



Grow Your Business in Greater Bay Area with Brands

Prof. Sherriff T. K. Luk (陸定光教授)

Emlyon business school, France

法國里昂商學院

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Branding in Greater Bay Market

I. Key Brand Building and Management Questions

- In the Greater Bay Area, is consumers' buying behavior Brand-Driven?
- What is their perception of HK Based Brands?
- What sort of branded products do they like to buy most?
- What are the major changes in consumers' buying and consumption behavior in the wake of COVID-19?
- What are the trends of branding practice in Greater Bay Area?
- What kind(s) of brand strategies/techniques HK based-brands need to learn?

II. Track the changes based on consumer studies in the Bay Area

- 2018-2019: Focus Group Studies and Consumer Survey
- 2021: Consumer Surveys in 9 cities
- 2022: Consumer Survey in Guangzhou and Shenzhen (N > 500)

❖ Recaps

- **Market**
- **Consumers**
- **Competitive means**

Recaps: Major findings from the 2020-21 Survey

- Characteristics of information searching and brand learning behaviour
- Choice criteria for branded products
- Perceptions of Hong Kong brands
- Most preferred to buy brands by product category
- Knowledge of and preference towards Hong Kong brands
- Shopping orientation
- Most frequent used platforms
- Segmentation needs: By cities, gender, and generations

Respondents Profile

Gender: 男.....116

女.....137

Age:

20岁或以下.....5

21-30岁..... 115

31-40岁..... 100

41-50岁..... 23

51-60岁..... 10

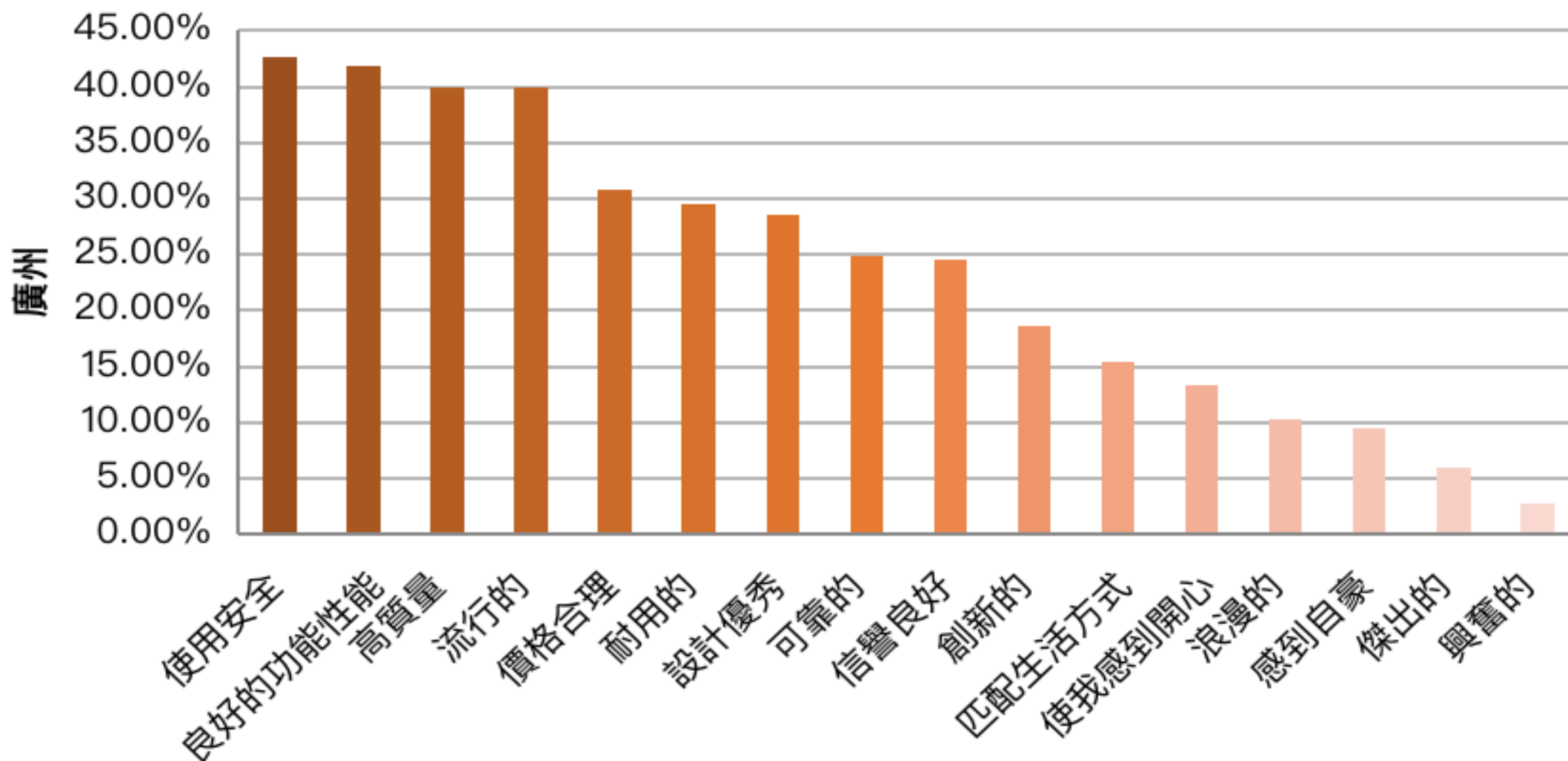
Eg. The Recent one
In 2021, $N=253$

Consumers' Money Concept 各市消費者的金錢觀念

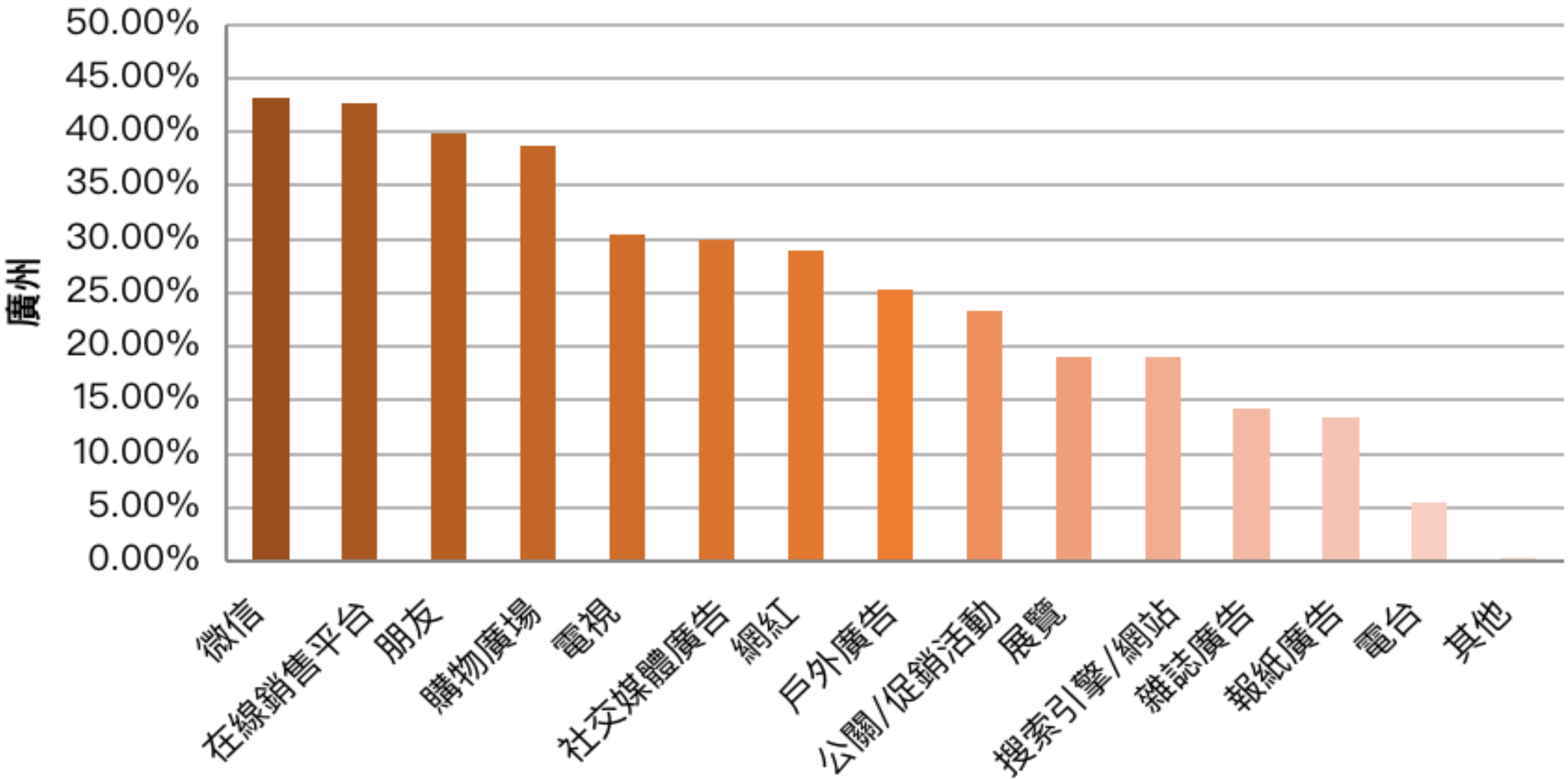
-利用由五種理財及對待金錢的態度來量度各地消費者的金錢觀念，包括「我的預算很合理，我花錢很謹慎，我會為未來做財務計畫，我有動力努力工作賺錢，財務安全對我的健康很重要」等

