

Digital Advertising – China – March 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Improve trustworthiness of short video advertising
- Play the 'lifestyle' card
- Explore new digital advertising touchpoints

A considerable amount of time spent online means consumers are exposed to digital advertising on a regular basis. Brand official accounts on social media are most likely to leave an impression on their audience, and ads on short video apps, in or before video shows, are also effective in reaching consumers. However, even though consumers think ads on brand official websites or accounts are trustworthy and provide detailed product information, and ads on short video apps are attractive and topical, they are not as effective as ads on shopping websites in triggering purchase.



“Both content and touchpoint are crucial for successful digital advertising, as consumers don’t want to be fed irrelevant information anymore. Native content will continue to be of importance and lifestyle-positioning is increasingly appealing.”

– Alice Li, Senior Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report
- Sub-group definitions

EXECUTIVE SUMMARY

- **The Consumer**
- **Half of consumers spend one to three hours online for leisure**
Figure 1: Average time spent online for leisure and entertainment per day in the last three months, November 2018
- **Ads on brand official WeChat/Weibo accounts are most noticed**
Figure 2: Digital advertising noticed by consumers in the last three months, November 2018
- **Ads on shopping websites are more likely to trigger purchase**
Figure 3: Perceptions of digital advertising, by advertising form, November 2018
- **Help consumers imagine future life and explore unique lifestyles**
Figure 4: Favourite advertising theme, November 2018
- **Willingness to open data presents opportunity for targeted marketing**
Figure 5: Online behaviours – information sharing, November 2018
- **‘Made in China’ is winning consumer favour**
Figure 6: Attitudes towards brand activities, November 2018
- **What we think**

ISSUES AND INSIGHTS

- **Improve trustworthiness of short video advertising**
- **The facts**
- **The implications**
Figure 7: Tiktok ‘BOSS IDOL’ campaign, China, 2019
Figure 8: Dior #Let’s Glow challenge on Tiktok, China, 2018
- **Play the ‘lifestyle’ card**
- **The facts**
- **The implications**
- **Explore new digital advertising touchpoints**
- **The facts**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- The implications

THE CONSUMER – WHAT YOU NEED TO KNOW

- **3.4 hours spent online for leisure daily**
- **Over half of respondents noticed ads on brand official WeChat/Weibo accounts**
- **Banner ads on shopping websites are most likely to trigger purchase**
- **Future life and unique lifestyles are consumers' favourite advertising themes**
- **Six in ten respondents are willing to share their location/address for online services**
- **Lifestyle-positioning appeals to over half of respondents**

TIME SPENT ON ONLINE LEISURE

- **3.4 hours online leisure time daily**

Figure 9: Average time spent online for leisure and entertainment per day in the last three months, November 2018

- **Who spend more time?**

Figure 10: Average time spent online for leisure and entertainment per day in the last three months, by demographics, November 2018

INFLUENCE OF ADVERTISING

- **Brand official accounts on social media most influential**

Figure 11: Digital advertising noticed by consumers in the last three months, November 2018

- **Ads on video, short video and livestreaming platforms, which are more powerful?**

Figure 12: Creative spot advertising in TV series 'The Advisors Alliance', China, 2017

- **Greater reach among younger ages**

Figure 13: Digital advertising noticed by consumers in the last three months, by age, November 2018

- **Men lean towards ads on short video apps and live streaming sites**

Figure 14: Digital advertising noticed by consumers in the last three months, by gender, November 2018

- **Lower tier city consumers are more receptive to ads on short video apps**

Figure 15: Digital advertising noticed by consumers in the last three months, by city tier, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

PERCEPTIONS OF ADVERTISING

- **Ads on shopping websites are most effective in triggering purchase**

Figure 16: Perceptions of digital advertising, by advertising form, November 2018

- **Trustworthy is not enough to trigger purchase on brand official websites/accounts**

Figure 17: Perceptions of digital advertising, by advertising form, November 2018

Figure 18: Alibaba WeChat H5 in flash text, China, 2018

Figure 19: Bestore WeChat H5 in interactive videos, China, 2017

- **Ads on short video apps are attractive but not trustworthy**

Figure 20: Perceptions of digital advertising, by advertising form, November 2018

Figure 21: Perceptions of digital advertising – video ads by brands on short video apps, by age, November 2018

- **Bloggers trigger 20-24s to purchase**

Figure 22: Digital advertising that triggers purchase, by age, November 2018

FAVOURITE ADVERTISING THEME

- **Explore alternative lifestyles through advertising**

Figure 23: Favourite advertising theme, November 2018

Figure 24: Favourite advertising theme, by age, November 2018

- **Women like life stories; national pride resonates with men**

Figure 25: Favourite advertising theme, by gender, November 2018

- **Parents are less likely to favour advertising featuring pets/animals**

Figure 26: Favourite advertising theme, by parental status, November 2018

PRECISION ADVERTISING

- **Willing to share information for convenience**

Figure 27: Online behaviours – information sharing, November 2018

- **Lack of intention to spend extra effort on giving feedback**

Figure 28: Online behaviours – shopping, November 2018

- **Older men are also likely to share their data**

Figure 29: Online behaviours – authorising mobile apps to access GPS information, by gender and age, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

ATTITUDES TOWARDS BRAND ACTIVITIES

- **Made in China can be a bonus point**

Figure 30: Attitudes towards brand activities, November 2018

Figure 31: Chinese-style posters of Doctor Who, China, 2019

- **Lifestyle-positioning continues to win favour**

Figure 32: Attitudes towards brand activities – have favourable attitudes towards the brand, 2017 vs 2018

Figure 33: Live fully with Omo campaign, China, 2017

Figure 34: Have favourable attitudes towards lifestyle brands, by demographics, November 2018

- **The pop-up culture needs a boost**

Figure 35: Valentino Candystud Factory, China, 2018

- **It's hard to resonate with 20-24s**

Figure 36: Attitudes towards brand activities – have favourable attitudes towards the brand, by age, November 2018

MEET THE MINTROPOLITANS

- **More active online, even for entertainment**

Figure 37: Average time spent online for leisure and entertainment per day in the last three months, by consumer classification, November 2018

- **Open to digital advertising, in terms of channels, formats and themes**

Figure 38: Favourite advertising theme, by consumer classification, November 2018

- **Willing to share bloggers' posts**

Figure 39: Perceptions of ads on non-brand bloggers' accounts, by consumer classification, November 2018

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.