



# Export Marketing.

## Product to Premiums.

Webinar #4 // Export marketing in China.

14 August 2020

# Your hosts.



**Andy Cooley.**

Story.

**Creative Director.**

Highly experienced design and advertising creative.  
Passionate about creativity that helps businesses grow.



**Iain White.**

Brand.

**Communications Strategist.**

Extensive regional experience.  
Passionate about creativity and effectiveness.



**Ryan Molloy.**

Redfern Digital.

**CEO.**

Highly experienced China marketing  
specialist.



**Gavin Ger.**

Laava.

**Joint-CEO.**

Commercial specialist with a career spanning  
over 25 years in global management  
consulting, technology and entrepreneurship.

# The Story & Brand webinar series.

**Webinar #1** / Brand Foundations.

**Webinar #2** / Your unique Tasmanian story.

**Webinar #3** / Wrapping your brand story around touch points.

**Webinar #4** / **Export marketing.**

# Today.

- Redfern Digital, Shanghai.
- Laava, Sydney.
- Group Q&A.
- Wrap up.

Today **Ryan** is going to take us on a journey into the China market. And then **Gavin** is sharing an exciting new authentication and storytelling technology. To finish up we'll also have a 30 minutes Q&A to deep dive into your questions.

90min. Session / 45min Redfern. 15min Laava. 30min Q&A + Wrap up.

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DIGITAL



# AGENDA

## **The Digital Landscape**

Chinese Consumers

Branding and Localization

Entering the China Market

Paid Media

Tips for China Marketing

Case Study

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**The impact of COVID-19  
on China's Digital Landscape...**

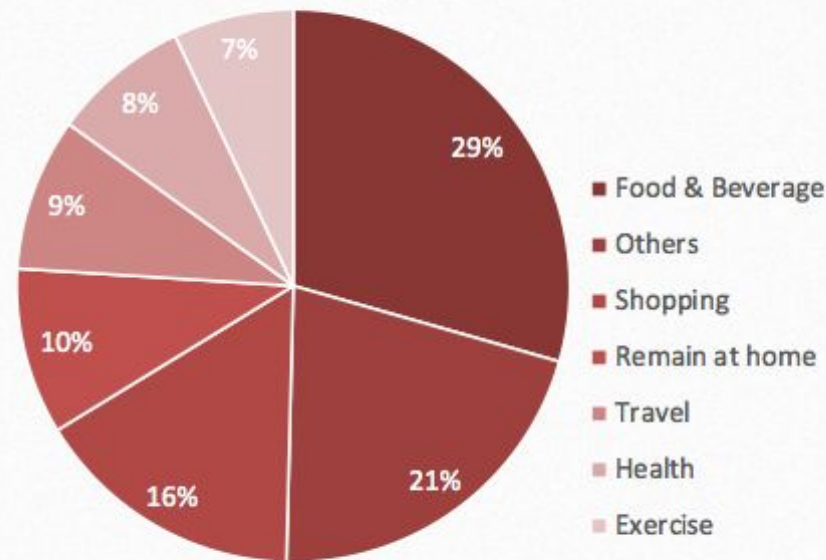
# How COVID-19 changed China's digital landscape

During the coronavirus outbreak, consumers were forced to stay indoors, causing them to spend in increasing amount of time online.

As a result, there was a surge in the number of businesses giving themselves a digital transformation, establishing accounts on social media and creating new sales channels through e-commerce.

- In the first four months of this year, China's total retail sales of consumer goods amounted to RMB10.68 trillion (\$1.5 trillion), a decrease of 16.2% compared with the same period last year, **while sales of online retail reached RMB2.56 trillion (\$360 billion), an increase of 8.6%.**
- 56% of Chinese consumers are now grocery shopping online more frequently than before the pandemic hit.

First consumption of Chinese consumers after end of lockdown



# Change in delivery services

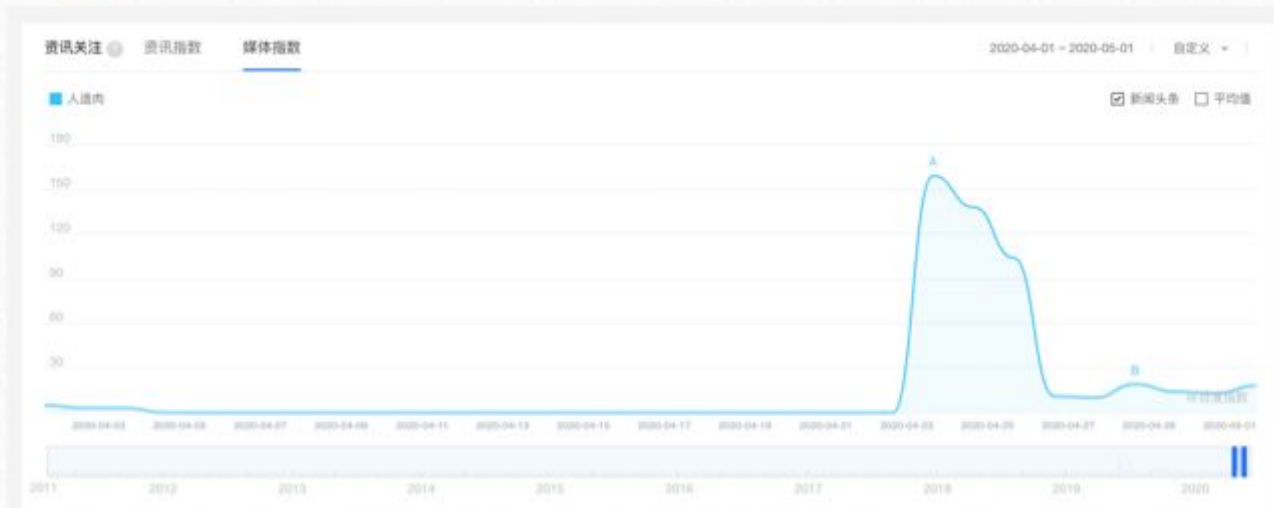
Another industry that has been heavily impacted by the coronavirus outbreak has been **food delivery** and **general delivery services**.

- As fear of contamination increased, food delivery services such as Meituan-Dianping and Alibaba's Ele.me have begun to offer more **groceries or semi-finished product deliveries**, instead of completed meals.
- There was an estimate of **70 million monthly active users** that took advantage of grocery delivery services in the month after CNY, an **increase of 59%** compared to the same month last year.
- For the **older generations**, the lockdown period forced them to begin using online food delivery services for the first time. Grocery delivery platform, MissFresh, stated that users aged above 40 increased by 237% between January 23 and February 23.
- A rise in demand for **contactless delivery** has led to innovations in delivery through **driverless vehicles** and the deployment of **lockers** as pickup locations for deliveries.





# Rising Food Trend : Plant-based meat



Since KFC and Starbucks launched their vegan meat, the word 'vegan meat' received impressive media search.  
(Source: Baidu Index)

除了半个小时的炸鸡薯条套餐设计外，肯德基还推出了两款炸鸡新品：辣鸡翅、番茄酱鸡翅。炸鸡爱好者们，你们准备好了吗？



今天冲动的炸鸡薯条套餐设计外，肯德基还推出了两款炸鸡新品：辣鸡翅、番茄酱鸡翅。炸鸡爱好者们，你们准备好了吗？除了半个小时的炸鸡薯条套餐设计外，肯德基还推出了两款炸鸡新品：辣鸡翅、番茄酱鸡翅。炸鸡爱好者们，你们准备好了吗？



Social media posts on began options offered by KFC and Starbucks.

The COVID-19 situation has created a growing opportunity for vegan meat or plant-based meat alternatives, as concerns over meat contamination with the coronavirus increase.

- In April, KFC announced the **launch** of their **plant-based chicken nuggets** and Starbucks introduced their **5 vegan meat products**, choosing the Chinese celebrity Li Yu Chun as their vegan meat brand ambassador.

Currently, plant-based meat consumption is still dominated by the younger generations based in higher-tier cities.

# A surging trend: Livestreaming

## Livestreaming and ecommerce. High brand awareness, low ROI.

Livestreaming has been marketers' savior during the crisis. Many social platforms have begun to implement **livestreaming driven e-commerce features**, such as WeChat, Weibo and Xiaohongshu.

According to official figures released by China in May 2020, the number of people using online live-streaming services exceeded 560 million in March (62% of internet users in China). Of this number, the users that are interested in the e-commerce side reached 265 million by March, giving e-commerce livestreaming a market share of 29.3%.



