

MARKETING

Bilibili gains popularity among China's Gen Z, yielding new channel for marketers

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The new social media platform is most popular among younger generations. Image credit: Unsplash

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Social media platform Bilibili is on the rise among the youth in China as video sharing continues to dominate in the world of online community entertainment.

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Mobile internet and social media are integral elements of the day-to-day activities of younger generations in China, where users share, promote, learn, create, purchase and review products and services through mobile apps. Bilibili provides an immersive entertainment experience and high-quality content, while thriving on community-building and authenticity, according to a [report](#) from Fashionbi.

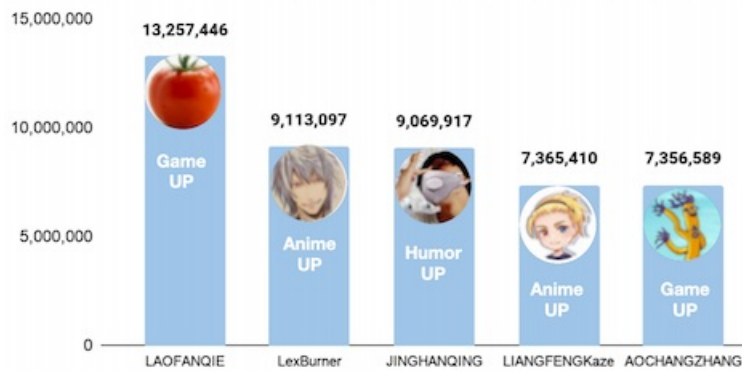
Marketing to the youth

Bilibili is mainly popular among younger people, therefore its content consists of trending hashtags, memes, subculture, anime and more. Unlike similar video-sharing app TikTok, Bilibili users can publish short, medium and long-length videos, images and text posts.

According to [Bilibili's 2020 Financial Report](#), the app has reached 172 million monthly active users and 51 million daily active users. The average daily video playback volume is 1.1 billion, and the average daily use time of users is 87 minutes with a retention rate of regular members in the 12th month at more than 80 percent.

The majority of Bilibili users, as high as 72.26 percent, were born in the 1990s and 2000s. Users under 24 years account for 38.51 percent, while users between 25 and 30 years old account for 33.75 percent.

Bilibili is an interactive website similar to YouTube, but primarily focussed on the culture of Generation Z, with a large number of original videos and practical skills sharing videos, and objective product evaluation of non-celebrity key opinion leaders (KOLs). This platform is well-known for its interactive video barrage where commentary captions pop up when watching videos on the web, giving the illusion of real time interaction.



Top 5 KOLs on Bilibili. Image credit: Fashionbi

On Bilibili, the creator or uploader (UP) is the focal point of creativity, building their community and bridging the gap between brands and users. According to the app's 2020 financial report, the average growth rate of UPs with more than 10,000 followers on Bilibili was 82 percent.

With the participation of various celebrities, the commercial value of Bilibili has gradually been recognized by the market. Since 2020, Huawei, Oppo, Vivo, McDonald's and others have held new product launch events on the app.

Many cosmetic brands including Olay, Perfect Diary, HFP and Shiseido are gradually joining Bilibili, with Japan's Shiseido marking the first beauty brand to launch an online press conference on the app.

Brands on Bilibili focus on advertising which fits the platform's culture, combining sophistication, fun, and practicality. Brands can be created in the Blue V Enterprise account, acquire followers by publishing content and can use screens, special pages, invitation advertisements and other locations to guide the conversion of ecommerce.

Through the integrated marketing of brand advertising, performance advertising and marketing tactics by UPs, brands can increase exposure. Dior became the first luxury brand to join Bilibili and released its advertising campaign for the 2020 early autumn ready-to-wear series.



Dior's profile on Bilibili. Image credit: Fashionbi

As Bilibili continues to gain traction, brands will focus on the platform as an important marketing tool, and form a closed marketing loop on Bilibili, which can reach the younger affluent generations more efficiently, according to

Fashionbi.

Video on the up

While many luxury brands use Instagram to curate more polished feeds with imagery seen in high-fashion magazines, TikTok has become popular for its playfulness and casual nature. Through short-form video, brands are able to seamlessly engage users and interact with consumers with more authenticity.

From Fendi's profile launch which gathered more than 4 million views ([see story](#)), to Furla's branded hashtag challenge to encourage users to replicate dance moves to a bespoke soundtrack driving over 124 million views, brands are jumping on the opportunity to connect and engage with younger audiences found on the short-form video app ([see story](#)).

At the beginning of the global pandemic, luxury brands turned to TikTok and Douyin as a new way to reach younger affluent consumers at a time when many were locked down at home, looking for entertaining content on their phones.

Italian fashion labels Gucci and Dolce & Gabbana both joined TikTok for the women's fall/winter 2020-21 fashion week season. In 2019, Dior, Fendi, Prada and Balenciaga skipped TikTok and created Douyin accounts which, at the time, had an average engagement of 126 percent higher than TikTok, according to a report from Fashionbi ([see story](#)).

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