



*Shaped*D

Bringing the other side to your fingertips.



COMPANY PROFILE & CAPABILITIES

Established in London in March 2017.

INTRODUCTION

PROVIDING INTEGRATED MARKETING SERVICES WORLD-WIDE



ShapeD is an *integrated marketing service provider* for international brands aiming to successfully enter or expand in China through *digital marketing channels*. By removing entry barriers, facilitating daily operations, improving performance, and generating sustainable growth, we help you attract Chinese customers, partners, and investors through Chinese *social media*.

OUR SERVICES

OVERVIEW OF OUR MAIN SERVICES



STRATEGY

- Positioning strategy
- Omni-channel marketing
- Branding services
- Partnerships
- Local adaptation



SOCIAL MEDIA

- Overall strategy
- Detailed planning
- Daily operations
- Sustainable growth strategy
- B2B + B2C channels



EVENTS + PR

- Online + offline events
- Promotions + advertising
- Media relations
- PR services
- Brand recognition services



THE IDEA

BRIDGING THE SOCIAL MEDIA GAP BETWEEN CHINA AND THE WORLD



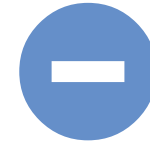
THE LARGEST ONLINE POPULATION

China has the largest online population in the world, with over **903 million** internet users, more than **90%** of whom use smart phones



SOCIALLY CONNECTED

Social media is now the **primary** source of information in China



A BLOCKED WAY

Most international digital & social media channels remain **unaccessible** to the majority of Chinese internet users

KEY CHANNELS

OUR WORK COVERS ALL MAJOR SOCIAL MEDIA CHANNELS IN CHINA

See right for some examples of our **most frequently managed** platforms, but get in touch to discuss more!

*MAUs: monthly active users



WECHAT & WECHAT VIDEO

1.29 billion MAUs

The **most important**
social media app in China



VIDEO-BASED PLATFORMS

Douyin, TikTok's
original Chinese
counterpart, now has
731 million MAUs



WEIBO

The **world's most popular**
micro-blogging site with
584 million MAUs
(approx. 216 million more
than Twitter)



EXPERIENCE- SHARING PLATFORMS

RED has exceed **200**
million MAUs,
with over half of its
main users in Tier1 &
Tier 2 cities

OUR FOUNDERS

LONDON + BEIJING

ShapeD benefits from a multi-location team based in London and Beijing, combining **world-class** marketing skills and solid **local** operational experiences and an extensive network of Chinese partners and suppliers.



Selina ZHANG MSc

**CO-FOUNDER &
ACCOUNT DIRECTOR**

14 years' relevant experience
Master of Science in Marketing
Manages Beijing office
Leads client service teams
Manages key partnerships
Manages paid promotions & 3rd parties



Sixuan REN CMktr MCIM MBA

**CO-FOUNDER &
MANAGING DIRECTOR**

16 years' relevant experience
Chartered Marketer
Oxford MBA with Distinction
Oversees both offices' operations
Manages strategies and development
Approves all outgoing communications

***ShapeD** was founded in London in 2017 and later expanded to Beijing by two experienced marketing experts and aspiring entrepreneurs. Throughout the years, it has grown from an Oxford-endorsed entrepreneur duo to an international team of passionate marketers, client service professionals, creative talents, and industry experts.*



*Specialising in helping global brands navigating
the Chinese social media landscape.*

CASE STUDY & PORTFOLIO



OUR CLIENTS

**WE WORK WITH
BEST PLAYERS
IN THEIR FIELDS**

OUR PORTFOLIO (Part)

Our highly-experienced team has been providing services to world-leading brands in various sectors, including travel, education, retail & luxury, TV & film, real estate, exhibition, creative industry, and public services, among others.

CLIENT - CASE STUDY

BBC Earth | UK



SERVICE CHECKLIST

- ✓ Social Media Monitoring
- ✓ Strategic Planning & Consulting
- ✓ Creative Development & Creation
- ✓ Cross-platform Adaptation
- ✓ Copywriting & Translation
- ✓ Scheduling & Advertising of Content on Social Media
- ✓ Content Production
- ✓ Social Media Activations (Online/Offline)
- ✓ Talent & Influencer Management
- ✓ Crisis Management
- ✓ Competitive Analysis



FULL-SERVICE RETAINER AGENCY SINCE 2019

We have been managing BBC Earth's entire digital footprint in China with additional valued-added services including a wide range of activities.

