WeChat Social Ads Playbook

September 2019

FABERNOVEL

FOREWORD

FABERNOVEL is pleased to share this playbook reviewing various offerings of WeChat advertising and the possibilities for brands to reach and engage the tech savvy consumers.

Since the inception of WeChat, Tencent has been very cautious about introducing promotional messages on its platform. The Super APP is envisioned more as a productive toolkit for the users' daily life than a source of media revenue stream itself. On contrary to 1 ad for every 10 posts on Facebook, the Shenzhen tech giant makes sure its users exposed to maximum 2 ads per day.

That being said, WeChat advertising offerings have become so comprehensive and impactful to capture the attention of Chinese consumers from both home and abroad. To build successful WeChat strategies, it is now crucial for business to master these various ad formats, ad touch points, ad features, bidding tactics and audience targeting possibilities.

Let's discover more with this playbook!

Patrice Nordey
APAC CEO, FABERNOVEL

Photo credits: James Coleman (unsplash)

Summary

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1 ● Introduction To WeChat

TENCENT MASSIVE ECOSYSTEM

Tencent Video
(425 million MAU)

Weishi
Short video app

Sogou
Search engine

Tenpay

WeChat Pay

JD.com
China's 2nd largest B2C platform

Leju
Second-hand housing trading

QQ messenger
(823 million MAU)

WeChat
(1.1 billion MAU)

Qzone
(568 million MAU)

Meituan-Dianping
Local review and group purchase

58.Com
Lifestyle information and services

Tencent Map
Map and app

DiDi
Taxi & ride-hailing app

Elong
Travel and ticketing service

VIDEO

SEARCH

ONLINE PAYMENT

E-COMMERCE

SOCIAL MEDIA

O2O

Tencent 腾讯

WECHAT INTRODUCTION

Launched in 2011

1.1 Billion
MAU in 2018
China's largest social media platform

Messaging & Moments

38B
Messages
sent daily

460M
Moments
shared daily

WeChat Payment

38%
Of mobile payment
market share

800M
Users binding bank
account with WeChat

Official Accounts

3.5M
Active
public accounts

80M
Public account
followers

Mini Program

2.3 Million
Mini Programs since
the launch in 2017

200M
Daily
active users

WECHAT INTRODUCTION

Launched in 2011

1.1 Billion
MAU in 2018
China's largest social media platform

1 INTRODUCTION

- WeChat is a multi-purpose messaging, social media and payment app with over 1 billion monthly active users. It was developed by China's social media giant Tencent in 2011.

2 KEY NUMBERS AND FACTS

- **38.2 billion messages and 460 million WeChat moments** are sent daily average in 2018 on the platform.

- As of July 2018, WeChat drove **$47.7 billion traditional consumption**, covering travel, food, shopping, tourism, etc.

- By 2018, WeChat Payment occupied **38%** of mobile payment market share with **600 million** users. Most users use WeChat Payment in restaurant, convenience store, food delivery, ticket purchasing and online platform services.

- On Jan 2017, WeChat launched a new initiative called WeChat Mini Program, which is "sub-applications" within the WeChat ecosystem. They are the embedded apps within WeChat that requires no download that provide customers with an "use and leave" option. The number of **Mini Program reached 2.3 million with 200 million active users** since the launch in 2017.

3 WHY WECHAT

- WeChat is the core platform for Gen-Z to connect and maintain relationship with friends, family and school.

- Gen-Z are using more services (ride hailing, food delivery, shopping, etc.) on WeChat, especially after the launch of WeChat Mini Program.

WECHAT NATIVE ADVERTISING

Ads received WeChat groups

In-Article Ads

Ads in Moments feed

Ads within Wechat payment receipts

Ads within Mini Programs

in-game ads

2 ● **WeChat Advertising 101**

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WECHAT ADS OVERVIEW

HOW IT WORKS

- 3 types of display offerings:

1. **Moments Ads:**
   Native Ads displayed at users' Moments feed in a form similar to a friend's original content.

2. **Official Account Ads:**
   Displayed when users browse content on public accounts (Vogue, Elle, etc.)

2. **Mini Program Ads:**
   Displayed when users browse mini program or mini game.

