



Launching the Fashion Capital Chadstone on China Social

LUXURY, SHOPPING

BACKGROUND

To establish Chadstone Australia's leading shopping destination among Chinese consumers, we launched its official Weibo account with the support of the 2018 Chinese New Year campaign. The campaign featured a social KOL's 3-day shopping trip in Chadstone, designed to promote special CNY offers of different brands and activate Chadstone's awareness on Chinese social media.

OUR GOAL

Activate Chadstone's social presence in China by leveraging the KOL promotion with CNY deals in Chadstone.



OUR APPROACH

Social KOLs play an important role in generating social awareness. We sent a social KOL to Melbourne for a 3-day shopping tour in Chadstone based on which users can be part of her trip by submitting their new year wishes to Chadstone. With a deep understanding of the competitive Chinese digital landscape, we created a comprehensive marketing plan to support the campaign and the launch of Chadstone's own social channel. The plan included social campaigns, Weibo advertisements, KOL endorsement, and PR distributions. Taking both content generation and media promotion into our overall strategy, we were able to attract more than 10K social followers in 30 days and created the initial media exposure for Chadstone in China.

THE NUMBERS

- Total impressions: 24.3 million
- Total engagement: 31K+
- PR Distributions: 12