CLIENT - CASE STUDY

BBC Earth | UK



KEY ACHIEVEMENTS

- Grown the brand's social presence from a single-platform operation to a multi-channel matrix over 3 years, covering WeChat, WeChat Video (Channels), Weibo, Oasis, bilibili, and RED (*upcoming*)
- More than **tripled** the brand's Weibo fanbase and built a huge following on WeChat from scratch
- Started a successful series of **ground-breaking** advertisements on OOH media to support the brand's growth in B2B/B2C market
- Achieved the brand's first O2O collaboration with reputable real estate brand, Taikoo Li Sanlitun (**Swire's** first commercial property project in mainland China and one of China's most popular shopping centres), effectively expanding the brand's reach

[SEE WEIBO](#)[SEE WECHAT](#)

20m

*Average monthly impressions
Across 4 platforms*

3.74x

*Weibo followers
From 9k to 33.7k*

5.34x **FANBASE
GROWTH**
IN 3 YEARS

30.3%

*WeChat article completion rate
Over 6 'anchor points'*

2.85%

*WeChat article CTR
2.6x platform average*

CLIENT - CASE STUDY

BBC Earth | UK

SOCIAL MEDIA MONITORING

- Primary monitoring: closely monitor all official accounts of the brand (WeChat, WeChat Video, Weibo, Oasis, bilibili) and respond to *direct* enquiries/complains in a timely manner
- Secondary monitoring: frequent *keyword* searches of brand/product/services on all major platforms for 'social listening', and report to client to agree on further steps
- Industry monitoring: regular checks on trending topics, breaking news, stories, key milestones related to client's sector/product/services, and take necessary actions with client's consent



COLLABORATOR

In 2022, picked up a collaborator's post mentioning BBC's latest landmark series - joined the conversation and successfully reached her followers to grow fanbase.

EARNED MEDIA

In 2021, during promotional period of new series *Universe*, recorded up a large amount of earned media exposure, thanks to continuous social media monitoring, contributing to over half a million impressions and engagements without any extra cost.



CLIENT - CASE STUDY

BBC Earth | UK



STRATEGIC PLANNING & CONSULTING

- **Strategic planning:** work with both *local* and *HQ teams* to draw up the strategy and actionable plans for effective and sustainable growth, while also contributing to client's wider *global* strategy by sharing local market insights and new opportunities
- **Consulting:** advise on areas including new platform penetration (ie. Suggested the launch of WeChat Video account to take advantage of platform's own expansion plans, initiated a shift of focal point from a Weibo-centric matrix to a WeChat-centric matrix)

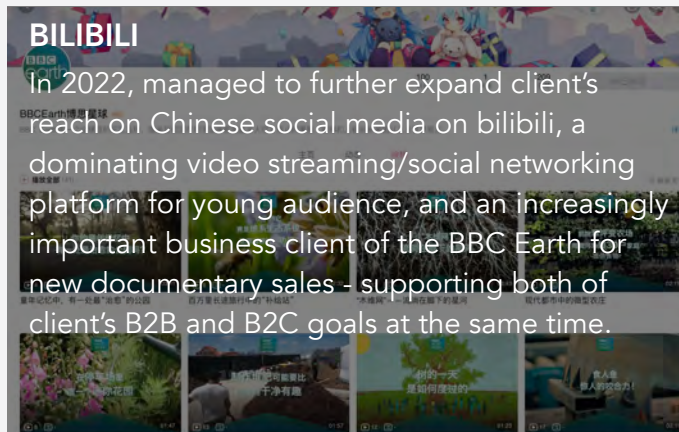
SHOWCASE

In 2020 at the start of the pandemic, represented the whole China market at client's annual global Showcase event and made exclusive interviews & video footage.



BILIBILI

In 2022, managed to further expand client's reach on Chinese social media on bilibili, a dominating video streaming/social networking platform for young audience, and an increasingly important business client of the BBC Earth for new documentary sales - supporting both of client's B2B and B2C goals at the same time.



BBCEarth 博思星球

BBC STUDIOS DISTRIBUTION LIM...

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IP: 北京

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✓ 已关注

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视频

#BBC纪录片

#BBCEarth

#博思星球

更多



WECHAT VIDEO CHANNELS

Launched WeChat Video on CHANNELS to support and accelerate the growth of WeChat followers - soon after the timely launch, WeChat updated its own mechanism and automatically diverted all new WeChat Video followers to WeChat account - saving a considerable amount of expenses in new follower recruitment.

