THE INSIDER

FOREIGNER CATAGORY

2019
KOL BIBLE

LUXURY
FASHION
BEAUTY
TRAVEL
F&B
FITNESS
CHILD & PARENT
FOREIGN

BY PARKLU

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SPECIAL THANK YOU

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“

Kim Leitzes founded PARKLU in 2011 because she knew there had to be a better way for brands to work with Chinese influencers.

Since then, global brands such as Apple, Unilever, Estée Lauder, Lululemon, Booking.com, and the NBA have all used PARKLU to launch highly successful KOL marketing campaigns in China.

The company puts China’s top content creators all on one platform and adds comprehensive, real-time campaign tracking software and analytics. PARKLU regularly works with companies small and large, from independent labels to Fortune 100 multinationals.

With PARKLU’s platform, marketing teams can save hours of research, improve their communication with KOLs, and track campaigns automatically using marketing technology built in-house. The web-based platform and app compiles essential data from across all of China’s social media networks and lets you automate influencer payments, reporting and other time-consuming tasks.

We’re proud to have been featured in The New York Times, Forbes, Ad Age, Campaign, CCTV, WWD, Retail in Asia, TechNode, and Jing Daily.

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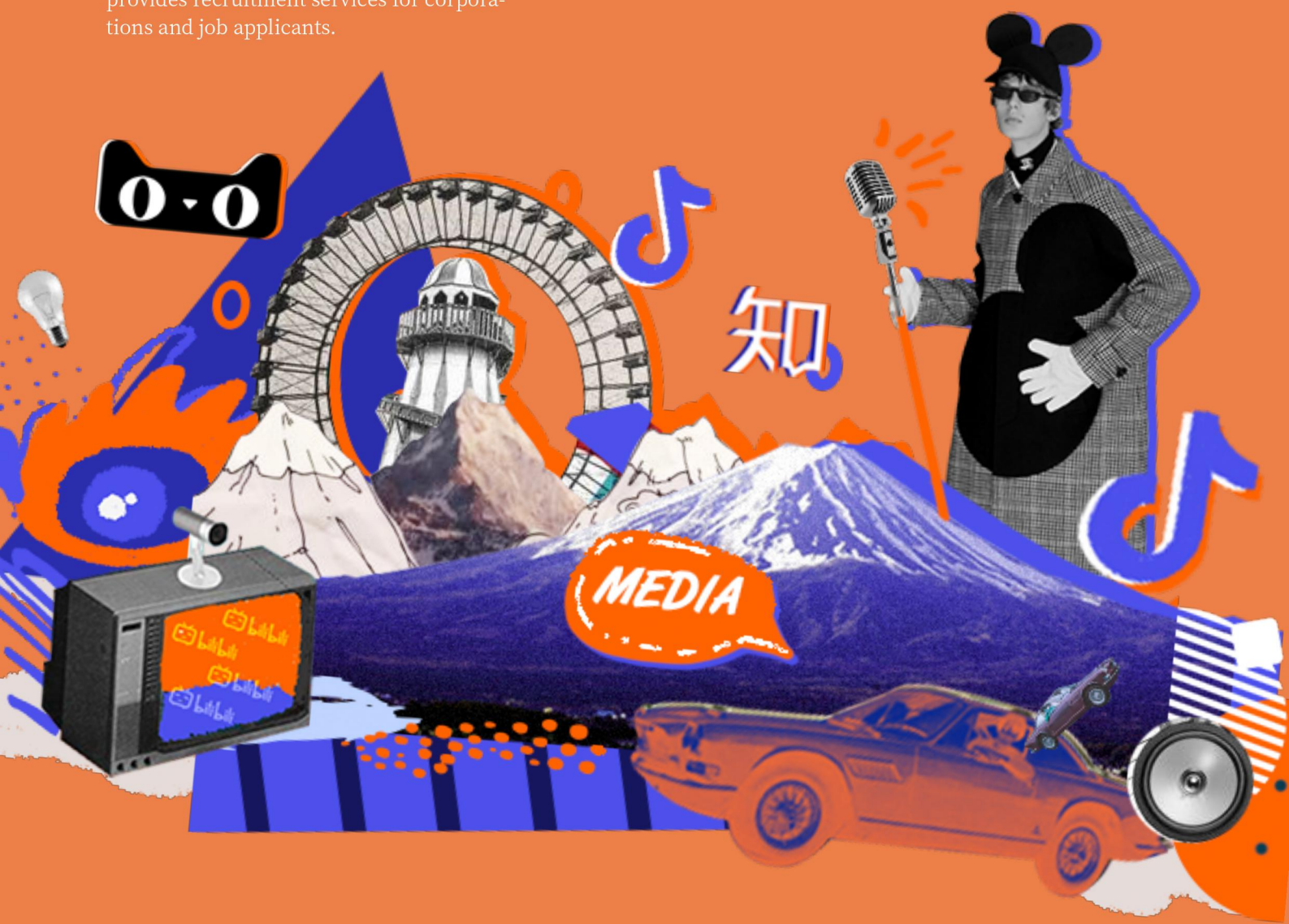
SocialBeta

