Report: How to Locate the Fertile Land of Private Domain?

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Preface

The highly developed digital landscape of the Chinese market has helped luxury brands to accelerate their pace and improve efficiency along the entire chain of "marketing" and "sales".

In Chinese market, brands used to operate more on the "public domain". As the cost of public domain traffic grows, brands are beginning to focus on refining operations, gradually opening up new land and activating the value of "private domain".

As the public domain provides brands with massive and abundant users and traffic, the private domain allows brands to have more autonomy in the whole chain of marketing and sales. Today, private domain operation has become almost a must-have for luxury brands, and many of them are already deep practitioners of the innovative integration of public and private domains.

On the one hand, brands can repeatedly use private domain to reduce the cultivation cost on the public domain; on the other hand, brands can draw the nutrients from the public domain to the private domain in order to maintain lasting vitality of the private domain.

For luxury brands, enrich the market of private domain more effectively breeds more possibilities for the brand's innovative marketing. And soil (the platform), nutrients (the users), water (the content) and sunlight (the methodology) are the four basic conditions for nourishing the land.

From this perspective, Weibo, regarded as the largest public domain traffic platform in the content industry, has a unique advantage. For many luxury brands, Weibo is naturally a vast and fertile "black land" for public domain traffic, and the All caps is to help brands continuously draw "nutrients" from this public domain "soil" of Weibo. All caps is to help brands to continuously extract "nutrients" from this public domain "soil" to the brand's private domain, and to continuously expand the luxury marketing methodology with renewed content creation.



1.

**Weibo luxury consumer insight:
how to effectively draw "nutrients"
from the public domain?**



Social media platform is a huge public opinion field with a huge user group, diversified circle structure, and gathering large-scale interest users. Analyzing and stratifying users' interests and communicating with them in a customized way is important for luxury brands to make use of social data for systematic marketing.

Weibo is the main social opinion field in China. The scale of active luxury users on Weibo can not be underestimated, and there are more than 100 million luxury interest groups gathered on the platform. In addition, under the mode of "trends + social", the circle value of Weibo still has great potential.

In terms of gender ratio, among the new users who follow luxury brands' official accounts, female users (59.8%) are higher than male users (40.2%), and the difference between the two is even more obvious in terms of the number of people who interact with the account posts, with female users (61.4%) far exceeding male users (38.6%). This means two things: male users are becoming a potential user group that luxury brands cannot neglect; at the same time, there is still huge space for luxury brands to explore the content produced for male users, both in terms of form and quantity.

Luxury brands' official account in Q3 2022 Gender Ratio of New Fans



Male
40.2%



Female
59.8%

Luxury brand account posts in Q3 2022 Gender share of interacting people



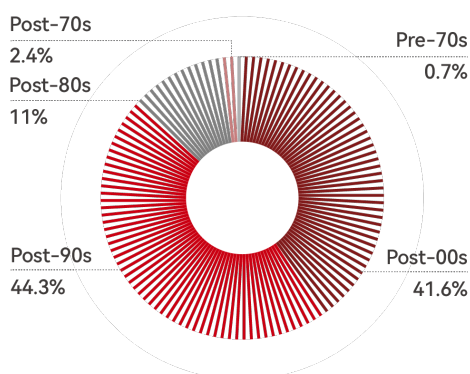
Male
38.6%



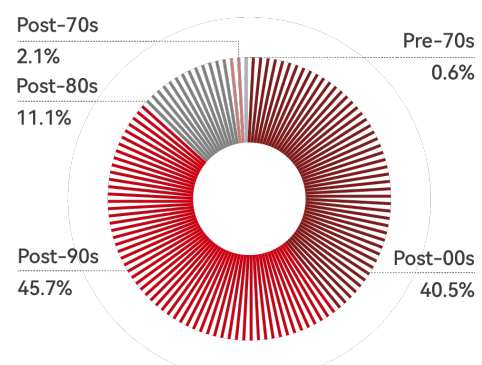
Female
61.4%

From the perspective of age generation, the new user groups following the official account of luxury brands are mainly post-00s and post-90s, accounting for more than 85%. Official accounts have become the gathering place of young luxury consumers, and this youthful trend is also reflected in the interaction crowd of luxury brands' posts. Among the people who follow the brand's official account, the post-90s (44.3%) are more than the post-00s (41.6%), and the post-90s (45.7%) are also higher than the post-00s (40.5%) in interacting with the luxury brand's posts. In the future, luxury brands still need to further explore the interests and needs of the post-00s or even younger generation of users, and create more high-quality content to awaken a deep resonance with them.

Luxury brands' official Weibo accounts in Q3 2022-Age Generation Distribution of New Fans

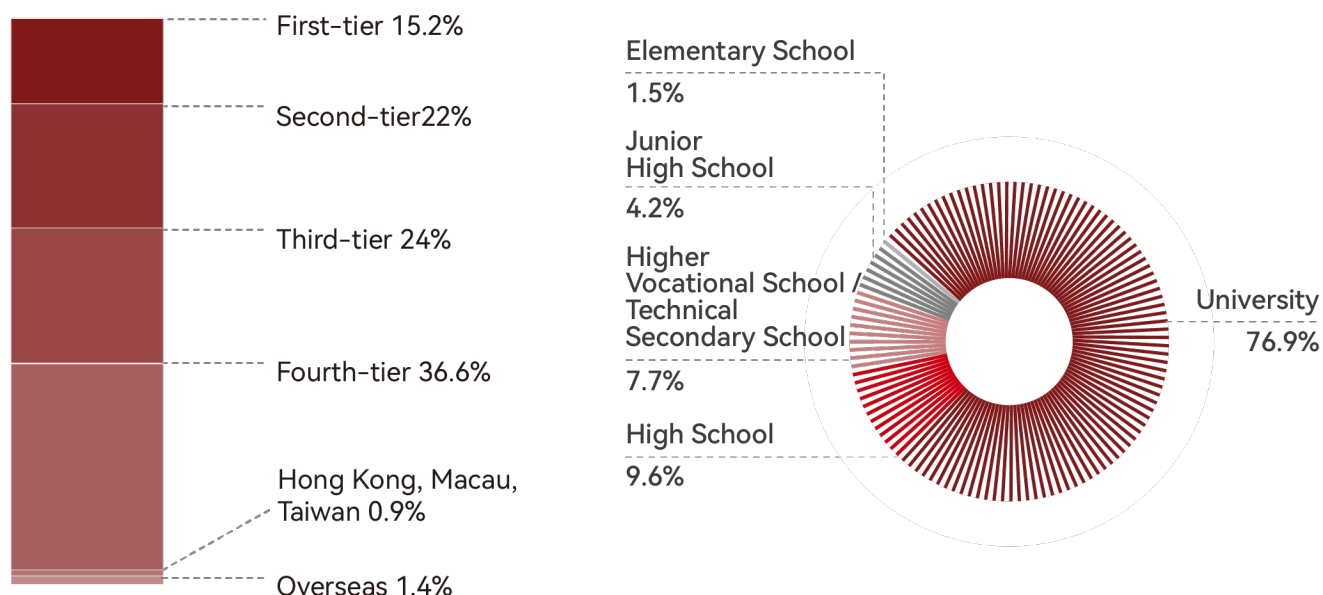


Luxury brands' official Weibo accounts in Q3 2022-Age-generation distribution of post interactors





City distribution and education level of new followers of luxury industry official accounts in Q3 2022



Weibo is also a circle interest field, a communication platform for fashion, beauty, film, music, sports and other circle enthusiasts. The positive interaction within the circle is the unique advantage of Weibo.