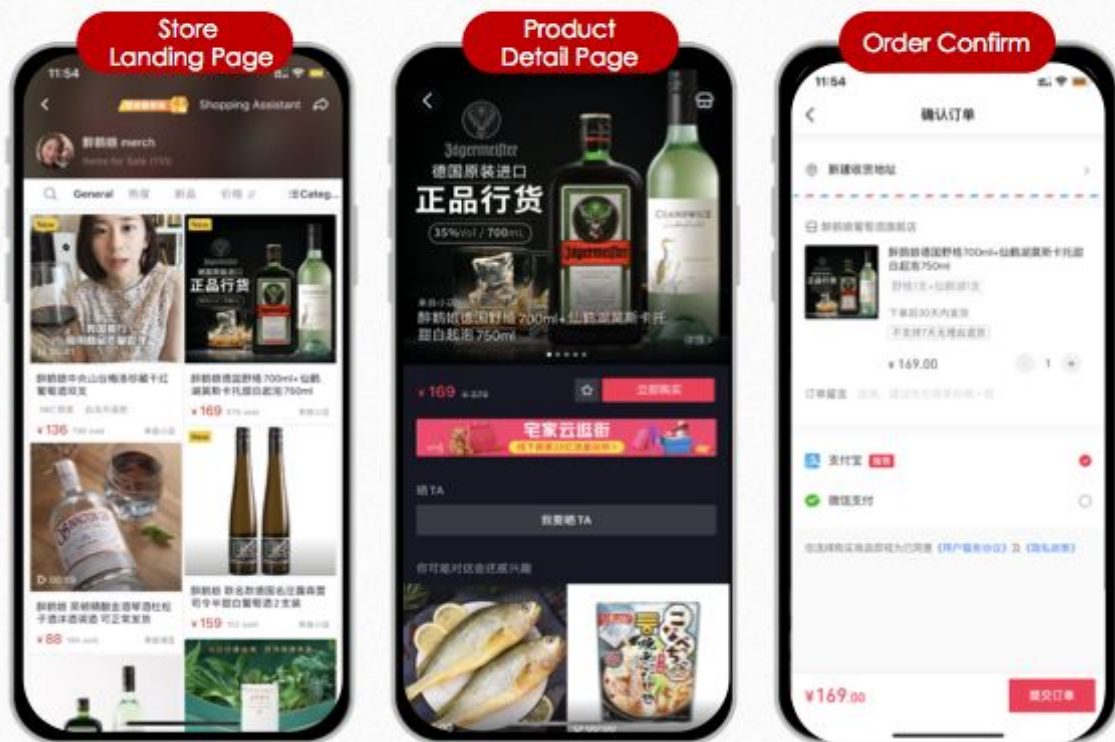
Livestreaming is not just a standalone marketing tool but can be used strategically alongside other online resources to drive sales of new products.

# Douyin Store

ByteDance allowed merchants to add mini programs on Douyin to sell goods directly to its users. It aims not only to **open e-commerce opportunities for big brands**, but also **small- and medium-scale vendors**.

In particular, Douyin's strengths in short video sector, along with the network of internet stars on its platform, could put it in an enviable position to capitalize on **influencers and social e-commerce**.

This means by adding mini-programs to their profile online sales can be completed without the need to leave the app and visit a seller's online platform.



Complete the loop from awareness to conversion within **3 clicks**

# Establishing WeChat Mini Programs

Why use Mini Programs to engage online users?

- A new way of connecting to users and providing services
- Easy to access and grow on WeChat, delivering a heightened user experience
- WeChat account (own media) + mini program = social commerce platform
- Integrate membership system and shop functions – CRM features
- Multi-channel traffic acquisition
- Easily accessed and disseminated within the WeChat ecosystem – closed loop
- Higher exposure (the mini program is automatically saved once it's clicked into)
- Personalization for the followers

Current numbers on WeChat...

1.2  
Billion

MAU on  
WeChat

2  
Million

Mini Programs  
Launched

1  
Billion

RMB of Daily  
Transactions  
through Mini  
Programs

746  
Million

Mini  
Program  
MAU



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**Consumer behavior in China...**

# The purchase decision-making requires an average of **eight** touchpoints in China.



# Social Listening

Questions to understanding the Chinese consumer:

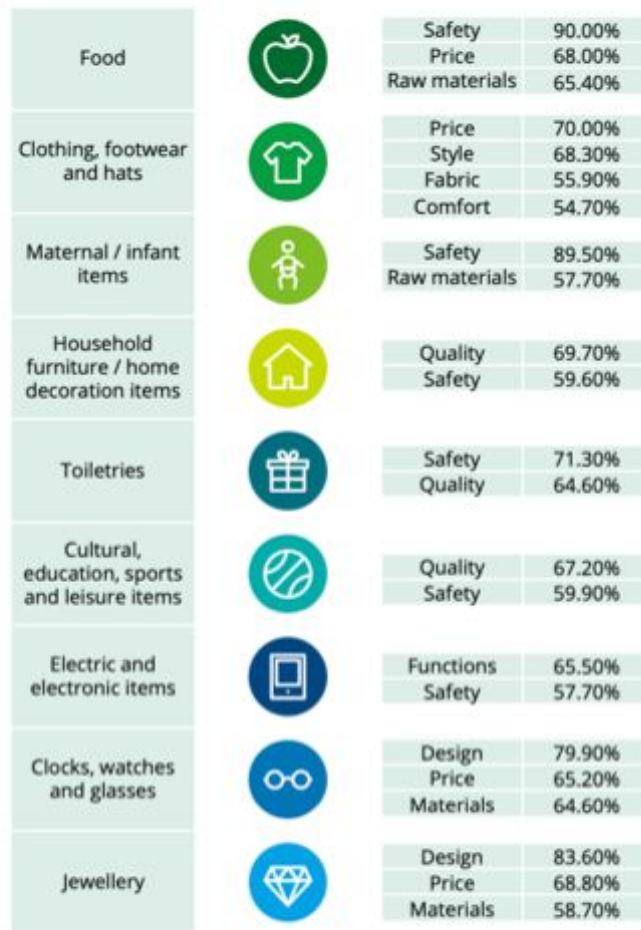
- Who do the consumers trust to provide **reliable recommendations**?
- What are the **key characteristics** that consumers look for when buying the product?
- What **preferences** do the consumers have for specific product categories?
- Why is buying **a specific brand** better than other brands?
- What are consumers saying about the brand or product on **social media and other online platforms**?
- What are the **popular trends** in the brand's specific category?



Social listening of the brand Den Gamle Fabrik (DGF) on Little Red Book and Weibo.

# Consumer concerns for different categories

- When marketing products, brands need to make sure that they address the largest concerns that consumers have for each specific category.
- The chart on the right shows the top factors that consumers consider when purchasing products from a number of different categories.
- Within these categories, many of the popular brands are not domestic. Examples include sportswear brands, watch brands, cosmetic brands, infant milk powder or infant meal brands, etc.







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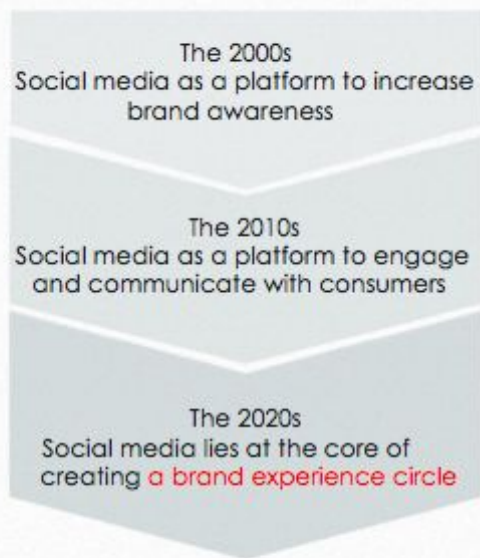
Case Study



# Brand marketing and social media are **evolving** together.

- **Social media** has evolved rapidly over the past two decades with the emergence of multi-platform strategies for brand communications.
- **Brand marketing** has evolved from simple online engagements to an online-to-offline approach.
- In a broader sense, social marketing helps to develop **a brand experience circle**.

