

Food & Beverage
DIGITAL CASE STUDIES



RHOVANIL

Analac
准备成长啦!

@permarket

INFAT

KUNNA

FERRERO



Glendée

Auchan

Made
in Russia

Hennessy



SWISS
CRINK

CAMP

THE
FRENCH
CELLAR

LES PRODUITS
LAITIERS



NATUREX

Wald

栗园老农





CONTEXT

After a series of high profile incidents, which have resulted in serious illness and even fatalities, damaging trust in domestically produced food in China. **European Union** contacted us to promote agricultural products from EU to Chinese consumers.



OUR APPROACH

Our partners are proud to collaborate with the European Union. We worked with EU organic label products to develop a smart Advertising & PR campaign on domestic platforms. The EU sought a media buying agency with experience in this scale of launch. As a Home-Crown, Mainland, Domestic agency we were perfectly placed for major platform communications.

OUR SOLUTIONS

PR on Main Media
E-Reputation
SEO Optimization

60 MEDIA
COVERAGE

+450K
EXPOSURE

+150%
SEARCH
ON BAIDU





CONTEXT

Made in Russia collaborated with us to work on their global communication project for China, promoting the Russian food and beverages exportations, business & culture, through their national brand and international media Russia Today.



OUR APPROACH

Confidential

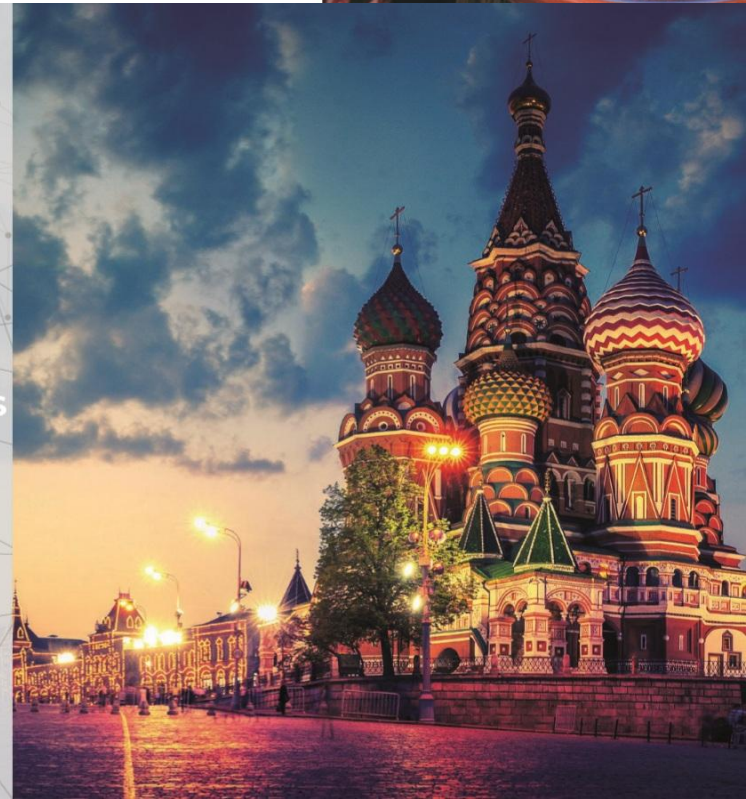
OUR SOLUTIONS

Confidential

15 MILLIONS
EXPOSURE

+7 MILLIONS
VIDEOS VIEWS

TOP BUZZ
OF THE
MONTH





CONTEXT

In 2014, Chinese food was the first worldwide sector and generated more than USD 2 trillion revenues. Nearly 85% of the Chinese people buy imported food. **Citadelle's** quality policy consists of transforming and commercializing first-quality maple syrup.



OUR APPROACH

More than 80% of the maple syrup production is exporting by Citadelle but maple syrup awareness is limited in China. Citadelle wanted to improve the maple syrup consumption so they contacted us to assist them penetrating such a lucrative market.

