

The Chinese ecosystem and the role of WeChat to reach and serve Chinese consumers

Stresa October 4<sup>th</sup>, 2018



# Tencent at a glance

380bn USD market cap

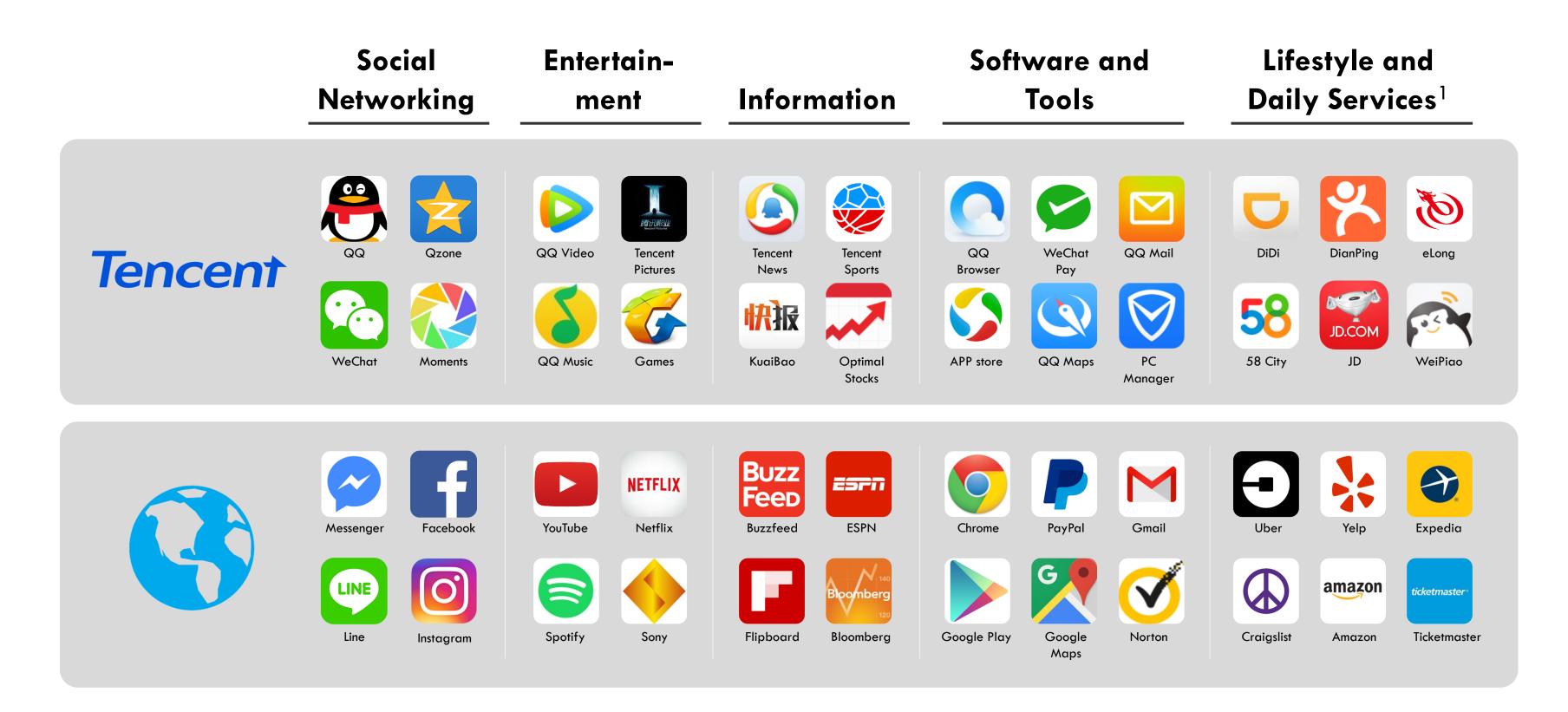
22bn USD revenues (IH2018)

6.4bn USD profit (IH2018)

ADV sales: 19% of total revenues (2Q2018)

User base (MAU): 1bn (WeChat), 0.8bn (QQ)