Weibo luxury brands in Q3 of 2022 Top 20 interest tags of the new fan base of official accounts



Weibo luxury brand blog posts in Q3 of 2022 Top 20 Interest tags of Interactive Crowd





2.

Luxury industry's semi-annual marketing keywords on Weibo: cracking public domain keywords and revitalizing private domain traffic

- 1、Q3 luxury industry sound volume quarterly trend data chart and analysis
- 2、Q3 luxury industry keywords Top 100
- 3、Q3 luxury industry marketing keywords and case illustration



1. Data chart and analysis of the sound volume trend of the luxury industry in Q3

37.1 Billion+

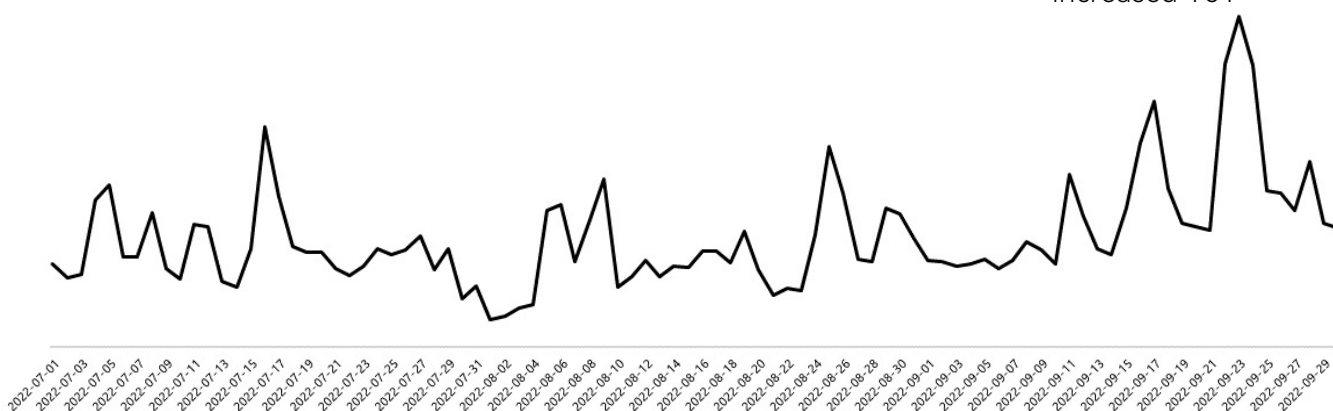
2022Q3 Luxury Industry
sound volume on social media

↑13.7%

2022Q3 Luxury Industry
Social Voice Volume Up YoY

↑20.9%

2022Q1-Q3 Luxury industry
sound volume on social media
increased YoY



Source : Weibo Social User Data Bank 2022.07-2022.09

In the third quarter, with the gradual recovery of offline channels, luxury brands began to accelerate their efforts in the Chinese market. They carry out a series of intense marketing initiatives and channel expansions, continuing to innovate in marketing and communication to maintain commercial vitality and maintain a more active, more closer connection with Chinese consumers.

Weibo is one of the main social communication platform for luxury brands. According to Weibo data, the social volume of the luxury industry on Weibo reached 37.1 billion+ in the first half of 2022, showing a 20.9% year-on-year increase compared to 2021. The relevant data confirms that the social marketing popularity of luxury brands in the Chinese market has continued to grow in the third quarter of this year.

As luxury brands step into a deeper stage of marketing in China, how to revitalize the private domain traffic and operate the traffic finely, to improve user retention and activity and enhance brand value, becomes a essential question of luxury brands.

The breakthrough point to solve these problems is to transform the massive followers gained from the public domain to the brand's private domain and accumulate the brand's social assets. "How to efficiently convert" becomes the key. For this reason, based on the hot events, marketing activities, and the dynamics of luxury brands on Weibo in the third quarter of 2022, LUXE.CO and Weibo have summarized three keywords and highlight cases, including some top 100 post cases in the luxury industry, to provide reference for luxury brands to effectively reach luxury interest users in the public domain.

boss
Spontaneous Sharp
Louis Vuitton Acting Construction
Grand Show Cleansing Record manifest abundance
Spring/Summer
New Style Zhu Yilong Charm
Moisturizing Return Elegance classic
Spokesperson Menswear brilliant
lv Interpretation
2 Film moment Enjoyment Expectation Devotion Life
0
2 showcase Liu Yuxin Stretching Longines TNT
2 friend 2 Brand Ambassador Jin Zihan Mousse
Avant-garde Desgin Gentle Fashion 2023
skin Zhou Keyu Gesture Promotion Song Ya Xuan Water Lily
Art Elegant outline Coral Luo Yizhou Lu Han Gucci Mercury
Tony Yu Ready-to-wear Modern Victoria Song
Liu Yu ingenuity Dior Inspiration Aesthetics tfboys Dear
Personality Aranya Flow on Clean Rendez-vous Song Wei Long
Xiao Zhan willful texture Brand Wang Yibo
Ambassador beautiful
Women Bulgari Wang Junkai add User Color
Silhouette Style Surprise Praise Experience



3. Analysis of luxury highlight cases: luxury marketing methodology

Marketing keyword 1: local celebrities' deep co-creation

Luxury brands have deep brand stories. The influence and appeal of the brand allow them to gather the industry's leading human resources, from brand executives and creative directors to celebrities in various fields such as fashion, art, music, film, and television, can become the storyteller.

This also provides a basic idea of whom luxury brands can collaborate with everyone, and how

they can collaborate. On the one hand, luxury brands are constantly enriching their celebrity profiles to reach more consumer groups and consolidate their brand image of "authentic, professional, and positive" in consumers' minds. On the other hand, luxury brands are also exploring deeper connections and creations with celebrities in more diverse and innovative forms, opening deeper co-creation of content.



Louis Vuitton shot the short film "Mirage 《海市蜃楼》" as a prelude to the #LV A'naya men's show, produced by Jia Zhangke and directed by Wei Shujun.



Prada and GQ co-produced the documentary "A Tiger 《打个招'虎'》", with the participation of the brand's spokesperson Cai Xukun, Chun Xia, and brand ambassador Ma Long.

Collaboration

Loewe collaborates with the brand's ambassador Wu Lei to launch a new co-branded cucumber-scented candle.



Music Video

Valentino invited singer Li Ronghao to combine music and fashion in a short music video featuring his classic song "Can't We Be Together《在一起嘛好不好》".



