



NBA



Embrace FMCG Market Change In Post Pandemic Time

16 Feb 2023

Sponsored by Orkla



NBA
CHINA

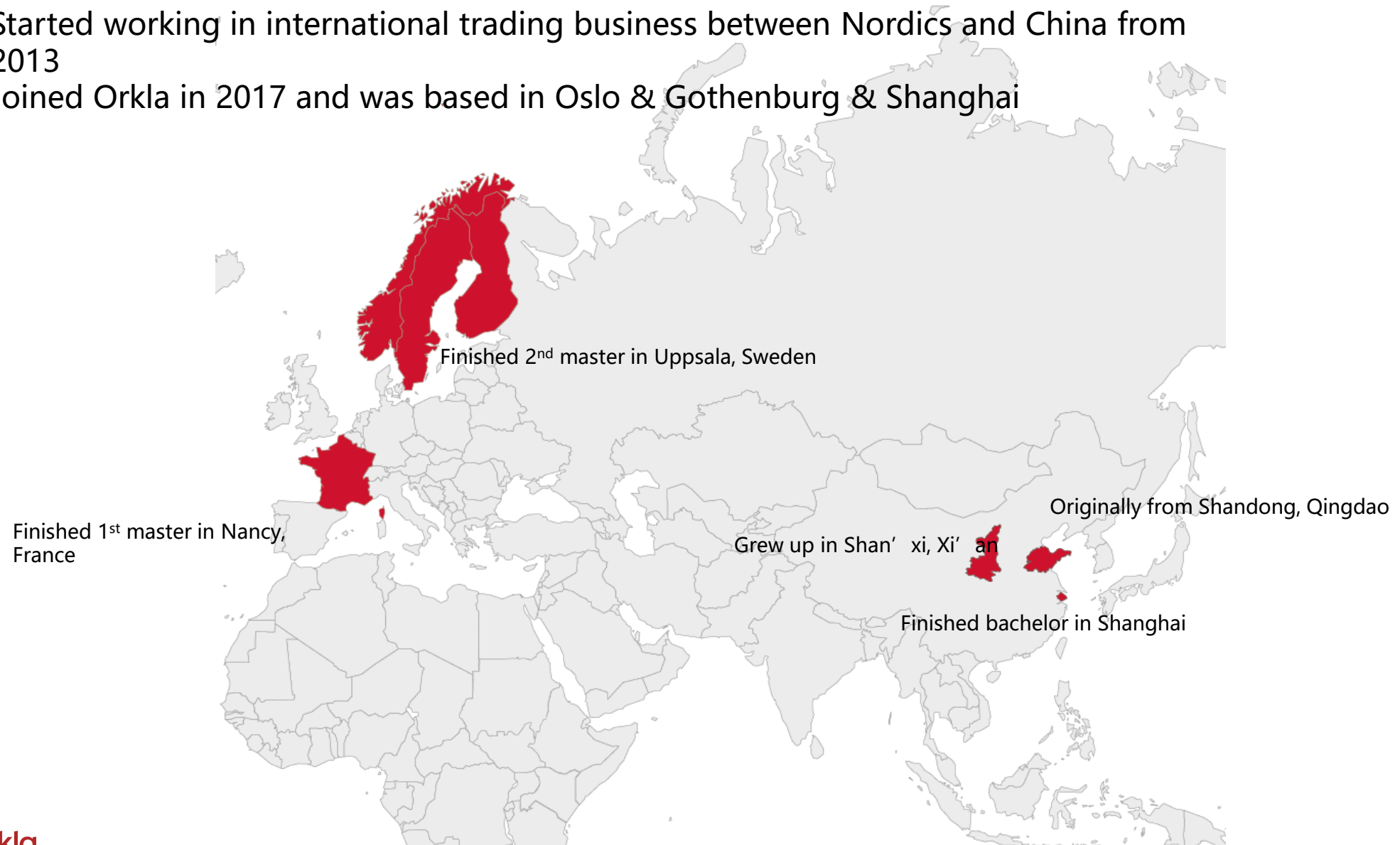


Embrace the change of the FMCG market in post pandemic time China

Chloe Zhao
Commercial Manager, Orkla China
2023.02.15

Chloe' s footprint in the last 33 years

- Started working in international trading business between Nordics and China from 2013
- Joined Orkla in 2017 and was based in Oslo & Gothenburg & Shanghai



Orkla's China Business Model 2017-2021

Orkla Current Influence in China

- Orkla first entered China in 2018 and we quickly realized that the young generation Chinese consumers are looking for a trust-worthy Nordic FMCG supplier like Orkla.
- Our export sales has been dramatically growing from 0 to 86 MNOK business in the last 5 years. The YTD retail value of Orkla's business in China is around 235 MNOK.
- Orkla is currently selling over 6 million units to at least 5 million new generation consumers in China.



Jordan 360° Brand Building Strategy – Online & Offline Business Model

ATL



SoMe



Live Stream + E-commerce



KOLs + E-commerce

BTL



In-Store 10,000+ stores



Offline Event



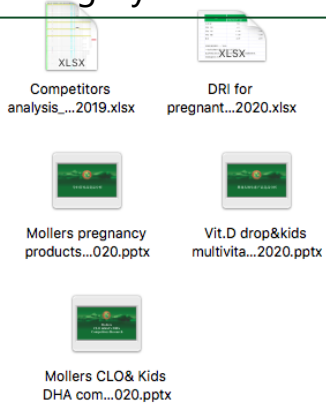
Trade Show

Moller 's 360° Brand Building Strategy – A cross-border Ecommerce Business Model

ATL

Competitor Research

Competitor Research in each category



Branding

Catalogue CN/ Flyer/ Ecommerce page/ Video



SOME

Wechat/ Weibo/ Live Stream/ digital platforms



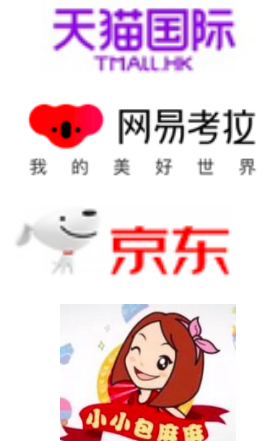
KOL

Trace to the source trip/ Influencers/ Nutritionist/ Pediatrician



Traffic

Sales Channels



BTL

Tradeshaw



Events

Partnership events / shopping mall free tasting



POSMs



Traffic



Orkla

*Orkla's Local Adaptation to
Post Pandemic Period
New Business Model 2022*

Internet trends in China

Marketplaces

Launch a store on one of the major ecommerce platforms and gain access to their audience.



