

DL
G.

CHINA RULES.

What the World's Most Demanding Luxury Market
Wants from Brands



OMNICHANNEL



Chinese luxury consumers are exposed to around **four to five** touch points during the discovery and research phase – and over **60 percent of these touch points are digital**. However, when it comes to **purchasing, only 12 percent** of them take place on digital platforms.

WeChat Luxury Index 2019 Part 2, DLG (Digital Luxury Group) and JINGdigital

SOCIAL MEDIA



RED has effectively replaced search engines as users browse product reviews and comments, and TikTok provides entertainment with short videos on infinity-scroll.

Luxury Society Keynote 2019 in Shanghai, Panel: New Platforms and How to Play



...Not partnering with platforms means you actually **lose control** of how your brand is represented as **that power is ceded to third party sellers.**

Business of Fashion, 2019 Case Study: How Dior Plugged into Digital China

E-COMMERCE

Setting up an e-commerce presence on marketplaces like **Tmall** – which is visited on an average of **20 times per week by Gen Z consumers** – presents a huge opportunity for companies in **driving sales and strengthen their brand equity.**

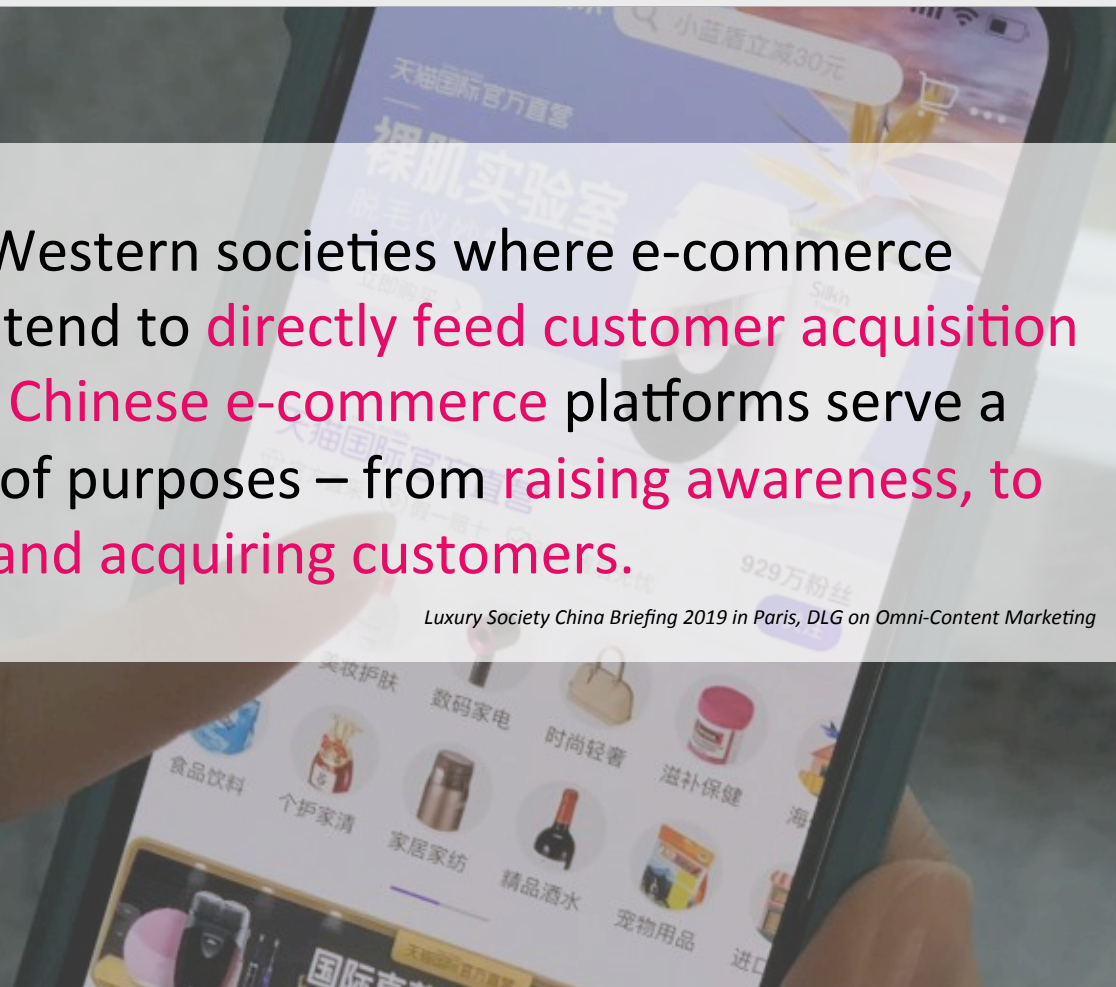
Luxury Society China Briefing 2019 in Paris, Tmall Luxury on How Localized Content Drives Sales

E-COMMERCE



Unlike in Western societies where e-commerce platforms tend to **directly feed customer acquisition and sales**, **Chinese e-commerce** platforms serve a spectrum of purposes – from **raising awareness**, to **engaging and acquiring customers**.

Luxury Society China Briefing 2019 in Paris, DLG on Omni-Content Marketing



SOCIAL CRM

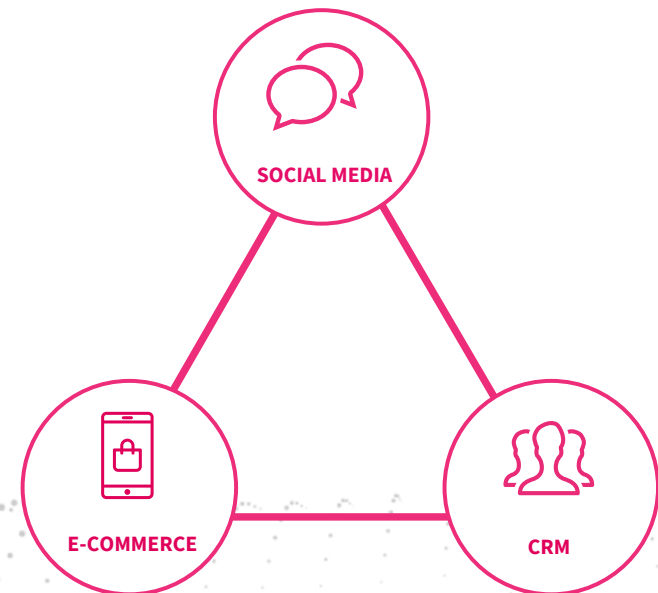
In the first half of 2019, QR codes recruited over **36.1% of followers**, which makes it **the top recruitment channel**. It even surpasses Search (**25.6%**), which is directly driven by brand equity.

WeChat Luxury Index 2019 Part 2, DLG (Digital Luxury Group) and JINGdigital

WHO WE ARE.

DLG. (Digital Luxury Group)

-  STRATEGIC
Impactful digital strategies
-  INNOVATIVE
Technologically adept
-  CREATIVE
Inspiring designs
-  SAVOIR-FAIRE
Luxury industry experts



INTERESTED IN LEARNING MORE?

Connect with me for more insights on digital marketing strategies and how to better engage your audiences, including our full 2019 WeChat Luxury Index Report releasing end of February 2020.

IRIS CHAN.

Partner & International Client Development Director

Email: ichan@digital-luxury.com

WeChat ID: irisivychan



DL
G.

DLG (Digital Luxury Group) is the digital partner of forward-thinking luxury brands. With offices in **New York**, **Geneva** and **Shanghai**, DLG blends luxury savoir-faire, industry insights, and digital expertise to provide end-to-end services ranging from digital marketing and communication, to e-commerce and CRM.