1 **WECHAT MOMENTS ADS**
Ad placement
User's moments feed
3 formats available
1. Image/Video + Text + Link
2. Card image/video + Text
3. Special Format

2 **WECHAT OFFICIAL ACCOUNT ADS**
Ad placement
In-article or page bottom
3 formats available
1. Bottom Ads
2. In-Article Ads
3. Mutual Selection Ads

3 **WECHAT MINI PROGRAM ADS**
Ad placement
In Mini Program/ in Mini Game
3 formats available
1. Bottom Banner Ads
2. Incentive Ads (Mini Game Video)
3. Pop-up Ads

DEFINITIONS

Impression : number of times an ad been shown
Reach : number of viewers
Like : thumb up
Comment : leave message
Share : forward to friend
Click : press the photo/link/copy, ect.
Engagement : number of actions been done by viewers (Like + Comment + Share + Click)
Canvas Engagement : Engagement of the landing page(number of times the video play +button click)
Follow : number of new followers
Cost : money spending

CPM : cost÷impression×1000
CPE : cost ÷ engagement
CPF : cost ÷ follower
CPC : cost ÷ click
CPA : cost ÷ action

CTR : click ÷ impression×100%
FTR : follower ÷ click×100%

1 MOMENTS ADS KEY KPIS
Impression
Engagement
Follow
CPE
CPF

2 OFFICIAL ACCOUNT ADS KEY KPIS
Impression
Engagement
Follow
CPE
CPF
CTR ⎤ For ongoing ad to
FTR ⎦ optimize the visual
& criteria

3 WECHAT MINI PROGRAM ADS KEY KPIS
Impression
Engagement
Follow
CPE
CPF

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MOMENTS ADS

1 **Post Format**

Maximizing the friendliness of the ad to encourage engagement

2 **Card Format**

Creating an attention-catching "branding zone" in moments feed

3 **Special Format**
(1M+ RMB investment)

WeChat offer special formats and features such as A/B option, full frame, etc.

POST FORMATS - FEATURES

①

Asset type:
1 single picture

Asset type: Multi-
picture 3/6/9

**Moments
Post Ad**

Asset type:
Video Ad

Special interaction:
@Friend

CTA: Mini Program

CTA: Coupon

CTA: Link to store
(LBS)

CTA: Follow Official
Account

CARD FORMATS - FEATURES

Moments Ads

Asset type:
Card Ad

Asset type:
Video card
format

**Moments
Post Ad**

CTA: Mini
Program

CTA: Link to store
(LBS)

CTA: Coupon

CTA: Follow
Official Account

CTA: Event
registration

CTA: Link to Article

SPECIAL FORMATS -FEATURES

> 1 Million RMB investment

> 2 Million RMB investment

> 5 Million RMB investment

Customized outbound link (outside of Wechat)

Key words

Interactive video
(ie: draw the stitch at the end of the video to unlock the ad)

Panorama visual interaction

A/B card

Full size video

Celebrity endorsement
(icon of the celebrity)

Moments Ads

LANDING PAGES FOR MOMENTS AD

Moments Ads

Event details page
To know more about the event

Registration Page
for lead generation
WeChat templated page

Article Page
From Official Account

Official Account
Home & Follow
Page

LBS Store Page
To Direct Online Traffic
Not available for Bottom Ads
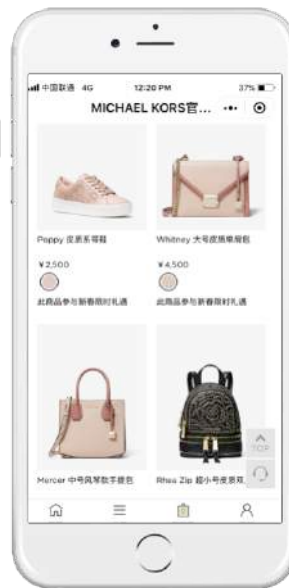
Mini Program
Developed by brands

Other landing pages: Coupon, app store, external web page, etc.

LANDING PAGES REQUIREMENTS

Moments Ads

Ads objectives	Required elements	Display options
Store promotion	• Store address • Map	• WeChat Page Canvas • WeChat Simplified canvas • Full frame • Mini Program
Product promotion	• Products presentation	• Canvas • External web link • Mini Program
Brand promotion	• Linkage to Mini Program / WeChat Article / Website / Coupon / Event booking	• Canvas • WeChat Simplified canvas • Full frame • Mini Program
Official Account promotion	• Official Account button / QR code	• WeChat Canvas • Full frame • Official Account
Sales leads collection	• Information collect form	• WeChat Canvas • WeChat Simplified canvas • Full frame • Mini Program
Coupon distribution	• Presence of coupons	• WeChat Canvas • Full frame • Mini Program

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OFFICIAL ACCOUNT ADS - 3 FORMAT TYPES

**Bottom Ad
(Image/Video)**
Maximizing the friendliness of the
ad to encourage engagement

**In-Article Ad
(Image/Video)**
Displayed in the middle of an article
page

**Mutual Selection Ad
(Image)**
Displayed in the bottom of an
article page

BOTTOM AD - SUB-FORMATS

Official Account Ads *(vertical sidebar label)*

Banner Ad
(clickable picture)

Larger Banner Ad
(clickable picture)

Card Ad with picture
(OA logo + OA name + link)

Card Ad with video
(OA logo + OA name + link)

Official Account Ads

Follow Official Account
(OA logo + OA name + link)