OUR SOLUTIONS

- Buzz
- E-Reputation
- Baidu SEO
- Video Contest
- Awareness Campaign

+4 MILLIONS
EXPOSURE

+200
ORIGINAL
RECIPES

+200K
SOCIAL MEDIA
INTERACTIONS





CONTEXT

EPERMARKET is one of Shanghai's most well-known online shops for expat groceries. The main goal of its founder, Jean Yves Lu, whom lived and worked in France for several years, is to provide healthy, and affordable food and products.



OUR APPROACH

In order to target the international community, we planned a digital strategy to attract potential clients to their estore.

OUR SOLUTIONS

- SEO (Google)
- E-reputation
- Social Media (Facebook)

**+500%
FOLLOWERS**

**+80%
ORGANIC
TRAFFIC**

**TOP
GOOGLE
POSITION**





CONTEXT

China is the world's biggest country with a colossal food and drink market. Urban consumption of seafood has already passed 40kg per capita. **True North Seafood** is obsessed with delicious, fresh seafood, and wants to be part of the Chinese seafood market.



OUR APPROACH

True North Seafood from Canada wanted to develop their presence and their e-commerce in China. They worked with us, to extend their eReputation and visibility in China.

OUR SOLUTIONS

- Social Media Campaign
- E-Reputation
- Press Release
- SEO on Baidu
- E-Commerce Engagement

ONGOING
CAMPAIGN

SUCCESSFUL
PRESS RELEASES

SALES
INCREASE





Glendee

CONTEXT

Glendee is a snack brand that is made from real tropical fruit. They produce potato chips, perfectly crispy and sweet coconut chips and other varieties. 9 million of Chinese tourists visit Thailand every year. Glendee wanted to start attracting them in their travels.



Glendee

OUR APPROACH

Glendee was a new brand with a low reputation, want to develop their sales to Chinese tourists, so contacted us to work on a plan. Our goal was to build their reputation and gain visibility to create purchases by Chinese tourists in Thailand.

OUR SOLUTIONS

Social Media Campaign
E-Reputation
O2O

+400k
EXPOSURE

+80%
CHINESE
CONSUMERS

TOP 10
FAVORITE
THAI BRANDS





CONTEXT

With the increase of Chinese tourists, **Kunna** doesn't want to offer their products only to the local people, but also for those tourists coming to Thailand to bring back this selection of greatness to their home country and share with their beloved ones.



OUR APPROACH

Kunna has now boasted more than 30 SKU of fruit and fusion snacks and rank the all-time best selling brand for Thai snacks souvenirs. They are not very popular in China, so they decided to work with us in order to reach more Chinese customers and raise awareness to drive sales.

OUR SOLUTIONS

- SEO on Baidu
- E-PR
- E-Reputation Campaign

60 LEADS MONTHLY

+350K EXPOSURE

1st PAGE Baidu RANKING





FERRERO

CONTEXT

The history of the **Ferrero** Group is a story of success in its third generation, in which the development of a multinational company perfectly combines with the past, present and future of a tenacious Piedmontese family.



FERRERO

OUR APPROACH

In order to develop their market, Ferrero asked us to build a WeChat Store and then develop an e-commerce campaign. We worked closely with the company and our experts to create an interactive store and activated the e-commerce strategy to boost sales.

OUR SOLUTIONS

- WeChat Store
- Content Generation
- 2nd Step e-commerce Activation

WECHAT STORE

ONGOING RESULTS





CONTEXT

The cheese market continues to see high double-digit value growth. This is a big opportunity for an organisation such as **CNIEL**, the French dairy inter-branch, recognized by French & European authorities and which brings players from the dairy sector.



OUR APPROACH

CNIEL seeks to promote French cheese in China. They contacted us for developing a digital campaign to sensitive Chinese consumers to French cheese.

OUR SOLUTIONS

- SEO
- Advertising Campaign
- Online Press Release
- DSP Campaigns
- Undercover Marketing

+3800
MONTHLY
VISITORS

+35%
FRENCH CHEESE
CONSUMPTION

30 KEYWORDS
1ST PAGE
OF BAIDU





NATUREX

CONTEXT

Naturex is an international group specializing in natural ingredients. Their expertise in plant extraction allows them to meet the demands of their industrial customers developing efficient & specific solutions for the food, health and beauty sectors.



