



GLOBAL SHOPPING FESTIVAL 2018

BRAND FACTSHEET

BACKGROUND

- Alibaba serves as the “Gateway to China” for international brands and merchants to tap into the China market and the purchasing power of Chinese consumers.
- Over the last 10 years, the 11.11 Global Shopping Festival has evolved from a sales event into one of the most important branding events of the year. It is an unrivalled opportunity for international companies looking to gain exposure and consumer insights for greater service and product innovations in the future.
- During this year’s 11.11, more than 180,000 brands, including renowned international brands such as P&G, Unilever, Nestle, Mondelez, Mars, Estée Lauder, L’Oréal, Coty, Boots, Nike, GAP, Apple, Bose, Dyson and Starbucks, will be available to Alibaba’s over 600 million consumers.
- Over 60 of the world’s biggest fashion and beauty companies – Jason Wu, Burberry, Stella McCartney, Stuart Weitzman, Estée Lauder, MAC, Anna Sui, Levi’s, Adidas, G-Star, Kappa, Clarks, Swatch, and Tumi – participated in the iconic [Tmall Collection](#) “See Now, Buy Now” fashion show.

BRAND HIGHLIGHTS

Starbucks

Starbucks and Alibaba announced an [expanded partnership](#) this summer to enable a more seamless and personalized experience, as well as collaborate across businesses within the Alibaba ecosystem, including Ele.me, Hema, Tmall, Taobao and Alipay. The expanded partnership will leverage Ele.me’s on-demand platform to provide delivery services to more than 2,000 Starbucks stores across 30 Chinese cities by the end of 2018. Ahead of this year’s 11.11, Starbucks announced that it has piloted “[Star Kitchens](#)” in two Hema locations in Hangzhou and Shanghai, with plans to roll out kitchens in additional Chinese cities over time. Beyond delivery, Starbucks and Alibaba will co-create a first-of-its-kind digital experience through a Starbucks virtual store that will integrate and deliver a consistent Starbucks Experience across multiple digital platforms. In a recent [interview](#), Starbucks CEO noted that Starbucks will be taking what it’s learned in China to the U.S. market.

Proctor & Gamble

P&G has been participating in 11.11 since the first 11.11 a decade ago. Over the past 10 years, P&G has worked closely with Alibaba to broaden its product portfolio as well as introduce exciting new offerings to Chinese consumers. In the last six months, P&G introduced 40 new products to the China market, a record turnaround speed for the company. For P&G, 11.11 is not only a key window in which to acquire new users and showcase the company’s impressive roster of products, but also a powerful branding tool and an opportunity to gain a tremendous amount of consumer insights for future product innovations. P&G recently partnered with the [Tmall Innovation Center](#) to design new products specifically for Chinese consumers such as Head & Shoulders Perfume

Shampoo and Head & Shoulders anti-hair loss shampoo. P&G is also working with Alibaba to leverage its consumer insights to be able to reach new, young consumers in China through creative marketing and social campaigns.

Nestlé

Nestlé teamed up with Alibaba's Cainiao Network earlier this year to streamline its e-commerce supply chain in China, designing a new [all-in-one inventory solution](#) that integrates Nestlé's warehouse stock across Alibaba's platforms into an analytics-driven, shared inventory. Dubbed "One Inventory," this smart and efficient inventory management solution forms the foundation of Nestlé's New Retail efforts to better serve its consumers online and offline across China. This 11.11, Nestlé will work closely with Cainiao to ensure smart stock allocation, accurate inventory forecast and real-time replenishment to provide consumers with the best experience during the world's biggest shopping event.

L'Oréal

L'Oréal is the biggest beauty group in China and has been winning the hearts of millions of Chinese consumers with its unique aspirational brands, superior products, dedicated services and all-in experiences, particularly through its strategic partnership with Alibaba. For the 10th anniversary of 11.11, L'Oréal will bring 19 loved brands to consumers including [Yves Saint Laurent](#), [Giorgio Armani](#) and [House 99, all of](#) which successfully launched on Tmall this year. Together with Alibaba, L'Oréal is creating excitement and sharing beauty with consumers through limited edition product innovations (shu uemura x La Maison Du Chocolat), advanced consumer analytics, online and offline New Retail pop-ups, and original marketing, such as setting up a large Lancôme paper aircraft in front of the Eiffel Tower in Paris to demonstrate bringing happiness and superior products from Paris to Chinese consumers. L'Oréal will also deliver an estimated 2+ million [green parcels](#) to consumers during 11.11 to promote sustainability.

