

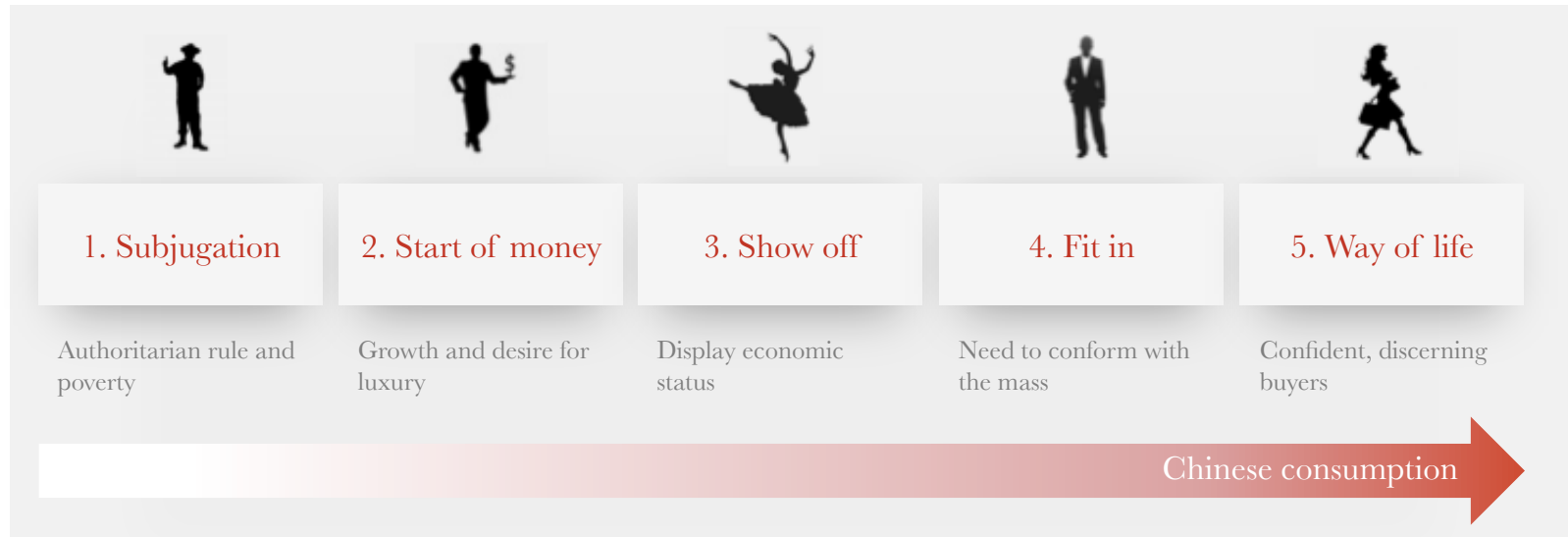
Fireworks



stuff we know

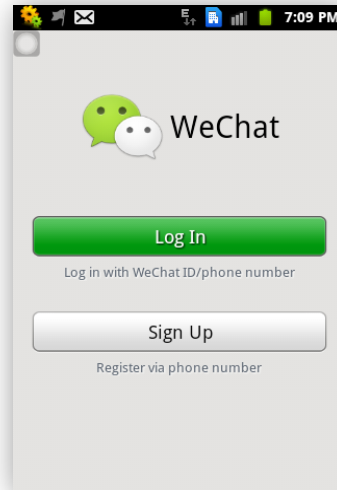
Trends / how your consumer thinks

The age of bling is over. Brands' discernment creates desire to be different from the mass, and be part of exclusive experiences.



Trends / how your consumer behaves

Emails don't work in China. In 2012 only 44.5% of Chinese users used emails, as opposed to 54.7% who commonly use social media and 75% of mobile internet users.



Mobile numbers are overtaking emails as the main recognition element on the Chinese Internet.

Trends / what your consumer wants

Personalized interactions are key. Over 79% of Chinese consumers would like a more personal relationship with brands they follow and buy.

However, most e-commerce sites and social media accounts fail to deliver on this:



No mobile-friendly Chinese version of e-commerce



No 1-on-1 interaction on WeChat (if account available)



how we think

Solutions / localized and socialized e-commerce

China localization of international fashion e-commerce platform. The new China version we envisaged uses mobile and social media instead of emails to interact with consumers.

