



*Shaped*D

Bringing the other side to your fingertips.

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



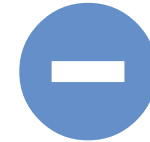
THE LARGEST ONLINE POPULATION

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 TEAM

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

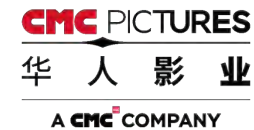


Sixuan REN CMktr MCIM MBA

**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.*



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.



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

PAST WORKS

CLIENT

BBC Earth | UK



DIGITAL FOOTPRINT MANAGEMENT

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



BRAND PARTNERSHIPS

Supporting the forming and execution of brand partnerships, both online and offline, for promotional events and collaborations.



MARKET GROWTH STRATEGY

Working with the BBC team to plan and execute short-term and long-term growth strategies in China.



CLIENT

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 Properties's first commercial project in mainland China and one of China's most popular shopping centres), effectively expanding the brand's reach

SEE WEIBO

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



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

Beijing Indigo | 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

Beijing Indigo | 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





THANKS

Presented by

ShapeD