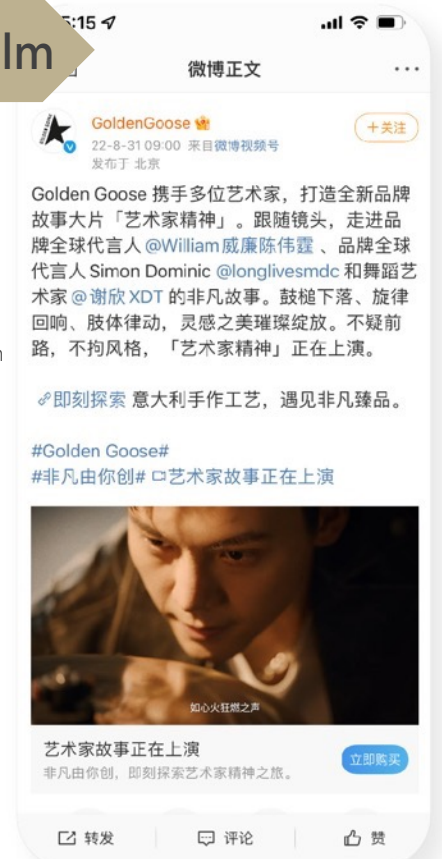
Short Film

Cartier released the video series #MakeYourOwnPath, featuring the brand's friend Wang Jia'er, contemporary artist Chen Yingjie, dancer Yin Fang, polar explorer Feng Jing, and mandarin commoners.



Story Film

Golden Goose collaborated with the brand's global spokesperson William Chen, Simon Dominic, and dance artist Xie Xin to create the brand story film "Artist Spirit《艺术家精神》".



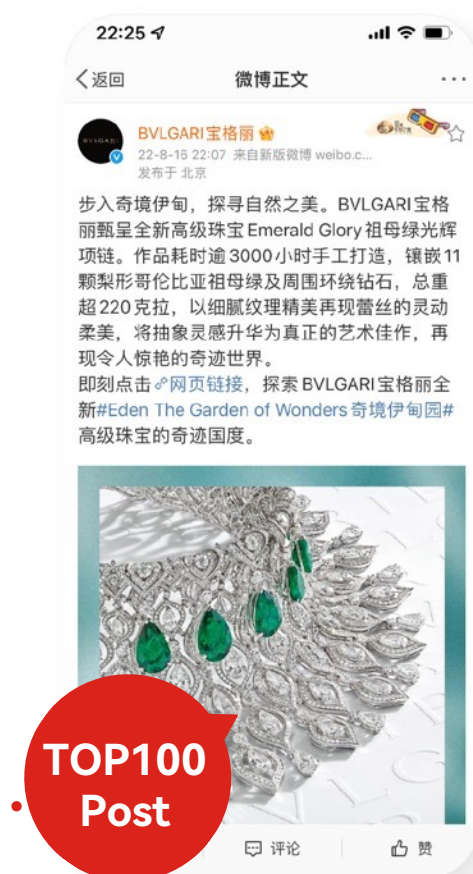


Marketing keyword 2: Online communication for big brand event

Fashion shows, exhibitions, store openings, etc. are the most important brand-building methods for luxury brands. These events usually require a lot of investment, but the audience they can reach offline is relatively limited. In this situation, brands create topics

online and continuously carry out relevant content output to expand the communication volume and reach more online audiences, to maximize the return on investment of big events offline.

Exhibition

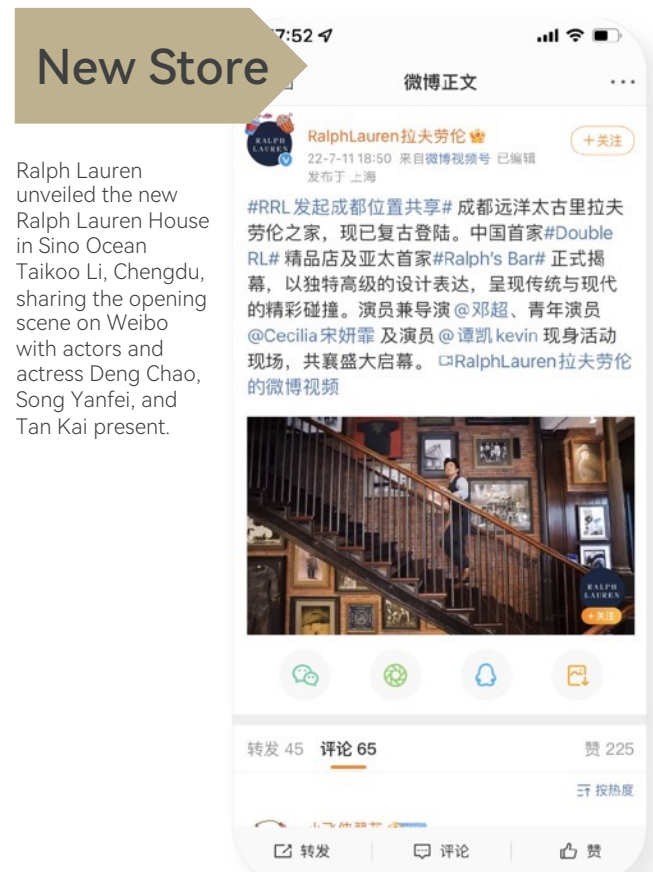


BVLGARI held the "Bulgari Eden, The Garden of Wonders" high jewelry and watch collection exhibition at the Shanghai Exhibition Center. The exhibition was live-streamed on Weibo and featured numerous celebrity collaboration videos.

Fashion Show



Louis Vuitton live-streamed the Aranya show on Weibo.



Marketing Keyword 3: Diverse communication of brand culture

Deep into the online channel, luxury brands are exploring more modern narratives. They are releasing multiple forms of content online, such as print, video, and audio, inviting influencers from various fields to collaborate, or planning creative perspectives to tell the brand's story and culture in a unique way. For luxury brands

with long history, its story is enduring, but the formats and media to spread the story need to evolve with the times. These diversified attempts are becoming another extension of brand equity in the digital age.

Video and audio of the product story



Gucci presented the "Mind Travelers" handbag story with a series of videos and audio content by brand spokesperson Li Yuchun, supermodel Jing Xiang, writer Yang Hao, supermodel Liu Wen, dancer Wu Mengke, and director Zhang Mao.

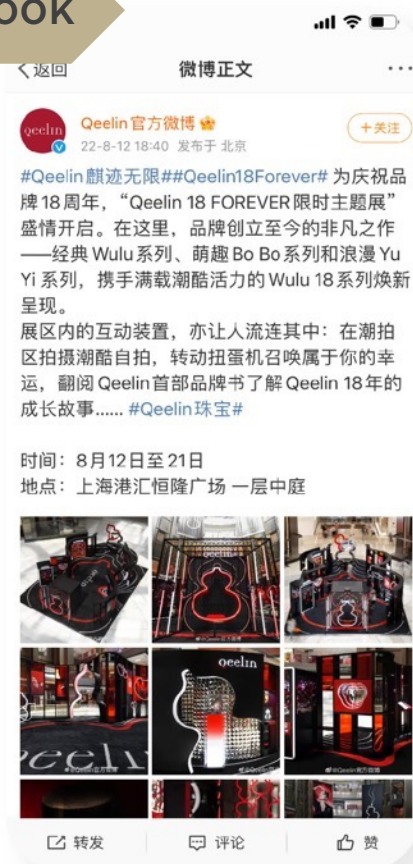
Brand Documentary



BVLGARI released the documentary film "Inside the Dream", which tells the story behind the scenes creation of the high jewelry collection.

