

About FABERNOVEL

FABERNOVEL is a global innovation agency committed to empowering companies to create a lasting cultural shift and knowledge base to act upon. We bring the thought leadership of a consultancy, the creativity of an advertising agency, and the problem-solving strength of a technology company. We work tirelessly to bring the benefits of change to corporations, startups, and teams who want to create a market impact with digital technology to win.

At FABERNOVEL China, we have different initiatives around the year linked to marketing and corporate communication: events, newsletter, study, article, WeChat, LinkedIn, Website...

To enable our growth in the market while maintaining a level of excellence in the quality of each initiative, we continuously capitalize on the achievements of team members, and thus strive for the perfect gesture.

Social Media Presence

// LinkedIn



[Fabernovel Group](#)
24,000+ followers



[Fabernovel Asia](#)
4,600+ followers

// WeChat



FABERNOVEL
2,450+ followers

We have grown by **45%** since 2021

// Whitepaper downloads

2,000+ downloads across channels



Publication Gallery

// Fabernovel Own Whitepaper



Into The Chinaverse: How the Meta wave is hitting China

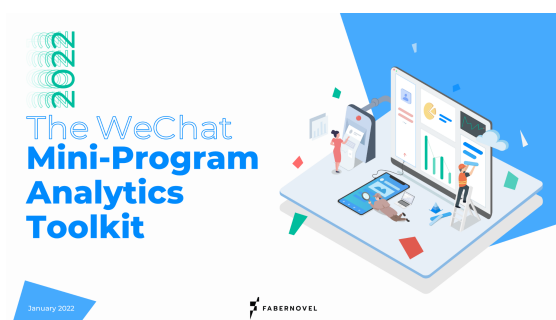
Publication date: May 2022

>>> [Access the full report](#)

Once imagined as utopian or dystopian virtual spaces, the concept of Metaverse is becoming reality. Tech giants have already started to build it, from the hardware and infrastructure to the 3D and virtual reality content. Companies, such as Nike, Dior, L'Oréal, Moncler, and Tesla are racing to test and experiment in this new field.

The Metaverse being widely considered to be a potential future of the Internet, FABERNOVEL has taken the opportunity to explore how China is embracing this new wave with its own specificities and practices. The development of the Metaverse in China will undoubtedly be connected to the outside world but also follow its own paths and rhythm.

FABERNOVEL is more than proud to present you this study, **Into the Chinaverse**, with our combined expertise in Consulting, Marketing and Technology to help entrepreneurs and decision makers to discover and understand the Metaverse, explore business and market opportunities linked to the Metaverse, and deploy full-scale solutions with the Metaverse.



The WeChat Mini-Program Analytics Toolkit 2022

Publication date: January 2022

>>> [Access the full report](#)

Mini-programs are an alternative to the large marketplaces by offering an equivalent to the brand.com website for China and a key pillar for deploying private domain traffic. However, in order to unlock their potential and optimize their performance, the use of analytics is crucial. How can brands define and monitor KPIs for their Mini-Programs while learning about the behavior of their consumers?

Our tech department at Fabernovel has been designing, building, and tracking the performance of WeChat Mini-Programs for international brands and Fortune 500 companies. Following our first release on this topic in 2019, we are excited to give readers the opportunity to learn from our



experience in WeChat Mini-Program development and analytics which is why we are proud to release an all-in-one guide for WeChat mini-program analytics 2022 version.



How to leverage WeChat for successful B2B strategy

Publication date: March 2021

>>> [Access the full report](#)

Since the B2B e-commerce market keeps growing starting 2013, B2B companies need to keep up their marketing statics with ever-changing channels and platforms. For B2B firms operating in China, western approaches might not create the most ideal results because marketing strategies evolve quickly here. Hence, finding the proper platform to build relationships and generate leads is key.

WeChat, the Super App created by Tencent, offers the perfect ecosystem for B2B companies. With more than 1 billion MAUs and 80 million public account followers, WeChat helps corporates grow if operated correctly. As WeChat upgrades to incorporate more and more features, understanding how to implement WeChat in your B2B strategy is key.



