

# China Cross-border Solutions

## An Ideal Marketing Strategy for China's 10.1 Golden Week

Discover the untapped potential of China's 10.1 Golden Week with our successful cross-border marketing strategies. Utilize our **China Programmatic Ads** and **XiaoHongShu (小紅書)** for in-country brand recognition and cross-border sales. Working with us to test the market and craft effective China strategies for your brand.



## China Programmatic

The best data-driven ad campaign solution to effectively target **Pre-trip** and **On-trip** Chinese travellers and capture their attention while they explore Hong Kong.

# 1

### Data Resources Matrix



### Consolidated various data for dynamic targeting



# 2

# 3

### Target the right audiences

**93%** of premium ad inventories in China



## XiaoHongShu (小紅書)

The best social seeding solution with high-quality user-generated content (UGC).

美食探店

好物分享

旅遊攻略



Media	Targeting	Package Cost
China Programmatic	Pre-trip + On-trip	Standard Banner (Estimated Impression: 750,000)
XiaoHongShu	-	5 - 15 Selected Bloggers^ (#Photo Post/ Video Post)
Package Cost	Over 10% off from original cost	

^Selected blogger list and cooperation form are subject to change after consultation with bloggers.  
Cancellation will not be accepted upon confirmation.  
#All materials and products are provided by advertiser.  
\*Cost is subject to change depends on final requirements from advertiser.  
Campaign must be launched on or before 31<sup>st</sup> October 2023.

Vincent Lam

(852) 3728 2415

vincent.lam@hot-mob.com

Vic Mok

(852) 3728 2409

vic.mok@hot-mob.com