

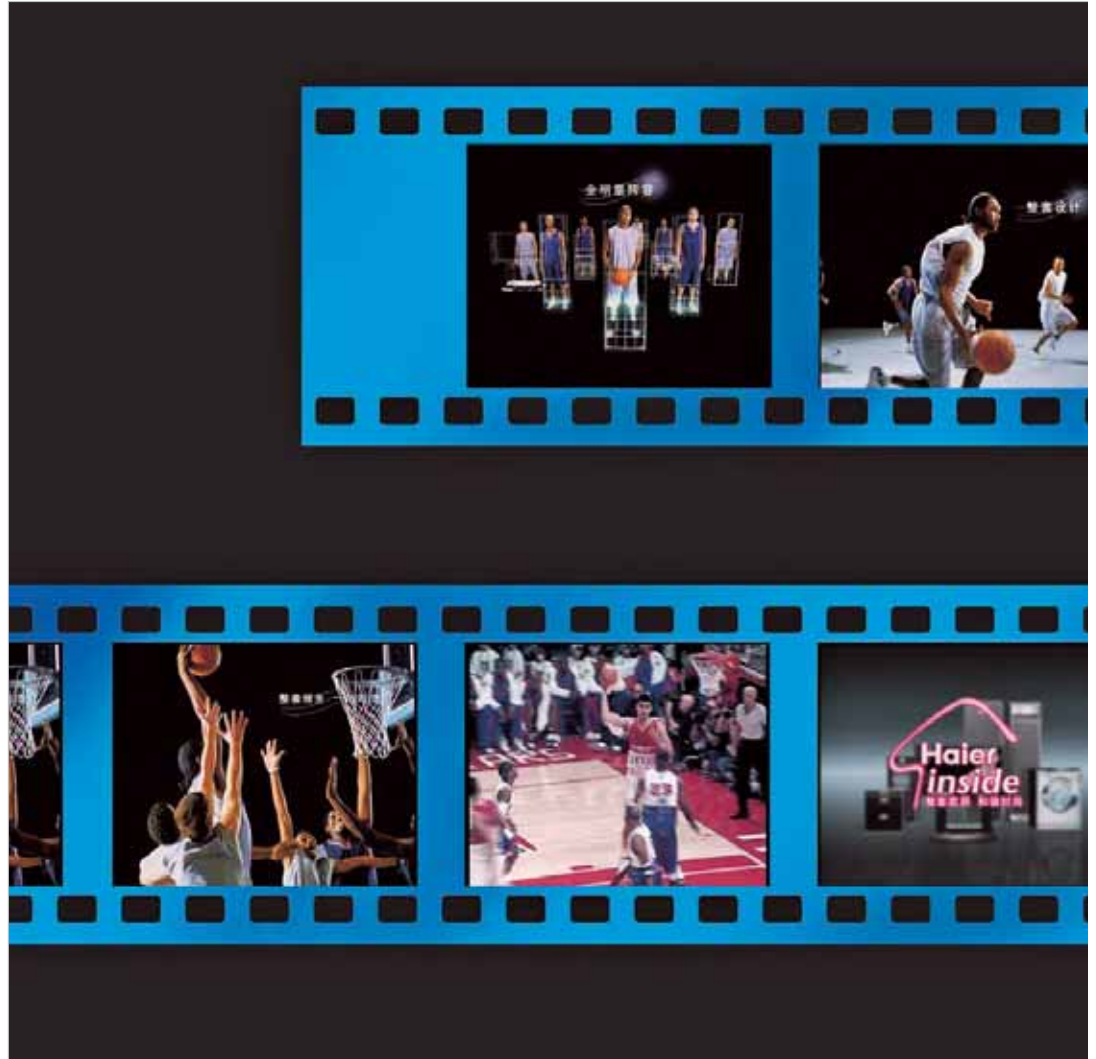
2006 HAIER HOME ELECTRONICS SET INTEGRATED COMMUNICATION CHINA

CATEGORY **ELECTRONICS & ENTERTAINMENT 1** | AGENCY **TEAM BRAND MANAGING AGENCY** | CLIENT **HAIER GROUP**



PRESENTER
FENG GUOYING
 Board Chairman
 Team Brand Managing
 Agency

A member of the academic committee of China Advertising Association, Feng has eighteen years brand management experience in China across variety of markets with clients such as, Mitsubishi Electric and Haier to her name. A graduate of Xiamen University, where she studied journalism and communication, Feng founded TEAM in 1998.



CAMPAIGN SUMMARY

Even with 25.5% market share, holding the number 1 position in the electronics market in China, Haier sensed the need for a collective, multiple product launch to further saturate the market as category leader. Research showed that competitors were playing on price and consumers concern about getting the best deals.

Knowing that China has adopted a more online approach to purchasing and the consumer desire to buy multiple products in one transaction, this campaign created an incentive by linking the purchase of a full set of electronics equipment with an opportunity to attend the Beijing Olympics. This 'benefit' incentivised the consumer by giving them a perceived balanced advantage, even when making a large purchase.

Haier's successful implementation of this campaign increased their distribution by 60% and positioned their 'Home Electronics Set' with 40% market share of the entire Haier Group.

AGENCY CREDITS

FENG GUOYING
SHAO JUN