Follow Official Account
(OA logo + OA name + link)
wider display format

Coupon Ad

Mobile App Ad

IN-ARTICLE AD

Card Format
(Image)

Pre-Video Format
(5/6/15s Video)

CLICK

Official Account
Home Page

Landing Page
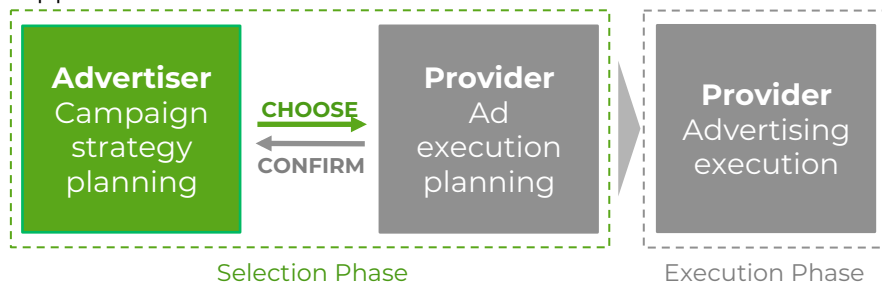Provided by WeChat

MUTUAL SELECTION AD

Ad Spot Provider

Advertiser

How it works:

On the user end, Mutual Selection Ads looks just like all other forms of Official Account Ads.

However, advertisers must **apply for the ad spot** to their chosen provider/official account holder, usually an influential KOL. Then the provider can either **confirm or reject** the application.

Advertiser Campaign strategy planning

CHOOSE

CONFIRM

Provider Ad execution planning

Provider Advertising execution

Selection Phase   Execution Phase

The advantage of this advertising model is signified by the **precise reach-out** to the brand's designated target audience.

The most popular practice of mutual selection ads takes place during **major campaign** where KOL collaboration and mutual selection advertising are bundled together

LANDING PAGES FOR ACCOUNT ADS

Official Account Ads

Event details page
To know more about the event

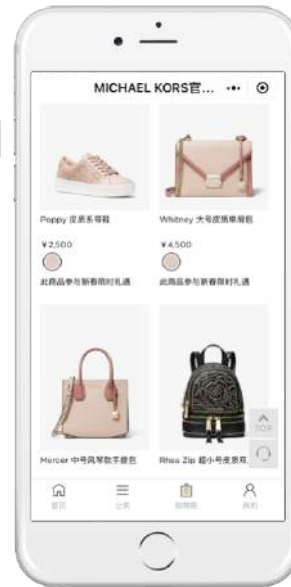**Registration Page**
For generating Leads

Article Page
From Official Account

Official Account
Home & Follow Page

Coupon
To encourage purchases

Mini Program
Developed by brands

Other Destinations: LBS store, App store, external web page etc.

LANDING PAGE REQUIREMENTS

Ads objectives	Required elements	Display options	Bottom ad	In-article ad	Mutual selection
Product promotion	• Products presentation	• Canvas • External web link • Mini Program		✔	
Application promotion	• Application download button	• Android / App store		✔	
Brand promotion	• Linkage to Mini Program / H5 / WeChat Article / Website	• Canvas • External web link • Mini Program	✔	✔	✔
Official Account promotion	• Official Account button / QR code	• Official Account	✔	✔	✔
Sales leads collection	• Information collect form	• Canvas • External web link • Mini Program	✔	✔	✔
Coupon distribution	• Presence of coupons	• Coupon page	✔		

Official Account Ads

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MINI PROGRAM ADS

Mini Program banner (Image)
Very eye-catching when users browse the list of Mini Programs

Incentive Ad (Video)
Users can choose to watch the ad in exchange of game bonus

Pop-up Ad (Image)
Users can choose to watch the ad in exchange of game bonus

LANDING PAGES FOR MINI PROGRAMS ADS

Official Account Ads

Event details page
To know more about the event
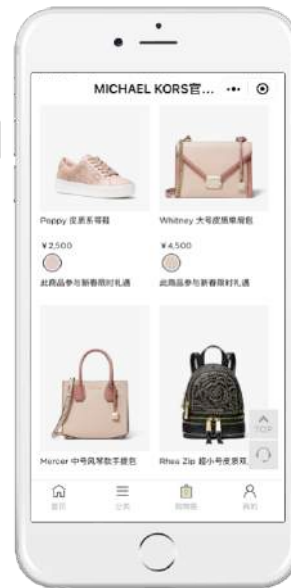
Registration Page
For generating Leads

