

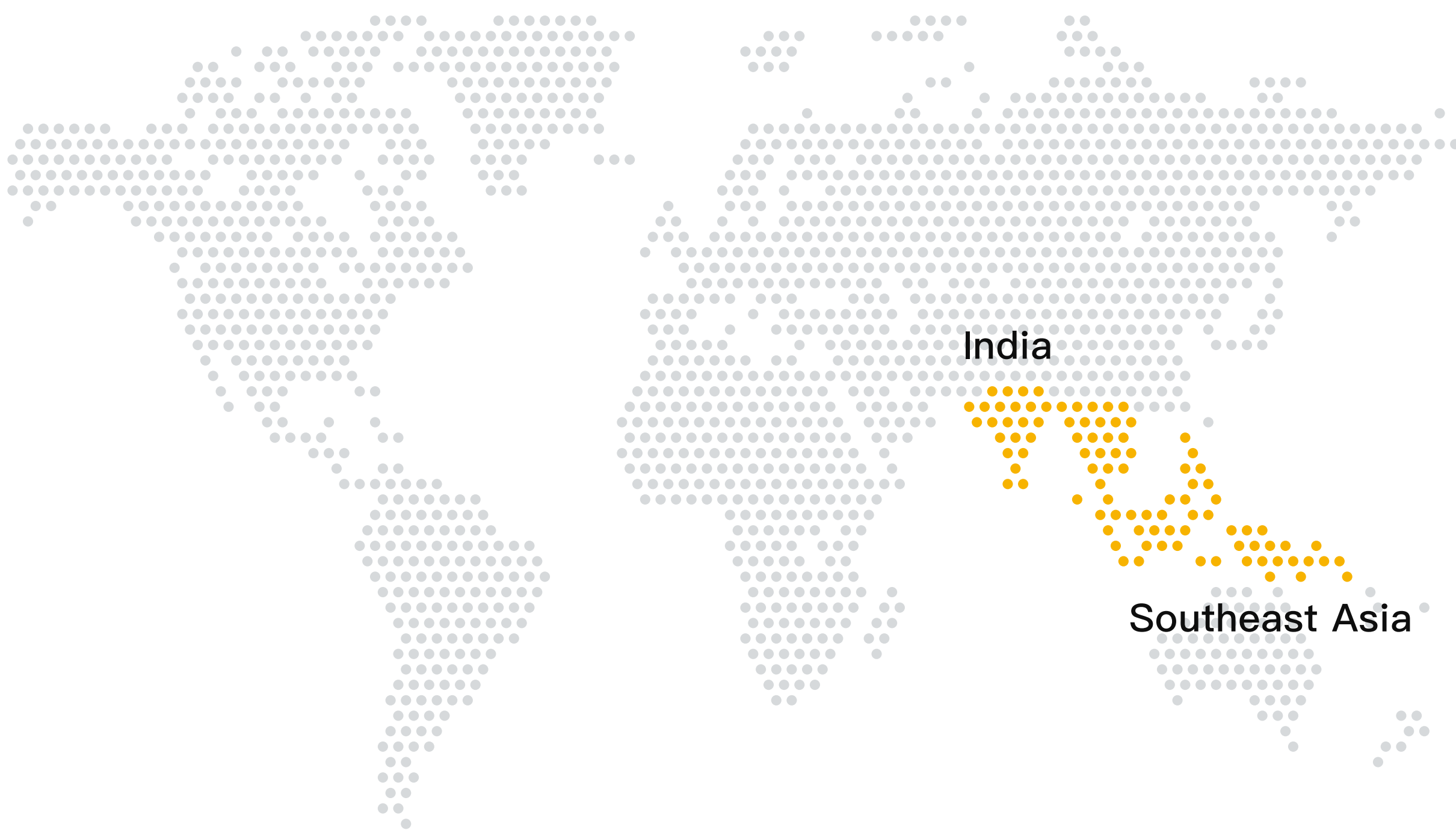
Going to the sea at full speed to achieve a double harvest of brand and effect

PRODUCT DESCRIPTION

Tencent Video's overseas version of WeTV was launched in December 2018. It is an online video media platform with diversified video content. A comprehensive video content platform that integrates multi-regional, popular film and television, variety shows and entertainment, etc. Possess a large amount of high-quality, original content; provide high-quality Chinese content to local users through subtitle translation and dubbing, thereby enhancing local brand influence and national popularity.