Leading Social Media and Digital Marketing Platform with Personnel Recruitment

Found in 2008, SocialBeta is the leading digital media in China focusing on digital, social media, marketing innovation and creativity. They cover top marketing and ad news, case studies and resources related to publishing, agency, brand and digital platform. They also provides recruitment services for corporations and job applicants.

Exploring The Evolution of Communication between Brands and Consumers



WeChat accounts:
hisocialbeta

SocialBeta owns HUNT Community (the online community for case sharing) and Dujiao Recruitment (the first Chinese digital marketing recruitment platform)

@SocialBeta 0571-86892880

SocialBeta
Leading Media of Digital Marketing
www.socialbeta.com

独角招聘
The Recruitment Platform of Marketing and Advertising Fields
www.dujiao.net

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How do foreign brands create their Chinese names?

If you're thinking about the Chinese market seriously, finding your Chinese name is the first thing you should do.

Translation & Localization services with LITAO: we help you find the right words.

Let's say we want to develop a Chinese name for the brand **Tinggly.**

Tinggly.com is completely evolving the way gifts are given and received. With more than **1000+** travel and adventure experiences to choose from in over **100+** countries, the gifter offers the recipient the opportunity to choose from a hugely impressive hand-picked collection of amazing and unique experiences. Despite the continuously growing demand from discerning Chinese travelers, Tinggly doesn't yet have a Chinese name.

To begin with, we would have to find Chinese characters that make you 'tingle', convey the idea of gifting, and have an international feel.

The two characters would have to be phonetically loyal to the original, so we first choose syllables that are the closest match to 'tinggly':

Ting	gly
Ting tīng tíng tǐng tìng	**Li** lí lǐ lì
Ding dīng dǐng dìng	**Ling** líng lǐng lìng
Teng téng	**Lei** lēi léi lěi lèi
Deng dēng děng dèng	**Lin** līn lín lǐn lìn

Etc.

We are left with **49** potential syllables and over **700** individual characters to choose from. We now need to identify the most relevant combinations visually, phonetically and semantically and verify that the names are not registered trademarks in relevant categories.

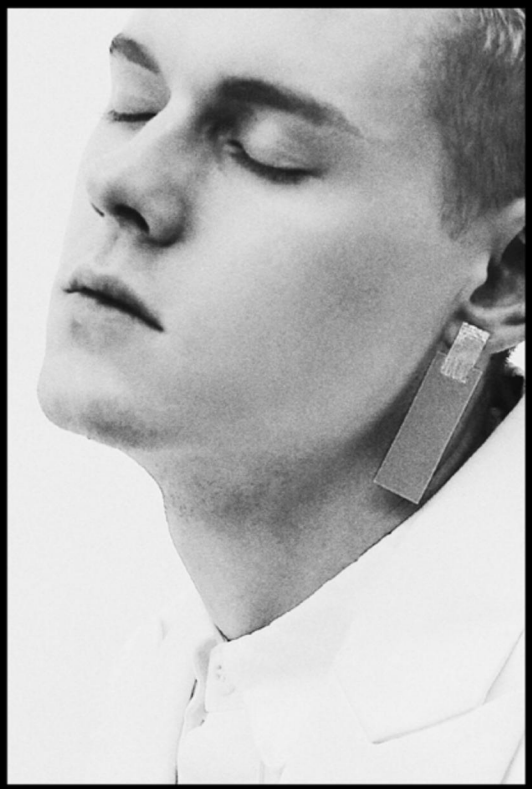
Here are some of our choices:

SEMANTIC LOYALTY	CATEGORY APPROPRIATE	INTERNATIONAL FEEL
登乐 dēnglè Join the Fun	天历 tiānlì Heavenly Experience	添格礼 tiāngélǐ Special Gift
霆灵 tínglíng Thundering Soul	登临 dēnglín Take in the View	提礼 tílǐ Carrying Gifts
腾历 ténglì Bubbling Experience	顶游 dǐngyóu Top Trip	听霖 tīnglín Phonetic match

We are left with another **22** viable combinations to choose form. Find out our top choice by following LITAO's WeChat account!

LITAO can help you structure your cross-cultural communications and build strategic alliances for successful China market entry and expansion. Our true specialty is paying attention to nuances and context beyond language. Take the first step to becoming a insider – visit http://www.litao.lt

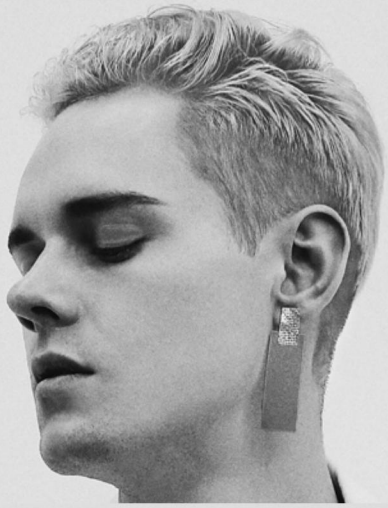
LITAO CONSULTANCY GROUP



Sam崔

Originally from San Francisco, I double majored in International Business and Chinese while in university, which led me to take two study abroad trips, one in Taipei, and one in Nanjing and Shanghai. I then proceeded to work as a stylist assistant in Taipei for a few months, before transitioning into a fashion buyer at an ecommerce brand in Shanghai. Shortly after arriving in Shanghai, I became a frequent user of Chinese social media apps like KuaiShou, Weibo, and Xiaohongshu to share my style and sometimes my cooking.