CLIENT - CASE STUDY

BBC Earth | UK



CREATIVE DEVELOPMENT & CREATION

- Creative content: provide creative visuals/posters/infographics/wallpapers from both *local adaptation* of global assets and *original* designs, for a wide variety of uses online & offline
- Creative format: constantly reinvent the 'look & feel' of the brand (while adhering to the brand's VI) to appeal to target audience and encourage higher engagements

From bottom left: infographics, iOS wallpaper, series poster, creative WeChat interactive layout



CLIENT - CASE STUDY

BBC Earth | UK

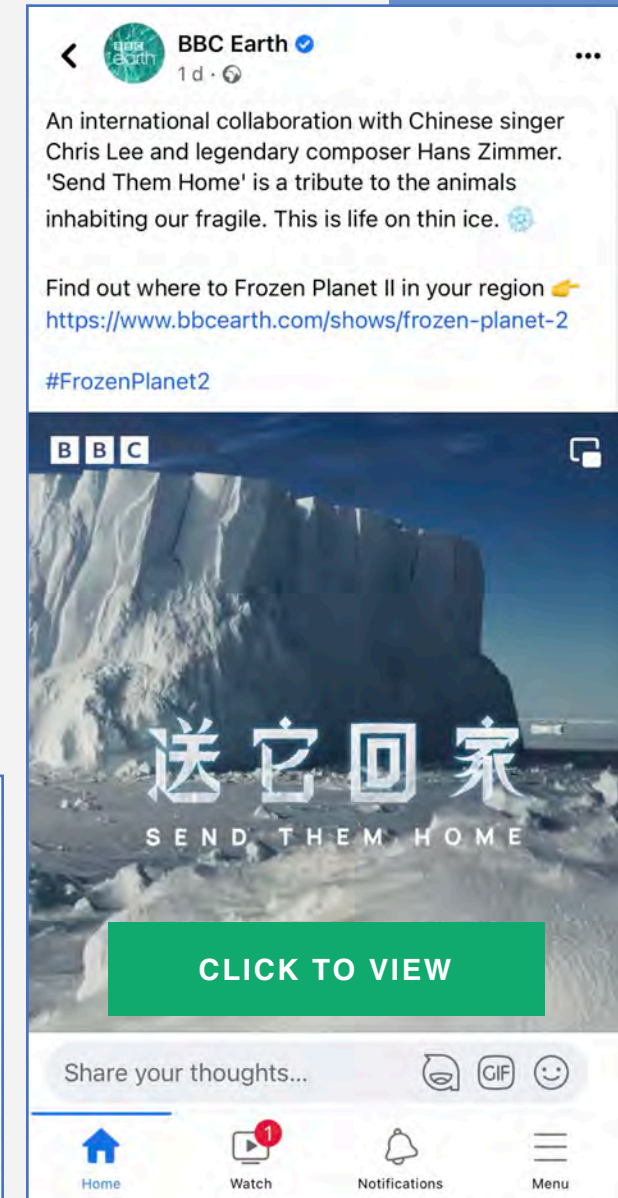


CROSS-PLATFORM ADAPTATION

- **Inbound:** work closely HQ for local adaptation of website/EDM/social assets
- **Outbound:** support local team to create a global version of key Chinese asset for synergy and exposure - this has been particularly helpful in the recent promotion of the new landmark series, *Frozen Planet II* - Chris Lee (one of the most popular singers in China) performed an international promotional song, which was very well received in China and made it onto Weibo's 'trending topics' list; it was later published on BBC Earth's Facebook account for global exposure (see below screen shots)

FROM WECHAT TO FACEBOOK

While most social assets' 'migration' take place from global platforms to Chinese ones, this piece of work that originated in the local market made it from WeChat to Facebook, reaching a global audience who do not usually have a view on social media creations from China - it showcased BBC Earth's influence in China to rest of the world.



CLIENT - CASE STUDY

BBC Earth | UK



COPYWRITING & TRANSLATION

- **Expertise:** our extraordinary copywriting/translation team consists of members who are experienced copywriter, published writer, certified translator, and PhD in Linguistics
- **Experience:** our copywriting & translation services are in high demand but are exclusive to our long-term clients as part of the retainer package - we believe in mastering the tone of voice of a particular brand, hence do not take one-off copywriting/translation projects
- **Variety:** besides social media articles/posts, we can also write/translate tagline/slogan, media release, subtitles, lyrics, poems, stories, corporate documents, training packs, among others

APPEAL

Creative copy on ads effectively increased exposure & achieved greater performance - finding the right tone has always been a crucial part of our copywriting works for clients.