“Give me what I need.”

↑
SEO

Social Commerce

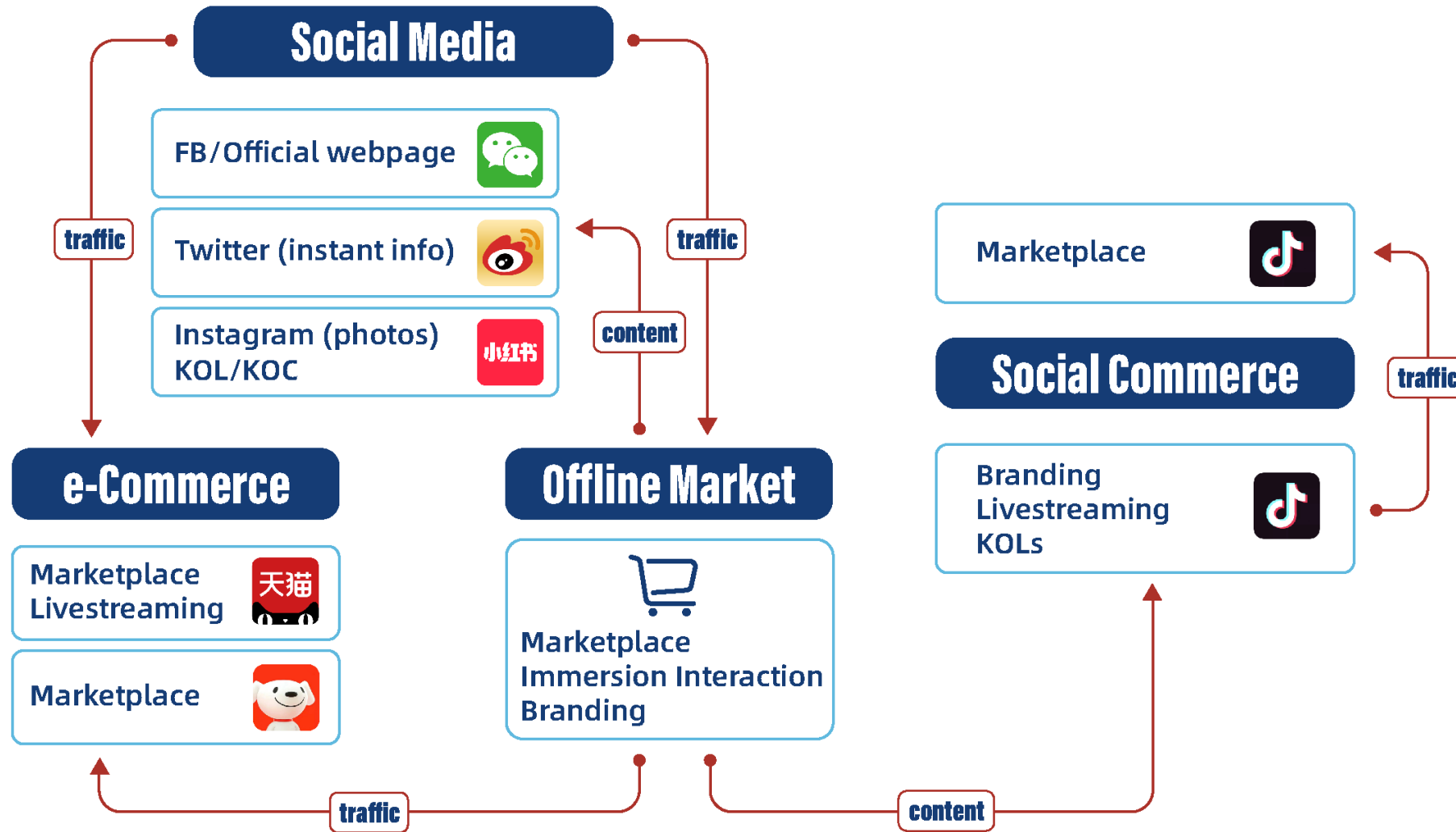
Brands leverage the power of influencers and social networks to drive sales.



“**TELL** me what I should buy.”

