

# Fuorisalone China

Digital To Asia





# Fuorisalone China



## **Fuorisalone China?**

Fuorisalone China: the Project, the Numbers

## **Fuorisalone China Channels**

WeChat OA, Weibo & WeChat mini-program

## **Digital communication packs**

Visibility packs (WeChat, Weibo) + Video pack

## **Mini-program pack**

## **Quotation**



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# What is Fuorisalone China?



## Fuorisalone China

Digital to Asia had an idea: to communicate Milan Design Week and the best of Italian Design in China while Chinese people/tourists couldn't travel abroad. Speaking and discussing with Studiolabo, Fuorisalone inventor, the two companies found unity of purpose.

On the base of this unity of purpose, Digital to Asia becomes Partner of Studiolabo who manages both the offline and online platform of Fuorisalone (Fuorisalone.it).

Digital to Asia mission is to manage communication on Chinese Channels (WeChat Official Account + WeChat Mini-program and Weibo) on the base of a shared choice of contents both during Design Week and during the rest of the year. With these premises, Fuorisalone China project comes to life.

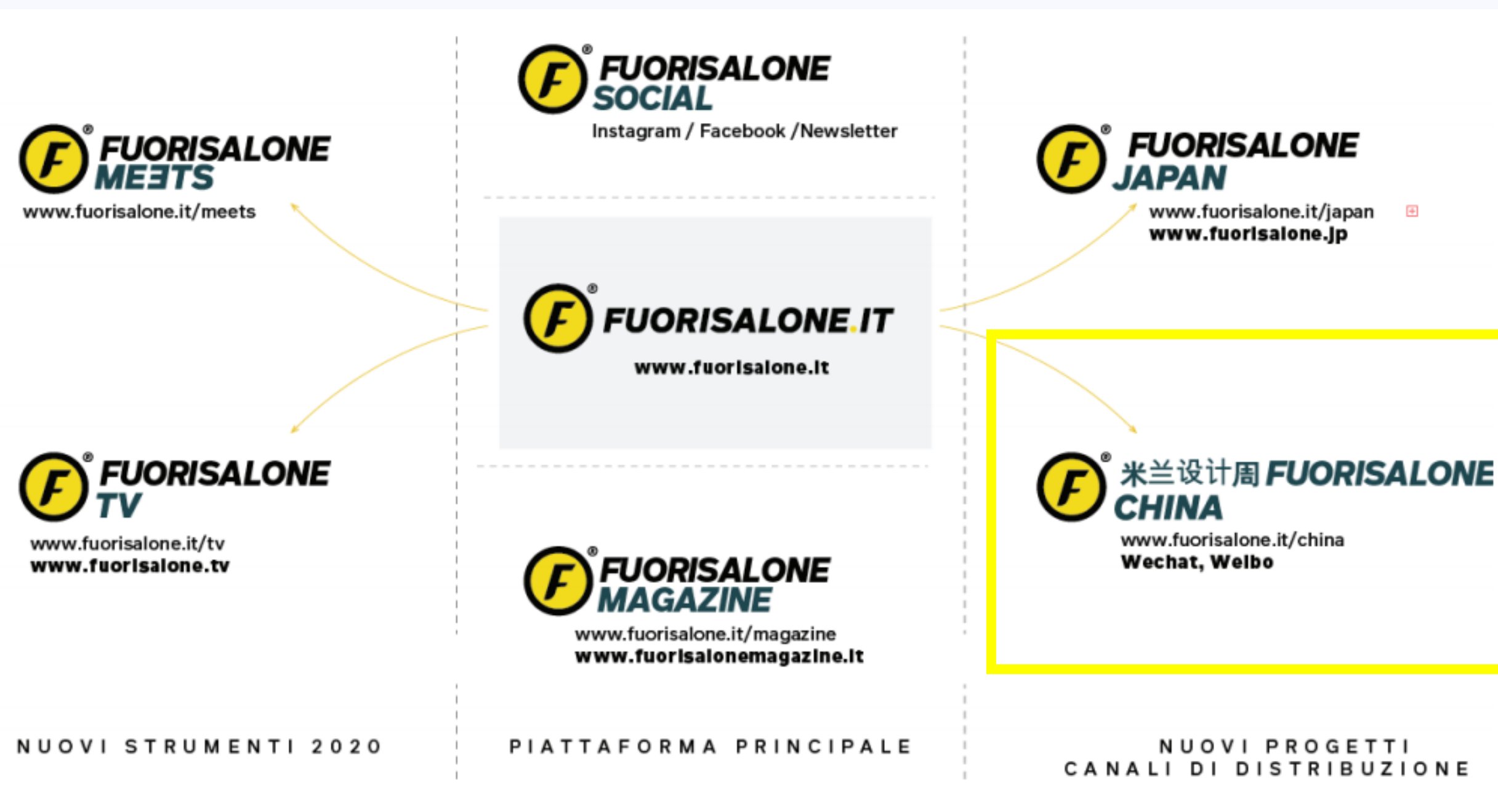


...is perfectly inserted in Fuorisalone digital edition (2020 year).

