

# KANTAR CONSULTING

## 2018 eCommerce and Digital Forum

Book Your  
Calendar!

The Chinese eCommerce scene never ceases to amaze in its uniqueness and complexity — traditional and emerging eCommerce players being no exception. Both forces explore user value with data, taking the Omni-channel approach by breaking barriers and navigating new business modes to achieve exponential growth from 1 to n.

The nature of eCommerce is no longer limited to sales itself, but more importantly, in multiple dimensions, including content, community, marketing, product innovation, and service. As a result, it has created more requirements for brands, including how to position eCommerce at a high level and get a head start in the dynamic market.

For an eCommerce insights feast, join us in August for Kantar Consulting's 2018 eCommerce and Digital Forum.



August 22, 2018  
Shanghai

We will dive into the **eCommerce landscape, market trends, eTailer strategies, category development, shopper insights, best practices, and solutions**—not only to present you an eCommerce market overview, but also to spark your creativity in business strategy.

### REGISTRATION INFORMATION

Venue: St. Regis Shanghai Jing'An (third floor)  
1008 Beijing West Road, Shanghai

Date: Wednesday, 22 Aug 2018

& time: 9:00 a.m.-18:00 p.m.  
(registration starts at 8:30 a.m.)

Price: RMB **8,000** per person  
(includes lunch buffet, tea break, and tax)

10% off for 3 attendees,  
20% off for 6 attendees

### Agenda at a glance

- Where to play and how to win in a new digital and eCommerce world
- New brands' opportunity from cross-border eCommerce
- Pinduoduo: How to drive growth through social eCommerce
- O2O: Blue ocean for channel expansion
- Meituan: How to drive brand growth through O2O
- Omni-channel shopper journey: Insight and opportunity
- Zhihu: The era of knowledge - How to leverage knowledge sharing to benefit content marketing
- No content, no eCommerce: Defining new eCommerce content
- Tencent: When social commerce meets smart retailing - an era of user-centric integrated marketing
- Omni-channel shopper activation

For registration, please contact:

**Eva Wu** - Associate Marketing Manager

Email: [Eva.Wu@kantarconsulting.com](mailto:Eva.Wu@kantarconsulting.com)

Tel: 021 2287 0559

MP: 150 0066 5769

### Where to play and how to win in a new digital and eCommerce world

Oceanne ZHANG, Director of eCommerce and Omni-Channel, Kantar Consulting

After several years of rapid growth, China's eCommerce market has become the world's biggest - and also the most challenging market to win. Future eCommerce growth will not come from our comfortable areas. Consumers are more demanding and less loyal, and their digital life is increasingly fragmented and hard to quantify. New online competitors have emerged with unique innovation, and different business models and touchpoints provide various options but hard-to-measure ROI.

Therefore, how to further maintain eCommerce growth momentum and take the lead in every digital and eCommerce evolution remains a central question brands must answer when they design their eCommerce strategies. Kantar Consulting will kick off the full-day event with extensive content around future eCommerce growth drivers, helping our clients identify the most relevant eCommerce business opportunities to design their "where to play" and "how to win" strategy in a new digital world.

### New brands' opportunity from cross-border eCommerce

Oceanne ZHANG, Director of eCommerce and Omni-Channel, Kantar Consulting

Shawn LOU, Associate Consultant of eCommerce and Omni-Channel, Kantar Consulting

With the rise of consumption from China's new middle class and the further expansion of free trade zones, cross-border eCommerce business has quickly transitioned from emerging to one of the most-used online shopping destinations in China.

What's unique about cross-border eCommerce shoppers? How should brands optimize product portfolios and capture new route-to-market opportunities from cross-border eCommerce? In this session, Kantar Consulting will show you cross-border eCommerce market's latest trends, category opportunities, and shopper insights to help you better build your cross-border eCommerce strategy.

### Pinduoduo: How to drive growth through social eCommerce



By seamlessly combining social and eCommerce in one platform, Pinduoduo manages to recruit a large number of shoppers in lower-tier cities and has become one of the fastest-growing eCommerce platforms. It successfully creates a new business model, which it presents as an ideal place to drive sales and penetration from new consumer segments.

In this case, how should brands make full use of this rapidly growing and emerging eCommerce platform and take advantage of its features to grow the business? What is unique about Pinduoduo's business model and its shoppers? In this session, Pinduoduo will share its business model and explore the best way to cooperate with it.