城市	平均值
曼谷	26.85
廣州	25.55
耶加達	28.13
吉隆坡	24.04
新加坡	25.32
*平均值由5-35，全樣本平均值為25.56	

Associated Features/Benefits of HK Based Brands



Information Channels through which Customers Learn about your Brand



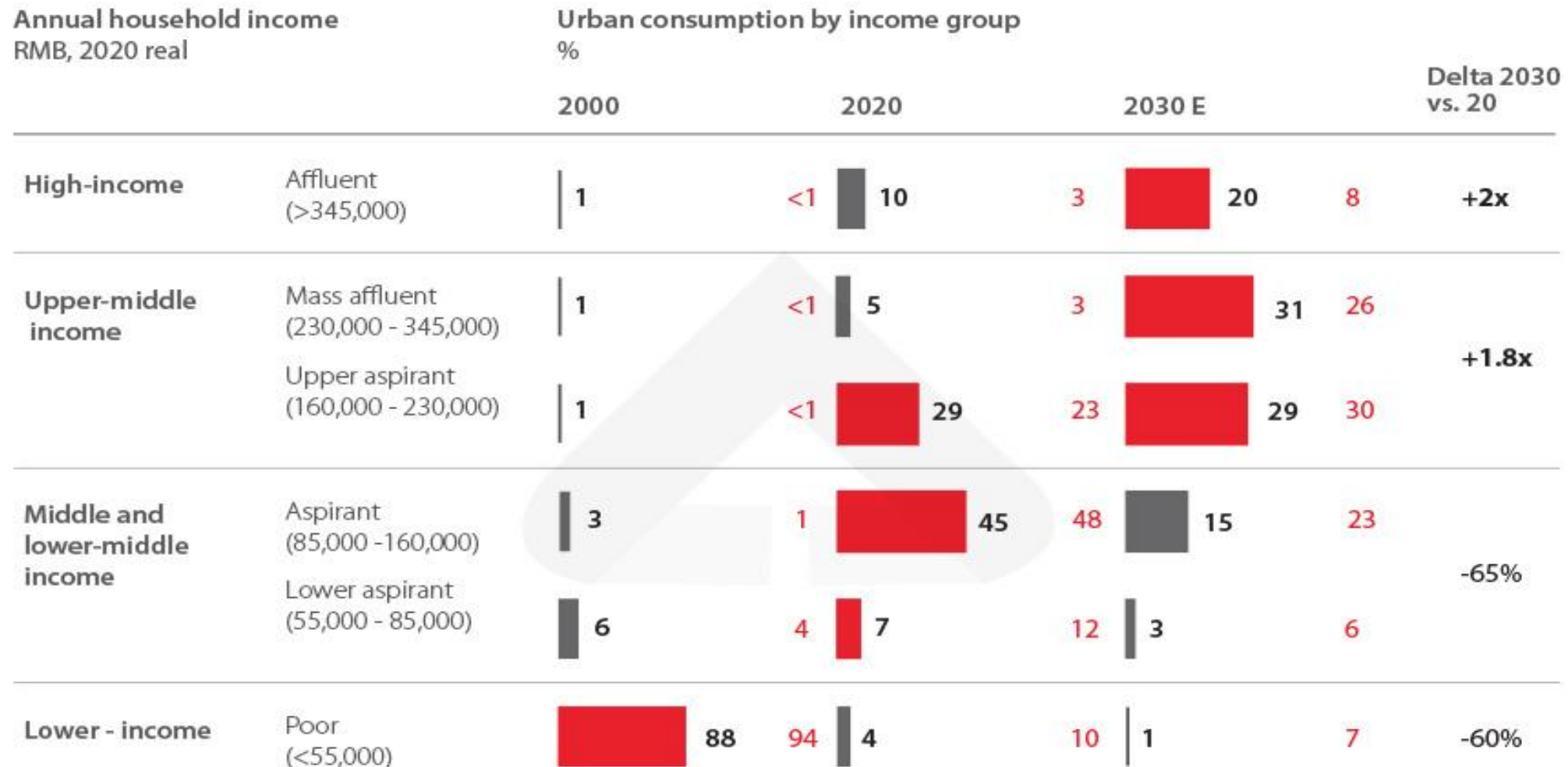
A. Opportunities to HK Brands

- Major product categories??
- Food and beverage, including oil/sauce/dressings
- Personal Care and cosmetics
- Snacks/Candies
- Home care/Household appliances/Kitchen/Furniture
- Toys/stationaries
- Fashion/apparels/sportswear
- Shoes