## The evolution of social media



Source: iResearch; Kantar CIC

# Why is branding important?

## Offline

- Simple Product Display
- Sampling for taste
- Potentially video – but uncommon
- Packaging & Brand Awareness
- Sales Reps Pushing Promotions

## Online

- Price
- Ecommerce Landing Page & Function
- Current Sales

**Branding**

# Tips and Challenges for Branding and Localization.

- If you do not do it, the importer/distributor will do it for you, whether you like it or not.
- Understand your USPs and make it consistent across all your platforms!
- Localization is about more than translating the brand name, labels, website and marketing materials.
- Define your brand identity and position your brand correctly in China.
- Tell your brand story.

## The Challenges

- Your brand might be unknown online.
- Your brand might sound strange to Chinese consumers.
- The number of competitor brands in your category who already have an established digital presence makes it difficult for your brand to stand out, especially if it is an SME.
- Local and larger international competitors likely have a larger budget for online marketing.
- Competitors are competing on the same platforms and for the same target audience.

# Getting Branding & Localization Right

Why Localize? Cultural differences, differences in values, marketing differences

## How to localize for market

- **Brand education is key.** Chinese consumers are more likely to investigate a brand before purchase. This information needs to be readily available online and in Chinese.
- **Localization is more than just translation.** Branding checklist include: Typography, slogans, key points of communication, packaging, USPs, key visuals, brand designs, etc.
- **Don't fix what isn't broken.** Localization is about finding the parts that need to be changed to make Chinese consumers more receptive to the brand, rather than trying to change everything.
- **Appeal to the individual consumer.** In order to become successful, the brand needs to appeal to the specific characteristics of their target customer, e.g. education level, interests, behavior, living situation, city tier, etc.

## Questions for Consideration

- What elements should be localized and what should remain the same?
- How does the product fit into the Chinese lifestyle?
- What is the brand's current reputation or level of awareness among consumers in China?
- What are any general perceptions, stereotypes, misconceptions or connotations that need to be considered?



# Case Study: Branding/Localization Example: Heineken & Coca Cola

Type: No Adaption  
The Chinese name has no resemblance with the original sound or meaning



Result:  
• Brand is perceived as foreign and therefore premium

Chinese name:

喜

xǐ

Happy/pleased

力

lì

Power/Strength

Type: Dual Adaptation  
Both sound and meaning relate to the original name



可口

Kěkǒu

Tasty, delicious

可乐

kělè

Funny, amusing



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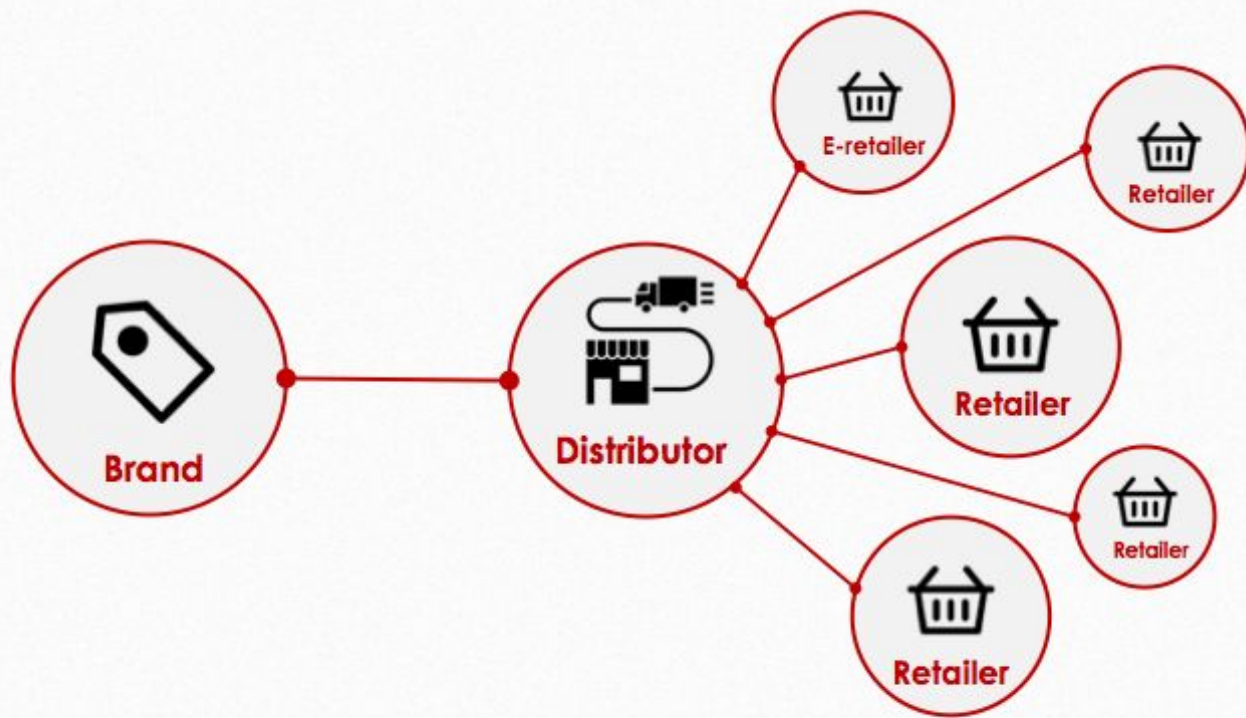


# Why is Ecommerce Important?

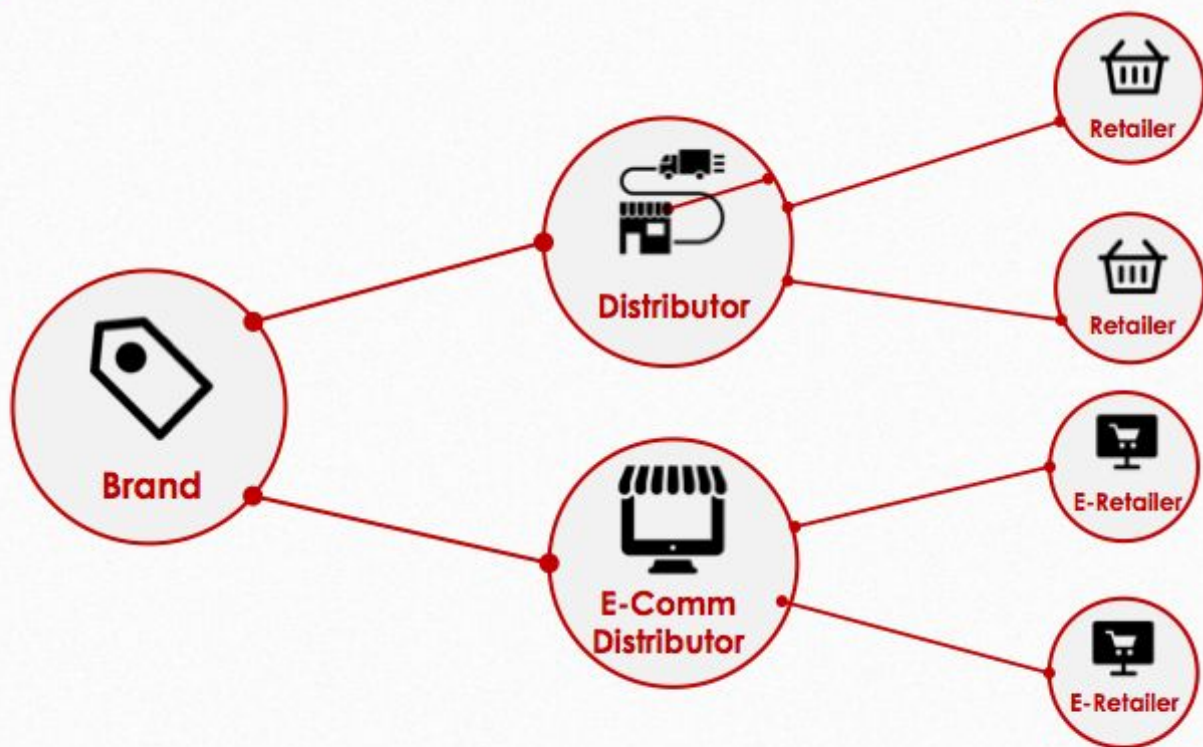
- 01** Most premium, foreign products are purchased online
- 02** Ecommerce landing pages provide better usage and functional information
- 03** More specific and niche audiences can be easily and accurately targeted through digital methods.
- 04** Provides nationwide touchpoints across China, even in locations where the brand's products may not be available in offline stores.
- 05** Acts as brand validation for both online and offline shoppers.