SCAN FOR
MEDIA KIT

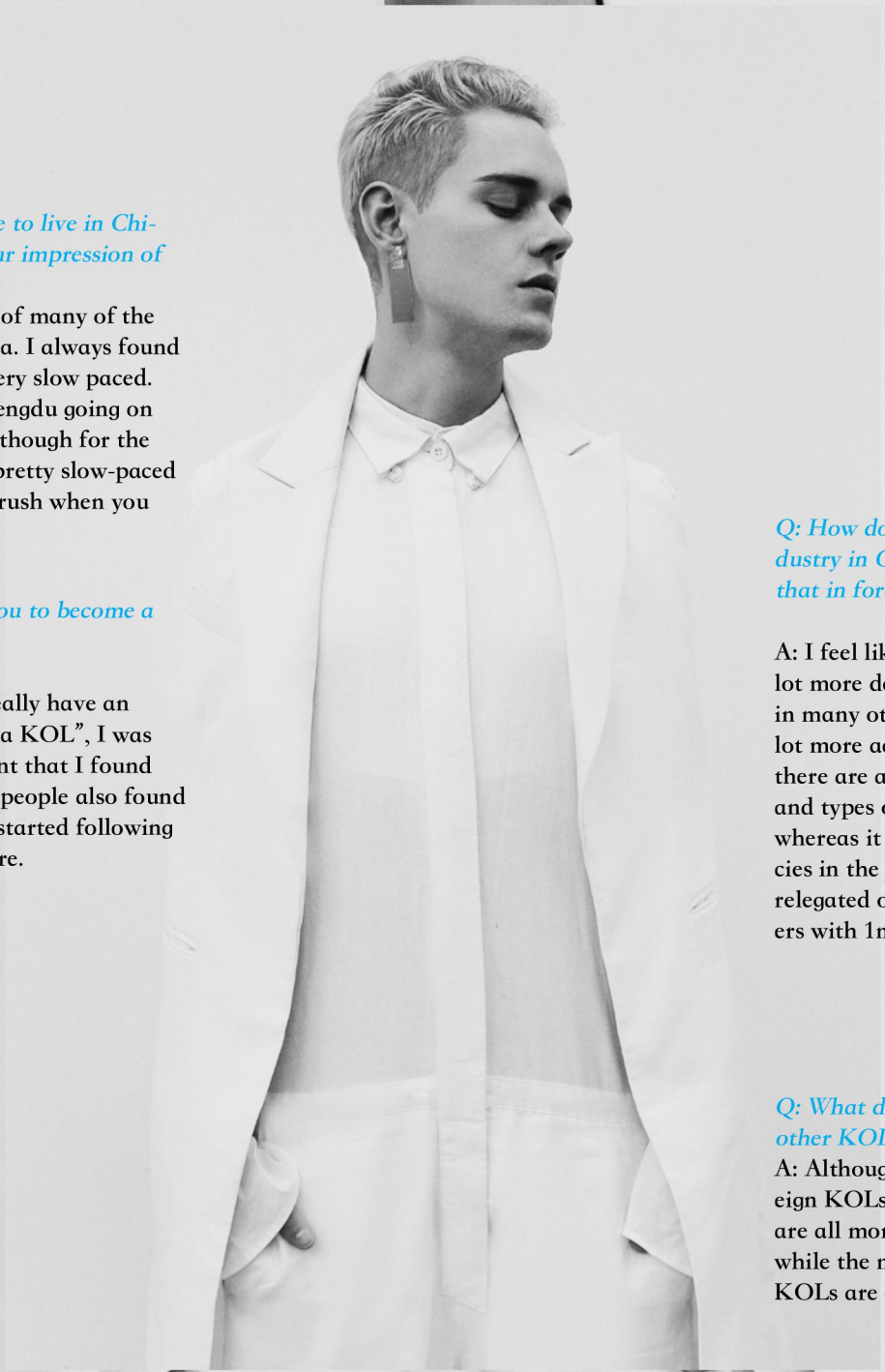


Q: Why do you choose to live in China? Tell me about your impression of the city you live in.

A: I like the fast pace of many of the first tier cities in China. I always found San Francisco to be very slow paced. I've been living in Chengdu going on two years now, and although for the most part it is also a pretty slow-paced city, you can find the rush when you need it.

Q: What influenced you to become a KOL?

A: Initially, I didn't really have an interest in "becoming a KOL", I was just sharing the content that I found interesting, and some people also found it interesting, so they started following me, and now we're here.



Q: How do you think the KOL industry in China is different from that in foreign countries?

A: I feel like the environment is a lot more developed in China than in many other countries, and a lot more accessible. It seems like there are agencies for all levels and types of KOLs in China, whereas it seems like many agencies in the US are pretty much relegated only to those influencers with 1m+ followers.

Q: What distinguishes you from other KOLs in this field?

A: Although there are many foreign KOLs in China, the majority are all more comedy-focused, while the main successful fashion KOLs are all Chinese.

Q: What are your main social media platforms? How do you usually attract followers?

A: Xiaohongshu, KuaiShou, Douyin, and Weibo. I usually try to be very timely with sending out content, best case scenario is to have new content every day, but that's become difficult as more content has gone from photos to video.

Q: What are your followers like? How do you interact with them on a daily basis?

A: The majority of my followers are younger, university age. I'll typically have interactions pertaining to how to adapt to specific new trends.

Q: What are your hobbies and interests outside work?

A: After beginning my transition into more video based content, I've developed a real passion for video editing and sfx work. I'd love to get more into the digital media and marketing side of that kind of work.