↑
Content: Brand and product videos
Livestreaming: Store, KOLs

New Business Model for Consumer Brands in China

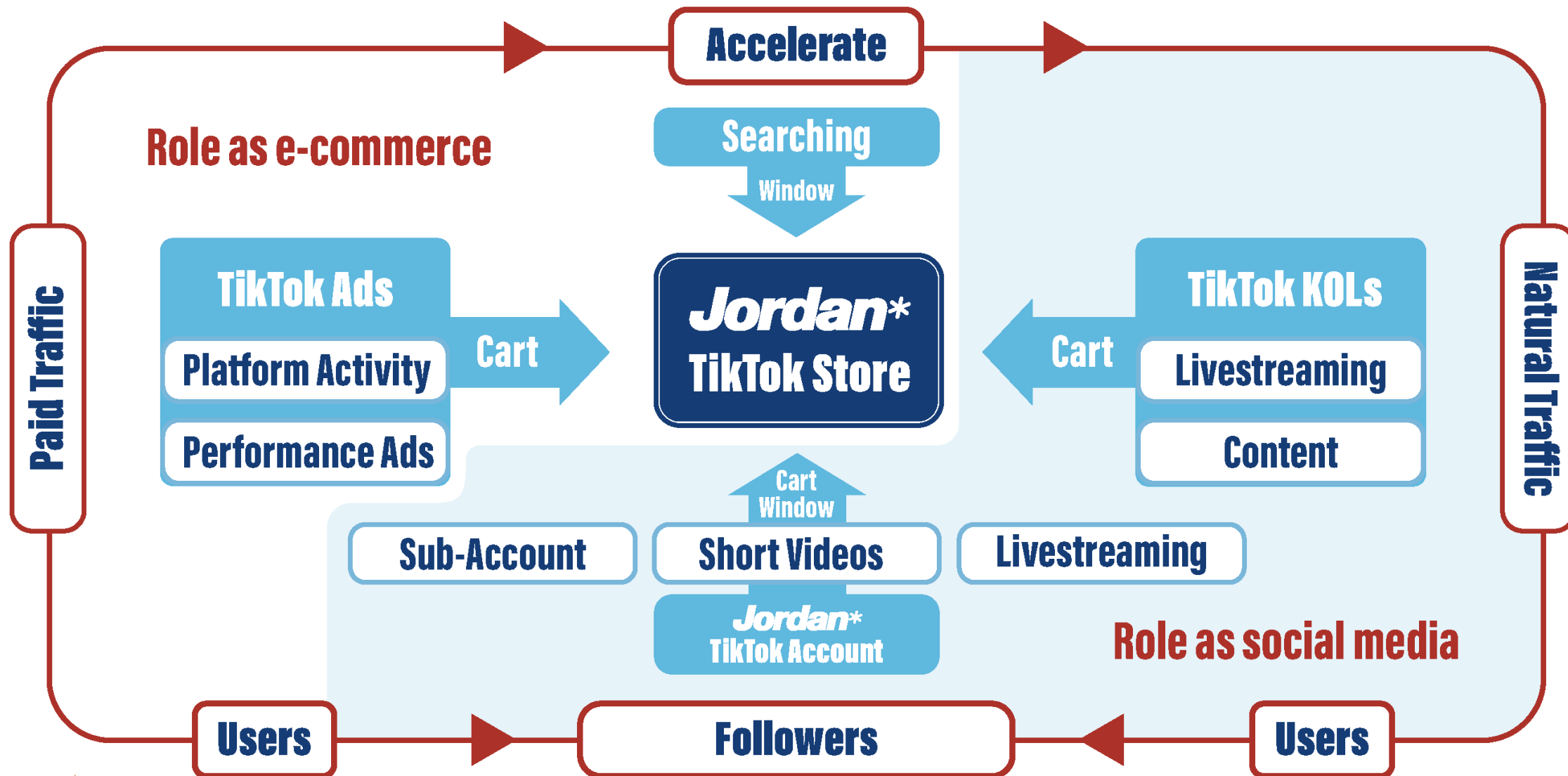


A Demo

**How to build brand and sell on Social Commerce?
A great Opportunity for SME FMCG new players**



The traffic model on TikTok



Jordan TikTok Flagship Store

2022.09-2022.12

Followers 14K

Likes 15K

GMV 2.8 MNOK

6075 获赞 3 关注 1.4万 粉丝

挪威百年历史北欧专业的口腔护理品牌
 专研做出全球自信自豪的官方品牌
 直播时间: 9:00-18:00 21:00-0:00
 【0-15岁】儿童牙刷+牙膏... 更多

进入店铺 38件好物 Ta的音乐 听听ta的歌单

已关注 私信

作品 38 喜欢

Life is Sw... Jordan Family 定格...

置顶 九岁以上但未成年的孩子能用成人牙刷吗? 青少年专用牙刷

置顶 SWEET

置顶 life is SWEET 爱刷牙的小宝

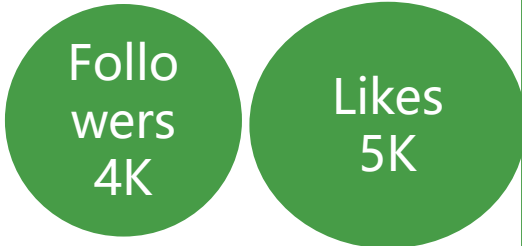
1455 981 553



<p>Video 634</p>	<p>Views 7M</p>	<p>Like & Comment 15K</p>	<p>Paid ads 1.2K</p>
<p>Daily Hour 7.5H</p>	<p>Views 5M</p>	<p>GMV 1.8M</p>	<p>Paid ads 15K</p>
<p>KOLs 120</p>	<p>Views 3M</p>	<p>GMV 1M</p>	<p>Paid ads 50K</p>