App download
App store / Android

Official Account
Home & Follow Page

Game page
To encourage play games

Mini Program
Developed by brands

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LANDING PAGE REQUIREMENTS

Official Account Ads

Ads objectives	Required elements	Display options	Banner	Incentive ad	Pop-up
Product promotion	• Products presentation	• Canvas • External web link • Mini Program	✔	✔	✔
Application promotion	• Application download button	• Android / App store	✔	✔	✔
Brand promotion	• Linkage to Mini Program / H5 / WeChat Article / Website	• Canvas • External web link • Mini Program	✔	✔	✔
Official Account promotion	• Official Account button / QR code	• Official Account	✔	✔	✔
Sales leads collection	• Information collect form	• Canvas • External web link • Mini Program	✔	✔	✔
Game promotion	• Button linking to game	• Game Mini Program	✔	✔	✔

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BRAND ZONE ADS

WeChat offer some extra services for their One Million Club members: **Exclusive branded search function – Branding oriented**

Official Nike section where are displayed: brand story / brand activities / contact / store locations / customer service / official account / Mini Program

Nike Official Account

Nike Mini Program

Friend's post mentioning Nike

Branding oriented

The Official brand section is an important channel where users can obtain brand information and services displayed one after one:
- Mini Programs
- Official accounts
- Services or products both supported by Mini Programs

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BRAND ZONE ADS

WeChat offer some extra services for their One Million Club members: **Exclusive branded search function – Products oriented**

Official Lancôme section where are displayed: brand story / brand activities / contact / store locations / customer service / official account / Mini Program

Lancôme Official Account

Lancôme Mini Program

Article mentioning Lancôme

Lancôme encyclopedia

Lancôme WeChat online e-commerce

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A SIMPLE 8-STEP PROCESS

Define ad objective	Choose ad format	Select target audiences	Top-up & schedule the ad position	Upload ad assets	Pass the Tencent ad verification	Ad launch	Ad Monitoring & A/B Testing

——— Strategy & ad assets set up ——— | WeChat backend execution | Ad preview | Ad optimization
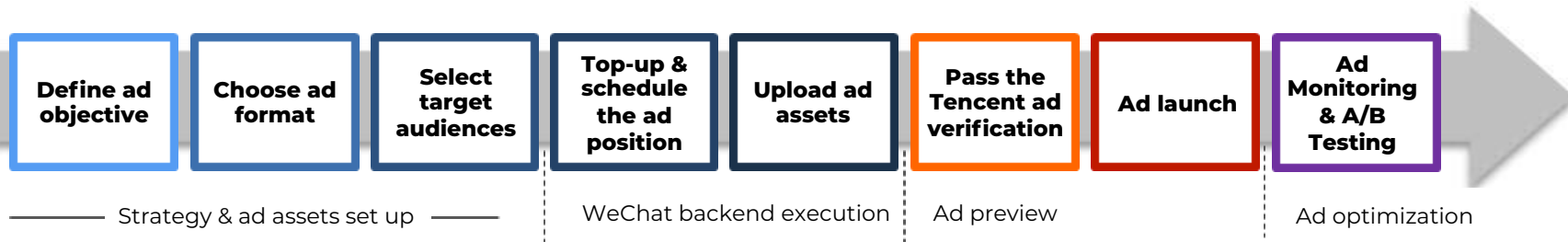
DEFINE YOUR ADVERTISING OBJECTIVES

Brand event promotion

The objective is to increase brand awareness and bring participation.

Official account promotion

Promoting WeChat Official Account in order to attract subscribers.

Store promotion

The objective is to bring offline traffic and sales.

Collecting sales leads

Some ads have objective to collect sales leads and find potential customers.

Coupon distribution

Distributing coupons via ads can incite users to purchase online or offline.

Products promotion

Promote online products to bring more customers and orders.

Application promotion

Some ads drive users to App or Android store to download the application.

Games promotion

Attract more users to play games.

CHOOSE YOUR AD FORMAT & PRICING MODEL

1 **MOMENTS ADS**
Pricing model : CPM

Scheduled
1. Ad spots scheduled 1-28 days in advance with ***placement priority guaranteed***
2. CPM varies among the 3 tiers of cities *(core/key/other)*
3. Minimum investment: 50,000 RMB per wave

Real-time Bidding
1. Exposure window selected in advance while placement ***would not be guaranteed.***
2. Impressions are distributed according to bidding price and ad quality.
3. Minimum investment: 1,000 RMB per day

*oCPA (Optimized CPA): According to the actual promotion demand, the advertisement system will take the intelligent optimization to place, accurate reaches to high conversion rate users.