秋天的
北京上空
鸟类“客流量”
可达800万
点击开启
观鸟之旅

BBCearth 博思星球



ACCURACY

On the right, a follower 'thanked' client's Weibo account for using the correct name of the species in a viral gif - we always go the extra mile to protect client's brand by perfecting our copy in many ways.



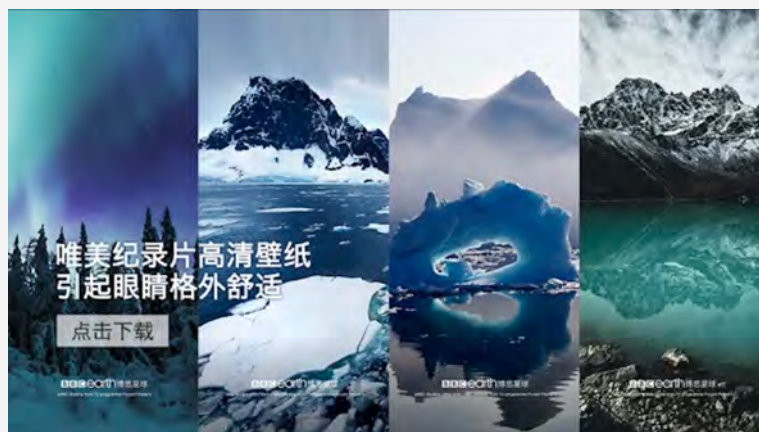
CLIENT - CASE STUDY

BBC Earth | UK



SCHEDULING & ADVERTISING ON SOCIAL MEDIA

- Scheduling: plan paid promotions/advertising according to budget allocation, business priorities, content availability, growth strategy, and audience behaviours
- Execution: real-time tracking of performance allows us to maximum ROI - over the past 3 months, we grew BBC Earth's fanbase on WeChat by **over 50%** through advertising
- Performance: our average cost per one new follower is only **18%** of WeChat platform average, proving our *superior* performance thanks to experience, skill, and dedication



CLIENT - CASE STUDY

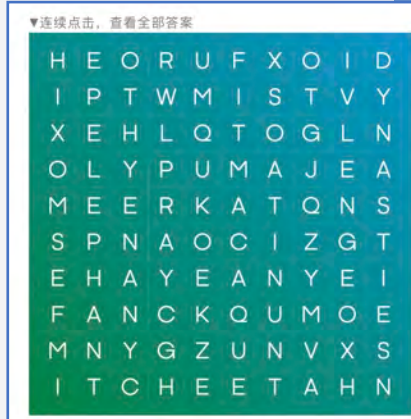
BBC Earth | UK



CONTENT PRODUCTION

- **Social media content:** create original content based on available global assets for higher relevance & resonance with local audience, to expand reach and increase engagements
- **Video content:** as a leading content producer, videos posted on BBC Earth's channels are mostly centrally created; however, for purposes such as advertising, special promotion, O2O event, and interactive format, we are responsible to create BBC-standard video assets

Bottom: video production examples; Right: interactive cross-word puzzle to promote new series



CLIENT - CASE STUDY

BBC Earth | UK

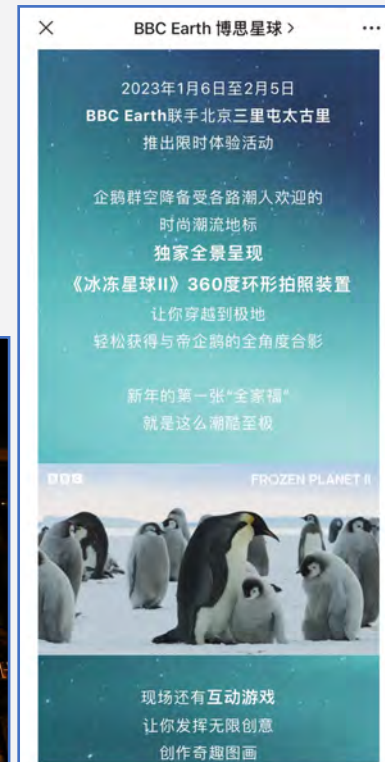
♥ SOCIAL MEDIA ACTIVATIONS (ONLINE/OFFLINE)