Mobile number →

| | |
|-------------------|-------|
| 太太 / 女士 / 先生 | |
| 姓名 | |
| 手机号码 | |
| Verification code | 获取验证码 |
| 验证码 | |
| 电子邮件 | |
| 密码 | |
| 确认密码 | |

↓

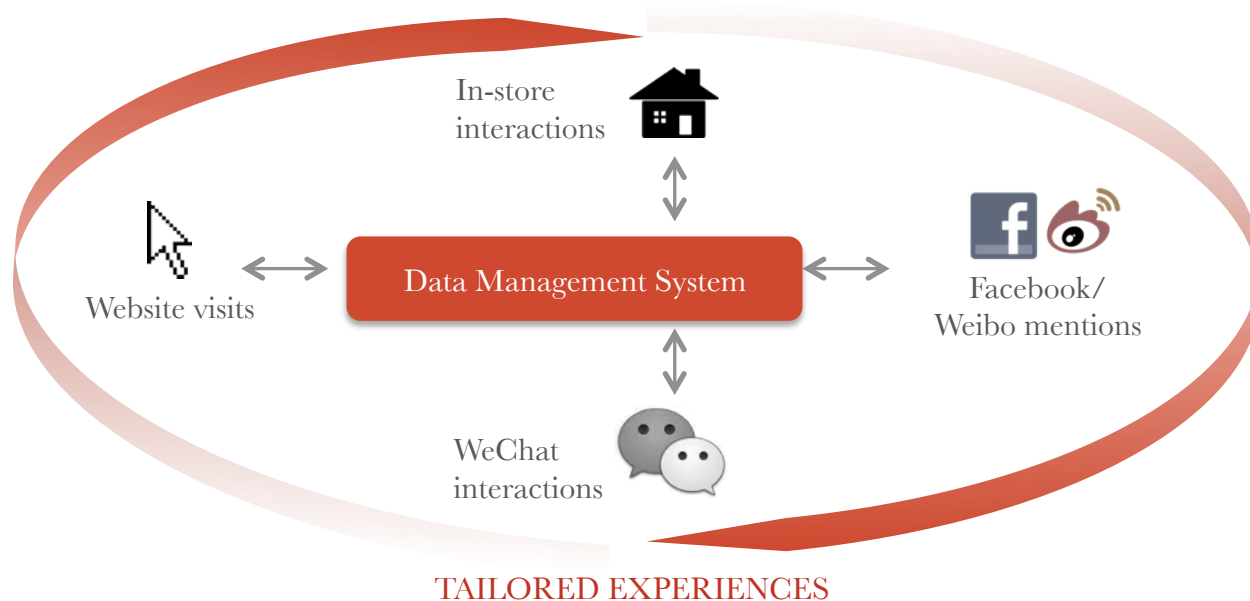
Mobile number-based user identification
and CRM system



WeChat-based customer care linked
to the CRM system

Solutions / social CRM

A social CRM framework for a luxury shoe brand entering the Chinese market. The system maps out different interactions between consumers and the brand to provide tailored, individual experiences for brand enthusiasts.