NATUREX

OUR APPROACH

With the rise of health conscious consumers, Chinese customers are willing to spend money in natural products, Naturex wants to raise awareness and increase traffic, that's why the contact us for driving their digital marketing strategies in China.

OUR SOLUTIONS

- Social Media
- Content Strategy
- SEO Campaign
- Promotion Strategy

+60%
VISITORS

+50%
EXPOSURE

1st PAGE
BAIDU
RANKING





CONTEXT

Sunsnack is one of quality products from T.C. Pharmaceutical industries as known as a private company in Thailand which deals in beverage section with the great reputation of energy drink named "Red Bull"



OUR APPROACH

TCP Group contacted us to get more visibility and become more popular in China. We imagined and developed a creative strategy, which aims at building credibility, and awareness among Chinese tourists visiting Thailand.

OUR SOLUTIONS

- Integration in Chinese Forums
- Undercover Marketing
- Influencers Marketing
- PR Campaign

+40%
EXPOSURE

+80%
BUSINESS

TOP 10
SNACKS
AMONG
CHINESE
TOURISTS





CONTEXT

Chinese consumers are among the world's most health-conscious due to rapid growth and considerable lifestyle changes. With a unique twist opening, the Austrian cult brand **Twist and Drink** has made children of all ages happy all over the world for over 40 years.



OUR APPROACH

Children are a special target group to beverage marketers. Twist & Drink worked with us to developing a strong social media campaign on Chinese platforms, to develop the distribution.

OUR SOLUTIONS

- Social Media Campaign
- Online Contest
- Creative H5 Page
- Lead Generation

+30%
MONTHLY
FOLLOWERS

+150K
WECHAT
EXPOSURE

10 LEADS
DISTRIBUTORS
MONTHLY





RHOVANIL

CONTEXT

RHOVANIL is a unique glonal natural flavor labeling, and the market reference for natural vanillin needs, developed by Solvay, an advanced materials and specialty chemicals company, which is ranked among the world's top 3 leaders.



RHOVANIL

OUR APPROACH

Solvey wanted to promote their new brand in China, and reach the B2B market. We created a WeChat Store for B2B, with specific items and online invoice system. We've communicated, and developed a WeChat camapaign for their B2B brand.

OUR SOLUTIONS

WeChat Store
WeChat Invoice System
WeChat Account Management

WECHAT STORE

+350
CLIENTS

O2O
ENGAGEMENT





CONTEXT

In China, beer represents 75% of the amount of alcohol consumption in terms of volume. **Brasserie De Monaco** began life in 1905. The brewery produces an artisan, non-filtrated beer, destined for the region's luxurious hotels, bars and restaurants.



BRASSERIE DE MONACO

OUR APPROACH

High end beer consumption in China is increasing rapidly. Consumers are always searching for information about new imported beer. Brasserie de Monaco wanted to enter the Chinese market, and contacted us. Our team set up a digital strategy to create a positive reputation, develop social media visibility to target high end communities and support distribution development.

OUR SOLUTIONS

- E-Reputation
- Marketing to Distributors Campaign
- SEO Brand Control
- E-PR
- Social Media
- KOL (Key Opinion LEaders) Engagement

+40 000
MONTHLY
EXPOSURE

POSITIVE
e-REPUTATION

TOP 10
POPULAR
IMPORTED
BEER



BLONDE PILS
BOUTEILLE VERRE 25 CL & 33 CL



BLANCHE TRADITION
BOUTEILLE VERRE 25 CL & 33 CL



CONTEXT

According to the China Wine Market, as of February 2017, there were 48 million "wine lovers" in China and by 2022, this number will increase to around 70-80 million. In 2013, Vincent and Eric founded **The French Cellar**, a prestigious French wine club.