Möllers Tik Tok Flagship Store

2022.10-2022.12



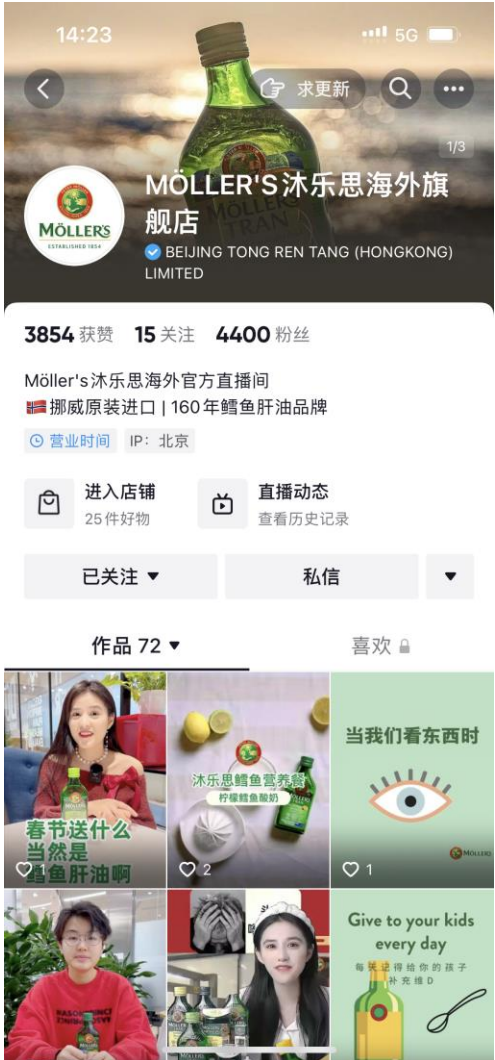
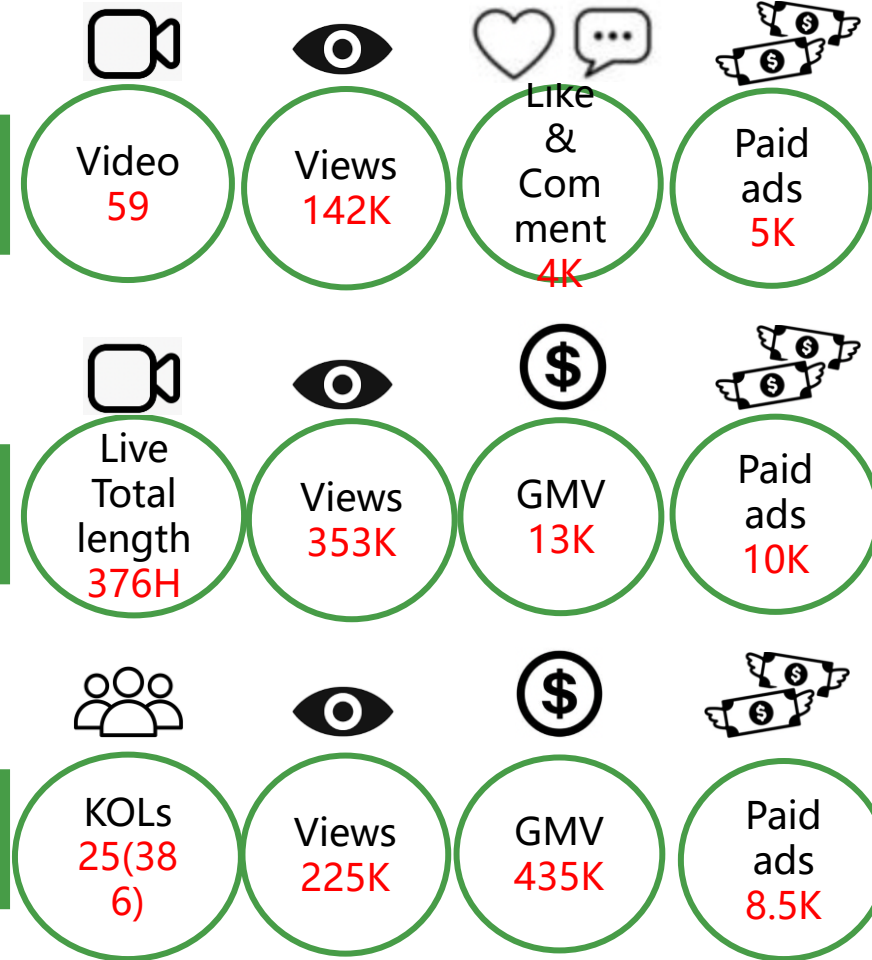
3 Pillars

To Convert traffic into sales/followers

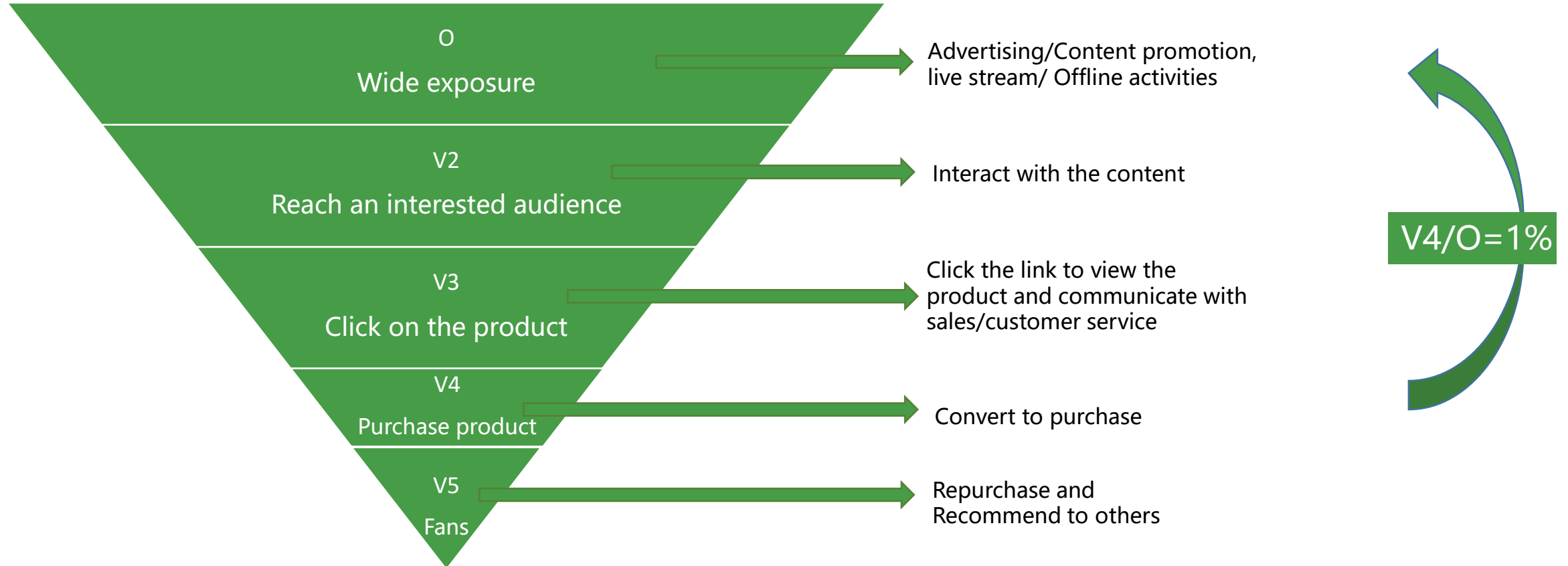
Brand Videos

Store own livestreaming

Cooperation with KOL



Core Value of Social Commerce Model



Sales Targets



Sales & Marketing Alignment



*Let's embrace the future!
Thank you.*



Hello

Social Media Content Marketing

& Tech Platform

BaiBao China | NBA Seminar

2022.2.16

Jessie

10 1

Offices
Worldwide

300+Employeess 13 years in Business

Retail
Social Media
Strategic content producer
Programming

Social media
SAAS
Supply Chain

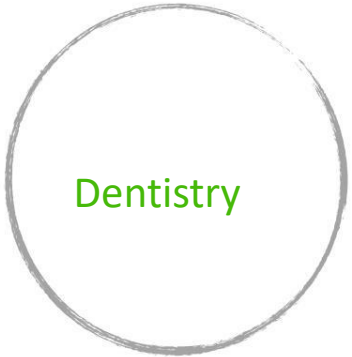
Billion
sales



★ 北京(总部)
● 上海、杭州、广州、重庆

加拿大、新西兰、瑞典、日本

● 郑州 (超大仓库辐射全国, 自建供应链体系)



