

Marketing In China

– With Examples of Gaming laptop brand –

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Agenda

01

China Market Overview

02

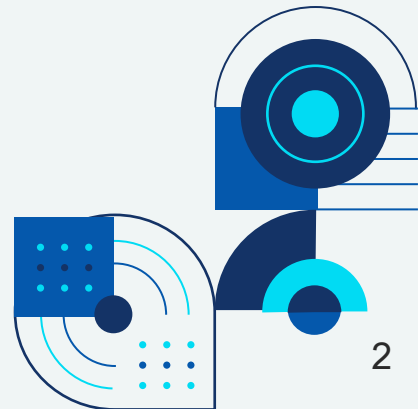
Customer behavior

03

Marketing Examples from Gaming Laptop Brands

04

Future prospects



01

Overview



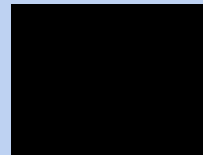
China is the biggest Market in Asia with 1.4 billion people



Population

No.1 Most Country

1.4 B



Territory

No.3 biggest Country

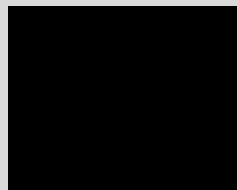
9.6 M km²



Language

No.2 Most Speakers

Simplified
Chinese

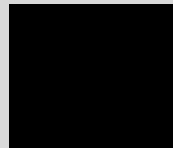


Age

0-14 : 18.0%

15-59: 63.3%

60 up: 18.7%

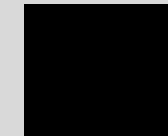


Religion

folk religion 74%

Buddhism 16%

Taoism 7.6%



Political
System

Communist
Party



China market is Fundamentally Different, e.g. unique digital platforms

Search

Social Media

Videos

E-commerce

Streaming

Global



Amazon



China



Baidu



Weibo



WeChat



Alibaba



China digital market is divided by 3 giants(BAT)

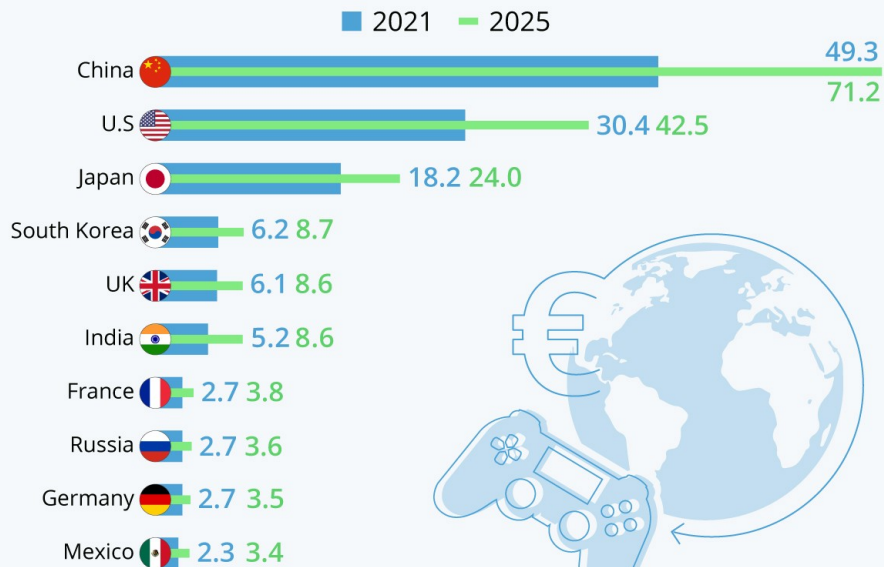


China Gaming Industry Overview

China has the highest revenue and growth rate in gaming market

The World's Top 10 Gaming Markets

Estimated revenue of video games per country (in billion U.S. dollars)



As of June 2021

Source: Statista Digital Market Outlook

1st

Highest Gaming Revenue in world

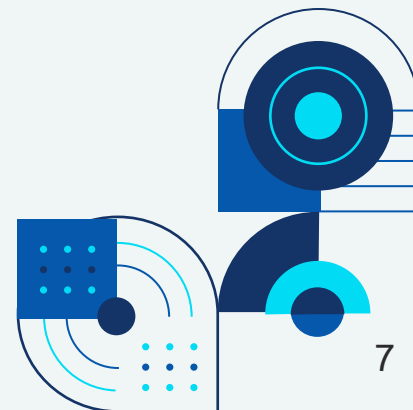
14% CAGR

Fastest Growth Rate 2021 - 2026

163 Million

E-Sports Gaming Audience

(1/3 Global Audience)