Brand Book

Qeelin held the "Qeelin 18 FOREVER" limited theme exhibition at Plaza 66 in Shanghai, showcasing Qeelin's first brand book.



Short Video

AMI released a new episode of "Ami Diaries", a short video about the inspiration and behind-the-scenes stories of the brand's Spring/Summer 2023 fashion show.



Podcast

WE11DONE released a podcast audio on Weibo, where the founder tells the story behind the brand in Chinese.



Video of the brand story

Chanel launches the "I am Bijoux de Diamants", a series of films telling the story of the brand's founder, Mademoiselle Coco Chanel, who launched her first diamond jewelry collection 90 years ago.





3.

Weibo Luxury Brand Vitality Ranking: The “Source” That Waters the Private Domain Soil

1. Weibo Luxury Brand Vitality Ranking
2. Industry cases from the Weibo Ranking



1. Weibo Luxury Brand Vitality Ranking

To summarize the marketing activities of luxury goods in China in the third quarter of 2022, LUXE.CO , together with Weibo, ranked the brands in three dimensions: brand

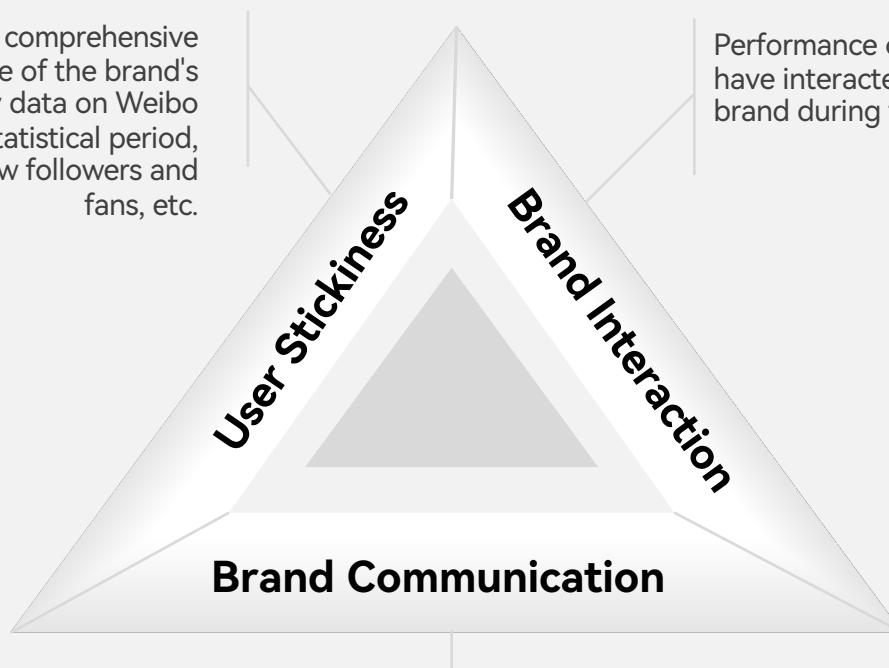
communication, brand interaction, and user stickiness, which led to the "Weibo Luxury Brand Vitality Ranking".

The Quarterly Weibo Luxury Marketing Ranking includes three sub-dimensions, the "ready-to-wear and bag" , "watch and jewelry " , and "Trendy Luxury Products". The ranking reflects the results of luxury brands' activities, innovation and private domain building on Weibo, and provides a reference for more luxury brands to gain private domain traffic and practice marketing innovation in the Chinese market through Weibo .

The ranking is based on three main indices (Brand Communication, Interaction, and Stickiness), including the brand's key influence data indicators on Weibo (keyword sound volume, basic profile, brand interest group, number of new followers on official account, number of loyal fans on official Weibo, average daily interaction volume on official Weibo, etc.), witch weighted to calculate the overall score.

The comprehensive performance of the brand's private city data on Weibo during the statistical period, including new followers and fans, etc.

Performance of people who have interacted with the brand during the period



The total volume of the brand's voice on Weibo during the period, including reads, mentions, etc.



Weibo Luxury Brand Vitality Ranking

Ready-to-wear and Bag

Ranking	Brand	Comprehensive score
1	路易威登 / Louis Vuitton	96.70
2	古驰 / Gucci	94.15
3	迪奥 / Dior	93.90
4	香奈儿 / Chanel	93.13
5	普拉达 / Prada	91.96
6	托德斯 / Tod's	91.47
7	芬迪 / Fendi	90.45
8	圣罗兰 / Saint Laurent	89.67
9	阿玛尼 / Armani	88.17
10	思琳 / Celine	88.11
11	博柏利 / Burberry	86.41
12	巴黎世家 / Balenciaga	86.27
13	爱马仕 / Hermès	85.97
14	罗意威 / Loewe	85.79
15	罗杰维维亚 / Roger Vivier	85.76
16	迈克高仕 / Michael Kors	85.75
17	缪缪 / MiuMiu	85.50
18	盟可睐 / Moncler	85.46
19	亚历山大麦昆 / Alexander McQueen	85.29
20	HOGAN	84.65

Weibo Luxury Brand Vitality Ranking

Watch and Jewelry

Ranking	Brand	Comprehensive score
1	蒂芙尼 / Tiffany	92.53
2	宝格丽 / Bulgari	91.98
3	卡地亚 / Cartier	90.66
4	宝曼兰朵 / Pomellato	90.08
5	麒麟 / Qeelin	89.73
6	欧米茄 / Omega	89.73
7	万国 / IWC	89.18
8	浪琴 / Longines	88.61
9	万宝龙 / Montblanc	87.85
10	萧邦 / Chopard	87.42
11	宝诗龙 / Boucheron	86.49
12	天梭 / Tissot	85.65
13	真力时 / Zenith	84.95
14	伯爵 / Piaget	84.59
15	沛纳海 / Panerai	84.57
16	雷达 / Rado	84.38
17	积家 / Jaeger-LeCoultre	84.18
18	泰格豪雅 / TAG Heuer	82.88
19	美度 / Mido	82.82
20	尚美巴黎 / Chaumet	81.71

Weibo Luxury Brand Vitality Ranking

New Luxury Brands

Ranking	Brand	Comprehensive score
1	金鹅 / Golden Goose	85.39
2	拉夫劳伦 / Ralph Lauren	84.64
3	迪赛 / Diesel	84.33
4	艾秘 / Ami Paris	84.20
5	曼黎怡 / Marni	82.53
6	梅森马吉拉 / Maison Margiela	82.33
7	唐姆步朗 / Thom Browne	81.63
8	吉尔桑德 / Jil Sander	81.35
9	Acne Studios	81.04
10	小狐狸 / Maison Kitsuné	80.92
11	WE11DONE	78.58
12	乔威安德森 / JW Anderson	78.20
13	亚历山大王 / Alexander Wang	76.94
14	Amiri	75.23
15	慕瑟纳可 / Moose Knuckles	75.16



2. Industry cases from the Weibo Ranking

Weibo brand accounts help luxury brands irrigate more "water" in their private domains. Targeting at the pain points that KOL quality content is difficult to be precipitated, brand campaigns are done and gone, and brand users are difficult to be retained, Weibo Brand

Account helps brands to open up the flow of public and private domain through content precipitation, user precipitation, and social resource precipitation. In this way the brand social assets can be accumulated in the long run.