Dentistry



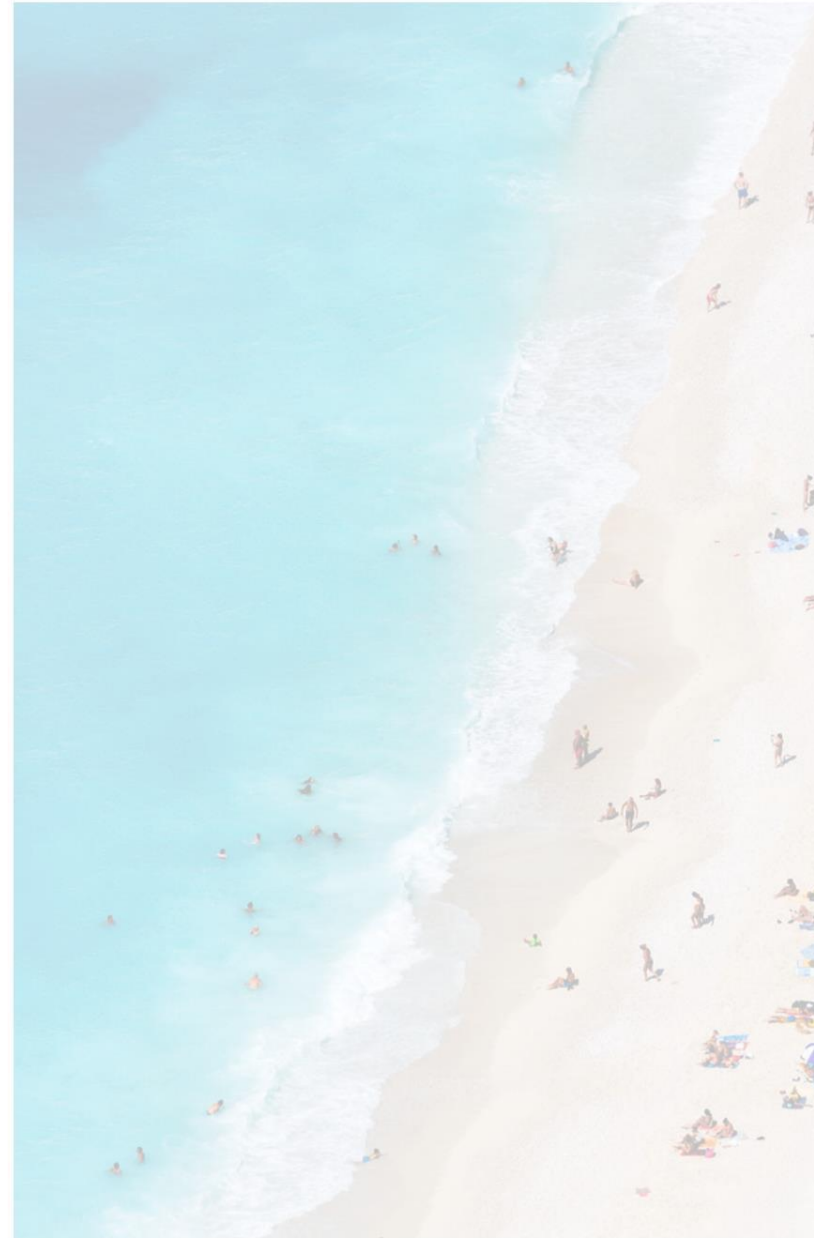
Influencer



CMO
Cofounder

Agenda

1. What is social media?
2. How can you stand out in social media?
3. Case Study





1.

What is Social Media?

BaiBao China | NBA Seminar

2022.2.16

Jessie

Social Media vs Traditional Media





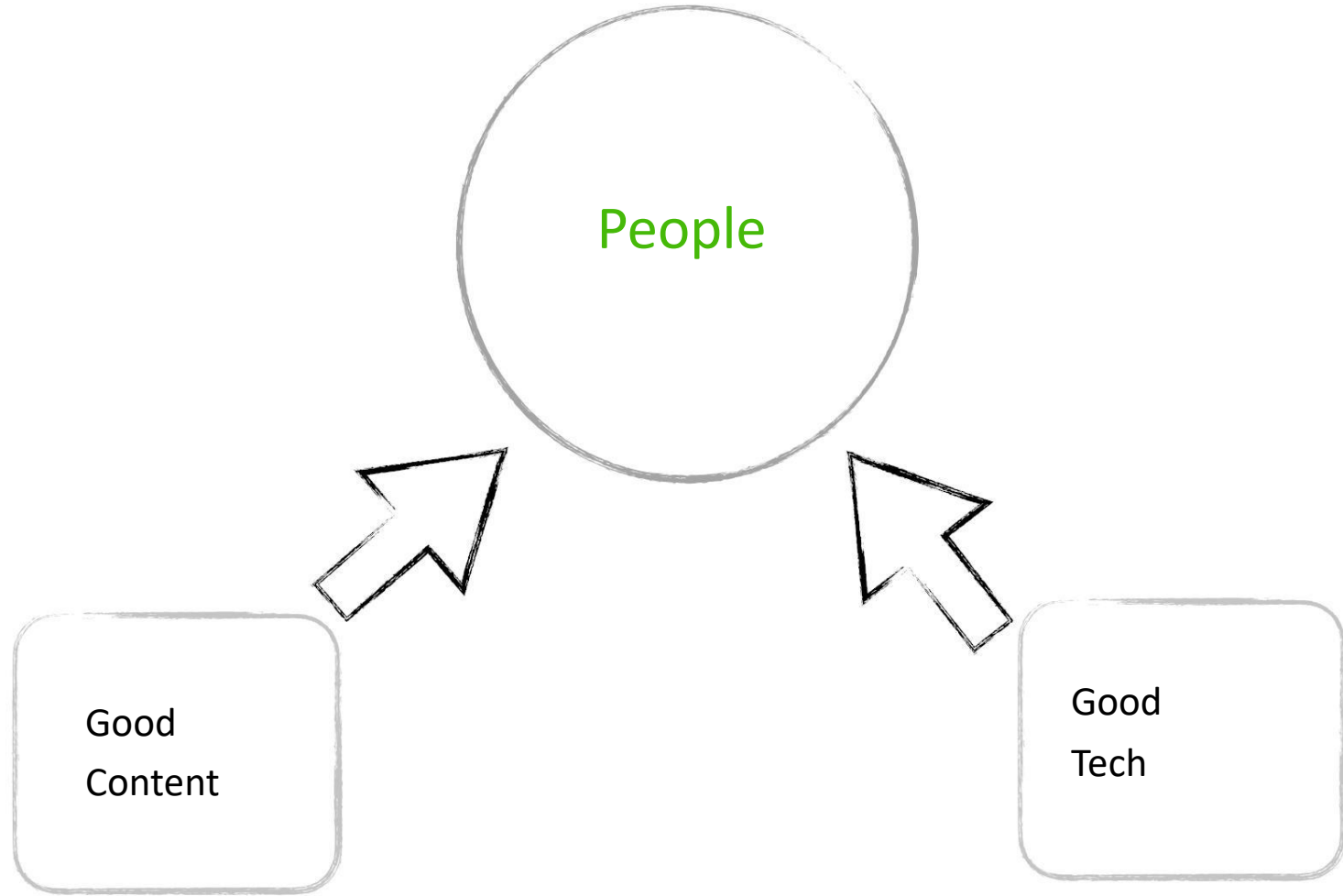
2.