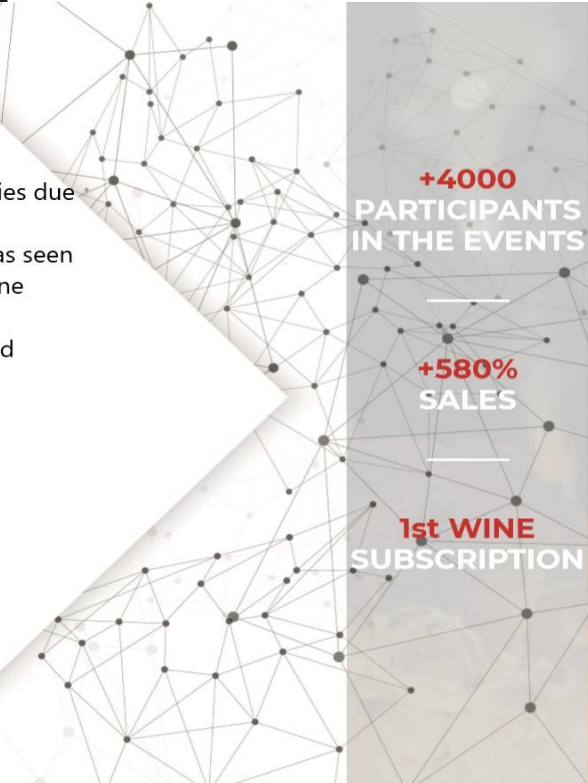


OUR APPROACH

The Chinese market offers great business opportunities due to its rapid economic growth and huge potential for international brands. China is the first country that has seen such impressive performance of online retailers in wine purchases. We helped French Cellar to establish the appropriate entry strategy with buyers, build trust and activate e-business.

OUR SOLUTIONS

- E-Reputation
- SEO On Baidu
- PR Campaign
- WeChat Marketing
- Wine Community Management
- Event Management



+4000
PARTICIPANTS
IN THE EVENTS

+580%
SALES

1st WINE
SUBSCRIPTION

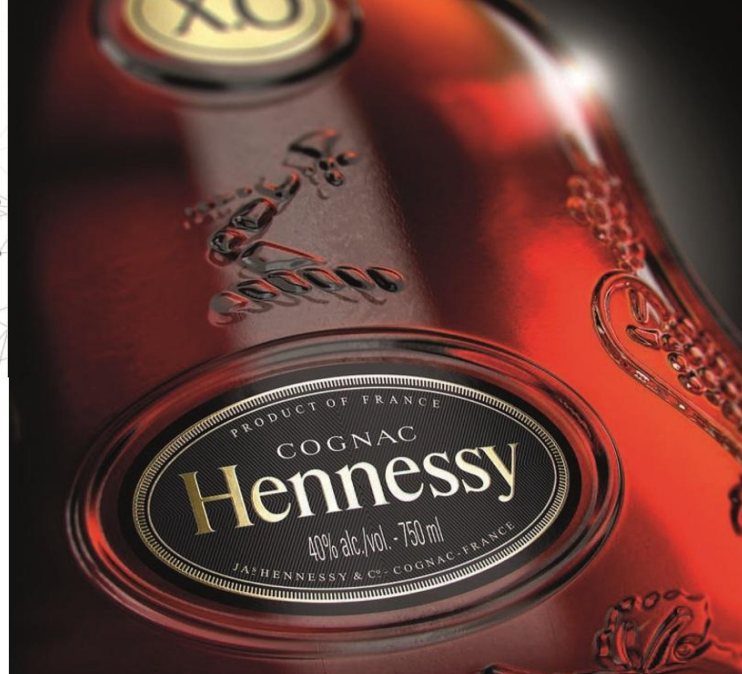




Hennessy

CONTEXT

Classic whiskey brand from Ireland, **Hennessy** started his business in 1765, and promoted the brand around the world. After three centuries, they have become the most famous whiskey brand globally. Hennessy is a top brand for cognac brands in China.



Hennessy

OUR APPROACH

Confidential

OUR SOLUTIONS

Confidential

CONFIDENTIAL RESULTS

SUCCESSFUL CAMPAIGN

