

MINDSHARE



SPECIAL REPORT: THE FIRST 9 HOURS OF DOUBLE 11 2016

In collaboration with

KUVERA



HOW MUCH SLEEP DID YOU GET LAST NIGHT?

Did you sleep well last night? Got all your retail therapy? Got everything you had your eye on?

If you followed last week's Double 11 special from Mindshare and our WPP sister agency Kuvera, you probably had a sense of how ambitious Alibaba was feeling this year.

From the "most interactive gala ever" that 200 or more celebrities made appearance on, to a three week long marketing effort that includes 60,000 livestreaming sessions and 6 original Alibaba shows, Alibaba wanted to make sure this 8 year old shopping mania is at its strongest and best this year.

According data released by Alibaba, sales this year surpass 100 million RMB in 20 seconds. In 1 hour and 57 seconds, the number is 36.2 billion, which is the total Double 11 sales from 2013.



Incredibly volume of interactions even led to a system crash during last night's mania.

Mindshare and WPP e-commerce agency Kuvera count down highlights from 8 categories in the first 9 hours of Double 11 2016.



ENTERTAIN-IFY SHOPPING



In last year's Double 11 report, we wrote about the concept of 'Double E': Entertainment + Ecommerce.

This year, with more advanced technology in multiscreen interaction and VR, Alibaba's countdown gala took this concept to another level. This interactive, celebrity-adorned gala featured David and Victoria Beckham, Katy Perry, Kobe Bryant, Scarlett Johansson etc. At different points, consumers could shake their phones and immediately connect to the corresponding brand e-commerce site.

Celebrity performances were sponsored by various brands. For example, in Taiwanese actor Ming Dao's comedy talk, he mentioned Head&Shoulders. If you shook your phone at point during the performance, you would see Head&Shoulders' Double 11 offering on your phone.



FASHION CATEGORY

The fashion category is always among the top selling categories on Double 11. Ten days before Double 11, there were 30 brands whose pre-sale value exceeded 10 million RMB.

Uniqlo was the #1 selling brand on last year's Single's day. This year, they posted on Weibo at 1am that their sales value surpassed 100 million RMB in 2 minutes 35 seconds, which made them become the first fashion brand to surpass 100 million RMB in sales this year.

There are several factors to Uniqlo's success. Uniqlo has been among the strongest performers at several years' Double 11 now, and has excellent word of mouth for their Double 11 promotions. Before this year's Single's Day, they were on every blogger's must buy list on social media.

One day before Single's Day, Uniqlo launched a collection with the former editor in chief at French Vogue, fashion icon Carine Roitfeld, which got the brand a lot of publicity.

Another highlight worth mentioning from the brand is that they offered in store pick ups this year for all the Double 11 shoppers.



Consumers will get a notification 24 hours after they place an order online, and then can go to any Uniqlo store nearby to pick up the products. This way not only alleviates the pressure on delivery, but also satisfy the eager shoppers. What's even smarter is that by doing so, they bring traffic to store, and consumers might purchase even more!

This small gesture reflects Uniqlo truly understands the needs and wants of shoppers.

Another interesting example is from Singapore brand Charles&Keith. They used 360 view while showcasing their product.



So as you tilt your phone, you get to view the product from a 360 view. An engaging way for showing products, this is definitely a great user experience.

Although T-mall is the major battleground for many brands, some are still missing out. H&M for example, doesn't have a Tmall store hence is not a part of today's mania. But they promoted Double11 on their own e-commerce, WeChat and in store.



COSMETICS

Shanghai Jahwa Group was the title sponsor of the Double 11 Gala with a 100 million RMB or more investment.

Pop singer Jolin Tsai was featured in the 8 minute long “Jahwa Time”. Through the “shake” function we mentioned before, the e-commerce shop of Gf (the male skincare brand under Jahwa) got a boost in their store visit, from 300,000 visits before the show to 4 million at midnight, making it the most visited e-commerce on Taobao in cosmetics category.



Pechoin, however, led the sales scoreboard for cosmetics category. Their sales broke the 20 million RMB mark in the first 5 minutes.

Pechoin, a household name with long history, has been on the way of rebranding itself for a couple of years now. They've been using a brand strategy that appeals to a younger audience, including hot program sponsorship.



Leading up to this year's Single's Day, they put a campaign called "save you from unhappiness", including viral videos and mobile games.



This also implies that although Single's Day is a one day event, long term brand and communication strategy still play an important role, especially in a clustered time like Double 11.