01.DavidHohhot Hohhot

Comedic Blogger, principal of New World Language School, and authorized Sina Weibo content contributor

Top mentioned brands:
Aria; Taobao; Super
Content types: Entertainment; Parenting; Travel
Fans: 1.63M 663K

02.Real信誓蛋蛋 Guangdong

Comedic blogger focused on Weibo

Top mentioned brands:
KFC; McDonald's; OMA
Content types: Entertainment; Fitness; Travel
Fans: 1.13M
WeChat Account: hey信誓蛋蛋

03. 拂林坊 England

Sina Weibo comedic blogger

Top mentioned brands:
Brunch; Disney; Apple
Content types: Food; Travel
Fans: 1.45M 802K

FOREIG

04.郝给力 Shanghai

Sina Weibo fashion and makeup content creator, and men's fashion blogger

Top mentioned brands:
Tmall; ZARA; Shanghai Fashion Week
Content types: Fashion
Fans: 769K 64K

05. 铁蛋儿Tyler Dalian

Sina Weibo comedy content creator and WeChat store owner

Top mentioned brands:
Need; Y's; FORU
Content types:
Food; Parenting
Fans: 588K 315K

06.安闹闹的闹厨房 Beijing

French cuisine expert, chef, host and frequent frequent TV guest and host

Top mentioned brands:
EOS; BOSCH; Johnnie Walker
Content types: Food
Fans: 359K 145K

GN KOL

07.水哥Walter Amercia

Douyin entertainer

Content types: Entertainment; Travel

Fans: 322K

08. 洛瑞艾Laurier Canada

Musician and Miaopai KOL

Top mentioned brands: Need; booking.com

Content types: Entertainment; Photography; Travel

Fans: 145K 4.9K

09.Amy艾米饭 Beijing

Australian artist working with Tianjin Jufeng Media

Top mentioned brands: LEED; Great Wall Wine; PALDO

Content types: Food; Fitness; Travel

Fans: 104K 30K

FOR

10.Saul应轩冉 England

Tsinghua University graduate, TV anchor, and Tuniu travel professional

Top mentioned brands:
EGO; Sante; WEGO
Content types: Makeup; Travel; Entertainment
Fans: 72K 58K

11.ASKVINCENT Beijing

Toutiao column writer and your guide to foreign love affairs

Top mentioned brands:
American Apparel; Facebook; FLIRT
Content types: Fashion; Fitness
Fans: 14K
WeChat account: AskVincent

12.HayleyLyla郭聿婷 Hongkong

Chief editor of fashion blog 179cmandup, Founder of fashion brand Studio179

Top mentioned brands:
Airbnb; Monki; Ted Baker
Content types: Fashion; Travel
Fans: 21.2K 10.3K

E I G N

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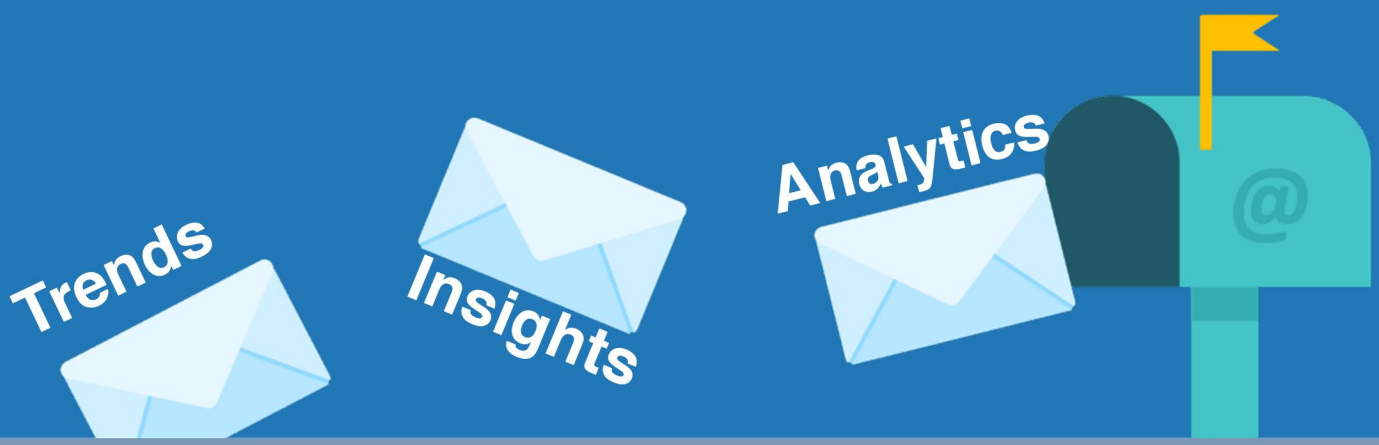
Influencer Marketing insights in your inbox every week