- O2O: initiated and fully carried out BBC Earth's very first O2O landmark campaign in Beijing in Jan - Feb 2023, at Taikoo Li Sanlitun, marking a new era for the brand's marketing in China
- OOH: created the brand's first OOH advertising at The Bund in Shanghai in Oct 2019 - this was ground-breaking as previously the BBC logo was never shown on OOH channels in China

Top right: BBC Earth's first fully branded OOH advertisement in China

Bottom right: screen shots from social media promotions of O2O activation - online

Bottom: photos from activation at one of China's most popular shopping malls - offline



CLIENT - CASE STUDY

BBC Earth | UK

★ TALENT & INFLUENCER MANAGEMENT

- **Responsibilities:** as the full-service retainer agency, we frequently need to identify, approach, manage, and pay talent, experts, bloggers, KOLs/influencers, on client's behalf
- **Process:** our talent/influencer management services vary and can include all areas needed for a successful campaign - in some cases, we start from an initial search based on client's brief, all the way through content production and payment; in some other cases, client may appoint certain collaborators for us to liaise and manage; either way, we consolidate all necessary content, assets, communications, and documents, for a seamless & fruitful execution

INFLUENCER

Sourced and managed leading film/TV influencer through annual agreement, contributing massive exposure and conversion to many new releases.

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199



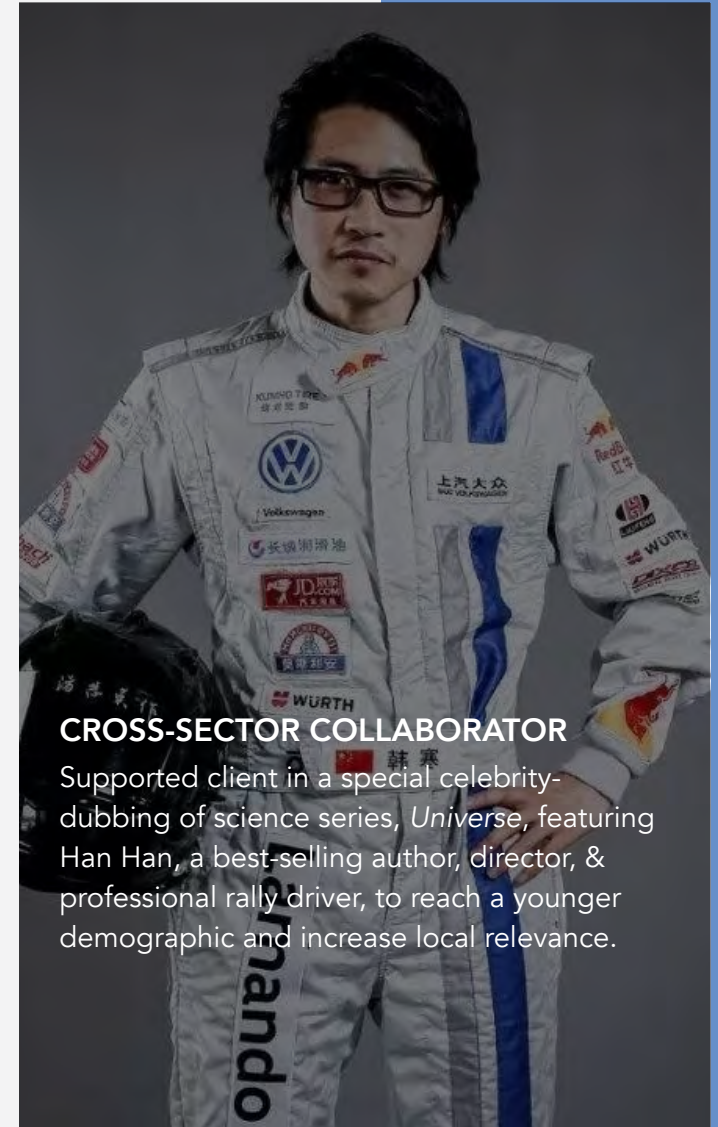
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TALENT

Supported client's work with top tier celebrity, Chris Lee, in managing important assets, cross-platform integration (WeChat, WeChat Video, Weibo, and Facebook), content approval coordination, partner exposure (offline), performance monitoring, and post-campaign evaluation.

CROSS-SECTOR COLLABORATOR

Supported client in a special celebrity-dubbing of science series, *Universe*, featuring Han Han, a best-selling author, director, & professional rally driver, to reach a younger demographic and increase local relevance.