#### Tencent: making everybody's lives digitally empowered, everyday



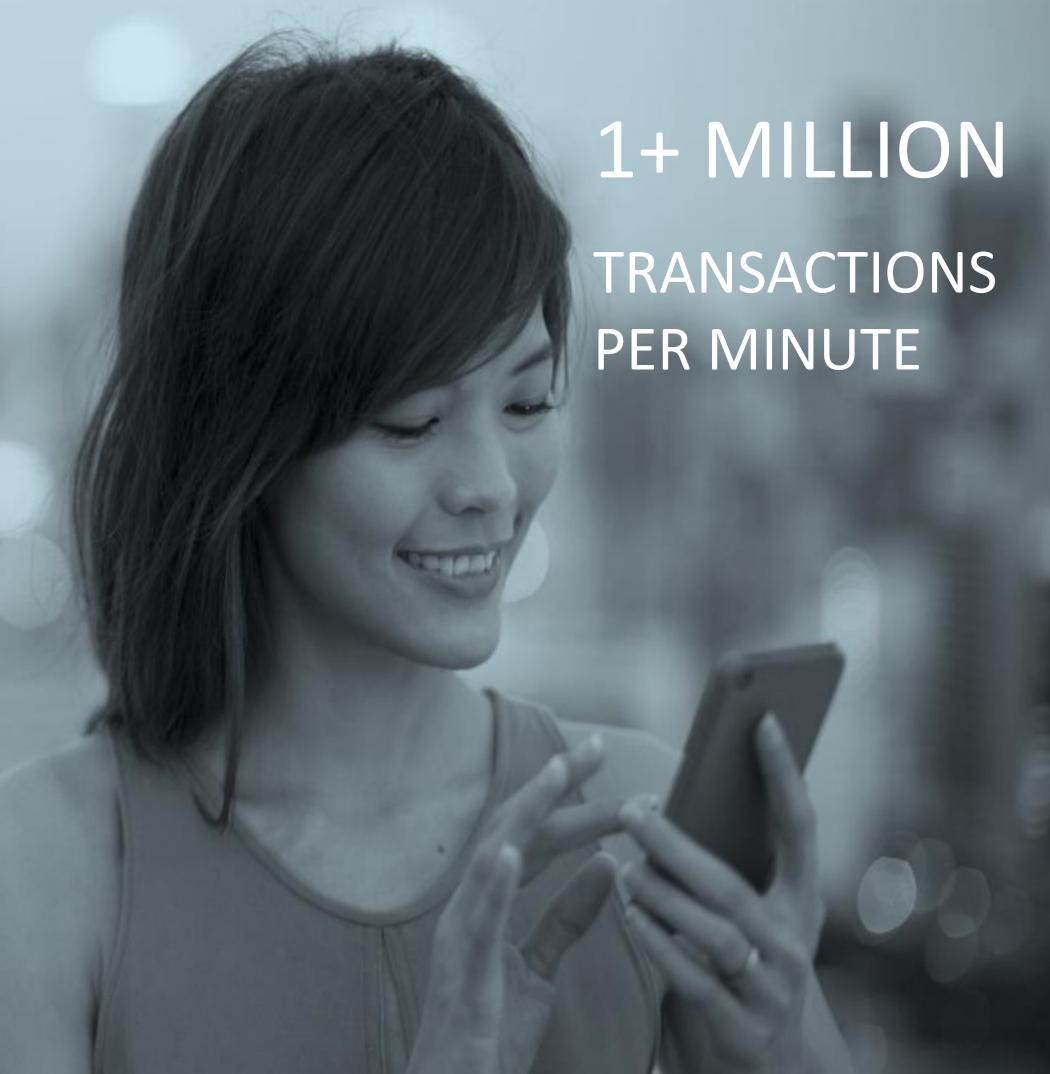
WeChat sits at the centre of this ecosystem