The WeChat Mini-Program Bible

Publication date: July 2020

>>> [Access the full report](#)

With over 450 million daily active users (DAU), Wechat mini-program, the sub-application built within the WeChat ecosystem, is one of the most-used platforms to activate Chinese consumers. Extremely versatile, quick and affordable to develop, it allows brands to engage and convert consumers.

Fabernovel has been strategizing, designing and building numerous WeChat mini-programs for international brands and Fortune 500 companies. We are very proud to finally release an all-in-one guide for WeChat mini-programs, in which we have put our analysis, experience, knowledge, learnings as well as best practices on how to build a successful WeChat mini-program.



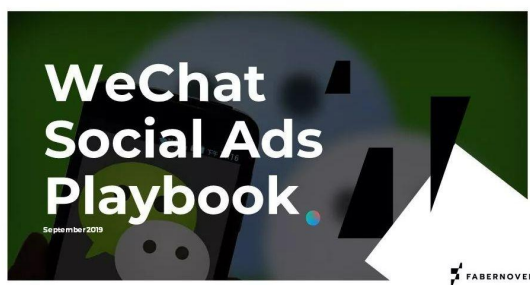
Unleashing the Power of Weibo Ads

Publication date: April 2020

>>> [Access the full report](#)

Sina Weibo is the first open Social Media platform in China, with over 500 million MAU (Monthly Active Users), an over-representation of the new generation and highly engaging content. It is where netizens, celebrities, the government and brands meet, debate, share their thoughts and feelings. It is China's pulse.

Earlier in April 2020, Weibo announced the launch of mini stores, creating its own e-commerce loop and offering additional resources for brands to offer seamless social commerce experience. This could be a game-changer for the platform. With eight years of successfully accompanying Premium & Luxury Western brands to leverage Weibo's many capabilities, Fabernovel is delighted to share this Weibo Social Ads Playbook, SuperFans edition, with insights from Sina Weibo.



WeChat Social Ads Playbook

Publication date: September 2019

>>> [Access the full report](#)

FABERNOVEL is pleased to share this playbook reviewing various offerings of WeChat advertising and the possibilities for brands to reach and engage the tech-savvy consumers. Since the inception of WeChat, Tencent has been very cautious about introducing promotional messages on its platform. The Super APP is envisioned more like a productive toolkit for the users' daily life than a source of media revenue stream itself. In contrast to 1 ad for every 10 posts on Facebook, the Shenzhen tech giant makes sure its users are exposed to a maximum of 2 ads per day.

That being said, WeChat advertising offerings have become so comprehensive and impactful to capture the attention of Chinese consumers from both home and abroad. To build successful WeChat strategies, it is now crucial for a business to master these various ad formats, ad touchpoints, ad features, bidding tactics and audience targeting possibilities.



// Co-authored Whitepaper



Consumer Data Strategy under the new China PIPL

Publication date: November, 2021
Partner: TEKID

>>> [Access the full report](#)

In collaboration with TEKID, FABERNOVEL is very proud to present to you this review on Consumer Data Strategy under the new China Personal Information Protection Law, with our joint expertise on Chinese consumers, brand omni channel solutions, data strategy and management, and corporate compliance services.

Starting from November 1st, 2021, the new China Personal Information Protection Law (PIPL) has officially taken effect. It will set a new bar in China for privacy rights, obligations, security, and compliance.

At its core, the PIPL's goals are to increase individuals' rights and enhance privacy, transparency, and accountability. It gives individuals more rights and control over what can and cannot be done with their data. The PIPL also gives regulators new powers to impose significant fines on organizations that breach the law.



The next frontier of Social Commerce: Private Traffic

Publication date: September 2020
Partner: PJDaren

>>> [Access the full report](#)

Private traffic refers to a customer pool that can be reached freely, without constraints in time and frequency. It can be fully managed by brands or specialists without relying on any third-party platforms. Under the intense competition in leading Chinese e-commerce platforms, brands are facing increased customer acquisition costs, along with skyrocketing advertising expenses and low customer engagement rates.