# The Situation



# What brands should be doing



# In-market Stages vs. Out of Market Stages

## Out of Market

Cross-Border Ecommerce



Private Traffic Store (Cross-Border E-commerce)



Daigou

## In-Market

Private Traffic Store



Online Retailer Mode



Vertically Integrated Platforms



Flagship 1



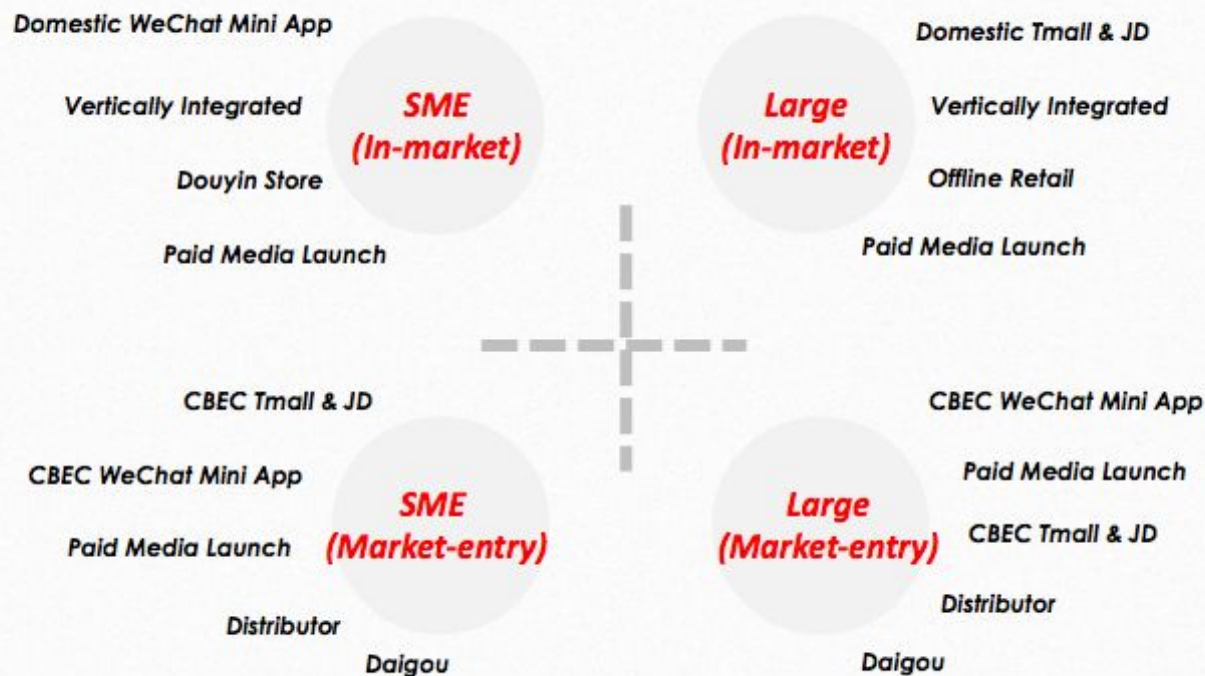
Flagship 2



Offline Retail

**Tmall Costs more than JD – FALSE!**

# Which one is right for me?



# Social Media & Grassroots Ecommerce, Flagship Stores and New Retail



小红书

**Little Red Book:** A social e-commerce platform. Users come to RED for trusted, quality content. It is an ideal place for new brands to create word of mouth and build its brand presence in the highly competitive Chinese online market.



**Douyin Store:** Douyin allows users to both link to stores on e-commerce platforms such as Taobao and set up a native e-commerce shop. Setting up a Douyin store allows followers to buy products directly on the app.

**Youzan** is one of the most popular WeChat store developers.

Benefits of these platforms include:

- Easy to offer discount codes
- Import products directly from Shopify
- Receive payment via WeChat and Alipay directly to overseas bank account



**Tmall Global** Tmall is the cross-border arm of Tmall.com, with a user base of 601 million. It is a B2C platform and one of the most popular cross-border market places in China where international brands can run their own stores.



**JD Worldwide** is the cross-border arm of JD.com and it's the second largest B2C platform in China. JD is known for its excellent logistics network.



**Kaola** is one of the largest e-commerce hypermarkets in the Chinese market.



**Hema** is Alibaba's rapidly expanding offline retail store. It's the digitization of the entire value chain.



**WeChat Mini Program** are built within the WeChat platform. Users no longer need to leave the WeChat ecosystem.

# Platforms, Products, Pricing

ECOMMERCE MAPPING

## What platforms is my brand currently selling on?

Category Example: Chocolate  
Brand: Whittaker's Chocolate  
Origin: New Zealand



Tmall Flagship Store JD Flagship Store Kaola Flagship Store

Mapping out your brands' **current presence across all online sales channels** is key.

## What products are selling?

Category Example: Coffee  
Brand: Dallmayr  
Origin: Germany



If your products are already being sold in market, understanding **which SKU's are the hero's** will help you define your product strategy.

## What pricing are the products selling at?

Category Example: Gin  
Brand: Tanqueray  
Origin: England



**Price differentiation** can vary significantly across platforms depending on the category, you must understand where the sweet spots are for your approach to pricing, discounting and promotion.

# Competitor Analysis

How many brands are competing online in your category? Learn from your competitors.

## Platforms (Social & Ecommerce)

- I. Analyze social media activity on platforms, including WeChat, Weibo, Douyin, Yizhibo, Meipai, Youku etc.
- II. Analysis on Social Commerce platforms such as: Xiaohongshu, Youzan and Weidian.
- III. Analyze competitor brand performance on e-commerce platforms (products, pricing, promotion)

## Performance

- I. How does sentiment towards the brands compare?
- II. What are monthly sales on e-commerce platforms for competitors?
- III. What are monthly trends for likes, reposts, comments and overall engagement?

## KOL/Paid Media Usage

- I. What types of KOL's/social media/paid media channels have competitors used?
- II. What engagement was achieved during the campaigns?
- III. Which mechanisms showed the most success?

## Content

- I. Topics, Campaigns
- II. Tone of voice

# Private Traffic

The concept of 'private traffic' has become increasingly popular in the past year. Private traffic refers to traffic that brands have direct control over without the need for third party costs. Private traffic depends on the willingness of Chinese consumers to directly interact with the brand, which highlights the importance of community building.

## Private traffic through WeChat Groups:

- WeChat groups exist for a number of different interests or categories
- Frequently, brands will create their own WeChat groups specifically for their customers. Doing so allows them to directly interact with their customers, offering promotions or building up word-of-mouth marketing.

**Public traffic:** Identify potential customers

Marketplaces that experience huge and undirected traffic that is not under the brands control.



## Converting public to private traffic

**Private Traffic:** Manage and communicate with customers to encourage repeat purchase.

Brand-owned apps



Mini-programs



Personal/Official accounts



Community



Group chats/  
private chats







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# Content is King but...Spend is just as important!

AWARENESS

Branding

CONSIDERATION

PURCHASE

- Increase brand exposure and utilize offline sampling where possible
- Use KOLs and promotional tools to precisely target the audience, enhance brand awareness and increase word of mouth attention
- Increase brand resonance with the target audience by highlighting the products' unique selling points and value proposition as well as delivering an emotional message
- Guide event participants or those who read the posts to follow the official account. Drive these potential consumers to purchase.



# Paid Media and Budgeting

## Types of Paid Media in China



### 01 Social Media/E-commerce Paid Media

Paid promotional tools built into the platforms



### 02 Product Seeding

Sending products to grassroots users to generate noise about the brand



### 03 Key Opinion Leaders

KOLs can promote the product or service to their follower base

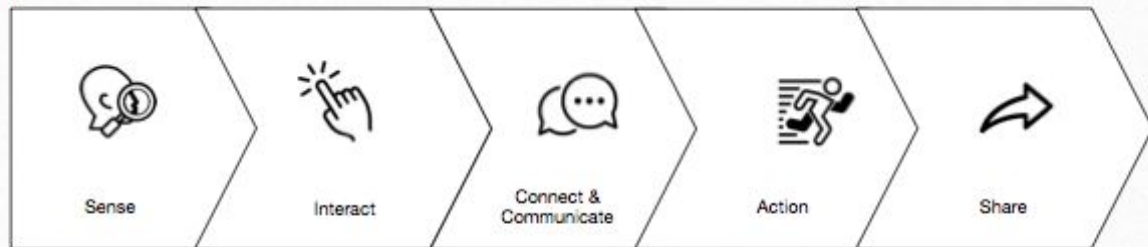
One of the biggest issues foreign brands encounter when entering China is that they **underestimate the budget** needed for an effective marketing strategy. Yearly budgets for brands can range between **USD 10,000 on the lower end to over USD 1,000,000 for larger brands**

Marketing services that your budget may look to cover include:

- i. Baidu Search Engine Optimization & Search Engine Marketing
- ii. Public Relations
- iii. Website Development
- iv. Paid Media

# Product Seeding

Product seeding is when brands send their products to grassroots users (and not KOLs). The users can try out the products and discuss it online, generating digital noise for the brand and increasing the brand's online presence. Although this option may be cheaper than using KOLs as KOLs will ask for compensation, with product seeding, the brand cannot control what the user will say about the product.



