

ANALYSIS

INNOVATION SPOTLIGHT: CHINA

Michael McCool
Managing Director,
AlixPartners

Jason Ong
Director, AlixPartners



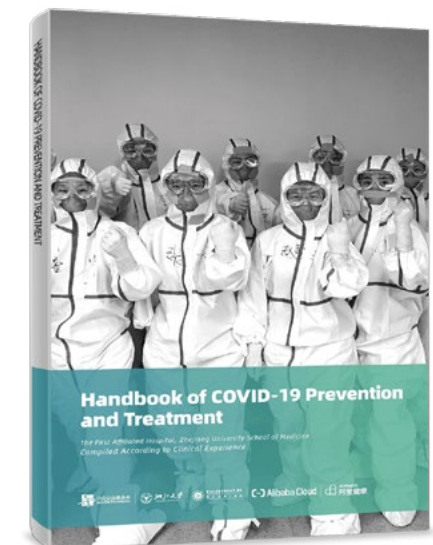
In their second report highlighting how retailers are developing innovative solutions in response to this global crisis, AlixPartners focus on some outstanding examples of best practice in China.

EVERYONE BECOMES A SALESPERSON

The concept of livestreaming ecommerce isn't new for Chinese consumers. It has seen a substantial upsurge over the last year or so, with influencers and brand representatives directly selling products via interactive online sessions or through social media platforms. But the coronavirus-prompted closures upped the ante on it significantly. **Fila** and **Anta Sports** asked all staff members to open individual WeChat stores with the goal of *quan yuan ying xiao* (全员营销), or all-hands selling, and set daily sales targets for them. **Adidas** decided to launch a new shoe via a **Tmall livestream**. Brands that took advantage of such experiments even included high luxury names such as **Miu Miu**, **Estée Lauder**, **Celine**, and **Prada**.

CULTIVATING CLOSER CUSTOMER CONNECTIONS

With 'in real life' (IRL) connections absent, many brands were hyper-focused on online customer communication and outreach during this period. Names such as **Louis Vuitton**, **Burberry**, and local beauty brand **Perfect Diary** engaged in one-to-one customer conversations on social media with the idea of establishing touchpoints that go beyond tailored, impersonal messages. **Michael Kors** ran a campaign on WeChat with a step-by-step tutorial on how to draw on leather and personalise handbags. **Manolo Blahnik** offered adult colouring sketches. Others shared health and safety information – such as **Alibaba** creating an educational manual on COVID-19 that also included a list of vetted suppliers for masks, medical gowns, etc.



@alibabacloud.com

STREAMLINING DELIVERY TO MINIMISE DELAYS

As home delivery became the norm and demand skyrocketed, industries joined together to ease their collective burden. Grocery chains **Hema** and **7Fresh** were among retailers that brought on thousands of employees from restaurants to help with delivery-related activities such as sorting and packing. **Hema**, also known as **Freshippo**, commissioned buses to help consolidate deliveries instead of sending individual couriers on electric scooters. Restaurant delivery partner **Meituan Dianping**, meanwhile, sought to allay customers' concerns about food safety by leaving behind a card listing temperatures of everyone involved in the cooking and (contactless) delivery process alongside the meal.