China Gaming Laptop brands

Top Gaming laptop brands in China from Taiwan (about 40% market share)



acer



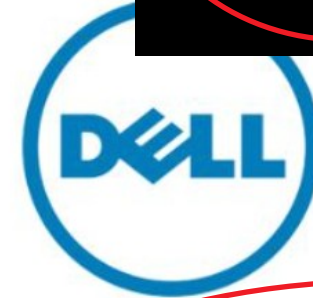
HUAWEI



荣耀 honor



Lenovo 联想



msi



Microsoft



ASUS®
华硕品质·坚若磐石



02

Customer behavior



A mobile-first market, and lots of differences compared to western

A mobile-first market

Almost all media activity is on mobiles & they spend 7 hr./day



Resource :Harvard Business Review(2019)

Unique KOL culture

KOL are important to drive purchases by streaming



Government

Government monitor and remove controversial content



China Gaming Customer Persona

Gaming customers are young generation and mostly only child in family



Aged 21-31

Main Users 'age group

60% +

They play games almost every day

7 (Men) : 3 (Women)

Recent Gender Trend

80% +

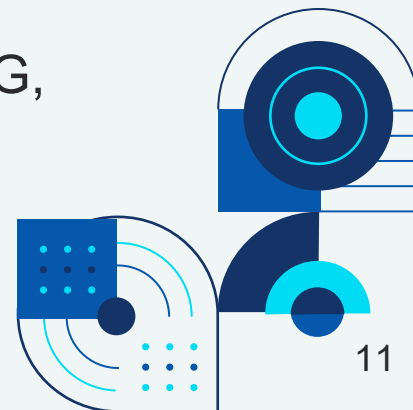
Only child in family: high spending power

70% +

Core users from big city

Wide range of interests

Gaming, Variety Shows, ACG,
Manga, Music...



China Gaming PC Customer behavior

Customer's buying behaviors are mostly affected by online contents

NEEDs

- **70%** PC Gamer had been replaced by **Mobile games**
- PC Gamers prefer **Hi-quality** Game, and they need high-tier PCs

Buying behavior



They had already decided which product to buy **on Internet**



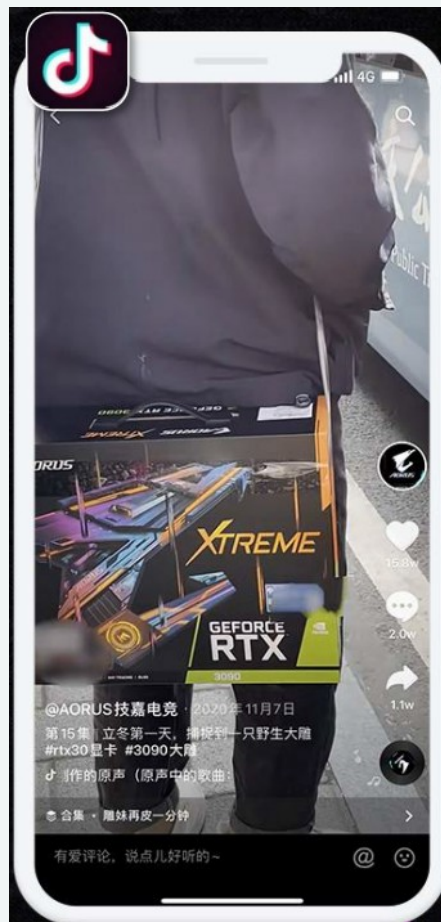
Digital content affects **85%** customers' decision-making

03

Marketing



Gaming Laptop brands operate multiple social Media platforms



Approach customers with dramas, animation, comics and holiday celebration



芒果tv 正在热播 会员抢先看



带你到世界之巅
BANK YOUR HEART

把梦想实现

Build the branding recognition through member and fans activity operation

Online Knowledge Content



Offline Player activity



Create Royal VIP



04

Future prospects



1.

Aim Right

Aim at high consumption potential group and approach them by operating daily APPs they used.

2.

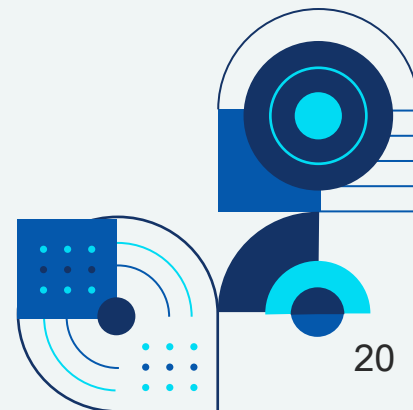
Online+ Offline

Create Online content to attract consumers, and hold “offline” experiences to manage loyal consumers

3.

Be Sensitive!

Be sensitive and reactive to the government rule, e.g. China Tightens Limits for Young Gamers



Thank you!

Any questions?