## Suggested Seeding Platforms:

- Seeding in LRB;
- Seeding with live streaming and video;
- Seeding in pushouts.



## Communication Strategy

- To bring awareness first and then boost sales. LRB is a platform where the brand can both increase awareness and sales.
- Top level influencers to do market education, mid level influencers to introduce consumption variety and micro influencers to make massive noise for the brand itself.
- Do frequent promotions and creative campaigns.

# Key Opinion Leaders (KOL's)

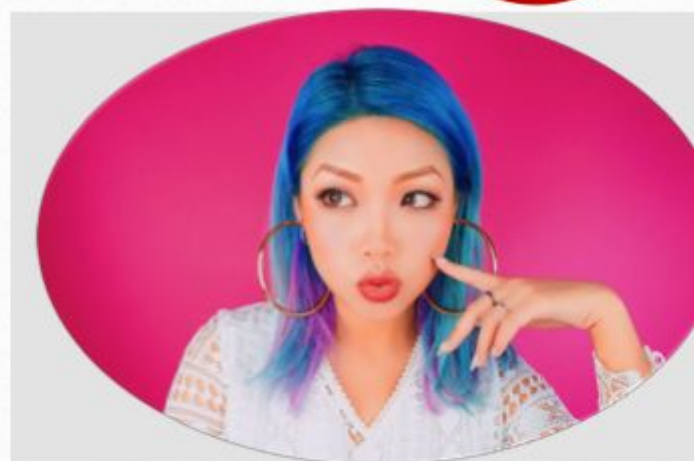
Influencers, or as they are called in China – KOLs (Key Opinion Leaders) are extremely powerful, and are instrumental in most China marketing campaigns. Even if the KOL is not directly selling the product, they are heavily influencing purchasing decisions.

Methods of working with KOLs:

- **Sponsored content:** Content that is published by the KOL through their personal channels to their followers can increase brand awareness.
- **Product reviews:** Having KOLs provide product reviews to increase brand credibility.
- **KOL giveaways:** Provide products to KOLs to hold giveaways for their followers and generate interest for the brand.

Content can take the form of text and image articles or videos.

In 2017 it is estimated that over 1 billion USD was spent on KOL advertising in China.



**Don't be too commercial!**

# Cost vs. Spend KPI: Annual

## Promotional Tool

RMB24,000



Engagement: 14,400



Post Reads: 6,720,000



New followers: 3,000

## Media Buying

RMB179,000



Engagement: 25,000



Following diversion:

16,000

## KOL

RMB250,000



Engagement: 400,000



Post views: 375,000



New followers: 5,000

## Seeding

RMB40,000



Notes: 400



Transition of the marketing mode

### Vanity Marketing

Focus on brand awareness, own media views and fanbase



### ROI Marketing

Focus on click, conversion and sales

# Achieving the Goal: Sales vs. Traffic





**Promotional tool**  
Investing in platforms to give posts/accounts greater exposure

**KOC seeding**  
Sending out products to users and getting them to post about it with real product experiences

**KOL seeding**  
Sending out products to KOLs with a smaller fee for them to give product soft exposure

**KOL pushout**  
Working with KOLs to develop content which meets our requirements

**CPS partnership**  
Coordinating KOLs on a sales-commission basis instead of paying them per post.

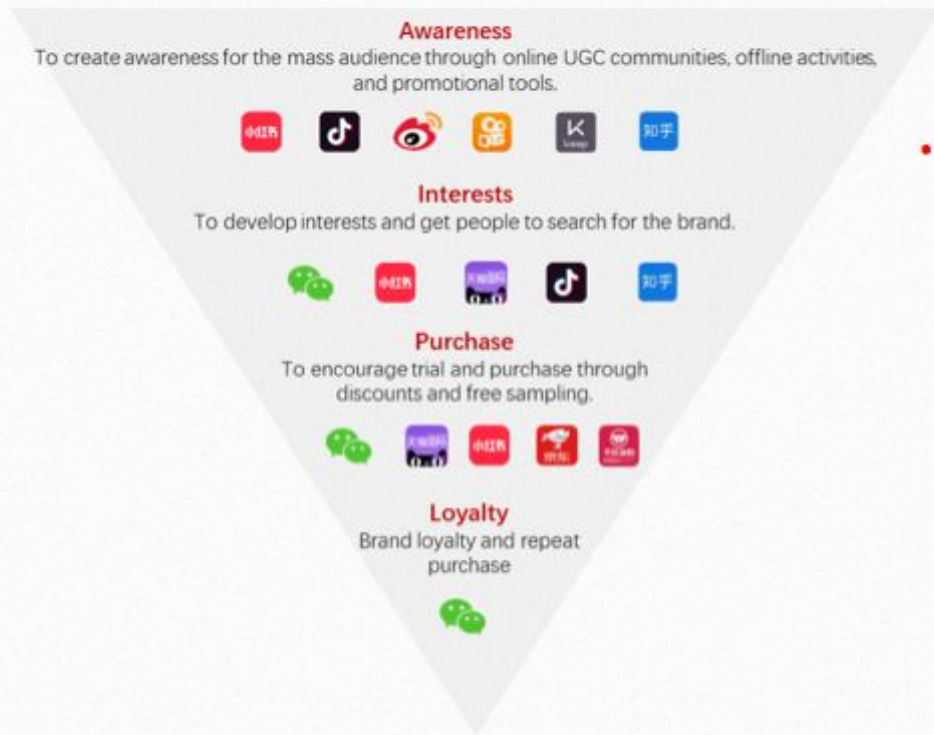
 WeChat	CONVERSION	AWARENESS	AWARENESS	AWARENESS & CONVERSION	CONVERSION
 Weibo	AWARENESS	AWARENESS	AWARENESS	AWARENESS	CONVERSION
 Little Red Book	AWARENESS	AWARENESS	AWARENESS	AWARENESS	CONVERSION
 Dou Yin	AWARENESS	AWARENESS	AWARENESS	AWARENESS & CONVERSION	CONVERSION

\* KOC: Key Opinion Consumer, one who can affect the purchase decision in her/his friend circle.



# A as many outlets as possible!

*Make it as easy as possible for people to access your products*



- Brands need to ensure that they are **across as many sales channels and touch points as possible**, then invest in paid media to create massive hype to drive traffic volume.



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# Top 15 Tips for China Marketing



1. *Understand the difference with China's digital landscape and internet behavior.*



2. *Research your brand's specific industry or category in China.*



3. *Look on social media for consumer insights on products within your industry/category.*



4. *Research what competitors are doing in the market, e.g. platforms, campaigns, products, etc.*



5. *Determine your brand/product's unique selling points (USPs).*

# Top 15 Tips for China Marketing



6. Define your purpose for creating content and develop content pillars.



7. Develop marketing material for the China market, e.g. key visuals, designs, slogans, etc., but make sure not to go overboard with localization as to render your brand unrecognizable.



8. Know your target consumers and understand their characteristics and behavior.



9. Choose the platforms that you will be conducting paid media on.



10. Collaborate with KOLs on promoting your brand.

# Top 15 Tips for China Marketing



*11. Conduct product seeding with KOCs.*



*12. Create a multi-platform marketing plan that will form a cohesive story for the brand and will have goals and KPIs for each step. The plan should include marketing format (e.g. text, image, video, livestream), content plan, campaign ideas, paid media tools, and upcoming festivals to promote during.*



*13. Reassess and readjust after each campaign.*



*14. Work on building up a community of customers and building up customer loyalty with the aim of encouraging repeat purchases.*



*15. Remain up-to-date with the latest trends in social media or in your category.*



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# Case Study: Bellamy's Organic

Category Example: Baby Food & Infant Nutrition

Brand: Bellamy's Organic

Origin: Australia

Social & Paid Media, E-commerce

## Campaigns

The brand launched a lot of promotional campaigns, combined with calendar festivals such as 11.11, 6.18 etc.