CLIENT - CASE STUDY

BBC Earth | UK



CRISIS MANAGEMENT

- **Methodology:** our team has crisis management training on a diplomatic level; however, in daily operations, we mainly take precaution and prevent any crisis from happening - this is achieved by careful & thorough planning, rigorous internal sign off, active monitoring, and fast response
- **Execution:** for more than 3 years of running BBC Earth's accounts, there was zero serious crisis, even during a challenging time when BBC was having a lot of controversial mentions on Chinese social media; a couple of minor incidents happened - mostly disputes on scientific facts - which we handled in a timely fashion according to BBC HQ's onboard training

BE RESPONSIVE

Occasionally, our followers might point out problems with client's content - on which we take immediate actions of validation, correction, and reply these fans.

这应该是红尾树栖锦蛇 *G. oxycephalum*，而非黑眉锦蛇。不同地区的体色各有差异，像图中这种全黄的并不少见

评论我的微博：黑眉锦蛇蓄势待发 就等着蝙蝠“送餐上门” #伊甸园最后的秘境
<http://t.cn/A6MPbSva>

网纹之吻 🐍 🌈 🍷

今天 12:11 来自 iPhone XS

这是红尾鼠蛇，*Gonyosoma oxycephalum*；不是黑眉锦蛇

PRE-CAUTIONS

Deliveries of lucky draw prizes were delayed due to Covid outbreak in CNY - we posted follow-up messages and received followers' full understanding and great support.



CLIENT - CASE STUDY

BBC Earth | UK

COMPETITIVE ANALYSIS

- **Research:** monitor key competitors (*Discovery Channel, National Geographic*) and report their main activities/performances/influence to client on a monthly basis
- **Compare:** compare our own operations, in terms of editorial, social media promotions, O2O activations, partnership/commercialisation, and target audience engagements
- **Advise:** adjust our strategy/execution based on above research findings and comparison, to further improve the performance and ROI of client's social media work

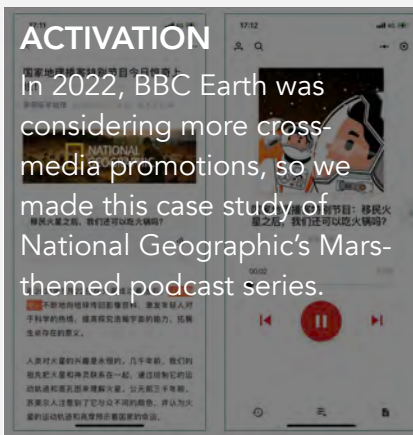


EDITORIAL/CREATIVE

In our competitors watch, we found that National Geographic had been producing calendar posters for important dates (see *image 1 from left*) and decided to go beyond and create something with higher local relevance - BBC Earth later launched a poster for the China's lunar calendar 'lì chūn'