Thus, it is critical for them to explore new cost-effective methods such as private traffic, which can improve customer retention, drive repurchase, and optimize product development based on customers' feedback.

In partnership with PJDaren, we are delighted to release this study, featuring 10 deep-dive studies and our key learnings based on meta research, which explains what business objectives private traffic can address.



// Articles



Building blocks of an effective data strategy

Publication date: December 8th 2021

“There are overlooked foundational building blocks that are an integral part of any data strategy which is how you acquire, store, manage, share, and use your data...”

>>> [Read the full article](#)

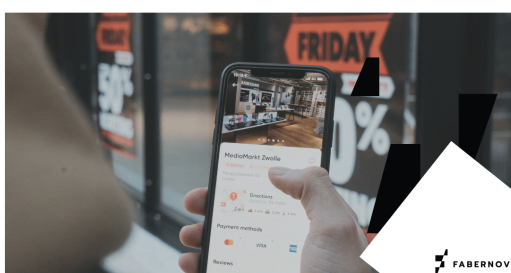


Crafting the Future Business Strategy of Wine & Spirits Brands

Publication date: October 13th 2021

“Chinese consumers' habits on wine & spirits are evolving faster than ever. Have a quick sneak peek at some of the neo drinking trends led by the younger consumers.”

>>> [Read the full article](#)



How China Is Leading the Way in Social Commerce

Publication date: September 2nd 2021

“Social commerce makes shopping a one-click away social experience, quickly becoming the new norm for brands and savvy marketers to extend their digital shelf and enable an all-in-one experience for consumers to discover, research and purchase products on social media.”

>>> [Read the full article](#)



The Secrets behind Scaling Agility in an MNC

Publication date: September 14th 2021

"Agility leads to objective-based management, disciplined project deployment, and flatter organizations charts. This approach is 180 degrees to how most multinationals are set up, this is why many organizations fail at applying it."

>>> [Read the full article](#)

[Visit our website for more insights on China innovation: <https://asia.fabernovel.com/insights/>]

// Expert Quotes

FABERNOVEL

FRANK DESVIGNES

Global Head of Open Innovation | AXA
Founding Partner of True Global Ventures and early investor into The Sandbox

“ I believe the most successful Metaverse will be Gaming experiences driven! People spend more time where they have fun! ”

[\[View Post\]](#)

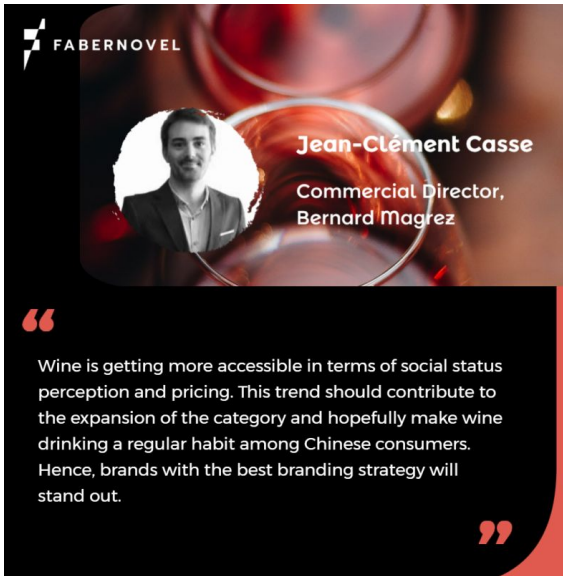
FABERNOVEL

CAROL ZHOU

Senior VP, China Business Innovation & Investments | Shiseido

"Just like how we imagined consumers want a seamless online to offline experience, the future will likely be a seamless real to virtual experience. Brands has the opportunity to build another multi-dimensional customer journey in the Metaverse, and potentially uncover consumer behaviours that are not seen in real life. They can engage with consumers at another level, which can compliment with their overall communication strategy and business objectives."