## Product Seeding

Cooperates with a wide range of KOLs and grassroot KOCs, especially on LRB, to share reviews and increase brand exposure. Vlogs are used to give potential consumers a more intimate connection to the brand.

## Celebrities

Bellamy's invited Zhang Zilin as a brand ambassador to represent the brands' values. Recently, they have also worked with Gina Alice (pianist) who is known as Lang Lang's wife.

## Livestreaming

Cooperates with KOLs to conduct in-store livestreaming as well as e-commerce livestreaming to drive sales.



BELLYAM'S  
ORGANIC



REDFERN  
DIGITAL





# Case Study: Bellamy's Organic

*Influencers play an important role*



# Case Study: Bellamy's Organic

Key visuals on Bellamy's E-commerce landing page

听贝拉米牛牛说  
是什么,让我的有机牛奶  
如此珍稀而独特?



USP: 1% rare  
organic milk

1%的珍稀

这是最纯生活的有机牧场  
土壤纯净无污染,如果纯天然生乳  
你知不知道?

像这样能被  
有机认证的有机土壤  
全世界可只剩1%了!

资料来源: "The State of Organic Markets"



更多OMEGA3

更多欧米伽3的  
原产地的牛奶

要比普通牛奶多出  
40%-60%的  
Omega3呢!

(这是美国农业部认证的有机牛奶!)

资料来源: "Organic Milk and Omega-3 Milk: U.S. Consumption  
and Sales, Fall 2014" (http://www.ers.usda.gov/publications/organic-  
milk-2014) (Source: USDA)

1 认证前需 3 年等待期  
来净化牧场的土壤以及生态环境



Environment

2 水质及周围环境  
严格监测污染指数



Safety

3 "不打针"的奶牛,不用生长激素,  
不用抗生素促生长,不用药物来催奶



Milking cow

**MAKING BRANDS CHINA RELEVANT.**

Story & Brand™

laava®

The global mark of trust

Connected Packaging / Telling your story to consumers.

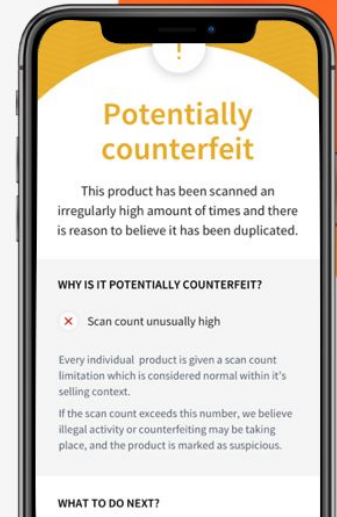
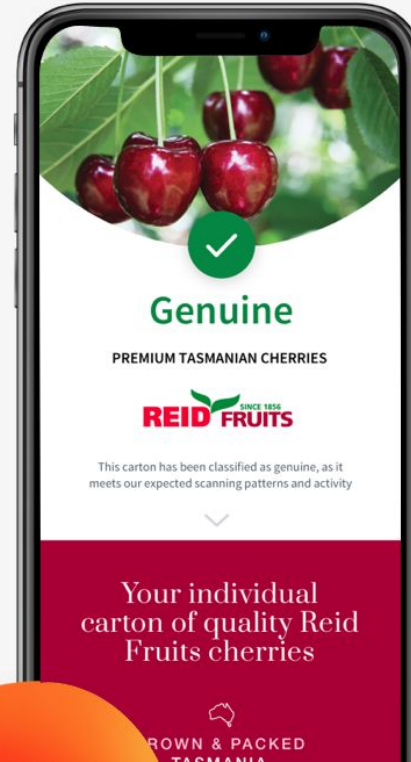


APAC  
PROVENANCE



seedlab  
tasmania

# Allow consumers to see what you already know



# Laava Smart Fingerprints™ enhance trust

by combining the ability to

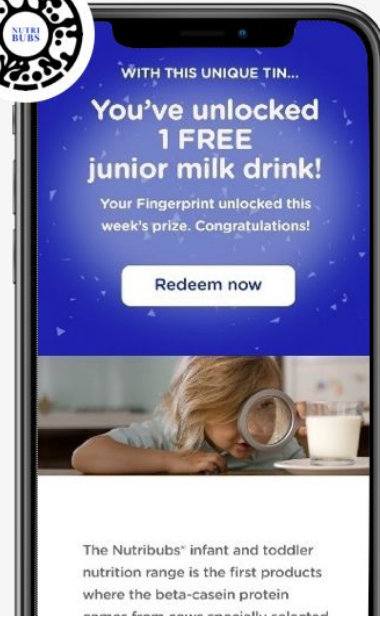
## Authenticate

Confidence in Product  
and Provenance



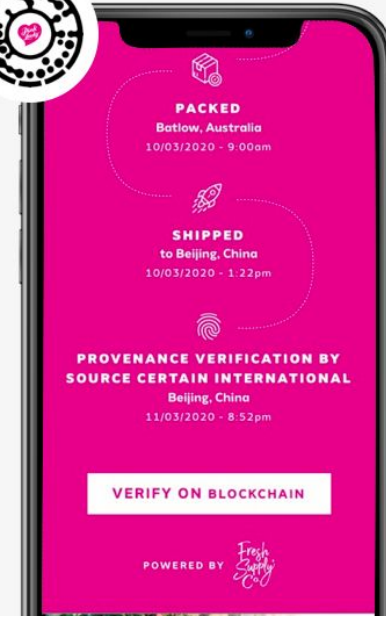
## Communicate

Rich Consumer Engagement  
and Storytelling



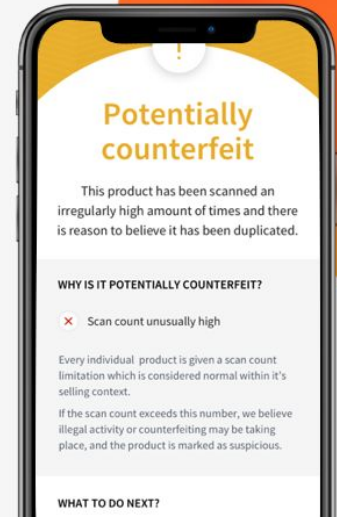
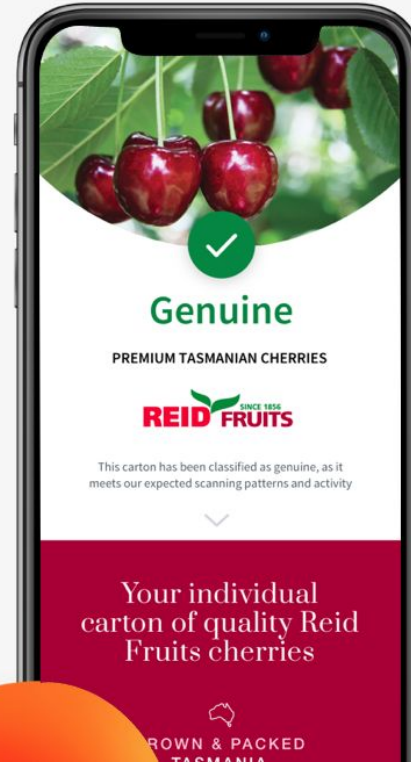
## Integrate

ERP, Packing, Traceability and  
Blockchain Systems



# Let's try it now!

Type [scan.Laava.id](https://scan.Laava.id)  
in your phone browser (*Safari or Chrome*)





# Existing identifiers were **never designed** to authenticate

In 2018/19, Australian cherry leader Reid Fruits and their customers suffered major losses due to **QR code substitution** by counterfeiters using look-alike QR codes.

**“Customers often find QR codes confusing and untrustworthy.”**





# Brands want to own the moment of truth

And are actively directing customers to their owned media via their trusted channels. Laava supports this trend.





# We're building the **world's mark of trust**



## Designed to be **Trusted**

- Every single product has its own unique Laava Fingerprint
- Patented optical technology - Fingerprints contain no data
- The data is in the cloud, with customisable business rules



## Exceptional **Brand Experience**

- No app to download – scan at 'yourbrand.com' or via your WeChat site
- Fully brandable and designed to engage
- Supports rich digital consumer experiences



## **Easy** and **Cost-Effective**

- Low cost: AU0.01c per Fingerprint (or less)<sup>#</sup>
- Easy implementation: pre-printed labels or API
- Labels and digital content delivered in as little as 48 hours, start-to-finish!