1
Minimum Investment
50,000 RMB

2 **3**
Minimum Investment
1,000 RMB
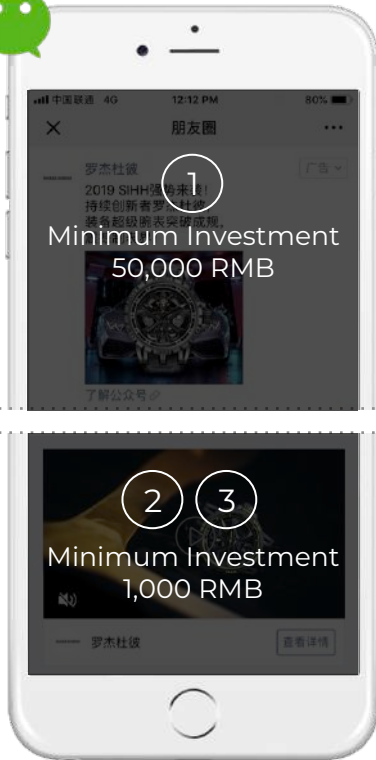
2 **OFFICIAL ACCOUNT ADS**
Pricing model : CPM & CPC (oCPA*)

Scheduled (CPM)
1. Ad spots scheduled 1-28 days in advance with ***placement priority guaranteed***
2. CPM varies among the 3 tiers of cities *(core/key/other)*
3. Minimum investment: 1,000 RMB per wave

Real-time bidding (CPC / oCPA*)
1. Exposure window selected in advance while placement ***would not be guaranteed.***
2. Impressions are distributed according to bidding price and ad quality.

3 **MINI PROGRAM ADS**
Pricing model : CPC

Real-time bidding
1. Exposure window selected in advance while placement ***would not be guaranteed.***
2. Impressions are distributed according to bidding price and ad quality.

WECHAT ADVERTISING RATE CARD

MOMENTS ADS PRICING
Scheduled

CITY	IMAGE AD	VIDEO AD
CORE (SH & BJ)	150 RMB / CPM	180 RMB / CPM
KEY (1st & 2nd TIER)	100 RMB / CPM	120 RMB / CPM
OTHER (3rd TIER)	50 RMB / CPM	60 RMB / CPM

Real-time bidding
available starting from 100 RMB per thousand impression with minimum investment of 1,000 RMB per DAY

OFFICIAL ACCOUNT PRICING
Scheduled

CITY	IMAGE AD	VIDEO AD
CORE (SH & BJ)	35 RMB / CPM	40 RMB / CPM
KEY (1st & 2nd TIER)	30 RMB / CPM	35 RMB / CPM
OTHER (3rd TIER)	25 RMB / CPM	30 RMB / CPM

Real-time bidding
available starting from 0.5 RMB per click with minimum investment of 50 RMB per DAY

MINI PROGRAM PRICING
Real-time bidding
Available starting from 0.5 RMB per click with minimum investment of 50 RMB per DAY

SELECT YOUR TARGET AUDIENCES

Depending on the ad's objective, advertisers may change some parameters in order to target the right people

How To Run WeChat Ads

Interest
Users' long-term interests
(what I like)

News / LOHAS / Automobile /
Entertainment / Travel /
Games / Food & Beverage /
Health / Sports / Cosmetics /
Home / Tech

Behavior
Users' specific behavior
(what I have done)

News / Fashion / Education /
Services / Finance / Business
services / Automobile /
Entertainment /
Parenthood / Travel / Real
Estates / Gaming / Food &
Beverage / Health / Sports &
Fitness / Beauty / Home /
Digital product

Geographic
Outbound China will be targeted by
country

(inner China Mainland) :

Core cities:
Beijing / Shanghai
Key cities:
Guangzhou / Chongqing /
Nanjing etc
Other cities

Age & Gender

Age:
from 14 to 60 years old
Gender:
Male / Female

Education
background

Primary school
Junior high school
High school
College
Bachelor
Master
PhD

Marriage status

Single
Newly-married
Married
Parenting

Mobile phone brand & price

By brand:
Apple / Samsung / Huawei /
Xiaomi / Vivo / etc.
Price range:
￥1500 to ￥4500+

Phone operating system & Internet provider

Operating system:
Android / iOS
Internet provider:
China Mobile / China
Unicom / China Telecom

ANALYZE THE PERFORMANCE OF YOUR AD

Impression data
Total impressions, Non charge impressions help assessing the range of audience the ad reached

Click data & Ad visual
Ad visual click rate, Landing page click rate help assessing the quality of the ad

Interaction data
Like rate, Comment rate and No interest percentage help assessing the interaction between users and the brand

Share data
Share to friends and Moments help assessing users' acceptance towards the ad and initiative to spread it

Follow data
Icon & Name click rate, Follow rate help assessing brand influence

Other customized data
Sales leads, Purchases and other data

RESTRICTIONS ON WECHAT ADS

## 1 Chinese advertising law & Tencent stipulation

1. Absolute terms such as "**national level**", "highest level" and "best" shall not be used.

2. No false or **misleading** advertisements may be placed.

3. The **data**, statistics, survey results, abstracts and quotations used in advertisements shall be true and accurate, and the source shall be indicated.

4. **False patented** products or patented methods shall not be involved in advertisements.