[\[View Post\]](#)

FABERNOVEL

Jean-Clément Casse
Commercial Director,
Bernard Magrez

“ Wine is getting more accessible in terms of social status perception and pricing. This trend should contribute to the expansion of the category and hopefully make wine drinking a regular habit among Chinese consumers. Hence, brands with the best branding strategy will stand out. ”

[\[View Post\]](#)



“ With the world becoming increasingly uncertain and complex, it is imperative that all companies adopt Agile ways of working in order to better navigate the turbulence and also rapidly seize opportunities that might arise unexpectedly. ”

TED LAI
Chief Digital Officer, Sanofi
Greater China

[\[View Post\]](#)

Community Events

With a culture of collaboration and a roster of talents, Fabernovel China is actively engaged in the community. We both organize and join different types of events and present ourselves as an expert in digital innovation.

// Partner Events

We are proud partners of





Metaverse & NFT: A Mirage of An Oasis of Web 3.0?

Event date: April 14th 2022
 Organizer: Le Wagon
 Fabernovel speaker: Simin LIN, Head of Research



WeChat Mini-Program Analytics Toolkit 2022

Event date: February 22nd 2022
 Organizer: WeHustle
 Fabernovel speaker: Clement Ledormeur, General Manager, Tech Division



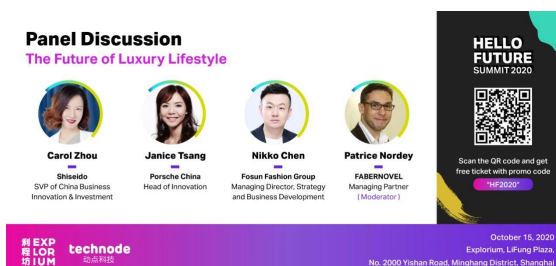
Behind the scenes of Live Streaming & Private Traffic

Event date: November 18th 2021
 Organizer: CCI FRANCE CHINE x FABERNOVEL
 Fabernovel speaker: Rachel Daydou, Partner & China Managing Director
 Partner speaker: Alan Li, Founder of Jimo



WeChat Marketing Summit

Event date: March 4th 2021
 Organizer: Entrepnr
 Fabernovel speaker: Clement Ledormeur, General Manager, Tech Division



The Future of Luxury Lifestyle

Event date: October 15th 2020
 Organizer: Explorium x Technode
 Fabernovel speaker: Patrice Nordey, Managing Partner



// Fabernovel Own Events



Data Strategy Day

Event date: January 7th 2022
Partner speakers from: Disney, LESAFFRE

>>> [Learn more](#)



Agility Day

Event date: September 16th 2021
Partner speakers from: Sanofi, Microsoft, IKEA

>>> [Learn more](#)



Traveling under the new “norms” - opportunities for prestige brands

Event date: June 30th 2021
Partner speaker from: Trip.com

>>> [Learn more](#)

Media Exposure

We have been working with





// Articles

The Global Chinese Consumer

Publication date: November 16th 2021
Media: Singapore Management University Magazine
Author: Xiaolei Gu, Consulting Director of Fabernovel

“Global Chinese Consumers have been exposed to new experiences and ideas during their movement globally. As a result, they have been developing a global citizenship mindset, and will be the forerunners in welcoming, embracing and eventually paying for brands that are driving progressive social values.”

>>> [Read the full article](#)

How China is paving the way for social commerce

Publication date: August 26th 2021
Media: Ecommerce Mag
Author: Lea Wang, Strategy and Development Manager of Fabernovel

“A pioneer in social commerce for years, the Chinese market continues to accelerate , with \$363 billion in sales expected by the end of the year , according to a report by Emarketer. But what does the anatomy of social commerce look like? In fact, social commerce is evolving around content, retail and sharing, to make shopping an all-in-one social experience aimed at discovering, searching and buying products online.”

>>> [Read the full article](#)

Will Decentralized E-commerce Save Brands?