1+ BILLION

MONTLY
ACTIVE
USERS

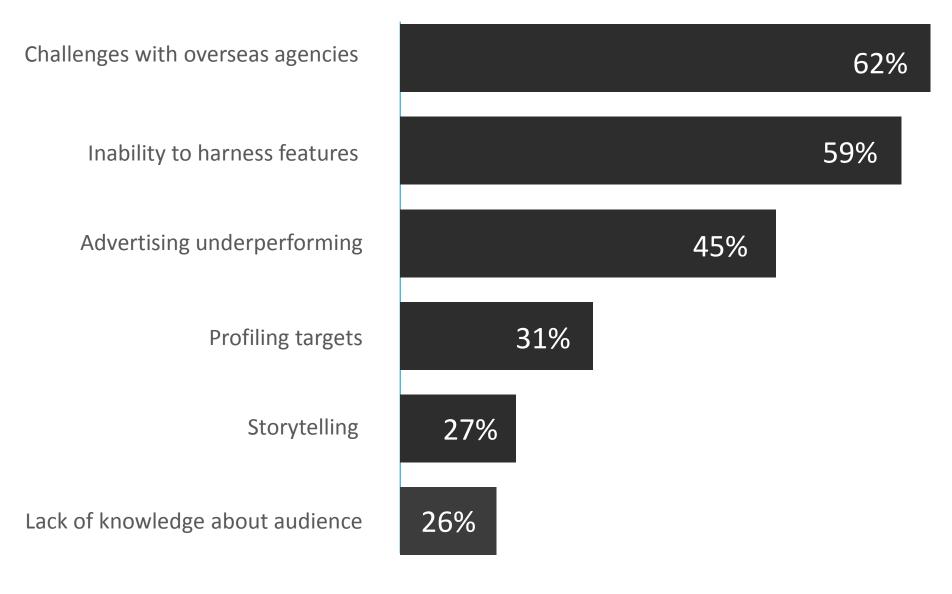
**CREDITS: NEW YORK TIMES 2017** 



From recent research, we identified some «typical» painpoints for western brands approaching WeChat

Common problems faced by brands when using WeChat

% of response





Source: WeChat Italy research, 2017

Tencent IBG in Italy is structured to address those issues

- Hosted within the Corporate Development Group (CDG), directly overlooked by Martin Lau (Tencent President), International Business Group is designed to support international entities willing to leverage Tencent capabilities at their best
- With offices in each side of the world, IBG focuses on educating local brands to Tencent core platforms and, through a network of local Trusted Partners, supports actual delivery for strategic clients
- In recent years, given its stunning growth, IBG focuses especially on WeChat and its ecosystem to make sure international brands get the best out of it's potential



# 此广告预览时间截止至18:15 让无规划的LUTO目至次列 让干福一代们为您的独特造型提供新鲜灵感 杜嘉班纳2018春夏系列

#### What we do

Official Accounts & MiniPrograms design & development

We have designed & executed the presence on WeChat of more than 70 brands, directly managing all involved activities (from style to contents, from coding to copywriting)

#### **Editorial management**

We daily operate 50 Official Accounts, planning broadcast messages, KOLs involvement and customer care, as well as supporting special initiatives through the year (H5 animations, O2O activities, ...)

#### **Advertising**

With the direct involvement of Tencent IBG resources based in HK, we design and deliver WeChat campaigns to build brand awareness, boost followers acquisition and drive sales

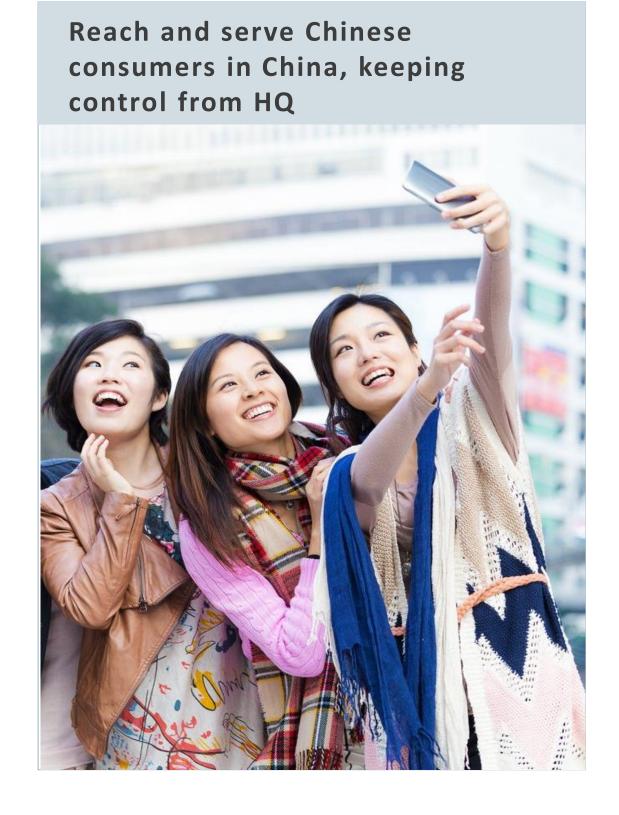
#### Integration

Thanks to ICONIC, proprietary platform design to enable advanced management of WeChat channel, hosted on Tencent Cloud, we support full integration with legacy systems (CRM, DAM, ERP, ...)

#### WeChat eCommerce

We built an integrated storefront on ICONIC, so our clients can enjoy a highly customizable front end and, at the same time, benefit from a "turn key" solution for back end integration

## What Italian companies and banks could do with us







### Reach and serve Chinese community in Italy