## Feature Case Study

# Reid Fruits

- Laava's first full-production China project.
  - First Laava WeChat deployment.
  - First Laava rules engine deployment.

**DEMO ONLY**

**REID FRUITS**

Scan to verify this product



**1** 扫描网址或微信  
Scan in WeChat or visit **scan.laava.id**

**2** 扫描此唯一代码  
Scan this code to verify this product



**REID FRUITS** SINCE 1856  
TASMANIAN CHERRIES

**REID FRUITS**

Verify this product is genuine



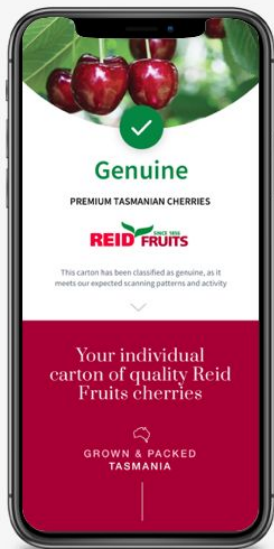
**1** 请在微信中扫描  
Scan in WeChat or visit **https://scan.laava.id**

**2** 验证产品真伪  
Scan unique code in the Mini Program

Feature Case Study

# Reid Fruits

Scan experience



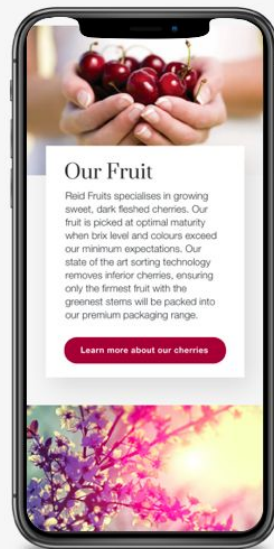
Authentication Story



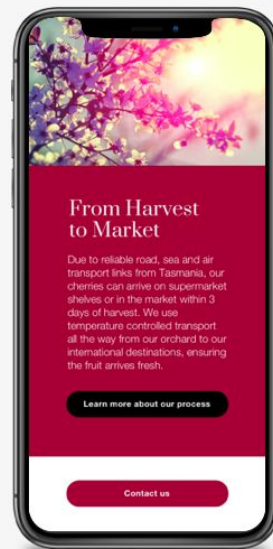
Brand Story



Provenance Story



Product Story



Engage Deeper

# A day in the life of a counterfeiter

One of **10 real-world counterfeiting schemes** shut down by Laava's technology in season 2019/20.

The following are **actual** images of suspected counterfeiters at work.

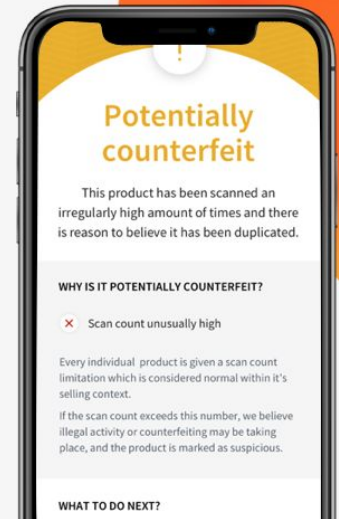
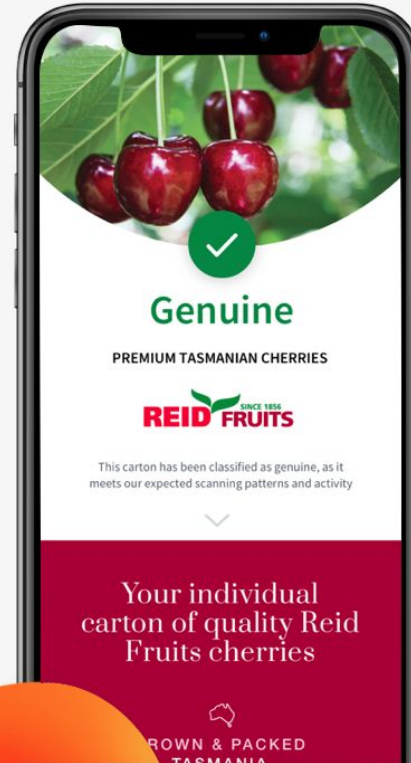
**DEMO ONLY**

**REID FRUITS**

Scan to verify this product

1 扫描网址或微信  
Scan in WeChat or visit **scan.laava.id**

2 扫描此唯一代码  
Scan this code to verify this product





## Scan #01

Scan of what appears to be a genuine Reid Fruits 'Gold Kangaroo' box (including security features).

Situation normal – no business rules have been triggered yet.

This image is *real* and captured by Laava's computer vision system during the 2019/20 season.



## Scan #02

No business rules have been triggered yet, but later inspection shows what appears to be tampering – label cut out of box.

This image is *real* and captured by Laava's computer vision system during the 2019/20 season.

ID FRUITS  
SINCE 1856

ify this product



2 扫描此唯一代码

Scan this code to  
verify this product





## Scan #11

Scan count now exceeds business rules set by Reid.

Laava Fingerprint status automatically changes to 'suspicious'.

Later inspection shows the Fingerprint being scanned into software for editing

This image is *real* and captured by Laava's computer vision system during the 2019/20 season.





## Scan #22

Laava Fingerprint status remains 'suspicious'.

Later inspection shows the Fingerprint being laid out for bulk re-production and printed.

The Laava Fingerprint will generate 'suspicious' warnings whenever it is scanned.

This image is *real* and captured by Laava's computer vision system during the 2019/20 season.



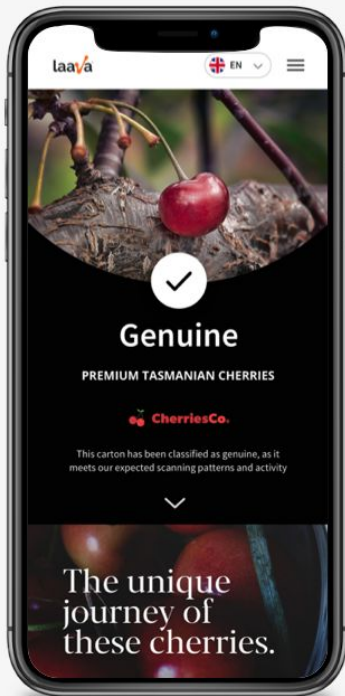
Industry Collaboration Concept

# Brand Tasmania

Scan Experience



Visit [scan.laava.id](https://scan.laava.id) to scan



Authentication Story



Traceability Story



Brand Story

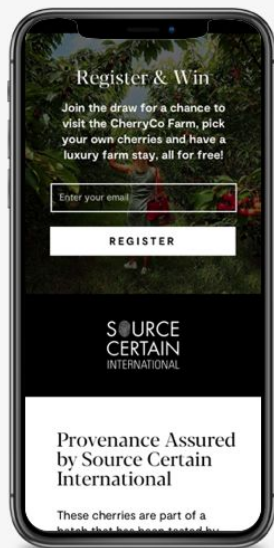
Industry Collaboration Concept

# Brand Tasmania

## Scan Experience



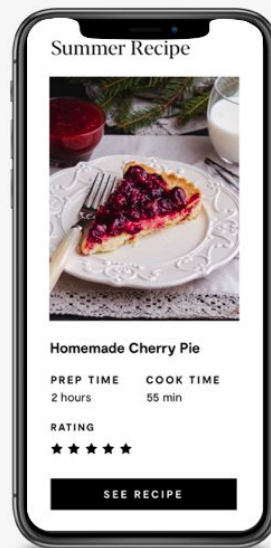
Tourism Story



Register CTA and Provenance Assurance Statement



Tasmanian Story



Recipe Story



Socials CTA

Case Study

# Citrus Australia

First blockchain integration, and strategic partnership with Trust Provenance, Citrus Australia and Australian Made

## Cara Cara Naval Orange 1kg Nett

Orchard Number:\*\*\*2

Exported by:  
Mildura Fruits Co

Address:  
The Crescent Mildura,  
Victoria, Australia 3500

Phone:  
+61350509382

Pack House:  
2883 Mildura Fruit Company  
MEETS ICA-02 V3069

## VERIFY THIS PACK IS GENUINE



① 扫描网址或微信  
Scan in WeChat or visit [scan.laava.id](http://scan.laava.id)