5. Do not use advertising ideas that are easily misunderstood and intentionally deceive or mislead consumers.

The call answer button misleads the user to click

More than 9 visuals placement is not available
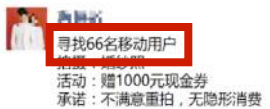
Can not use specific groups of people as activity conditions

6. The commodities or services of other producers or operators shall not be **belittled**.

7. The words "**well-known trademark**" shall not appear in advertisements (article 15 of the trademark law of the People's Republic of China).

8. "**National products exempted from inspection**" and other contents related to quality exemption shall not appear.

9. **Unauthorized** third party images or logos shall not be used.

10. The image and security of the state, the nation and society shall not be harmed.

11. It must not go against the requirements of building social and spiritual civilization and must not go against the good customs of society.

12. Shall not violate the advertising endorsement rules.

"Click to buy" button is not supported

2 Campaign advertising launch rules

1. WeChat advertising **limits the types of campaigns**: Promotional activities with strong inducement and high risk. Activities that do not involve the purchase of physical goods. The selection of spokespersons, models and actors, etc.

2. WeChat advertising **prohibited types of activities**: including but not limited to crowdfunding, 1 RMB shopping, etc.

3. WeChat advertising promotion campaign content basic requirements: advertising **content description** needs to be clear, detailed rules of the campaign.

4. **Lucky draw** campaign, prize price must be less than 5000 RMB.

5. **Gift activities** state clearly the variety, specification, quantity, time limit and manner of the goods or services provided as gifts.

6. Coupon activities,do not use activities to induce sharing, attract attention to quickly get fans or seek improper interests.

7. No format clause like "**XXX has the right to interpret this activity**" shall appear in the content of the activity.

Advertising consistency requirements

The products and brands promoted in the advertisement shall be consistent with the account opening and authentication subject and account content, and shall not be placed on behalf of others

RESTRICTIONS ON WECHAT ADS

Clothing & Accessories	Automobile	Life services	Food & Beverage	Beauty & Skin care	Electronics	Media publishing
No restriction but brands with a certain reputation / currently sold are allowed to advertise	No restriction	No restriction	Some ads placements are not allowed for Alcohol	Some ads placements are not allowed E-commerce is not allowed except JD etc. Hygiene permit is required	No restriction	No restriction
Agriculture	**Engineering**	**Game**	**Software**	**Media**	**Online audiovisual**	**News**
Some ads placements are not allowed	Some ads placements are not allowed	No restriction	No restriction	Some ads placements are not allowed	Some ads placements are not allowed	No restriction
Institutions	**Daily products**	**IT communication**	**Home furniture**	**Safety & Security**	**Environment**	**Transportation**
No restriction but approval is required from Chinese government to make Official Account	No restriction	No restriction	No restriction	Some ads placements are not allowed	No restriction	Some ads placements are not allowed
Real Estate	**Legal services**	**Retail products**	**Restaurant**	**Parenting**	**Business services**	**Jewelry & Watch**
No restriction but investment immigration is not allowed to advertise	Some ads placements are not allowed	No restriction	No restriction	Some ads placements are not allowed	Some ads placements are not allowed	No restriction
Outdoor sports	**Travel**	**Finance**	**Education**	**Photography**	**Relationship**	**E-commerce**
No restriction	Hotels with casinos are not allowed to place ads	Some ads placements are not allowed	No restriction but approval from Ministry of Education is required to make Official Account	No restriction	No restriction	No restriction

3 ● Case Studies

LA MER

Canvas consists of full screen video experience with creative animation.

La Mer Canvas ad promoting International Ocean Day and encouraging users to take environment-friendly actions

Moments Ads

Canvas Landing Page

Product presentation & International Ocean Day promotion

Customized ocean poster

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JOHNNIE WALKER

Canvas consists of full screen visual experience with creative animation.

Johnnie Walker brand event promoting customizable bottles

Moments Ads

Button redirecting to JD online store
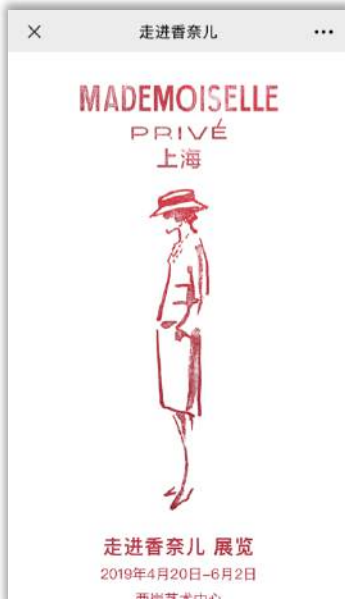

Customized bottle choices

CHANEL

H5 is the mobile version of websites opened in mobile browsers.

Chanel H5 ad promoting its exhibition in Shanghai & possibility to register online to book the visit

Moments Ads   H5 Landing Page   Booking information   Date selection   Booking confirmation

VAN CLEEF & ARPELS

Mini Program is the lighter version of an application integrated into WeChat system.