ABROAD AREA



ABROAD CHALLENGE

- 1 It is necessary to have a complete model of the delivery area, the choice of placing on the market and how to combine the delivery data of the social media platform to optimize the effect;
- 2 There are many competing products and occupy a significant market share;
- 3 The traffic is expensive and the competition is fierce;
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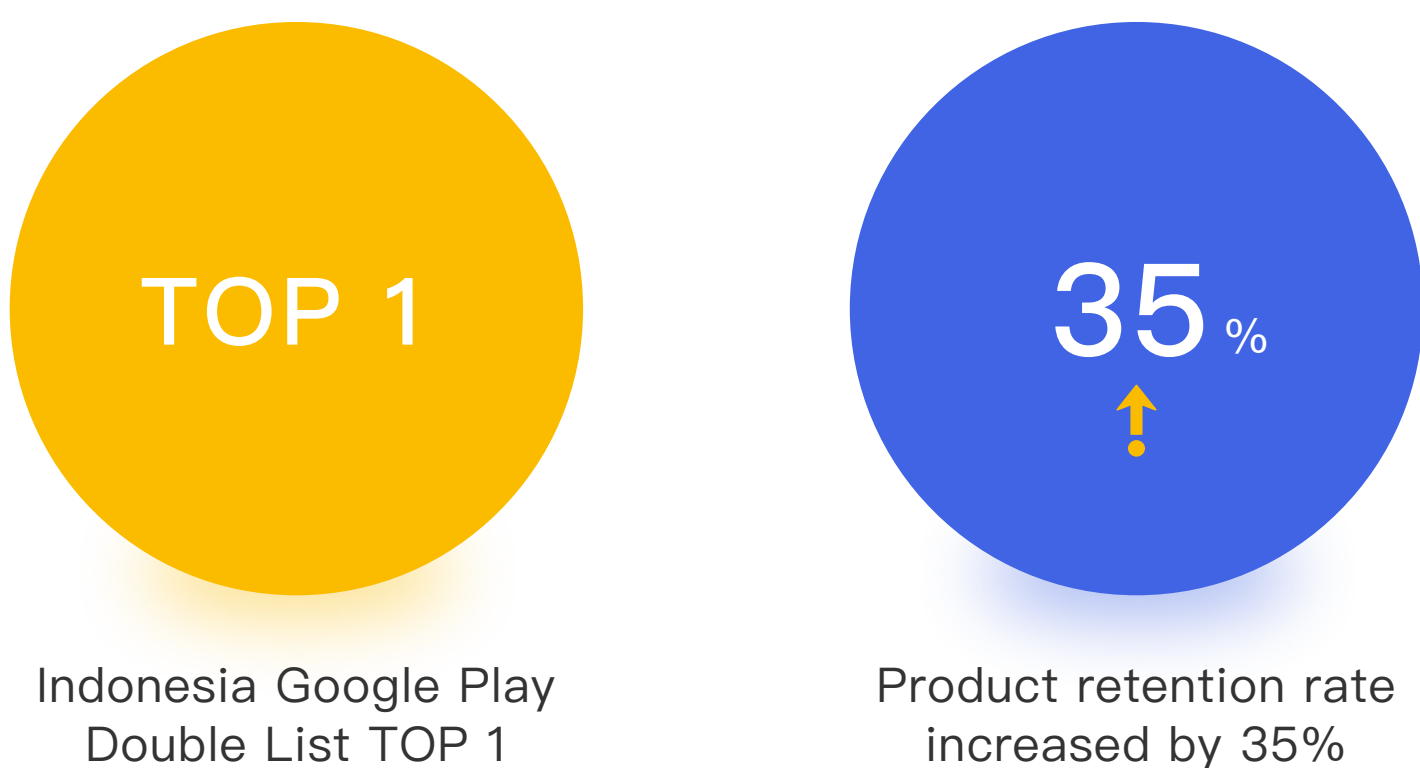
MARKETING GOAL

- 01 Seize the Southeast Asian market and quickly gain user growth;
- 02 Acquire high-quality users and increase retention rate;
- 03 Improve WeTV's popularity and brand influence.

MARKETING STRATEGY

Brand marketin combination of online and offline activities, high exposure, it is recommended to sponsor advertising content, challenge competitions, and invite YouTuber masters to cooperate;	Content localization fully integrates local users' interest preferences and movie viewing habits, carries out original local content, strategically cooperates with TV stations and media, plus targeted localized operations, and establishes a unique market in overseas markets. Mental positioning.	Performance marketing through different advertising creative placements on mainstream social media such as Google/Facebook/ Twitter/TikTok, the use of audience data to perform refined placements, covering the entire browsing path of overseas users, and optimizing events in stages and regions in the placement.
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CORE ACHIEVEMENT



Indonesia Google Play Double List TOP 1

Product retention rate increased by 35%