C. Major changes in China market in the past 3 years

- Slow growth in GDP but is expected to pick up in 2023
- More “at-home” consumption
- Move back to work at home city and the rise of many 2nd and 3rd tier cities
- City clusters and rapid expansion of “Middle Class” population
- Wide adoption of technology-based marketing tools (robots, apps,....)
- Premiumization strategy adopted by foreign brands
- Emergence of more local brands
- Brand activism
- Belief-driven consumers
- The rise of China-Chic or local brands. Local brands aim at grow volume whereas foreign brands go for premiumization
- Increase in event-marketing driven sales: More integrated and creative event marketing approaches
- E-commerce platforms are more fragmented

Income Growth is Lifting Urban Households into the Upper-Middle Class and Above



xx percentage of urban households

Source: McKinsey

Graphic© Asia Briefing Ltd.

D. Changes in Information searching and buying behavior because of COVID-19

- Online information searching and engagement behavior
- More frequent online purchases and bulk buy
- Changes in product combination
- Responses to sales promotion: A brand management paradox
- Needs for customization/personalization/convenience
- Online drives to offline: Pressing need of integrating O2O channels (O2O doubled in 2020 and grew 2.6 times in 2021, 83% of total sales of FMCG from O2O)
- Greater concerns for health, safety, environmental protection/sustainability, family, and CSR
- Emerging needs of immersive marketing
- Millennials and Generation Z contribute more to consumer goods and services
- Emphasis on holistic brand experience
- Rational consumption

WHAT IS O2O MARKETING?

Offline To Online

-  1. Customer Data Sheet
-  2. Brand Awareness
-  3. e-membership card
-  4. e-Vouchers
-  5. Electronic Catalog

