



## PRODUCT DESCRIPTION

Lazada is one of the largest online shopping sites in Southeast Asia. Lazada Group has become the flagship e-commerce platform of Alibaba Group in Southeast Asia since 2016.



## ABROAD AREA



Southeast Asia



## ABROAD CHALLENGE

There is still much room for improvement in brand awareness and trust



## MARKETING GOAL

- 01 Establish the Lazada brand mind in Southeast Asia to cover target users as much as possible;
- 02 Improve brand awareness and trust;
- 03 Guide local users to understand and visit the website to buy.

## MARKETING STRATEGY



01

**Brand strategy**

high exposure and long-term communication with consumers. Combine current hot topics to quickly create hot topics, such as Ramanda, women festival, and combine celebrities to launch TikTok Challenges, which is fun to play and recognize.

02

**Effect marketing**

the annual launch of seasonal e-commerce promotion nodes, focusing on the continuous delivery of information flow, and the largest marketing nodes of the year (anniversary, 9.9, 11.11 & 12.12). Non-standard advertising (brand challenge + stickers).

03

**Brand positioning**

Mainly promote high-end and consumption upgrades, focus on self-operated brands, and have a self-built logistics system. What is valued is the customer's perception of the brand.

## CORE ACHIEVEMENT



11·11 views: 11 million



11·11 transaction volume increased: 380%