Publication date: July 8th 2020
Media: Technode
Author: Patrice Nordey, Managing Partner

“We have all dreamt about e-commerce saving the traditional retail business, turning an asset-heavy industry reliant on expensive square meters and armies of ground sales staff into light online front stores managed by a few tech-savvy marketers. Has e-commerce saved the retail industry? Hmm... not really. In fact, the industry is threatened by an unprecedented dependency on paid media and platforms. They may boost sales today, but they are dangerous for brands in the long run.”

>>> [Read the full article](#)

// Interview and Quotes

中国的元宇宙广告商将面临怎样的未来？(What's Ahead For Metaverse Advertisers In China?)

Publication date: June 1st 2022
Media: Forbes China
Type of collaboration: Interview with Rachel Daydou, Partner & Managing Director and Simin Lin, Head of Research

“You know an idea has become mainstream if it is taken up by Davos Man at the annual World Economic Forum. One that's come of age: the metaverse. The WEF announced on May 25 a new initiative, 'Defining and Building the Metaverse.' But what does it mean for advertisers and



marketers in China trying to connect with local users? To learn more, I exchanged recently by email with Simin Lin and Rachel Daydou at Fabernovel Group.”

>>> [Read the full article](#)

‘Into the Chinaverse’: Looking Ahead at China’s Metaversal Roadmap

Publication date: May 20th 2022

Media: Jing Daily

Type of collaboration: Key takeaways of Fabernovel’s whitepaper “Into the Chinaverse”

“Fabernovel, the global innovation agency, has released its latest study “Into the Chinaverse” — a deep dive into the reinvention of consumer scenarios through technology, how brands are using Web3 to capture Gen-Z China, and which Gen-Z startups to watch in the metaverse. Here, Jing Daily spotlights the key takeaways from the report and the trends that are taking China’s Web3 by storm.”

>>> [Read the full article](#)

What’s Behind China’s E-boy Trend

Publication date: April 19th 2022

Media: Jing Daily

Type of collaboration: Quote from Xiaolei Gu, Consulting Director

“As Xiaolei Gu explains, ‘the e-boys in the Western context are trying to take a stand against the mainstream while those in the Chinese context are not really rebellious despite being in a subculture community.’ This might make growth more difficult. But as recent advances have shown, inclusivity and diversity have become an unstoppable force in the global fashion scene.”

>>> [Read the full article](#)

How China Flipped From Tech Copycat To Tech Leader

Publication date: October 18th 2021

Media: Les Echos

Type of collaboration: Quote from Rachel Daydou, Partner & China Managing Director

“There is an explosion of this phenomenon in the digital sphere. Rachel Daydou, Partner & China General Manager of the consulting firm Fabernovel in Shanghai, says, ‘With Libra, Facebook is trying to create a financial entity based on social media, just as WeChat did with WeChat Pay. Facebook Shop looks suspiciously like WeChat’s mini-programs. Amazon Live is inspired by Taobao Live and YouTube Shopping by Douyin, the Chinese equivalent of TikTok.’ ”

>>> [Read the full article](#)

Transforming Luxury: A New BoF Podcast Series

Publication date: September 7th 2021

Media: The Business of Fashion

Type of collaboration: Podcast interview with Patrice Nordey, Managing Partner

“Over a special six-part series, BoF speaks to 22 pioneering thinkers from the worlds of business, technology and luxury, creative leaders and renowned ecologists, to investigate the forces driving transformative change in the \$300 billion luxury goods market. Nordey is an economist who specializes in disruptive innovation, new technologies and digital transformation, with 14 years’ experience within the Chinese market. ‘A normal brand should deliver hundreds of videos per month to be able to sustain its presence and visibility. In this equation, content creators and KOLs, video streamers, become the key strategic partners for brands to convert users into customers.’ ”

>>> [Read the full article](#)



Contact Us

**Looking for a partner with sharp industry insights?
WE ARE THE ONE!**

If you are interested in any type of collaboration models mentioned above, contact us at:



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