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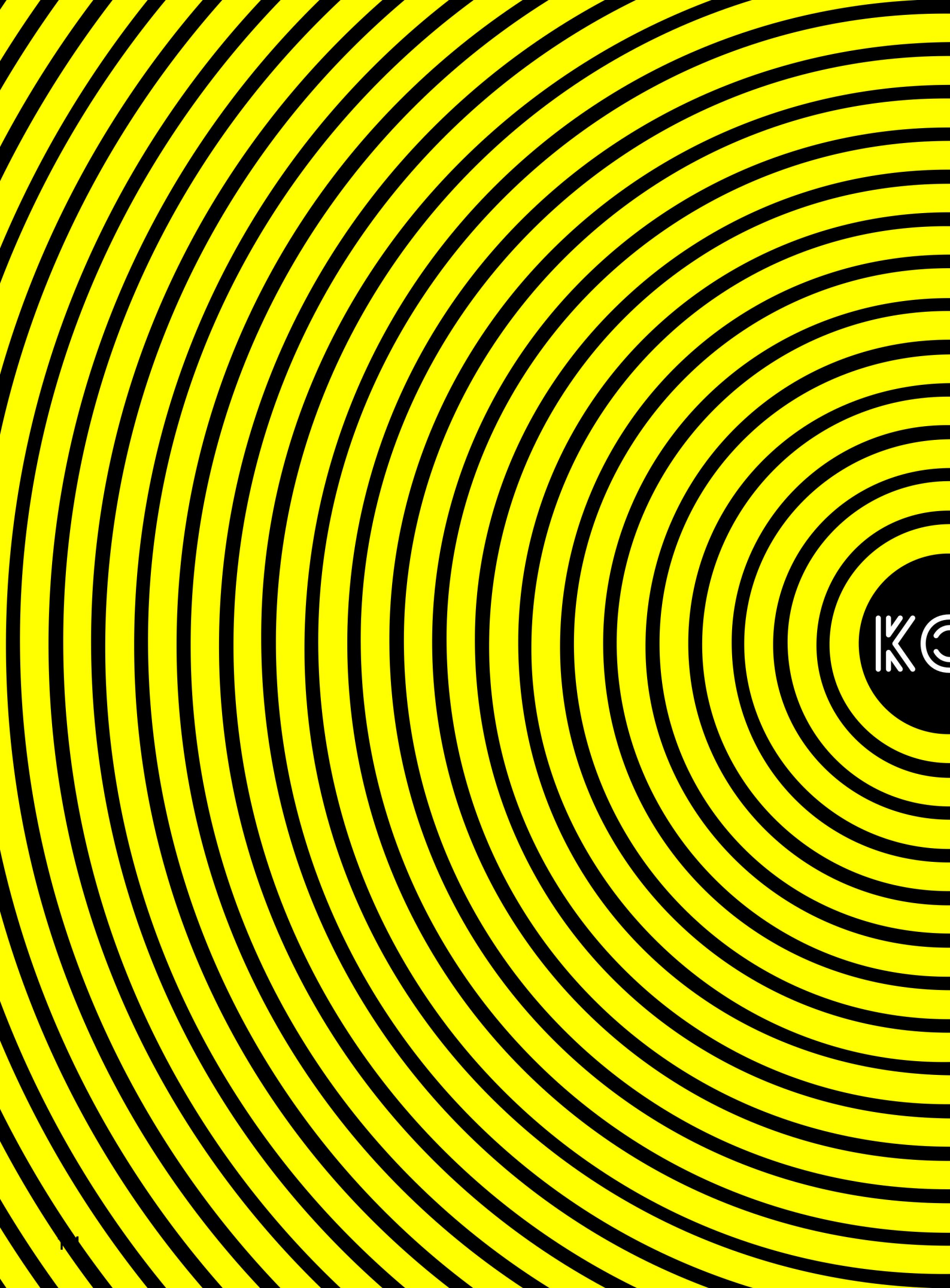
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