Build a loyal customer network



Online Virtual Shop



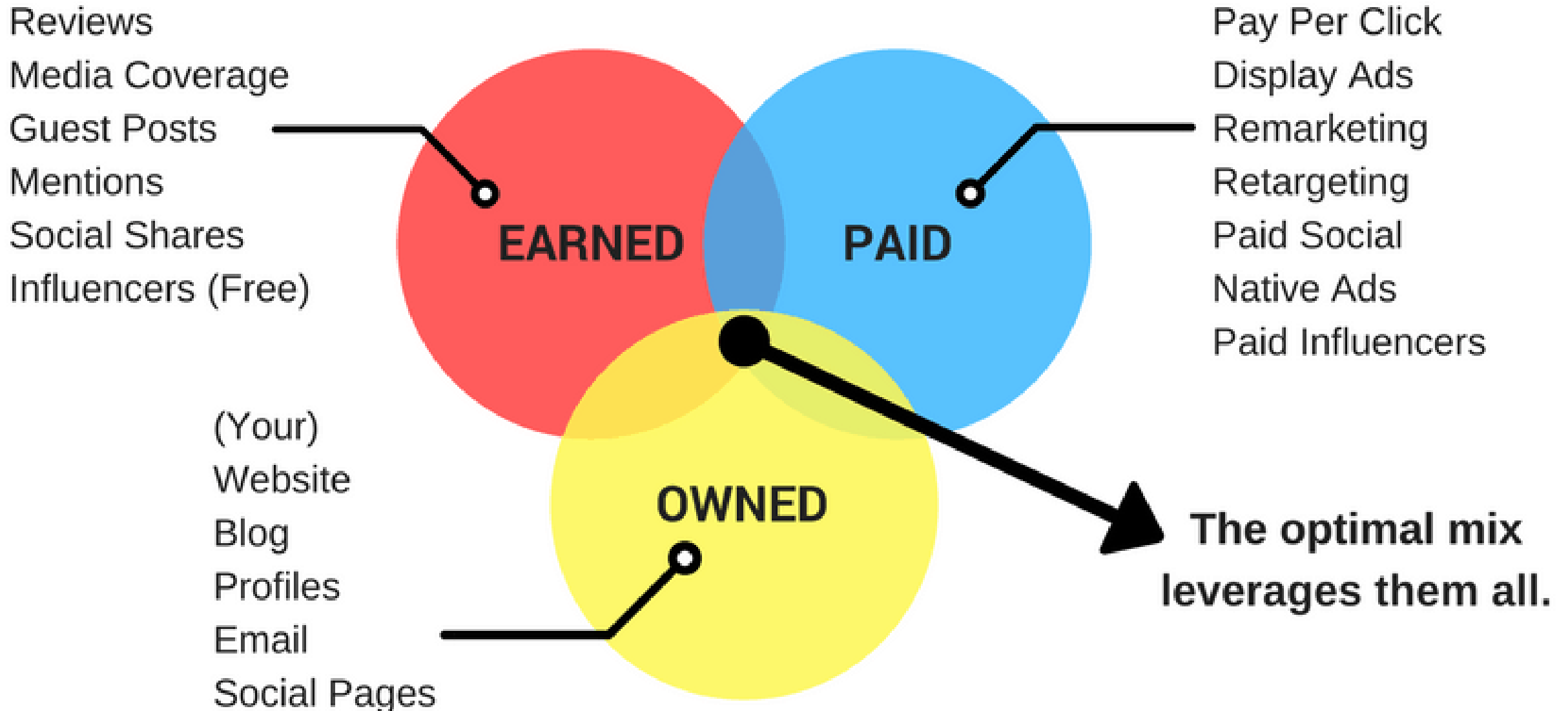
Online To Offline



Development potential new customers online



The Digital Marketing Mix



III. Call for the following competitive means

- Pursuit of technological achievements
- Pursuit of experience that please oneself (more entertaining and value cocreation opportunities but pay attention to well-being)
- Build and maintain emotional connections with your brands
- Be green and sustainable
- Mobile friendliness is key: Which generation of consumers are more influential on marketing and brand management practice?
- Voice search is increasingly more popular
- Access and use of the resources in open platforms and your business networks

- Video marketing, short videos
- Enhance physical store experience – a phygital approach
- Upgrade digital features to make online and offline channels more appealing and enrich brand experience
- Content
- Respond speedily
- Scenario planning
- Talents and training
- Influencer marketing
- Customer experience design and engineering: Understand customers' experience through Customer journey analysis

Changes in Brand Building and Management Practice

Blandification Branding
Nostalgic Brand Marketing
Branded Visual Content
Social Media Branding
Hashtags
Online Communities
Brand Authenticity
Brand Inclusivity

Sustainable Branding Initiatives
Socially Responsible Branding
Humanized Brand Personality
Technology-Based Brand Strategy
Customer-Driven Branding
Micro-Influencer Partnerships
Going Phygital
Anti-Ad Advertising

IV. Implications for HK Based Brands

- Additional to conventional brand management wisdom e.g. positioning, mass marketing communications, we need Agile Branding today
- Digital marketing strategy: Data, trends of practice, channels
- New concept of strategic planning: Within the network, how to access and use other members' resources (e.g. access to and use other persons' resources)
- Change in brand management mindset and strategic thinking.
- New business/brand performance measures
- Brand building and promotion techniques: More selective and value-based
- Practice of agile branding

The most important social media metrics

1. Reach
2. Impressions
3. Audience growth rate
4. Engagement Rate
5. Amplification rate
6. Virality rate
7. Video views
8. Video completion rate
9. Customer satisfaction (CSAT) score
10. Net promoter score (NPS)
11. Click-through rate (CTR)
12. Conversion rate
13. Cost-per-click (CPC)
14. Cost per thousand impressions (CPM)
15. Social share of voice (SSoV)
16. Social sentiment

<https://blog.hootsuite.com/social-media-metrics/>

V. Agile Marketing/Branding

- Driving forces
- Changes in consumers' information searching, shopping, engagement, and evaluation behavior
- Technological dynamics: Digitalization and technology-based marketing and consumption tools
- Explosion of brand touchpoints
- As a response, new trends of branding practice

Marketing Agility

- “The extent to which an entity rapidly iterates between making sense of the market and executing marketing decisions to adapt to the market.
- It occurs across different organizational levels
- It is the capability for achieving marketing excellence.
- This creates several marketing and branding issues like how to ensure brand consistency, how to improve agility across the marketing/ ecosystem, how to manage and ensure data privacy, how to develop marketing leaders of this kind.

Pillars of Agile Branding

- Clear and distinctive brand positioning and promised brand value
- Market sensing capability
- Analysis/use/interpretation of the collected data/AI
- Innovation
- Empowerment and Leaders
- Holistic brand management mindset
- Agile capability of your marketing team
- Resilient supply chain
- Organizational restructure

Thank You!