How

BaiBao China | NBA Seminar

2022.2.16

Jessie



Good
Content

Three seconds content rule

So that means you need to make the first three seconds count

Good
Tech

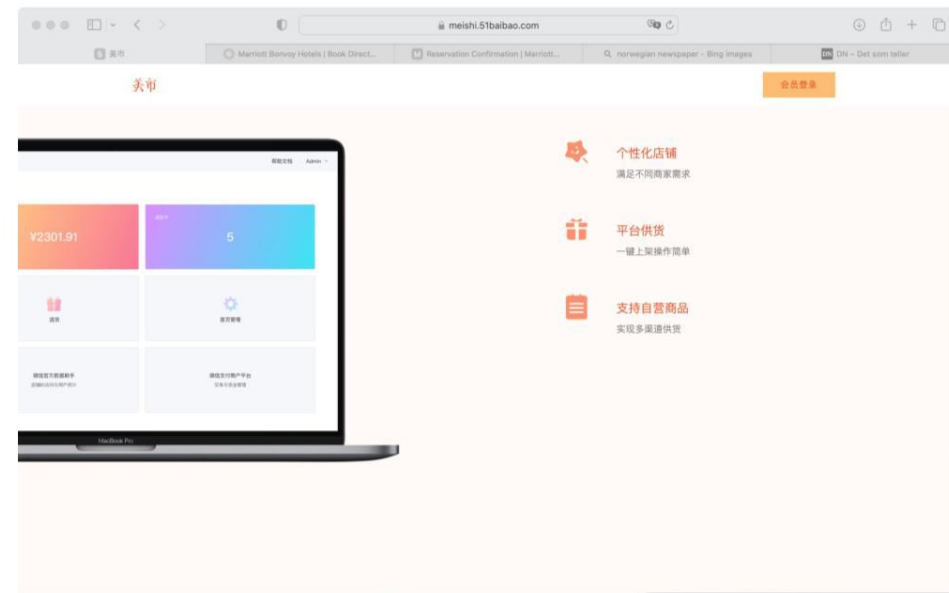
Tech Platform on Wechat

美市

—
助力打造您的专属小程序
—

无需开发 快速开店 即刻拥有

[立即申请](#)