Mid to low end mass brands focused on discount in their communication. Many even offered as low as 50% off.



The high end cosmetics landscape on Tmall is getting more competitive as well. For them, communication is not focused on direct discount, but more on (very generous) gifts with purchase.



Many international brands tapped into local celebrities for higher fans engagement and affinity. Before Double 11, brands used celebrity livestreaming and social content on “As seen on” to attract fans. During the event, fans can win signed gifts and tickets for meetup if they purchase products.



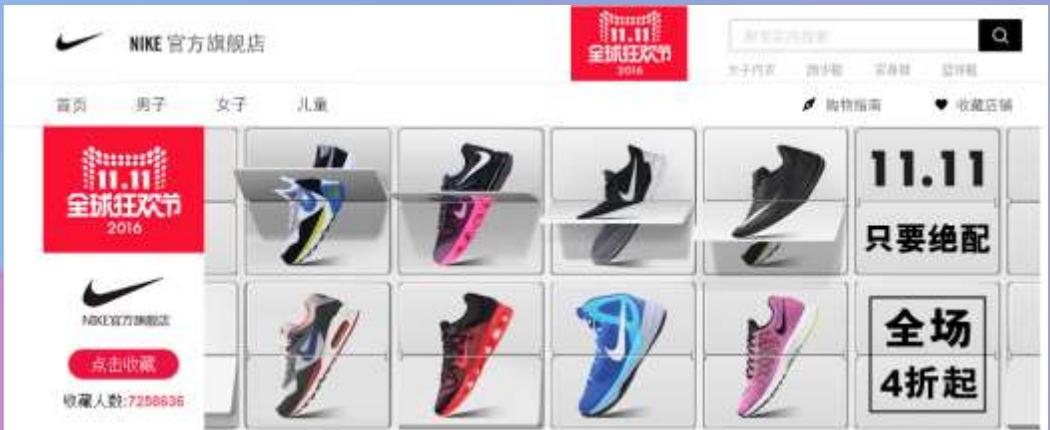
Personalization is another hot buzz word among luxury brands in recent seasons. This trend is reflected at Double 11 as well, as many cosmetics brands offered engraving service for their products, a great way to keep the experience luxurious even during the crazies shopping time of the year.



SPORTS

In a positive sign for China's focus on healthier living, sports brands like Nike, Adidas, New Balance currently lead the Double 11 sales ranking across all categories.

Unlike many categories however, price is still the main focus for the sports category.



Other than discount, Adidas is selling for a limited of time its highly sought-after, constantly sold-out NMD series, which with the popularity of this series will surely draw traffic to their e-commerce store.

11.11 adidas

NMD_ 限量 定时发售

1:00 11月11日		S31505 RMB:1199	立即收藏
10:00 11月11日		S76006 RMB:1199	立即收藏
13:00 11月11日		S31511 RMB:1199	立即收藏
17:00 11月11日		S76004 RMB:1199	立即收藏

Local brand Xtep seems to have jumped on the bandwagon of livestreaming this year. Before Double 11, they invited athletes and celebrities to livestreaming sessions with “see now buy now” functions incorporated.



They will also have their own version of Double 11 gala on Single's Day night (7-9 pm on Single's Day).

The first hour during Single's Day is usually when people shop for the best deals so many would have finished their Single's Day shopping by then, so it would be interesting to see how the gala performs.



LUXURY AUTOMOTIVE: AUDI, MERCEDES BENZ, BMW

The Top 3 luxury auto brands have similar pattern joining T-Mall 11.11 festival, using the young & fashion car model to list for sale with special package, and also branded merchandise to attract attention.



The key product for ABB is Audi A4L, BMW 2-Series and Smart, the latest even is placed in the T-Mall 11.10 Gala show in Zhejiang PSTV in a PK game.



LUXURY AUTOMOTIVE: MASERATI, JAGUAR LAND ROVER



Some other luxury auto brands, like Maserati, Jaguar Land Rover were more aggressive and open on T-Mall 11.11 festival, listed all products in T-Mall store, Maserati directly put GranLusso, one of its flagships on the first page; Jaguar Land Rover also cooperated with Tmall's auto channel to become part of the 1st page header.



HOME APPLIANCE & ELECTRONICS

Whaley TV was the only home appliance brand that sponsored the gala last night. They were mentioned many times during the gala: “Buy a LED TV? No! Buy a Whaley TV!”