2.1 Local celebrities' deep co-creation + Brand Account

● Bulgari、Valentino

BVLGARI

Bulgari

On August 24th, Bulgari held the #Eden The Garden of Wonders# high jewelry collection launch event at Shanghai Exhibition Center, where many celebrities such as Shu Qi, Chen Kun, Qin Hailu and Yang Yang wore the brand's high jewelry collection.

In the evening, a model show opened the event, and the Cirque du Soleil Creation-X show, Shanghai Philharmonic Orchestra and Shanghai Ballet all brought wonderful performances. Many celebrities gathered at the event. Bulgari also launched online live broadcast of the event on Weibo.

The exhibition site was carefully arranged around the three themes nearly 400 pieces of fine jewelry from Bulgari's heritage to the present.

Highlights : Bulgari's #Eden The Garden of Wonders# has been read over 470 million times, and the live broadcast of the Eden of Wonders High Jewelry Collection launch event was watched by 28.45 million people.

In addition to the online live broadcast, Bulgari also invited stars such as Wang Li-kun, Qin Hailu, Tonya, Yang Yang, Zhang Ziyi, Chen Kun and Shu Qi to shoot a series of video blockbusters with the theme of Eden of Wonderland to show the high jewelry items from different angles. The videos become complimentary to the live event.

In this process, the brand always maintains the identity of an "open organization", and the stars are rapidly transforming into the role of "narrator" or even "creator" in this organization.





VALENTINO

Valentino

On July 11th, Valentino released a short music video "Can We Be Together" through Weibo. As part of Valentino's July 4th advertising campaign, the music video combines music and fashion, featuring the classic song "Can We Be Together" by singer Li Ronghao.

The theme of the campaign is "Surrounded by Love". The brand's "V" logo is used as a classic element throughout the campaign, which combines the life clips of couples in different spaces. Through post-editing, a series of interactions in different time and space are completed, framing romantic moments.

Highlights : The overwhelming celebrity cooperation is easy to fall into homogenization, and more or less has made consumers have aesthetic fatigue. How to explore more possibilities of in-depth cooperation with celebrities is a new challenge for luxury brands. On the occasion of the most romantic traditional festival in China – Qixi Festival, Valentino invited singer Li Ronghao to combine music and fashion to express his love through his classic song "Can We Be Together" with melody and lyrics. The song not only gained enthusiastic interactions from fans on social media platforms, but also attracted the attention of many "passers-by". The music video "Can We Be Together" has been watched by 9.2 million people on Weibo.



LUXE.CO Expert Reviews

Celebrity fans are the most active group of people on Weibo. They are usually very sensitive to fashion and have certain purchase power, so they are also an important potential audience for luxury brands. In China, Weibo is one of the most direct and important social media platforms where fans can engage and interact with celebrities. By choosing to start a celebrity collaboration on Weibo, luxury brands are able to reach this important audience more effectively.

There are also many interest groups built by users on Weibo, including those that match the tone of luxury brands. By joining forces with influencers in these groups, brands can reach more potential consumers directly.

Weibo brand account has developed rich tools around celebrities and KOLs, such as "Brand's Friends", "Brand Trendy Tweets" and "Fan Headlines". These tools build a bridge between the brand's account and the celebrity's Weibo account. This bridge makes the cooperation between the two parties faster and more efficient.

In addition, the collaboration between luxury brands and celebrities has become deeper and more diverse, shifting from a unilateral brand-led approach to co-creation and dialogue, and introducing richer audiovisual creativity.

2.2 Brand Big Event Online Promotion + Brand Account

Prada、OTB

PRADA

Prada

On August 5th, Prada held its fall/winter 2022 menswear and womenswear show at Beijing Jun Wang Fu Hotel, becoming the first major luxury brand to hold an offline show in China this year. Prada live-streamed the show on Weibo, and released a lot of preview and inventory content both before and after the show, driving the show to continue to ferment online.

Before the show, Prada's Weibo account released the "childhood photos" and "pajamas" of many stars, such as Cai Xu Kun, Chun Xia, and Du Juan, to attract online users to pay attention to the brand's big show. After the show, in addition to the regular show inventory, it also showed many stars' live looks and dinner details.

Online, Prada's Weibo account presented the highlights and details of the show to the social media audience through a lot of graphic and video content. In addition to the regular show content, it also showed a lot of popular content, such as the star scene, show scenery ingenuity, etc., so that the show upgraded into a cloud event, the topic continues to rise.

Highlights : As the first offline show of a major luxury brand in China this year, Prada's event attracted a lot of attention due to the unique location of the show and the star-studded audience, and Prada's official micro-blog presented the highlights and details of the show to the online audience through a lot of graphic and video content. In addition to the regular content of the show, it also showed a lot of popular content, such as celebrities and Chinese elements, making the show an event on the clouds and the topic of conversation continued to rise.



OTB

OTB

In July, the Italian luxury group OTB opened four flagship stores in Shanghai JC Plaza. The four stores are Maison Margiela, Marni, Jil Sander and Amiri.

Maison Margiela opened its largest flagship store in the world, with over 500 square meters of space divided into two floors; Marni opened its first concept flagship store in China; Jil Sander opened its first flagship store in China; and Amiri opened its first store in Asia Pacific.

Before the official unveiling of the new store, on the opening day and after the opening, all four brands posted several blog posts on Weibo, introducing the design concept and layout features of the new space in the form of graphics and videos.

Highlights : Chinese consumers are extremely enthusiastic about new stores, flagship stores and first stores in cities, and the opening of all four OTB stores has generated widespread attention and buzz both online and offline: All four new stores are global or regional "first stores" and present their own unique brand tone, showing that the Chinese market, showing the high strategic importance of the Chinese market to overseas high-end fashion and luxury brands.

At the same time, the brands explain the history of the event in detail through Weibo posts, allowing viewers to see not only more store guides but also more behind-the-scenes details, making the brand's story more vivid and vibrant.

LUXE.CO Expert Reviews

The importance of offline experiences such as fashion shows and stores opening in developing brand awareness cannot be overstated. When online channels have become a must for all brands, brands are faced with a new dilemma: how to seize the 72-hour golden week period at the core of the show to trigger the topic, while continuing to attract users' attention through content and media in the subsequent long tail period, expanding the brand's influence on consumers and the industry and continuing the brand value?

For the online communication of the brand's big event, both Prada and OTB adopted a three-

step strategy of preheating, ongoing, and the inventory. The pre-heat phase maximizes exposure in the short term through eye-catching hot content; the first-time content input when the event is in progress; and the inventory phase continues to expand the influence of subsequent communication.