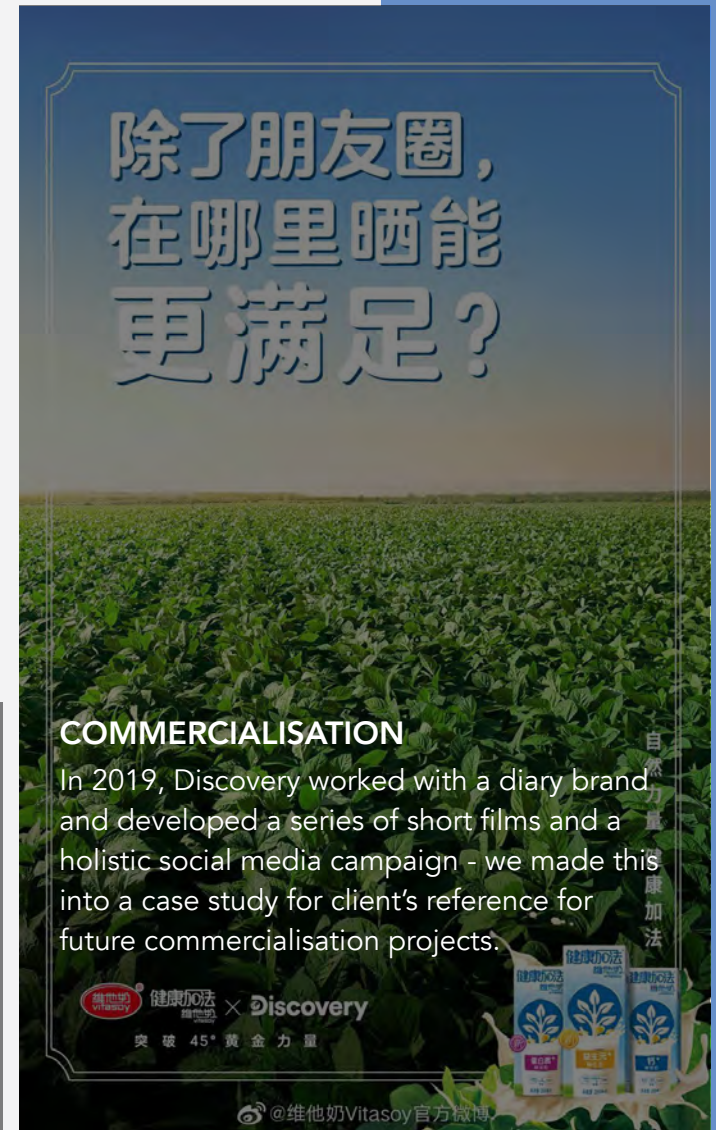
ACTIVATION

In 2022, BBC Earth was considering more cross-media promotions, so we made this case study of National Geographic's Mars-themed podcast series.



COMMERCIALISATION

In 2019, Discovery worked with a dairy brand and developed a series of short films and a holistic social media campaign - we made this into a case study for client's reference for future commercialisation projects.



CLIENT

Star Alliance | Germany



SOCIAL MEDIA MANAGEMENT

Planning and daily operations of social media accounts, including content creation, layout designs, performance monitoring, and evaluation & reporting.



BRAND VISUAL IDENTITY

Maintaining and improving the brand's visual identity in Chinese context, such as tone of voice, creatives, and communications.



BRAND AFFINITY

Increasing brand affinity through collaborative projects, brand partnerships, promotional campaigns, and CRM events.



CLIENT

Star Alliance | Germany



KEY ACHIEVEMENTS

- Continued to grow the brand's fanbase on social media
- Launched 'Resonance China', a cross-over project between Star Alliance and Tesla, to create client's 'Circle Pacific' package deals, effectively increasing the brand's influence and performance in the China market and growing its customer base
- Carried out highly-targeted growth campaigns that led to significant increase in the number of social media followers
- Effectively increased the number of frequent flyers and web searches and page views in related promotional events

[SEE EVENT](#)[SEE WECHAT](#)

CLIENT

Singapore Airlines | Singapore



SOCIAL MEDIA MANAGEMENT

Planning and daily operations of social media accounts, including content creation, layout designs, performance monitoring, and evaluation & reporting.



COLLABORATIVE CAMPAIGNS

Working with client and partners to carry out special promotions and partnership campaigns.



SPECIAL PROMOTIONS

Supporting ticket sales in seasonal promotions and special offers.



CLIENT

Singapore Airlines | Singapore



KEY ACHIEVEMENTS

- Completely updated client's account design to better reflect the brand's premium image
- Introduced more SVG layouts (featuring highly engaging interactions and a more user-friendly interface) and boosted account's engagements, directly contributing to fanbase growth
- Successfully launched several special events (ie. Christmas, New Year's) alongside regular promotions (ie. sale offers, monthly frequent flyer campaigns) to support ticket sales

SPECIAL EVENT

SEE WECHAT

点开领取新春红包！更有新加坡旅行
轻松节省1,688元的秘籍！

新航粉丝特惠日 新加坡航空 2020-01-19 19:00

点击上方 📍“新加坡航空”即可订阅



为了迎接即将到来的新春佳节，

这次粉丝特惠日，

我们来点儿不一样的！

丰厚新春红包和专属狮城优惠都藏在这里！

各位能省会算的旅行达人们，

一定不要错过它！



心想狮城卡



CLIENT

Indigo Beijing | China



SOCIAL MEDIA MANAGEMENT

Managing all social media channels, as well as live streaming, including WeChat, WeChat Video, Weibo, Douyin, and RED.



BRANDING & COMMS STRATEGY

Working closely with client's team to continuously update its brand and communications strategy, supporting the mall's development.



PAID PROMOTIONS

Initiating and managing paid promotions such as O2O conversions, KOL campaigns, KOC campaigns, and omni-channel promotions.



