

January 2017

穿戴式科技产品 - China

“健康监测是智能手环和智能手表的一大卖点，而家庭相关的产品特性有潜力鼓励购买。品牌应该提供独一无二的功能和入门级产品激发购买。VR/AR技术可以成为抓住消费者眼球的一个有效营销渠道。”

Wearable Technology - China

“Health monitoring is the major appeal of smart wristbands and smartwatches, and family-related features show potential to attract purchase. Brands should offer unique functions and entry-level products to motivate purchase. VR/AR technology can be an effective marketing communication channel to draw consumers' attention.”

November 2016

在线生活 - China

“中国智能家居设备的渗透率依然很低，该市场还有待发展。除了丰厚的优惠，在线服务的平台/供应商需要找到其他的方法提高消费者的忠诚度。投放在线广告时，商家和品牌可以将口碑营销的策略放在首位，以吸引中国消费者。”

移动设备APPs - China

“除了智能手机和平板电脑外，应用程序还应适配其它更多的设备。对于应用程序中的广告，契合设备和消费者应用程序使用习惯的原生广告有助于提升品牌宣传效果。消费者希望在应用程序上获取各种功能。集成移动应用方便消费者使用小众应用程序和服务。”

October 2016

Living Online - China

“Smart home device market is yet to be developed in China as the penetration of most smart home devices is still quite low. Apart from heavy subsidy, online service platforms/providers need to find other ways to enhance and improve their consumer loyalty. When launching online advertisements, companies and brands ...

Mobile Device Apps - China

“Apps should be adapted to more devices besides smartphones and tablets. For in-app advertisements, native advertising that fits both the device and consumers' habits when using apps can enhance efficiency. Consumers do look for various functions on apps, and integrating mobile apps allow consumers to have easy access to niche ...