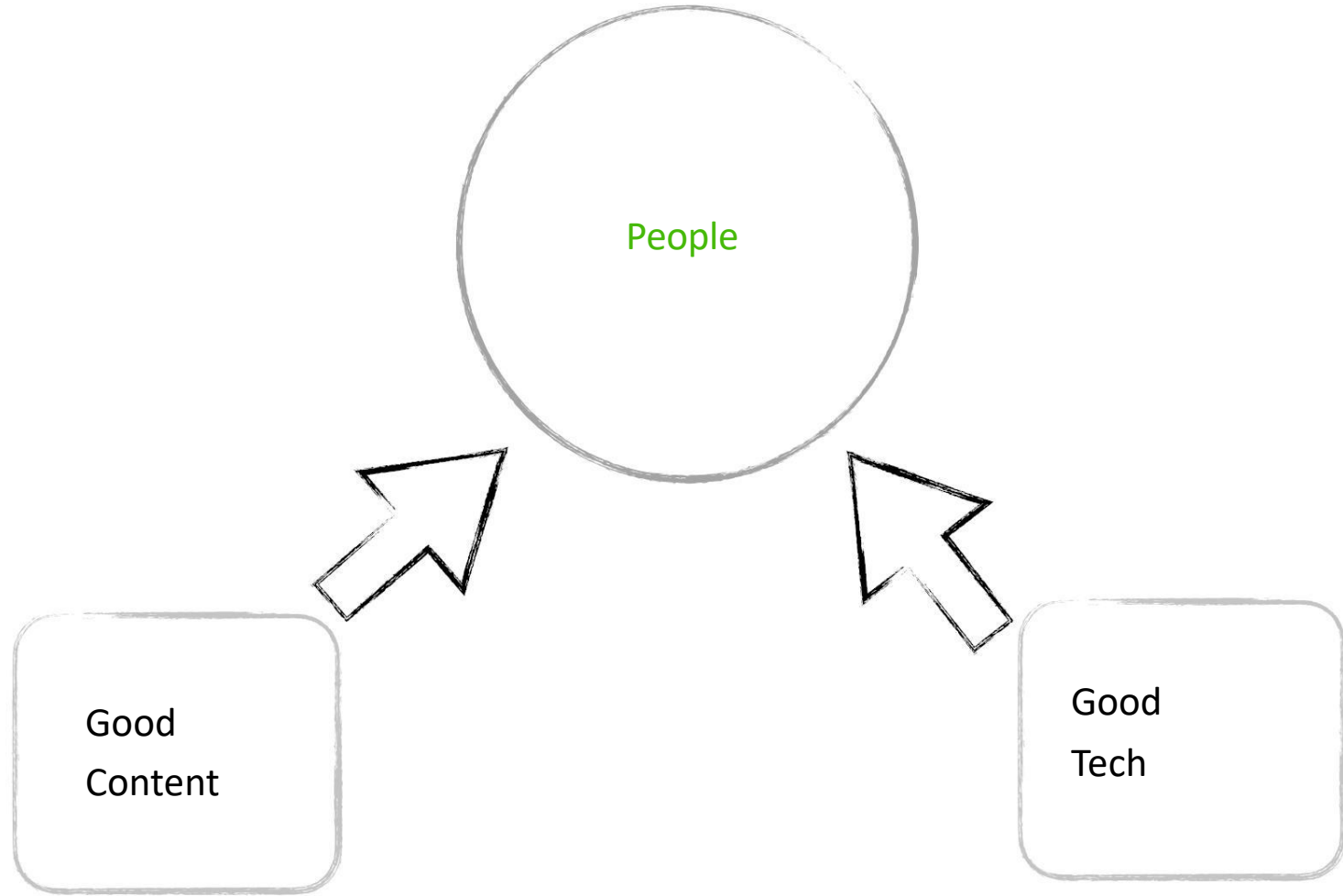
美市

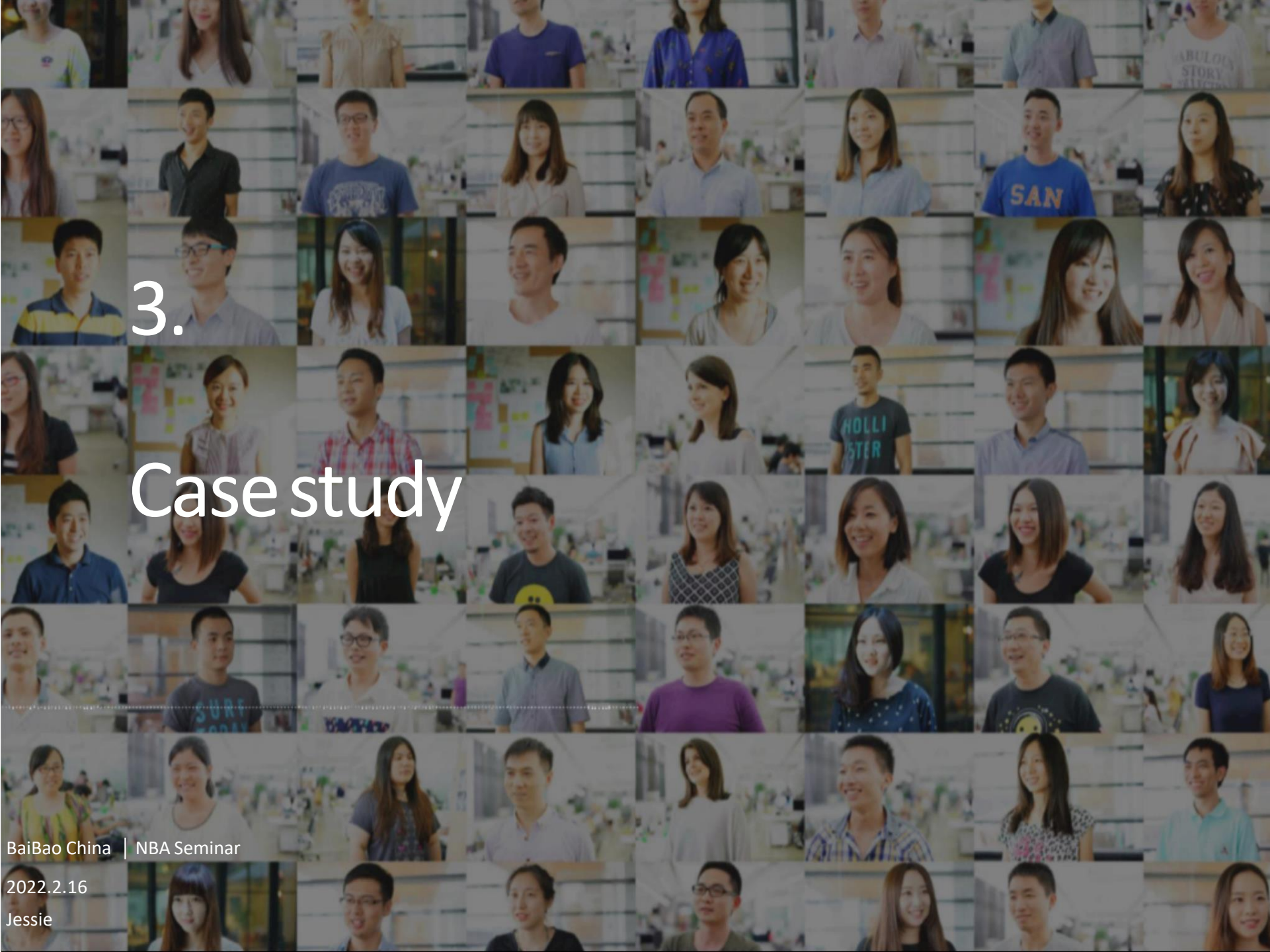
会员登录

Y2301.91

5

- 个性化店铺
满足不同商家需求
- 平台供货
一键上架操作简单
- 支持自营商品
实现多渠道供货





3.

Case study

BaiBao China | NBA Seminar

2022.2.16

Jessie

How have we helped company Manlong start selling on WeChat

Content + Tech platform

WeChat channel only

GMV 16 million CNY



说明



私域的价值 Value of Wechat

提升用户的复购 repurchase rate increase

基于私域人设的建立, 和用户之间信任度的加强, 能极大提高用户的复购

- 1, you generate good content
- 2, you reach out to your client more times
- 3, clients trust you more

挖掘超级用户 (KOC), 进行公域种草
Discovering super user
super users will generate
organic traffic in social media
channels

10万私域用户, 每年可产生
5000篇小红书, 1000个抖音

100k wechat users, can
generate 5000 little red
book.