Every big event planned by the brand is an excellent opportunity to attract new users. As the private domain position of the brand, the brand number effectively carries the attention and traffic brought by the brand's big events, laying the foundation for the precipitation and long-term operation of brand assets.

2.3 Diversified communication of brand culture + Brand Account

Chanel、Cartier

CHANEL

Chanel

Chanel, together with FIRST International Film Festival, has once again opened the "FIRST FRAME" unit. They set up the "FIRST FRAME" FILM OF THE YEAR Awards from this year, especially inviting actors, brand ambassadors Zhou Xun, Xin Zhi Lei and Wang Yibo to be the units' annual promoters and to help young film creators be seen by more people. It has gained wide attention from brand consumers, celebrity fans, and film lovers on Weibo.

At the same time, during the FIRST International Film Festival, Chanel also supported a theme conference to discuss the trend and future of female film expression and female film creation.

Highlights : In 2021, Chanel, together with FIRST International Film Festival, set up the "FIRST FRAME" unit, focusing on the diverse images of women in the works of emerging filmmakers in contemporary Chinese-language cinema. aiming to encourage the creative depiction of female characters and themes. It aims to pay attention to the diversified films in the works of young Chinese filmmakers and encourage the film writing of female themes. In 2022, it officially set up the "FIRST FRAME" FILM OF THE YEAR awards.

This year, director Niu Xiaoyu's film "No Goodbye, Fish Flower Pond" won the "FIRST FRAME" FILM OF THE YEAR awards. The film focused on the life experiences of different women and shaped an infectiously diverse image of women.

Consumers' pursuit of Chanel is not only about product design, but also recognition and resonance of the brand's spirit.

To give women freedom of action and spirit is the concept that Ms. Chanel upholds. At the same time, Ms. Chanel has witnessed the development of cinema throughout her life and has cooperated with many legendary filmmakers and established long-lasting friendship.

At present, Chanel is cooperating with FIRST International Film Festival in China to provoke more audiences to think and discuss about women's spirit, and let more people feel the brand spirit that Chanel upholds through the form of film.





Cartier

Cartier

In September, Cartier released the #MakeYourOwnPath video series on Weibo, inviting brand friends Jackson Wang, contemporary artist Chen Yingjie, dancer Yin Fang, polar explorer Feng Jing, photographer Luo Xiaoyun, Mandarin Band, and video writer He Xiaoyun in the shooting. Through their different artistic languages, these creators from different fields express and interpret the spirit of Pasha in their eyes.

Highlights : The #MakeYourOwnPath video series created by Cartier for Pasha de Cartier watches invited creators from different fields such as music, dance, art, photography, outdoor adventure and video creation to explain the spirit of Pasha in their eyes. The seven short videos promoted received a total of 17.09 million views, including 5.96 million views for the video clip in collaboration with the brand's best friend Wang Jiaer.

Rather than directly telling consumers what the brand spirit is, Cartier took the lead in asking "How to make your own path", and these creators from different fields gave their own answers in the series of short films from their own experiences. Through the short films, consumers can experience the real experiences and perspectives of creators from different fields, and understand the brand spirit in a multi-faceted way, while giving their own answers to life.

At the same time, the series of short films will also use these creators from different emerging and niche fields to reach their respective circles and trigger a wider resonance.

LUXE.CO Expert Reviews

Every enduring luxury brand is constantly experimenting with how to better tell the spirit of the brand and the brand story in contemporary language, how to push the envelope on narrative methods, and how to conform to contemporary perspectives without losing the brand's tone, all of which luxury brands need to constantly think about iterating.

Online channels have opened up new space for luxury brands to innovate their narratives. Graphic articles, short videos, movies, documentaries, e-magazines, interactive experiencesCartier and Chanel both present very diverse and exciting content in their Weibo brand numbers. Through communication and

cooperation with different fields, the brands continue to interpret the brand spirit and philosophy and spread the brand history and stories with more diversified perspectives and more modern expressions.

On the one hand, they reach a wide public with diversified content forms on Weibo platform; on the other hand, they impress core user groups with in-depth content in private domain positions.

At a time when people are overfed with information, it is not easy to leave a memory point to the well-informed online audience. A abundant, multifaceted narrative will help brands tell their stories better.



4.

**Luxury brand highlight case
Studies / analyses:
luxury marketing methodology**

Case analysis of luxury brand highlights

Facing the visibility of public domain traffic and the rising cost of customer acquisition, how to find solutions for private domain traffic operation, retention, and conversion from the traffic ecology of the platform is a problem that all luxury brands must face in online marketing.

As a platform for social opinion, interest circles, and the gathering of young people, Weibo upgrades its business service from “business account” to “brand account”. The upgraded service intends to help luxury brands establish more profound and more effective communication and interaction with consumers

by combining the traffic advantage of Weibo and brand’s quality content. In this way, brands are building a marketing position on Weibo that can accumulate social assets and private domain operation in the long run.

How to finely operate the brand account? How to improve the active rate of retained users? The report will analyze two highlight cases from Pomellato and Louis Vuitton.



Pomellato

On August 14th, 2022, Weibo Movie Awards Ceremony was held in Beijing. Pomellato, as an official partner, witnessed the shining moment of the Chinese film industry with filmmakers. Yao Chen, Ma Li, Qi Xi, Ni Hongjie, Mao Xiaotong, Ren Min, and many other actors and actresses wore Pomellato jewelry pieces at the Weibo Movie Awards Ceremony. Under the hit of this iconic event in the industry, Pomellato fully utilized the value of Weibo's IP and leveraged the brand account marketing tools to reach the interest group, efficiently transforming them into private domain assets.

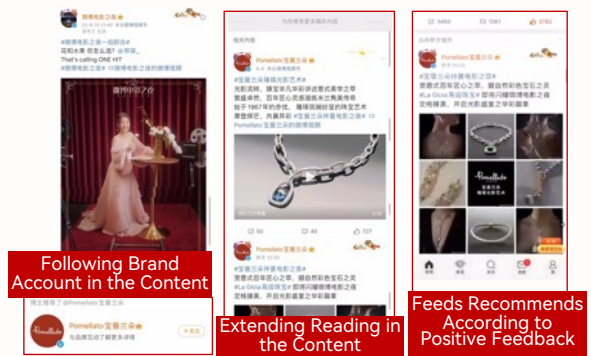
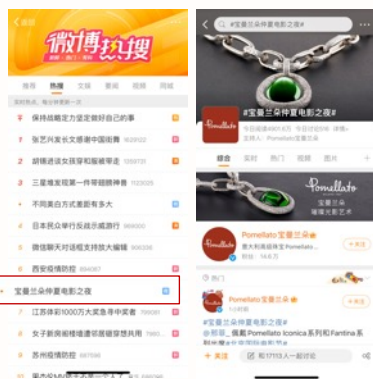
Learning how luxury brands are involved in industry event marketing with Pomellato

Pomellato x Weibo Movie Awards Ceremony Brand Friends & Brand Zone Tools, Harvesting Interest Groups during the Event, Help Convert Private Domain Assets