Van Cleef & Arpels event booking via its Mini Program
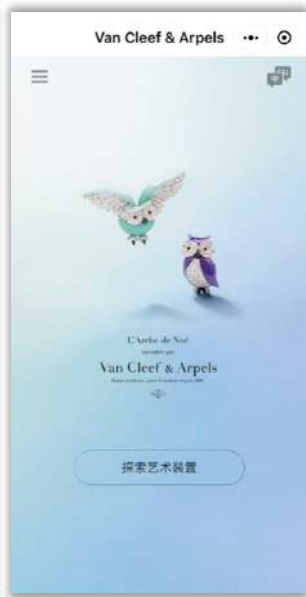

Moments Ads display

Bottom Ads display

Directing to Mini Program

Full screen

Event Booking

REMY COINTREAU

Canvas consists of full screen visual experience with creative animation.

Rémy Cointreau ad redirecting to creative Canvas to promote its products and Official Account

Moments Ads

Canvas Landing Page

Video & Cocktail formula

Follow the Official Account

Official Account page

ROGER DUBUIS

Follow button can be displayed in the bottom ad redirecting to Official account page.

Roger Dubuis bottom ad redirecting to Official Account follow button

Bottom Ads

Official account page

MONCLER

Follow button can be displayed in WeChat Moments directing to Official account page.
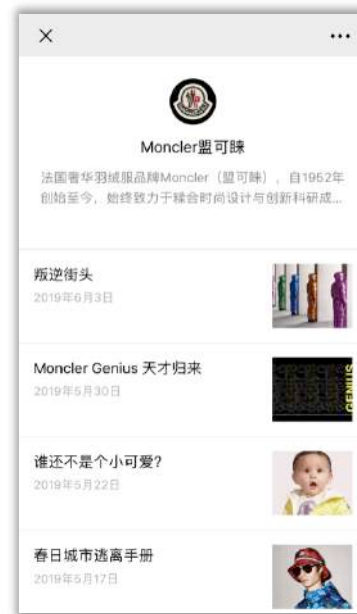
Moncler Moments ad redirecting to Official Account follow button

Moments Ads

Canvas landing page

Official account follow button

SK-II

LBS (Location based services) is targeting users in a specific area or city to drive online traffic to offline

SK-II Hong Kong Canvas ad celebrating annual anniversary & promoting exclusive products targeting Chinese tourists in Hong Kong.
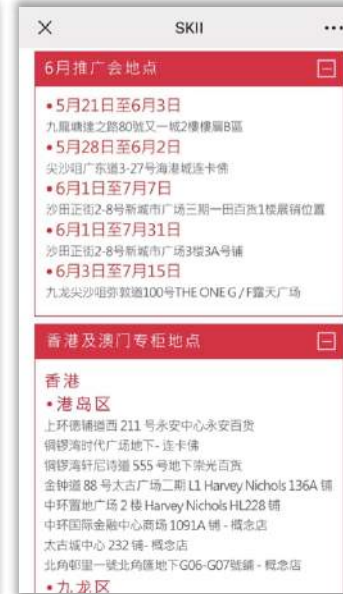

Moments Ads

Canvas Landing Page

Sogo mall address

Exclusive products only available in specific stores in HK

HK stores addresses

ROGER DUBUIS

Store location can be directly integrated in the Moments ads.
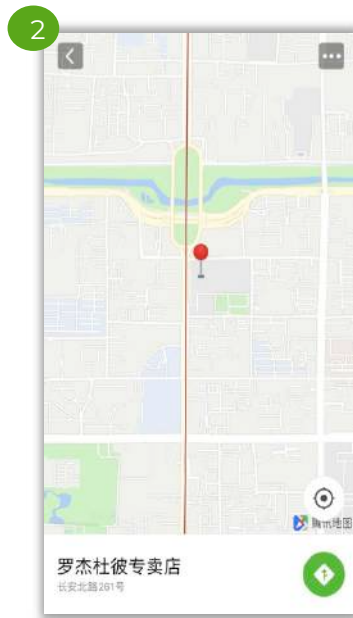
Roger Dubuis Moments ad redirecting to H5 & Store location

Moments ad format with store location

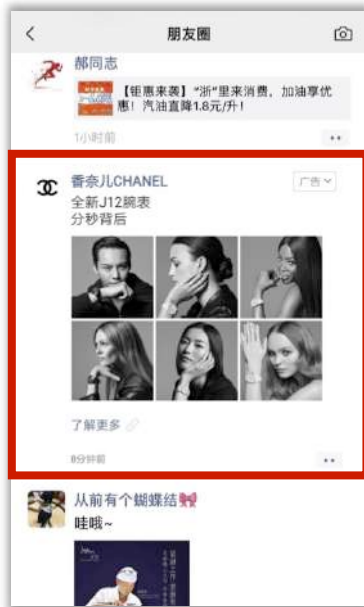Outbound link & QR code directing to the Official Account

XiAn store location

CHANEL

Store location button is in the end of the Canvas.