新品流量 反哺公域平台 Launch of new product at low cost

公域平台推广的平均成本
Initiating launch of new
product, traffic is very
organic, users are loyal to
you due to good content
accumulation. So a perfect
place to launch new
product

有助于分销 渠道的拓展 Distribution channels opened up

重度用户较容易转化成为自己的
的分销渠道

loyal users can be turned
into distribution channels



如何获取用户的信任
Key is to gain user' s trust





1ST: 如何规划IP

How to plan a strategic persona





2ND: 打开公开象限 How to create strategic content





3RD: 通过交付加深信任

How to further develop trust through transactions?

每次交付都是加深信任的机会

We believe: it is an opportunity to further develop trust with every single transaction

选品好

Select good products in our own supply chain system



价格好

Competitive pricing



服务好

Real & authentic human-feeling service



4TH: 超预期的服务形成口碑传播

Generate WOM marketing through beyond expectation services





4TH: 超预期的服务形成口碑传播

Generate WOM marketing through beyond expectation services





高效的交付体系
Efficient SAAS

SAAS + Integrated supply chain



定制商城
Customized
Mall



直播功能
Live function



商城拼团
Group buy
service



高效的交付体系
Efficient SAAS

合作过的品牌数量达到 **4000** 个, 在售SKU近 **10000** 个

Over 4000 close partners, whereas 10000 skus

包含品类:

母婴

美妆

服饰

食品

家居

电器





高效的交付体系
Efficient SAAS

下单-包装-收货-售后, 优质的交付体验



仓库
Warehouse



定制箱子
Customized
boxes



定制单
Customized
flyers



客服体系
CRM



对每一个微信号的每一位好友的每一次成交行为都全程跟踪

We track every transaction of each friend on wechat, so that we can label every wechat friend in our SAAS, to push accurate content/product to them

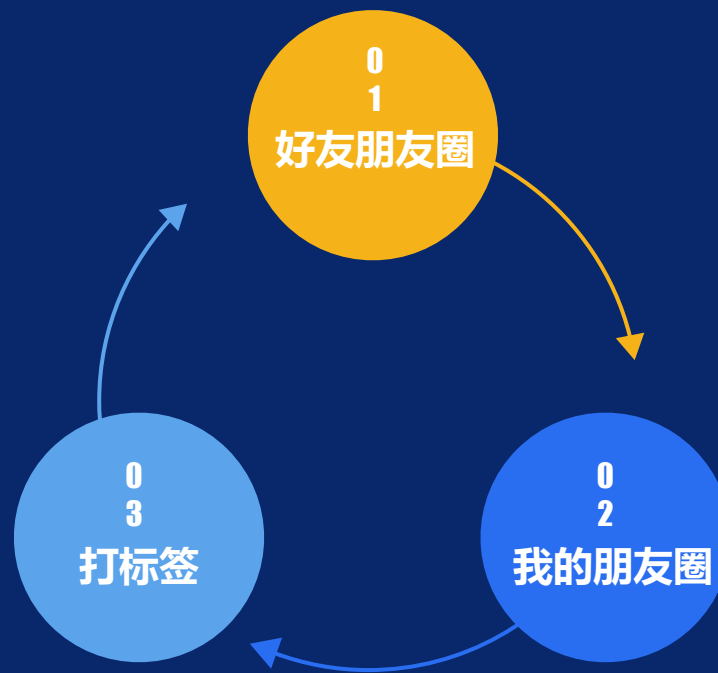
渠道ID	备注	直接订单	直接销售额	直接利润	新增下单用户	下单用户	间接订单	间接销售额	间接利润	新增下线用户
4616345	助手3-张过-晶晶 ☑	35	¥3179.75	¥563.98	6	22	155	¥31723.53	¥6156.09	3
4648233	助手2 ☑	32	¥3482.72	¥655.58	19	24	7	¥590.5	¥151.3	6
4650301	H010-许文静-小哈妹 ☑	186	¥27271.21	¥4916.37	16	154	400	¥45970.53	¥9290.11	7
4661490	D008-许文静-小哈妹 ☑	229	¥46684.55	¥6373.69	22	198	312	¥50113.86	¥7450.19	6
4665737	C004-郝雨倩-晶晶 ☑	57	¥5721.32	¥1233	7	41	86	¥12121.09	¥2115.91	5
4739880	客服7 ☑	29	¥4982.02	¥782.47	16	24	13	¥1992.73	¥356.5	9
4775425	G002-王梦瑶-晶晶 ☑	257	¥24870.01	¥6471.95	33	201	443	¥59117.04	¥11875.06	31
4806269	Z268-朱玉-晶晶 ☑	282	¥33932.6	¥5064.1	22	215	671	¥68233.35	¥14387.12	13
4844847	xxbmm66666 ☑	72	¥10662.27	¥2363.89	46	61	25	¥3379.77	¥688.61	24
4870750	xxbmm5555 ☑	20	¥2681.88	¥476.37	12	16	6	¥1964.9	¥421.9	1



用户的触达及唤醒

Reach out to users and wake up

- 1** 第1步: the users
到好友朋友圈点赞、评论
- 2** 第2步:
在我的朋友圈设钩子
引导好友点赞、评论、私聊、群、下单
- 3** 第3步:
给好友打标签进行分层管理, 根据标
签, 重复1、2步





信任分级体系 Trust hierarchy

等级编号	等级内容	标志行为	用户行为
L0	陌生 Strangers		
L1	知道我 know me	看到我的朋友圈 watched my content	<ul style="list-style-type: none">➢ 给我的朋友圈点赞➢ 给我的朋友圈评论➢ 群内@我
L2	认识我 interacted with me	双向互动 interacted	<ul style="list-style-type: none">➢ 私聊我
L3	认同我 agree with me	付款 paid	<ul style="list-style-type: none">➢ 首次下单
L4	信任我 trust me	多次复购 repurchases	<ul style="list-style-type: none">➢ 下单3次以上➢ 主动提出需求并下单
L5	追随我 follow me	深度复购 mutiple purchases	<ul style="list-style-type: none">➢ 三个月内下单10次以上