### O2O: Blue ocean for channel expansion

Han YANG, Consultant, eCommerce and Omni-Channel, Kantar Consulting  
Bill CHEN, Director of New Business, Toge Data Technology Co.

In the new retail context, the irreversible boundary blurring between online and offline commerce is becoming one of the most influential trends for brick-and-mortar retailers. As O2O shopping behavior continues to expand, more brick-and-mortar retailers and brands have begun to explore opportunities in the O2O market. The flourishing of this market creates a new blue ocean for both selling and marketing.

In this session, Kantar Consulting will present the up-to-date O2O market landscape, shopper insights, and category performance, along with our prospects of where this market is heading, to help brands better understand opportunities in this exploding market and develop O2O-specific strategies.

### Meituan: How to drive brand growth through O2O



Jerry CHEN, General Manager, Meituan-Dianping Strategic KA Dept.

The rise of the O2O market has not only brought new opportunities for brands, but it has also challenged their current capabilities. How do you build applicable operating systems in this brand-new market, reach out to shoppers directly and accurately to satisfy their needs, establish strongly correlated marketing occasions, create a well-designed interactive shopper experience, and upgrade with offline retailers while grasping O2O branding opportunities? Meituan will give you new inspiration on how to boost your O2O business with industry best practices.

### Omni-channel shopper journey: Insight and opportunity

Julia XIE/Ge HU, Shopper Insights, Kantar Consulting

The context of deepening online and offline integration requires brands' competency to provide shoppers with personalized experience at any touchpoint in any given moment. The primary tasks of building such core competencies are to identify, profile, and size brands' core shopper groups; to determine key online and offline touchpoints for each of the groups; and to understand how to impact them along their path to purchase. In this session, Kantar Consulting will deconstruct the complex shopping journeys of core target shopper groups to win Omni-channel shoppers.

### Zhihu: The era of knowledge -How to leverage knowledge sharing to benefit content marketing



Xin CHEN, General Marketing Manager, Zhihu

With consumers' education levels rising, the influence of knowledge over purchase and consumer impact is gradually taking shape. Consumers are more likely to select products based on their own judgment and value orientations, focusing more on their quality of life and spiritual fulfillment. Knowledge-based content has become the key to attracting the intellectual elite.

In this session, Zhihu, the leading knowledge-sharing community, will use practical case studies to share the secrets of winning consumer minds, revealing how brands can influence consumers and conduct in-depth communication with consumers to build brand image via their platform.

### No content, no eCommerce: Defining new eCommerce content

Panos DIMITROPOULOS, Semiotics, Human & Cultural Practice Lead China, Asia, D&E, Kantar Consulting

Han YANG, Consultant, eCommerce and Omni-Channel, Kantar Consulting

Consumers are exposed to excessive information in this digital world. In the content overload world of today, it is increasingly more vital (while more difficult) for brands to leverage good content to win digital consumers. What types of content are consumers willing to interact with? What are the features and components of a piece of "good" eCommerce content? Kantar Consulting will uncover the key to winning in eCommerce content creation.

### Tencent: When social commerce meets smart retailing - an era of user-centric integrated marketing

Tencent 腾讯

Yuan YAO, Social Advertising Deputy Director of eCommerce Operation, Tencent

As the digital economy continues to expand, Tencent takes "openness" as its core value and aims to help enterprises achieve their business growth. Omni data integration, Omni context synergy and win-win solutions along the chains will empower brands with the potential for innovation and breakthrough. In this session, Tencent will share with us its solutions for social eCommerce in the context of smart retail, elaborate brand marketing essence, and present the best practices to help brands complete the cycle from marketing to sales.

### Omni-Channel shopper activation

Ogilvy

Mike ZHU, Head of eCommerce & Analytics, Ogilvy

eCommerce marketing campaigns, user experience, and CRM play vital roles in driving sales and conversion rates as well as shopper satisfaction. What are the best ways to design eye-catching eCommerce marketing campaigns and optimize the user experience? How do you customize and personalize content based on data and integrate a company's traditional CRM system with the WeChat platform to activate Omni-Channel shoppers? In this session, Ogilvy eCommerce will share real cases about Omni-Channel shopper activation and social CRM to help brands execute eCommerce and shopper strategies.

Summary,  
Networking and Cocktail Reception