② 扫描此唯一代码  
Scan this code to verify this product



M1\_03856

Cara Cara Naval Orange

Count 32

Orchard Number 1653-19

Packed By:  
Mildura Fruit Company  
The Crescent Mildura  
Victoria Australia 3500  
Ph: +613 50211644

MEETS ICA-02 V3069 Est. 2883  
5407120271013

Skist Cara C3 150PP ME CL1Chin

VERIFY THIS PACK IS GENUINE



① 微信扫码打开小程序  
Scan in WeChat or visit [scan.laava.id](http://scan.laava.id)



② 扫描此码 验证产品真伪  
Scan this code to verify this product



55-43545



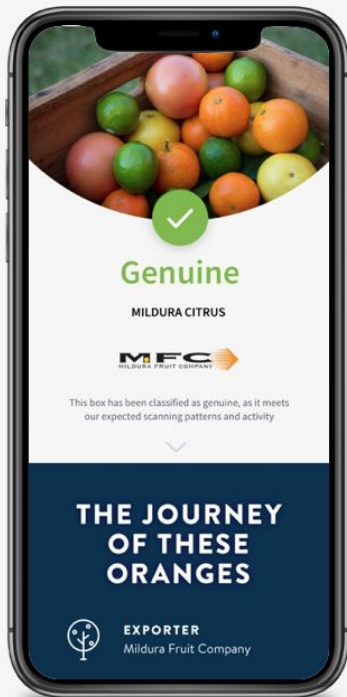
## Case Study

# Citrus Australia

### Scan Experience



Visit [scan.laava.id](https://scan.laava.id) to scan



Authenticity Story



Traceability Story



Product Story

## Case Study

# Aldi Wines

First client-branded scan URL



VISIT  
[ALDI.COM.AU/SCAN](http://ALDI.COM.AU/SCAN)  
ON YOUR  
MOBILE



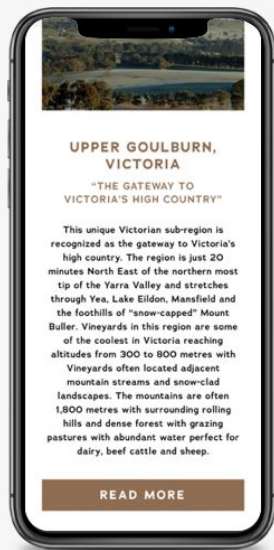
Case Study

# Aldi Wines

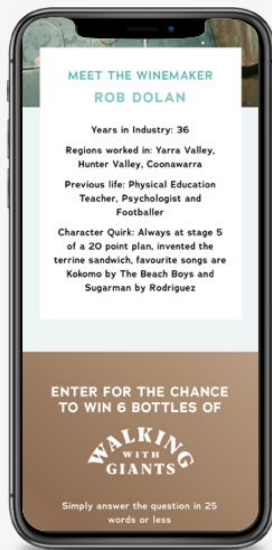
## Scan Experience



Traceability and Product Stories



Brand and Provenance Story



Brand Experience and Call to Action



Retail Cross-Promotion Story



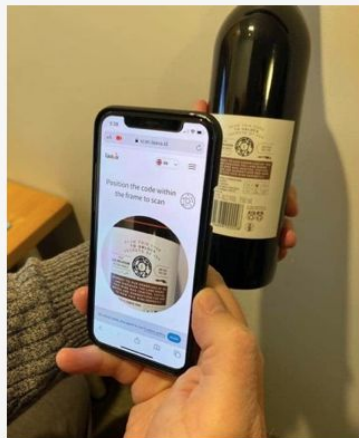
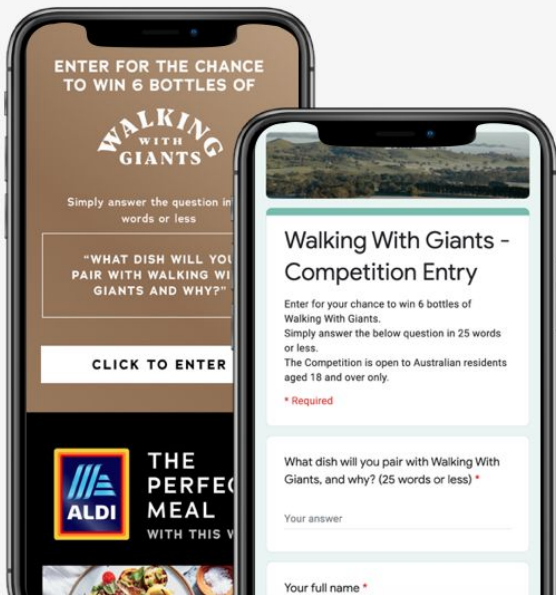
Retail Cross-Promotion Story



Case Study

# Aldi Wines

Retail and  
Consumer Experience





# Further Resources

## Get in touch

**Gavin Ger**

Email: [gavin@laava.id](mailto:gavin@laava.id)

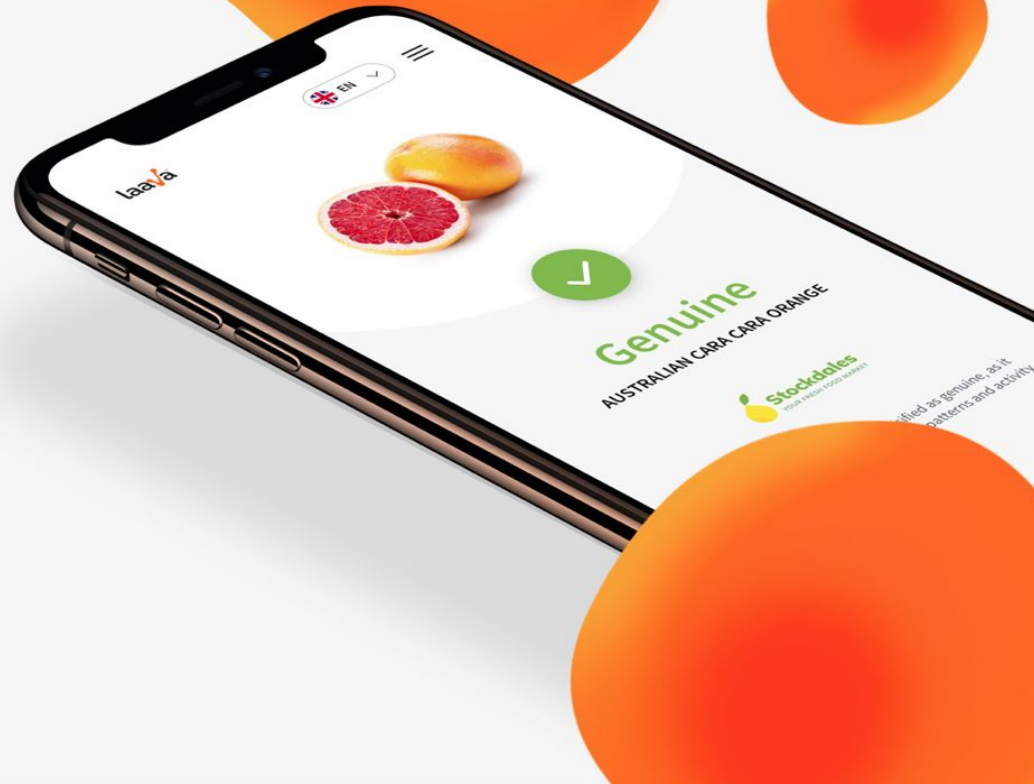
Phone: +61 402 023 703

Twitter: [GavinGerAU](https://twitter.com/GavinGerAU)



Suite 7, 18-20 Cooper Street, Surry Hills 2010 NSW, Australia

[laava.id](http://laava.id)





Story & Brand™

Q&A

# Your premium brand playbook.

## **Webinar #1 / Brand Foundations.**

Brand foundations and logos. Tools: Positioning, USP, personas, naming, brand purpose, brand on a page.

## **Webinar #2 / Your unique Tasmanian story.**

Brand stories. Tools: Create your Brand Story that connects to your customer, RTBs, T-Shirt statement and IMPACT.

## **Webinar #3 / Wrapping your brand story around touch points.**

Case study. Tools: Competition mapping, First-Best-Only, Know-Like-Trust customer journey, brand touch point frameworks to apply your Brand Story - Packaging, POS, Website and Social.

## **Webinar #4 / Export marketing in China.**

Understanding the China customer, market and top tips.  
Exciting technology for food, beverage & agribusiness.



**Story & Brand**<sup>TM</sup>



Story & Brand™

Thank you.

