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6 Chinese Marketing Terms You Must Know In 2020

Chinese Marketing Term Playbook



02

KOCs/KOLs

Key Opinion Customers/
Key Opinion Leaders

In many parts of Asia, influencers are referred to as KOLs or key opinion leaders. This year, a subsegment of KOL marketing took off, and that was KOCs or key opinion customers/consumers. KOCs are essentially long-tail micro influencers. They are ordinary everyday consumers who enjoy sharing their experiences on social media.

Unlike KOLs, they may only have an audience of several hundred to a few thousand followers and therefore typically have a much closer relationship with their followers than a KOL does.



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E-commerce Live-Streaming

电商直播

While e-commerce live streaming has existed in China for several years, it took off in 2019, which was made clear during this year's Singles' Day shopping festival when live streaming on Alibaba's Taobao live streaming platform generated \$2.85 billion in sales — around 7.5 percent of the day's total sales.

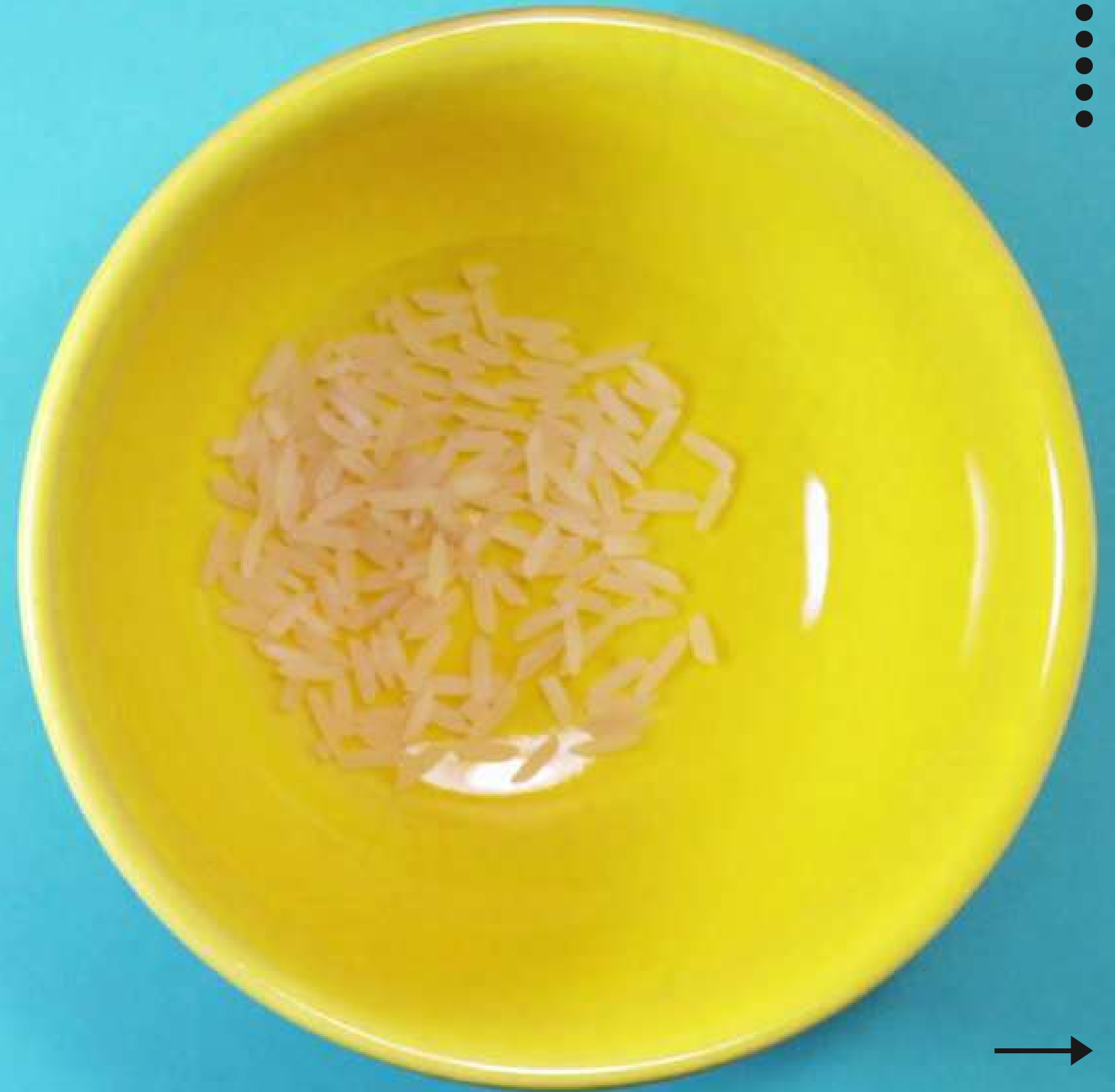
Across the Chinese internet, marketers have deemed 2019 the “first year of the e-commerce live streaming era”, signifying that, not only did e-commerce live streaming enter the mainstream last year, but that industry leaders expect it is here to stay.

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Guochao 国潮

Over the past few years, China has seen a surge in young consumers' interest in domestic brands and products that incorporate Chinese traditional style and culture, a trend known as guochao. China's young adults, particularly those between the ages of 20-25, grew up in a different environment than previous generations.

They have seen the rise of China as a global economic powerhouse. Whereas older generations grew up in an era that regarded goods from foreign brands to always be of higher quality than those from domestic brands, these younger consumers don't necessarily feel the same way, particularly when it comes to cosmetics, skincare, F&B, and fast fashion.



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05

Private Traffic

私域流量

As online traffic has become more expensive in China, the term private traffic became a major buzzword in 2019. The term refers to internet users whom you can directly contact or who come seek out your channels without you having to pay to reach them.

The Western equivalent of private traffic would be a blog or an email list, which are owned channels, however, in China, people rarely visit websites or use email, so influencers and brands are seeking out ways to have private 'owned' traffic, although still on social media sites.

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Xiachen 下沉

In the past, brands looking to reach Chinese consumers have typically been focused on cosmopolitan consumers in China's first and sometimes second tier cities. However, over the past few years, consumption growth in these cities has slowed as the market has become oversaturated.

These mature shoppers are overwhelmed with choice and it is costly for brands to break through the noise. 'Xiachen' literally means to sink or submerge and is now a popular term meaning that brands' marketing efforts are adapting to sink or move down into lower tier markets.



MCN Agency

MCN stands for multi-channel network. It's the same as an influencer network.

In 2015, there were only 160 MCN (multi-channel network) institutions in China, by 2019, it had developed to 6500. Based on the two basic formats of content production and operation, MCN grows rapidly in recent years, there are actually many types of MCN, it can be categorised base on the scale of the institutions, or the industry where the MCN account belong to, it can also be roughly divided into e-commerce based MCN, content based MCN, marketing based MCN, and knowledge based MCN.



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