“Smart” home appliances are the hot items of every brand. Other than the more traditional brands like Midea and Haier, brands that gained their fame on internet also put their game face on. For example, Xiaomi launched their much anticipated new drone during Double 11.

 <p>抢券立省100元 到手价：3899 海尔642L变频智能风冷</p>	 <p>前两小时到手价389元 双11狂欢价：499 美的电饭煲40周年纪念</p>
 <p>领券下单立减100 双11低至3390 西门子3D智能变频1200转</p>	 <p>3期免息 美国原装进口陶氏RO膜 采用超净滤芯APC4172 原价2199 立即抢购</p>



小米智能科技 燃爆双11
小米无人机 双11新品首发
小米无人机 双11首发
双11新品首发



2016 Double 11 for home appliance is still a price war. Common phrases and key words across the category continued to include 'Instant discount', 'straight up discount', 'surprisingly good price', 'coupons' and more.

Between different platforms



Focus on high tech products. Prioritizing famous brands and products.

Double 11 home appliance sales ranking is updated live. Easier for consumers to buy the hottest items.

Work with "China Home Appliance Association" to increase credibility for brands and products.



TRAVEL & HOTEL

Key products were still in the format of 'buy now, book later' coupons, which enable travelers to purchase multiple tickets at discounted rates, yet use them as and when they wish.

In a change from previous years, higher end hotel brands such as Shangri-La were seen joining in on Single's Day 2016. Along with this, Tmall travel is conveniently offering insurance service to travelers, clearly in the hopes of encouraging further sales.



INFANT MILK FORMULA

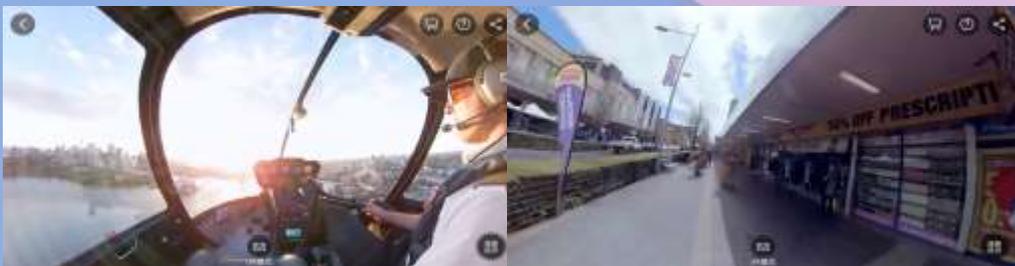
Mid to high end brands are the main focus for infant milk formula.

To cater to a younger generation of mom, brands not only focus on price discount, but also use fun ways to promote.

Before Double 11, Tmall livestreamed a “Official Tmall must buy list”. Moms can watch KOL’s recommendation as they buy.



Infant formula is also among the most popular cross border e-commerce categories. This year, with the magic of VR, moms can experience overseas infant formula shopping themselves without the constrain of time and space.



We talked about VR's role in this year's Double 11 already in last week's report as well. Here's how it works:

Moms can wear a VR headset and virtually tour a shop in Australia. They will be able to browse, compare and choose like they are in a real store. By clicking on the screen, they can see a 360 view of the products. Before they order, they will also be able to check nutrition facts, product origin as well as price. Too good to be true right?!



FOOD AND BEVERAGE

This year, offline food and beverage giants Starbucks and KFC both opened stores on Tmall, and both used AR to promote their brands this Double 11.

Consumers can “catch” cats offline (a very Pokémon Go! Approach) and get coupons for free KFC chicken buckets and more.



Delivery app Ele.me promoted mid night delivery for all the shoppers who stay up all night for deals. All midnight sets are buy one get one free.



Three Squirrels, a snack brand, is among the most talked about snack brands this year.

Beyond promoting their catchy theme songs during the commercial break for Double 11 Gala, they also had promotional tour bus, offline theme shops planned out before Double 11. The brand is also known to update recipes frequently according to food trends and consumer preferences.



According to data released by Tmall at 1am, the brand tops both pre-sale and actual sales on Double 11 in the food and beverage category.



This update is brought you in collaboration with Kuvera. A WPP sister company of Mindshare, Kuvera is an expert China e-commerce that offers a wide range of services, including e-commerce consulting, cross-border e-commerce operation, warehousing and logistics, retail distribution, customer service management, online store management, digital marketing service and data analysis.

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