Chanel Canvas ad for new products release with store location inciting target audience to visit offline store

Moments ad format

New products presentation

Nearest store button

Map store location

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BUICK

Collecting sales leads can help brands targeting quickly potential customers.

Buick Canvas ad promoting its cars and test drive booking

Moments Ad

Canvas Landing Page

Product presentation

Online purchase button

Test drive booking & information fill

HELENA RUBINSTEIN

Sales leads collecting can take form of a brand event such as lottery.

Helena Rubinstein is promoting its products through a lottery draw H5 ad.

Moments ad

H5 landing page

Registration page for lottery draw

Registration confirmation

KING POWER

A Moments Ad can be directly linked to coupons.

King Power Duty Free ad encouraging online and offline purchase by distributing coupons

Moments ad

Coupon ad landing page

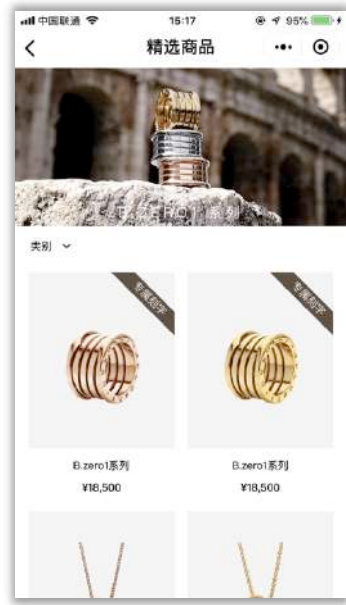Coupon details

BVLGARI

A Moments Ad can be directly linked to a Mini Program Online store.

Bvlgari promoting its Mini Program online store

Moments ad

Mini Program landing page

4 ● **About FABERNOVEL**

We are continually testing and implementing our ideas.
We're here to help you craft your future.
We're not only thinking differently,
we're doing differently.

FABERNOVEL

Making

FABER NOVEL

New

Since 2003, we've been pioneering new use cases and experiences, designing futures for both industry majors and startups, and creating code that works. We are a team of digital talents, at the innovation forefront.

WHERE INNOVATION HAPPENS

SAN FRANCISCO ---
PARIS ---
LISBON ---
SHANGHAI ---
SINGAPORE ---

REFERENCES IN CHINA

FABERNOVEL

RETAIL	Lane Crawford	bluebell	Galeries Lafayette	CHALHOUB GROUP	UNIBAIL-RODAMCO-WESTFIELD
LUXURY FASHION	KERING	LVMH	Ermenegildo Zegna	BOTTEGA VENETA	KENT & CURWEN 1926
DESIGNER BRANDS	Christian Louboutin	SONIA RYKIEL PARIS	CAROLINA HERRERA NEW YORK	Maison Margiela PARIS	PRONOVIAS BARCELONA
LIFESTYLE FASHION	CONVERSE	Juicy Couture	CAMPER	MANGO	i BLUES
WATCH & JEWELRY	RICHEMONT	ROGER DUBUIS	BOUCHERON PARIS	Chopard	BREITLING
TRAVEL & HOSPITALITY	ACCOR HOTELS	GALAXY HOTEL 銀河酒店	Expedia	Lagardère TRAVEL RETAIL	SNCF
FOOD & BEVERAGE	SUNTORY	Moët Hennessy	Carlsberg Group	RÉMY COINTREAU	bel sharing smiles
BEAUTY & FRAGRANCES	SHISEIDO	L'ORÉAL	PUIG	AMOREPACIFIC	Avène
	clé de peau BEAUTÉ	URIAGE	NINA RICCI	CLARINS	Aēsop.
FINANCIAL SERVICES	VISA	AXA	BNP PARIBAS	Groupama	CRÉDIT AGRICOLE

OVERVIEW OF OUR SERVICE RANGE

STRATEGY

China Innovation strategy
- Watch Reports
- Trends Books
- Benchmarks
- Startup scouting

Vision & Up-Skilling
- Learning Expedition
- Digital Academy

CREATIVE

360° Social Media Services
- Strategy & Planning
- Platforms Management
- Community Management
- KOL cooperation

Studio & Content Production
- Campaigns Creative
- Campaign Operations
- Editorial Content Development
- Visual Content Development

Media & Analytics
- Paid Media Display
- Social Advertising
- Data Tracking & Monitoring

TECHNOLOGY

WeChat Mini Programs
- E-commerce
- CRM & Loyalty

H5/MP for campaigns
- Campaigns Creative
- Campaign Operations
- Editorial Content Development
- Visual Content Development

UI/UX
- Research
- Design

FABERNOVEL

Thank you

CONTACT US

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