CLIENT

Indigo Beijing | China



KEY ACHIEVEMENTS

- Successfully started live streaming operations for client and attracted more than **12,000** live viewers on average
- Achieved precise targeting with high conversion rate
- Recent shopping campaign received over 90% positive reviews on social media
- Successfully carried out multiple social media campaigns - ranked **2nd** in Beijing on OMI (omni-channel index)

SEE RED

SEE WECHAT



CLIENT

Beijing apm | China



SOCIAL MEDIA MANAGEMENT

Managing all social media channels, as well as live streaming, including WeChat, WeChat Video, Weibo, Douyin, RED and Dianping (*Chinese version of Yelp*).



BRANDING & COMMS STRATEGY

Working closely with client's team to continuously update its brand and communications strategy, supporting the mall's development.



PROMOTIONAL CAMPAIGNS

Initiating and managing paid promotions through brand stories and personification of brand identity.



CLIENT

Beijing apm | China



KEY ACHIEVEMENTS

- Awarded 'shopping mall of the year' in terms of new media operations by BOB (Best of the Best) report
- Achieved 35% increase YoY on clicks/reads
- Successfully launched a brand collaboration with Pop Mart - a leading Chinese brand in popular toy figures and a pioneer in China's 'mystery box' culture
- Achieved more than 75% conversion rate in loyal programme recruitment campaigns

SEE RED

SEE DOUYIN



CLIENT

University of Oxford | UK



SOCIAL MEDIA MANAGEMENT

Managing **ALL** social media accounts for Saïd Business School, University of Oxford, while also supporting the operations of the University's other social networks.



COURSE-SPECIFIC CAMPAIGNS

Working with recruitment teams to promote individual courses and programmes (ie. MBA, EMBA, online courses).



PAID PROMOTIONS

Generating leads through paid promotions and influencers campaigns, to effectively support the school's core objectives.



CLIENT

University of Oxford | UK



KEY ACHIEVEMENTS

- Grown the school's social fanbase by 5 times since 2017
- Successfully launched a new verified WeChat Service Account, among the first of its kind linked to a foreign entity, entering a new era of verified accounts for international brands
- Exceeded promotional target and achieved over 1000% ROI in course-specific campaigns (esp. online programmes)
- Generated multiple leads for the school's anchor programmes (ie. MBA) and supported the school's growth in terms of brand awareness, influence, and brand recognition in China

SEE WEIBO

SEE WECHAT



CLIENT

University of Cambridge | UK



SOCIAL MEDIA BREAK-THROUGH

Launching and managing the WeChat Service Account and Video Channels accounts for CISL (Cambridge Institute of Sustainable Leadership) and providing training and consulting services to client



BRAND LOCAL ADAPTATION

Localising brand's visual identity for the use in Chinese context, building a foundation for its operations in B2B and B2C environments



LONG-TERM GROWTH STRATEGY

Developing a long-term strategy for the brand's continuous growth on Chinese social media and in the wider China market



CLIENT

University of Cambridge | UK



KEY ACHIEVEMENTS

- Launched the WeChat Service Account and Video Channels for CISL, which became the very **first** Chinese social media account for University of Cambridge
- Achieved fanbase growth KPI within 6 months
- Carried out a carefully planned video campaign which went viral and recorded a total impression that was more than 500x of the account's fanbase, achieving and exceeding agreed KPI without spending any extra budget
- Initiated a collaboration between CISL and BBC Earth for a special report on Sir David Attenborough's filming at Cambridge Botanic Gardens for BBC's *The Green Planet*

SEE WECHAT



CLIENT

BBC Kids | UK



DIGITAL FOOTPRINT MANAGEMENT

Managing BBC Kids' **complete digital footprint** in China, including **ALL** social media accounts, influencer campaigns, streaming platforms, content distribution, and paid promotions & advertising.



BRAND EVOLVEMENT

Planning and executing the brand's evolution from CBeebies to BBC Kids in China as a pilot project world-wide.



PAID PROMOTIONS

Developing and managing various campaigns to support the brand's growth in China in both B2B and B2C perspectives.



CLIENT

BBC Kids | UK



KEY ACHIEVEMENTS

- Launched the brand's WeChat and WeChat Video accounts from scratch and grown its fanbase significantly within one year's time
- Successfully completed the transition from CBeebies to BBC Kids, pioneering the brand's global evolvement towards a more unified brand image world-wide with higher synergy for BBC Studios
- Initiated multiple commercial partnerships between client's brand and prospective partners from various sectors (esp. retail), supporting BBC Studios' commercialising strategy in China

SEE WEIBO

SEE WECHAT



LET'S CHAT MORE

CONTACT US



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THANKS

Presented by

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