About us

A consumer centric marketing consulting company. China experienced consultants with backgrounds in consumer research, marketing and consulting. Creating simple and impactful marketing strategies.

About Me

20 years in consumer insight in Hong Kong, Taiwan and China.

Started the Incite business in China in 2015.

Previously ran Millward Brown, Shanghai a AUD$50m multi-national consumer insight agency.
E-commerce in China

Group buying - discount
Online payments - guarantee
Logistics - cost
Word of mouth - trust
Food safety scandals - access
Mobile - convenience
Post 90s - choice
Takeouts

Suitcase traders
A collection of small scale AND large scale traders actively marketing and viralising your brand in ways that are both innovative and effective
When small, actively seek out these players and don’t forsake the talent of these partners once you get bigger

Advocacy
Social media is an intertwined part of the e-commerce scene in China
A social media strategy and an commerce strategy is the same thing

Endorsement
As a next step, don’t underestimate the power of product placement in China
Supercharge your advocacy
Three Paths to Success

Suitcase Trade
Suitcase trade

- Authentic sourcing
- Clear explanation of benefits
- Translation of brand performance
Suitcase trade

Clear explanation of benefits
Suitcase trade

Although, not a big seller here

Innovation is important
Case study

Tablet – 90 RMB  
Powder – 160 RMB  
Liquid – 450 RMB

Prices based on 30 day dosage

Powder – 140 RMB
Suitcase trader marketing

**Introductions on social network**
Suitcase traders spread knowledge of Swisse through social network (Weibo) and online community, in the trustworthy role of nurses, friends, etc.

**Consumers join the discussion**
Gradually consumers started to share consumption experience of Swisse and accelerated the momentum.

**Amplification of 微商 (Direct selling on Wechat)**
Direct selling company started to push Swisse through their network, amplifying further the influence of Swisse.
Three Paths to Success

Advocacy
What do other girls say?
Consumers trust communities and peers over hard-selling brand owners.

Little red book
A decentralized online community where girls can share shopping experience with and find recommendations from each other.

90% of users are female, 80% are post 85s, 50% are post 90s
15 million active users, 1 million posts and 20 million likes every month

Japanese brand Dr.Ci:Labo launched a three-day campaign with Little Red Book, and achieved sales equal to their annual revenue in Hong Kong.

Before the joint campaign with Little Red Book, they were hardly known in China.
Three Paths to Success

Endorsement
Endorsement

Selling out due to appearances on popular Korean dramas

A popular Korean drama
YSL Lipsticks sold out in China

Consumers searching for the colour number

A consumer posted on Weibo her new lipstick as used by the actress

Sources: Internet, Hangzhou Daily
Endorsement

Consumers are skeptical of official endorsement by celebrities, however, they are keen to know what celebrities personally use

Reality show

Famous actress Liu Tao once appeared on a reality show packaging clothes

Fans expressed their admiration for her elegance on Weibo, and naturally, started to search for the storage bags she used

Many consumers logged onto Taobao and searched for ‘the same model as Liu Tao’
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Thank you

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