



Session: Screen Integration Marketing: The Winning Formula For Tapping Into China Market

Synopsis

Discover the most up-to-date Digital Marketing Trends in China in 2019, covering the Digital Market Landscape from three perspectives (Brand marketers, Chinese netizens & Media); The workshop will further go into the current challenges and opportunities for Digital Marketers, i.e. “No More Traffic Bonus” and “The New Trend of Fragmented users’ Consumption Path”. Practical solutions and case study will also be provided to illustrate how to win the market through integrated channels in 2019.

By leveraging the big data mining on 800 millions netizens, it helps marketers better position their brands and zoom in on target customers by formulating precise marketing strategies with integrated marketing tools and channels. Through 800 millions demographic labels, clients’ advertisements will be deployed efficiently at their target audiences, unleashing unlimited impact on the market.

Speakers

- **Mr Remy Wong**
Director of Business Development & Operation, 360 International Advertising Unit
- **Mr Ivan Leung**
Account Director, Aloha Group Limited

Summary

Mr Remy Wong gave an introduction of Qihoo 360 (360 Group) and its mission “Giving customer safe, virus-free browsing environment”. Mr Wong presented data from China Internet Market 2018, and explained how China had more than 800 bn internet users, and how the top 5 user behavior are: instant messaging, search, news reading, videos, music streaming, online payment.

Talking about behavior and devices, Chinese users tend to work from the PC, entertain themselves with the mobile. However, more and more marketers should focus on integrated screen approach.

Qihoo360 Provides No.1 antivirus software in China and is able to tailor big data marketing strategy to precise users targeting option.

Mr Ivan Leung gave an introduction of Aloha Group Limited, a company providing integrated solutions focusing on customized application, data & tech-driven approach.

Mr Leung discussed how the role of the agency is changing especially in China, in such a segmented market. China is a different market and a lot of regulations limit market activities. The only way to succeed is to track data and know the market before acting upon. Machine learning can be a great support.