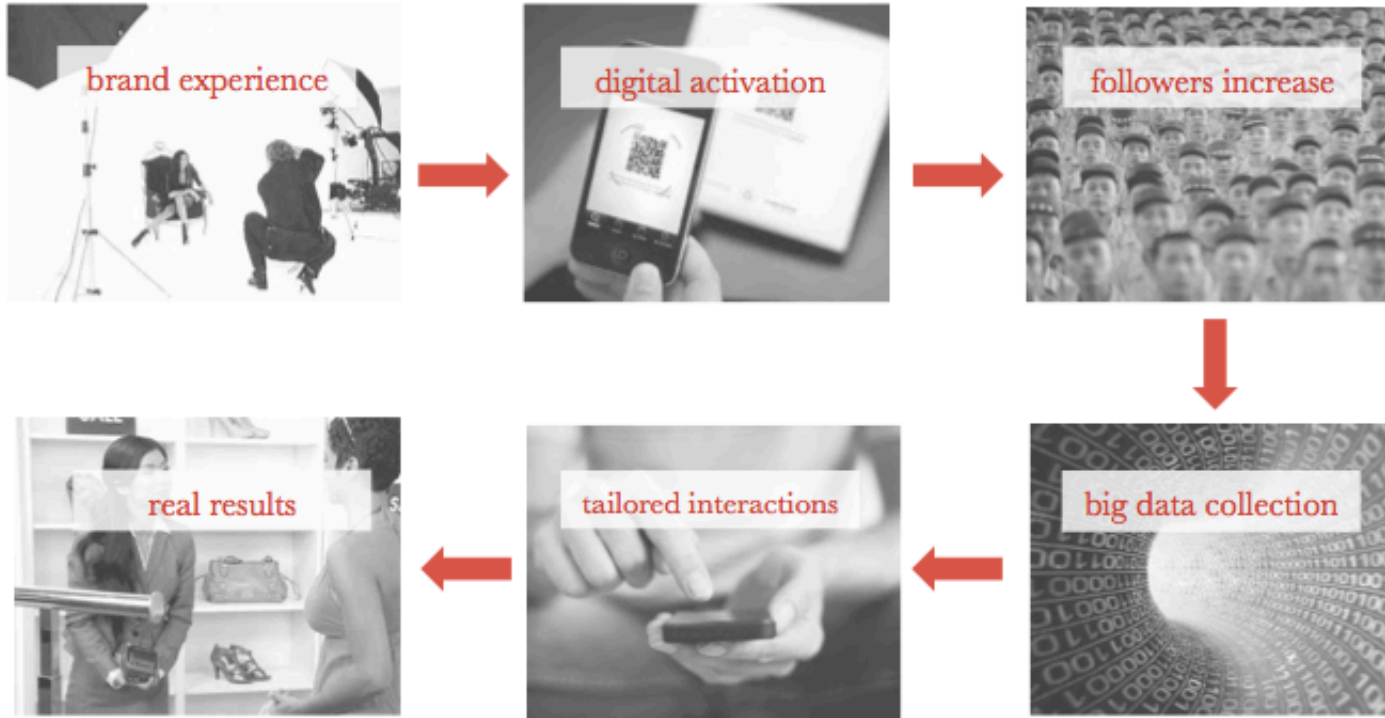


Event activation / how others do it



and then?

Event activation / how we do it



The image features a complex, repeating geometric pattern. It consists of a grid of cubes, some of which are red and others are grey, arranged in a way that creates a three-dimensional optical illusion. The cubes are interconnected by thin white lines, forming a continuous lattice. The pattern is symmetrical and covers the entire frame, with a central white rectangular area where the text is located.

who we are

Fireworks

the postdigital agency

- ❖ **Strategic** | we focus on what really matters
We use digital solutions as a starting point to deliver value.
- ✱ **Holistic** | we make no difference between online and offline
We create experiences that add value wherever people may be.
- ✱ **Accountable** | we use virtual platforms for real results
We shun obscurantist measurements and aim at outcomes that really matter.
- ⌘ **Flexible** | we make things happen one way or the other
We embrace innovative methods of collaboration and remuneration.



Digital strategists looking beyond the social media hype

Andrea Fenn is the head and heart behind Fireworks. He was one of the founding members of the APAC social media team at Ogilvy and has worked with brands of the likes of Armani, Ferragamo and Bulgari.



Giulia La Paglia is the superconnector and business development manager. Her experience in digital marketing strategy ranges from football clubs like Manchester United to international celebrities such as Paris Hilton.



Lynn Li is the planning and strategy manager. In her previous position at AKQA, she designed and implemented successful social media strategies for brands like Nike, Maybelline, Calvin Klein and Pepsi.



s a n d r o

maje



GIORGIO ARMANI

folks we have worked with

Ermenegildo Zegna

Salvatore Ferragamo

B V L G A R I

The background of the entire image is a repeating geometric pattern. It consists of a grid of red diamonds. At the intersections of these diamonds, there are gray, three-dimensional cubes. The cubes are oriented such that they appear to be floating or protruding from the grid. The pattern is uniform and covers the entire area.

SPARK IT UP, WITHOUT BURNED FINGERS.

get in touch

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Fireworks