

CHINA CROSSROADS

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Digital Trends Engaging Chinese Consumers: Truly Unique or Marketing as Usual?

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China's marketing landscape is continuing to evolve extremely rapidly, and young consumers espouse digital e-commerce platforms and novel formats of social selling. Brands want to engage consumers but need appropriate strategies to do so. Content marketing is key to get the attention of a growing middle class of increasingly demanding Chinese consumers that seamlessly adopt new digital technologies but are just as easily lost when innovation and novelty are lagging. Given that acquiring new customers is increasingly challenging, good brands opt to develop storytelling and truly omnichannel customer journeys to interact with their audience. Is China thus truly unique or is just marketing as usual? KAWO's report on China's social media marketing and PARKLU's strategies on retention marketing may help us assess the market landscape and evaluate brand strategies.

[Elijah Whaley](#) is a content producer, marketer, and passionate advocate for influencer marketing innovation in China. With several years of experience in China, Elijah is the Chief Marketing Officer of the key opinion leaders (KOL) relationship management and analytics platform PARKLU. Elijah is also Co-Founder of the top-ranking beauty influencer brand Melilim Fu.

[Alex Duncan](#) is a British entrepreneur with fourteen years of experience in China. Seven years ago, Alex identified a market niche and co-founded KAWO, a leading marketing software as a service (SaaS) player in China. KAWO helps international brands like The NFL, Vera Wang and Nike to plan, manage and analyse their content across WeChat, Weibo and Douyin, the three major social media channels in China. Alex's core skill set is UX design and programming but running KAWO for several years has also given him a good understanding of the Chinese social media landscape.

[Xiaolei Gu](#) heads the innovation consulting team at Fabernovel China, and has been helping clients in retail, luxury, and beauty industries to craft digital & transformation strategies in China. She has developed a deep understanding of the Chinese digital landscape and a profound knowledge of the Chinese consumers who are shaping/being shaped by these digital ecosystems. Prior to Fabernovel, Xiaolei spent 8 years in the United States working at both an international consulting firm and a fashion startup.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.