



## Session: Say Hi to the Cool China Gen Z

### Synopsis

It's a new tech-savvy, connected generation that has come of age and is on the move traveling the world – Generation Z. They also have money to spend and are the future of consumption power, so winning their hearts and minds is a key challenge facing marketers today.

Our panel of CMOs of popular brands and leading agencies share latest insights on engaging this modern Chinese age-group unlike any generation before.

### Moderator

- **Prof Andrew Chan, SBS, JP**  
Executive Associate Dean (MBA) & Co-Director of Executive MBA Programme of the CUHK Business School, Head of Shaw College, The Chinese University of Hong Kong

### Speakers

- **Mr Jude Chan**  
Head of Digital & Innovation, Zenith China, Publicis Groupe
- **Mr Fu Peng**  
Director of International Business Department, JiangXiaoBai
- **Ms Li Hui**  
Partner, Shanghai Yitiao Network Technology Co., Ltd.
- **Mr Fu Yudong**  
General Manager of South China Marketing Centre, Ocean Engine

### Summary

**Mr Jude Chan, Head of Digital & Innovation, Zenith China, Publicis Groupe**, opened the discussion by describing GEN Z in china, and explaining that they were not more demanding than others, they just demanded while others did not. Their priorities are social media, personality, and pleasure. They purchase to enter social circles, and invest in their own personality and personal brand.

They use core social media and their derivatives, and in China no matter the social platform they all have a commercial component. What is important is to play the localization game, and understand that individuals post-95s are also engaged in activities such as live gaming and brands can benefit from that.

**Mr Fu Peng, Director of International Business Department, JiangXiaoBai**, explained that JiangXiaoBai's strategy to target new generations was based on connectivity and emotions. Emotional marketing indeed can only work if the brand is authentic to its customers and GEN Z is very different from other generations. They focus on individuality, they care about their true self, they like to be alone but they are not lonely, they want to experience joy above all, therefore brands need to focus on how to seize the emotion. Cater onto their preference is the key, and JiangXiaoBai has launched a few initiatives to target GEN Z specifically: I am JiangZiaoBai, Yolo "you only live once", a platform to express emotions.



**Ms Li Hui, Partner, Shanghai Yitiao Network Technology Co., Ltd.**, presented a few case studies in which video content was key to attract consumers and how creativity was at the core of any marketing activations. The videos showed how design and craftsmanship trigger emotions more than ever while subtly placing a product without advertising it. They recently opened 3 shops in Shanghai and they are characterized by an Instagrammable interior design that gathered KOLs organically.

**Mr Fu Yudong, General Manager of South China Marketing Centre, Ocean Engine**, presented TikTok, a video social media platform where users can share a video up to 15 seconds. Since its launch in 2016, users expressed their preference towards specific categories such as: Game, so-related game, cartoon, film, clothing, and the same are interested in tourism, makeup, education and training.

The platform is a creative platform that keeps evolving incorporating new technology all the times, such as facial recognition, additional painting, applications to check colors. The platform is a source of energy and inspiration.

The moderator initiated the conversation with all speakers, by taking questions from the audience and asking all panelists their opinion.

The audience is complicated, but they are willing to spend, even though having a great story is key, and they like when a brand knows them more than they know then brand.

The moderator asked if they have any tips to engage the GEN Z to share.

Mr Chan brought on stage the case of luxury brands that to use new media they need to learn how to deal with constraints and be fast, but often it is not the case.

Recently, some brands have been engaging high-school students in China to help promoting their products. Esports can be the future.

**Question: GEN is very tech-savvy but in such saturated ecosystem, how to stand out?**

Mr Fu Peng said that for the liquor business which is quite hard to market to young people, interaction with consumers and emotional connections are key.

Mr Chan explained that while going to China, brands needed to be digital and sometimes you need the whole ecosystem. Nike for instance went to China through all Tencent family companies to create its own Chinese ecosystem, because GEN Z is very impatient and if something is not convenient, they just drop it.

**Question: As China is a sum of different cities, are GEN Z different across China?**

Mr Fu Yudong said that this is a mobile generation, so device bonds them all with all their commonalities and differences.

Ms Li Hui explained that GEN Z is mobile-first, and every day comes up with a different platform. GEN Z individuals are different across cities, if you target them on social media you can gather data about their taste. You need to identify your segment.



**Question: How do you see the relationship between game and marketers?**

Now Esports is in the Olympics game and this is a huge achievement. All game platforms offer product placement, Harbin beer is a successful example of engagement with this new way of engaging GEN Z.

Mr Fu Peng explained that for them the main difference was across generations, as new generations were not used to strong liquors, so they were working on their products.

Ms Li Hui listed the most effective ways of engaging GEN Z based on her experience: KOLs, mobile game, offline experience.