Leveraging Hit Events in Public Domain
Bring Massive Exposure to Brand

Through Brand Zone Tools To Communicate with Brand Interest Groups

Through the 3 pieces set of Brand Friends Tools Communicate with people who pay attention to celebrities/activities

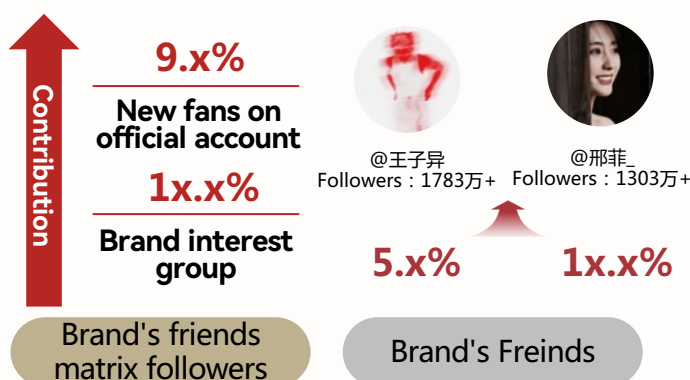


2xxx million+ 9xxx thousand+

Total number of brand-related topics views

Total number of discussions

User Flow Data



Highlight data

20 thousand+

Increase of followers on official account during the campaign

1x.x%

Fan growth rate of official account during the campaign

1xx times

Growth of interaction on official account during the campaign

6x times

View growth of official accounts during the campaign



LUXE.CO Expert Reviews

Leveraging on industry hit events to bring continuous long-tail exposure

As its self-owned IP, Weibo Movie Awards Ceremony carries huge traffic potential, which also makes it a marketing anchor for luxury brands.

There were 16 celebrities who wore Pomellato jewelry and fine jewelry throughout the Weibo Movie Awards Ceremony; Pomellato also created opportunities for brand exposure online through trending topics ranking, brand zone, brand friends, etc. Two short films shot by

actress Yao Chen and Ma Li respectively for the Weibo Movie Awards Ceremony were released on Weibo, and Pomellato's jewelry pieces were also featured in the films.

Surrounding the theme of Weibo Movie Awards Ceremony, from the IP to trending topics, from celebrities to fans, over 2 billion views and over 90 million discussions were contributed to Pomellato-related topics, bringing continuous and long-tail exposure for the brand.

Public Domain Initiates Topics to Create Hotspots, Brand Account Marketing Tools Help Private Domain Assets Transformation

During the 2022 Weibo Movie Awards Ceremony, users could see an App opening ad with Pomellato jewelry pieces and related links, which would lead them to the brand's topic page; Pomellato launched topics such as #PomellatoMidsummerMovieNight in the public domain, leveraging on Weibo's trending topics ranking to bunding the brand with the Weibo Movie Awards Ceremony, taking advantage of the industry's event buzz to further amplify the brand's voice.

On Weibo, the public domain social platform with the largest traffic volume, luxury brands can reach users through Weibo's opening ads, trending topic rankings, and other advertising spaces as well as in-feed ads to create online momentum for major industry activities and events.

After opening the brand account, Pomellato gained more exposure through the brand account marketing tool. During the 2022 Weibo Movie Awards Ceremony, if one searches for the keyword "Pomellato" on Weibo, they would immediately see jewelry pieces related to the

brand; sliding down would lead them to a series of content such as matrix accounts, brand topics, brand friends, etc. These contents were displayed on Weibo to create momentum for the trending event and divert users to the brand's official Weibo account.

At the same time, Pomellato added the "3 pieces set of Brand Friends" tools to the posts of its celebrity friends @WangZiYi and @XingFei_, allowing fans to follow the main page and expand reading on it. During the campaign, the proportion of new followers of the brand's Friends Matrix exceeded 9%, and the proportion of the brand's interest group exceeded 10%.

To sum up, Weibo's public domain and its IP provide the foundation for brands to spark marketing topics, while the brand account marketing tool helps luxury brands open the chain to drive traffic from the public domain to the private domain, efficiently realize crowd flow, help brands quickly establish contact with users, and maximize the possibility of user value.

LOUIS VUITTON

The Spring/Summer 2023 menswear show for the French luxury label Louis Vuitton was staged on September 16th, 2022, in Aranya, Qinhuangdao, and was live streamed on Weibo. Through Weibo's "Celebrity Spotlight" and "Three Pieces of Celebrity Friends" features, Louis Vuitton was able to reach the right audience before to the event while also fostering a festive mood. Following the heat generated by celebrities during the concert, the "Brand Zone" was then utilised. Through Weibo's "retargeting tool," the brand may keep in touch with quality targets after the show and raise the private domain's conversion rate.

Watching the brand account live show with Louis Vuitton

Louis Vuitton Men's SS23 Show in Aranya

Brand's Friends and private domain retargeting assist in communicating precisely with the crowd prior to and after the event in order to achieve an effective flow of star fans to private domain.

Pre-show Atmosphere Building

Post-show Communication

"Celebrity Spotlight"

Using tools to reach interest users accurately

"3 pieces set of Brand Friends"

Helping interest groups flow to brand's private domain

Brand Area

Receiving celebrity heat

Retargeting tools

Targeting the show audience for N+1 reach to improve the long-tail communication effect of the campaign



—Celebrity Spotlight Audience Targeting—

LV Weibo account fans
Guest celebrity fans
Fashion media blue V fans
Weibo high consumption users
Fashion luxury search interactive users
LV blog post historical interactive users
Fashion KOL fans
Luxury advertising historical interactive users



Feeds Recommends According to Positive Feedback



Extending Reading in the Content

Following Brand Account in the Content



—High-quality Users Re-reaching—

LV Weibo account fans
Competitor's Account fans
Fashion hashtag users
Fashion media blue V/KOL fans
Fashion luxury search interactive users
Weibo high consumption users
LV blog post historical interactive users

Highlight Data

10,000+

Official account followers rose during the campaign

1xx %

Average daily follower growth of official account during the campaign

2xx times

Growth of interaction on official account during the campaign

1xx times

Increase in the number of readers on official account during the campaign

LUXE.CO Expert Reviews

“Celebrity Spotlight” and “Three pieces set of Brand Friends” refine the communication with the public domain users

Since September 14th, Louis Vuitton has been previewing the show on Weibo. In addition to releasing preview information on the brand's official Weibo account, Louis Vuitton also revealed the show on the Weibo accounts of many celebrities through the “Celebrity Spotlight” and “Three pieces set of Brand Friends” tools.

Through Weibo's big data algorithm, “Celebrity Spotlight” recommends suitable celebrities or KOLs for brands and has the tools of one-click agency advertising. In addition, it has a powerful precision targeting ability, which can spread quality marketing content to target audiences other than celebrity fans, fully releasing the influence of celebrities on the platform.