Estée Lauder

Estée Lauder is a strong innovator, strategically launching new brands on Alibaba platforms in a way that resonates with Chinese consumers and stays true to its brand heritage. For example, [Jo Malone London](#), which is known for introducing the concept of bespoke fragrances, exclusively developed a Fragrance Finder Tool in partnership with Alibaba to allow its shoppers to virtually blend their ideal fragrance. To celebrate this year's 11.11, Estée Lauder launched ads throughout iconic New York City landmarks, including downtown Manhattan and Fifth Avenue. Successful brands like MAC and La Mer are also building upon last year's momentum during this year's 11.11 festivities – with MAC selling 210,000 bullet lipsticks on the day of the Tmall Collection show alone.

Coty

After years of partnership, Coty and Alibaba signed an extended strategic collaboration to team up on new insight-led innovations and New Retail experiences. During the 11.11 Global Shopping Festival, several Coty brands – including Max Factor, Sebastian Professional and ghd – joined the Tmall Collection Fashion Show. After Max Factor's expert make-up artists showcased the latest makeup trends, consumers were able to directly buy, vote on and interact with the products. As the hairstyling partners for the show, Sebastian Professional and ghd created over 300 looks for the runway, with the backstage event streamed live. In celebration of 11.11 and leveraging the TMIC's consumer insights, Coty has developed exclusive, limited edition products such as a Sebastian Professional hair styling set.

KORA Organics

Miranda Kerr's [KORA Organics](#) first launched on Tmall Global, Alibaba's dedicated cross-border e-commerce platform, earlier this year through a 45-minute livestream. More than 223,000 Chinese consumers tuned in to the live launch, a reflection of the immense popularity of livestreaming and high-quality beauty products in China. Since then, KORA Organics has experienced great success as consumers in China are increasingly seeking healthier lifestyles and premium products. For their first 11.11, Miranda Kerr will make a special appearance in the annual countdown to 11.11 Gala and KORA Organics will livestream another event in Shanghai via their flagship store on Tmall. Shoppers will be able to get their hands on exclusive 11.11 bundles and the first 1,111 customers to spend over RMB1,000 on KORA Organics will also receive "Miranda's Special Gift".

Viva Naturals

Viva Naturals, based in Toronto, Canada, is a health and wellness brand that is looking to shake up the industry by making natural wellness easy and accessible to everyone. Viva Naturals started to sell to China one and half years ago through [Tmall Global](#). The company views 11.11 as a great branding opportunity that helps them identify new users and sustain traffic even after the shopping holiday is over. Last 11.11, Viva Naturals sold out of many of their products in the first few hours. They achieved two months' worth of sales on that single day and their overall sales doubled after 11.11. This 11.11, Viva Naturals will be offering great deals and also engaging with users through interesting content and livestreams. The company expects to triple their sales in China this 11.11.

100% Pure

100% PURE, based in San Jose, California, is a direct-to-consumer brand of fruit pigmented color cosmetics, natural skincare and haircare products with a mission to improve the lives of 6 billion people and animals. Originally, 100% PURE started by hand crafting products out of a farmhouse in Napa, with primary distribution in the USA - through 15 branded retail stores and its e-commerce website. 100% PURE has since scaled efforts in China, and this 11.11, expects sales to triple over the prior year.

Emily's Chocolates & Nuts

A small, family-owned company based in Fife, Washington – [Emily's Chocolates & Nuts](#) first tried their hand at 11.11 two years ago. That year, they sold 10,000 jars of their signature mixed nuts through Tmall Direct Import (TDI) – Tmall's direct sales channel under Tmall Global. Small businesses such as Emily's can use TDI to test the market in China as well as gain a better understanding of the needs and preferences of Chinese consumers. Since its debut on the platform, Emily's has seen incredible success, garnering 30,000 positive customer reviews, developing products tailored to Chinese consumers, and expanding its business to hire additional staff in order to keep up with their demand from China.

Marriott International

Alibaba Group and Marriott International formed a [joint venture](#) in August 2017 to leverage both companies' industry expertise, consumer insights and technology resources to create an elevated and seamless travel experience for Chinese consumers. Marriott's flagship store on Alibaba's travel service platform, Fliggy, has become a one-stop shop for Chinese consumers to book travel services, covering over 6,500 hotels among 30 Marriott brands. Marriott has begun piloting [smart check-in kiosks](#) powered by Alibaba's facial-recognition technology in its hotels in China. Members

from Marriott Rewards Loyalty Program as well as Alibaba's Tmall and Fliggy membership programs can enjoy status match, allowing consumers to enjoy loyalty benefits across all platforms. This 11.11, Marriott International returns with even bigger travel packages and experiences for Chinese consumers to enjoy around the world.

***If you're interested in speaking with these brands, please contact Alibaba's International Corporate Affairs team:**

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