After the opening of “Celebrity Spotlight”, the preview posts of Louis Vuitton's Aranya show were carried out on the Weibo accounts of the brand spokesperson @Zhu Yilong, brand ambassador @Gong Jun Simon, actor @Wang Hedi_Dylan and all-round musician @Liu Xianhua Henry-Lau one-click agency advertising. In addition to the celebrity fans, the content was targeted and spread to the fashion and luxury search interaction users, Weibo high-level consumption users, Louis Vuitton blog post history interaction crowd, luxury advertising history interaction crowd, etc.

The “Three pieces set of Brand Friends” feature allowed fans to browse blog posts on the celebrity's Weibo page and directly see the expanded reading related to Louis Vuitton's Aranya show, the brand's following recommendation, and the positive feedback recommendation in the comment section attracted celebrity fans to the brand's official Weibo through a variety of contacts.

During the Aranya show campaign, celebrity fans accounted for over 40% of the new fans of Louis Vuitton's official account, and over 30% of the people interacted with the official account.

In Weibo, celebrity fans are a circle with great potential. They follow fashion and have a certain amount purchasing power; moreover, they are willing to follow the brand for the celebrity. On the brand's show, through Weibo's “Celebrity Spotlight” feature, the brand's official account service communicated more closely and directly with celebrity fans and was able to further target and reach a wider range of luxury interest users. “Three pieces set of Brand Friends” helps brands to efficiently open the chain to drive traffic and bring public traffic to the private domain of the brand's official account.



LUXE.CO Expert Reviews

"Retargeting" N+1 reach, reusing the private domain users

After the live broadcast of the show on 16th, Louis Vuitton's official account released many show videos, star interviews, and behind-the-scenes footage, guiding the audience who missed the live broadcast to revisit the scene and continue to expand the influence of the event.

At the same time, Louis Vuitton opened a "retargeting" feature to re-target the content of the show to quality people, including fans of Louis Vuitton's official account, fans of other luxury brands, fashion hashtags participants, lovers of fashion media blue V / KOL, fashion and luxury goods search interactive users, Weibo high-level consumption users, luxury advertising historical interactive users, Louis Vuitton blog historical interactive users. This feature uses data analysis to secondary target the brand's existing and potential high-quality

audiences, further improving the retention and conversion rate of fans in the private domain position.

To sum up, for the promotion of the Aranya show, Louis Vuitton made use of the "Celebrity Spotlight" feature to tap potential followers from the public domain traffic pool, which brings together many celebrity fans and luxury product audiences and promotes the effective convention of celebrity fans to the private domain through the "Brand Friends" feature.

After the users enter the brand's private domain, the brand takes over the celebrity buzz through the high-quality brand area, and further achieve N+1 reach through the "retargeting" feature to enhance the long-tail communication effect of the campaign and accumulate fans.

Appendix

Weibo 2023 Annual Event Marketing Calendar

	Q1	Q2	Q3	Q4
Festivals & Key Dates	CNY spring festival #Let The Red Envelop Fly# Valentine's Day	520 Watches & Wonders	Chinese Valentine's Day Mid-Autumn Festival	Holiday (Xmas & NY)
Platform Events	Feb-Mar Weibo Awards Ceremony	May-Jun Weibo Movie Awards Ceremony	Jul-Aug Superstar on Weibo (Key Influencer Gala) Aug-Sept #Weibo Music Awards#	December Weibo Best Acting Performance
Vertical Operations	Fashion Public Welfare # Earth Hour# E-sports Year-round tournaments (LPL, KPL, DOTA), Q2#Weibo Allstar E-Sports Tournaments#, #WEGL Weibo Cup# Sports UEFA Champions League, NBA, SLS Super Crown World Championship Films	#6.8 World Ocean Day# Shanghai/Beijing International Film Festival	9.23 Asian Games FIRST International Film Festival	#Fashion Trends Awards# Golden Rooster and Hundred Flowers Film Festival
Co-created Trends	The Big 4 FW Fashion Weeks	Menswear Fashion Shows Resort Fashion Shows	Haute Couture Shows Womenswear Fashion Show	The Big 4 SS Fashion Weeks



About Weibo

As the leading social platform in China, Weibo, as of June 2022, has more than 582 million monthly active users and 252 million daily active users. The active users are getting younger at a rapid pace, among which the percentage of post-90s and post-00s users is close to 80%. Weibo has permeated young people's life from consumption, food, sports and other aspects and become lifestyle for young people.

Relying on its unique advantages of "trends and social" mode, Weibo is constantly upgrading its commercialization services, helping brand clients achieve growth through differentiated product features and other means, and becoming an integral part of the marketing ecosystem.

Official website: www.weibo.com

About Weibo Luxury Brand Ranking

The Quarterly Weibo Luxury Marketing Ranking includes three sub-dimensions, the "ready-to-wear and bag" "watch and jewelry", and "Trendy Luxury Products". The ranking reflects the results of luxury brands' activity, innovation and private domain building on Weibo, and provides a reference for more luxury brands to gain private domain traffic and practice marketing innovation in the Chinese market through Weibo.

The ranking is based on three main indices (Brand Communication, Interaction, and Stickiness), including the brand's key influence data indicators on Weibo (keyword sound volume, basic profile, brand interest group, number of new followers on official account, number of loyal fans on official Weibo, average daily interaction volume on official Weibo, etc.), and weighted to calculate the overall score.

About LUXE.CO



As a business and financial media and information service platform, LUXE.CO is dedicated to linking global fashion innovation and enabling the growth of Chinese brands. Since its establishment in 2013, LUXE.CO has always been with an open global vision, sensitive Chinese perspective, and a strict professional attitude and a wide range of industry contacts. It provides millions of elite readers at home and abroad with brand innovation information, entrepreneurial investment cases, company financial data and industry research reports in global luxury, fashion, and lifestyles. It is a cross-border communication platform that connects the power of fashion, finance and technology.

About LuxeCo Intelligence

[Luxe.CO Intelligence] is a unique research and consulting service platform for the global fashion industry based in China. With a broad global perspective

[Luxe.CO Intelligence] provides forward-looking consumer insights, industry research and roadmap consulting services with a broad global perspective and deep industry insights.

Based on our continuous building of industry network, data intelligence and knowledge system, [Luxe.CO Intelligence] focuses on luxury, fashion, beauty and lifestyle industries, through structured business information, systematic industry segmentation research, efficient first-hand research, rich practical through structured business information, systematic industry research, efficient first-hand research, rich practical cases and forward-looking strategic thinking, to provide the best reference for industry leaders to make decisions.

[Luxe.CO Intelligence] will regularly share our research results with entrepreneurs, senior managers and investment institutions in China and overseas.

We also provide the following professional services:

Consumer Insights

- Fashion Consuming Trend Insights
- Customized questionnaires/seminars

Strategic Consultin

- Brand Upgrading and Communication Strategy
- Brand innovation and digital strategy
- Fashion Sustainability Strategy
- Global brand introduction and investment
- International expansion of Chinese fashion companies
- China expansion of overseas fashion companies

Industry Research

- In-depth industry research
- Custom Reports / Co-Publishing
- Customized industry salons / conferences

Investment and financing consultants, for:

- VC/PE and financial institutions
- Industry groups
- Commercial Real Estate

Customized projects and cooperation negotiations,
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