Why it is so important for Design Brand to communicate towards China?

«Today Chinese consumer pays lots of attention to the lifestyle and Design: testified by the growth of Chinese visitors numbers during Fuorisalone (in the last years) and the growth of Design sector in China.

The potential for Italian design development in China is very high, considering the progressive increase in the average wealth of Chinese customers."





# Fuorisalone: 2019 in numbers

## ...Milan Design Week 2019

Why Fuorisalone is one of the most important events in the world?

- **400 K** people visited Fuorisalone;
- 19 MLD (Euro): ¼ in restaurants and accomodation;
- **386 K** entrances in Fiera (Salone del Mobile);
- 2400 exhibitors (1/3 foreign);
- **250 K** visits in Brera;

### Fuorisalone.it:

- 1348 events published on the web-site;
- **3889** Brands registered on the web-site;
- 316 K viewers;
- **2,41 MLN of** page views.





# Fuorisalone: 2020 in numbers



## ...Fuorisalone digital 2020

- **646** events (**237** offline)
- **378** brands;
- **678** designers;
- **Fuorisalone TV** (on demand): more than **400** videos on platform;
- **130k** unique visitors (65% from Italy, USA first foreign country for visitors);
- **800k** online pages visited.



# Fuorisalone China: participating Brands



**Cassina**

**ceDIT**  
CERAMICHE D'ITALIA

**FLORIM**

**GERVASONI™**

**MERIDIANI**







# Fuorisalone China: Partners





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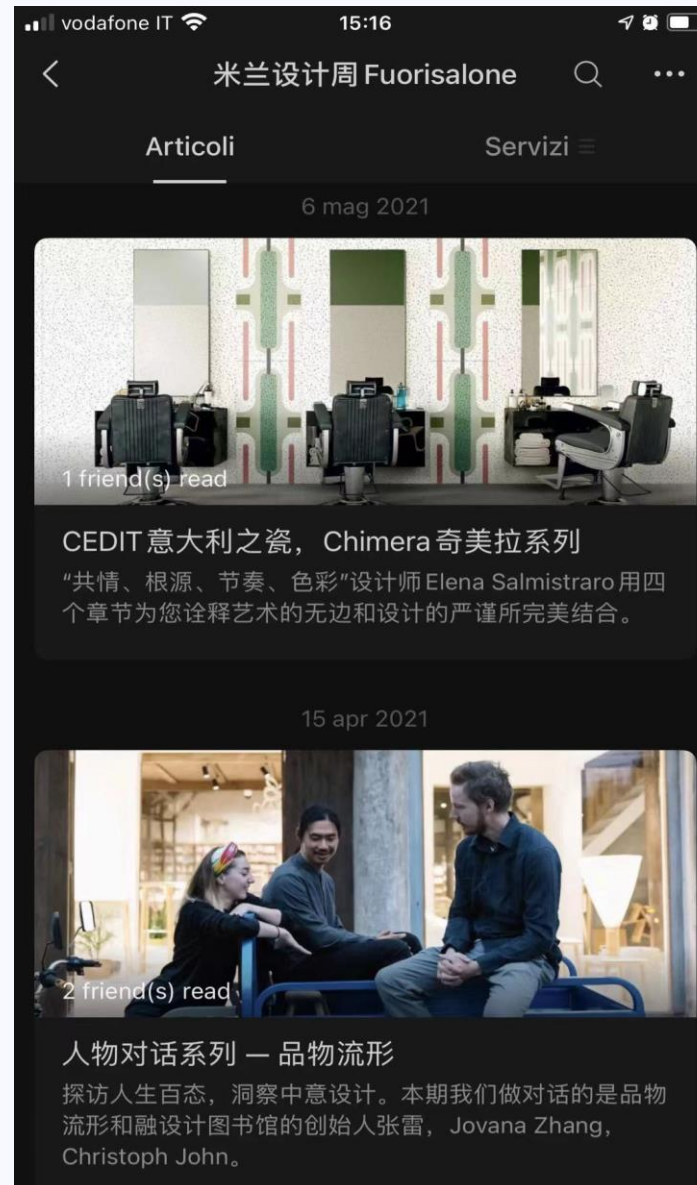
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# Fuorisalone China: numbers for WeChat and Weibo



## 1. Fuorisalone WeChat Official Account:

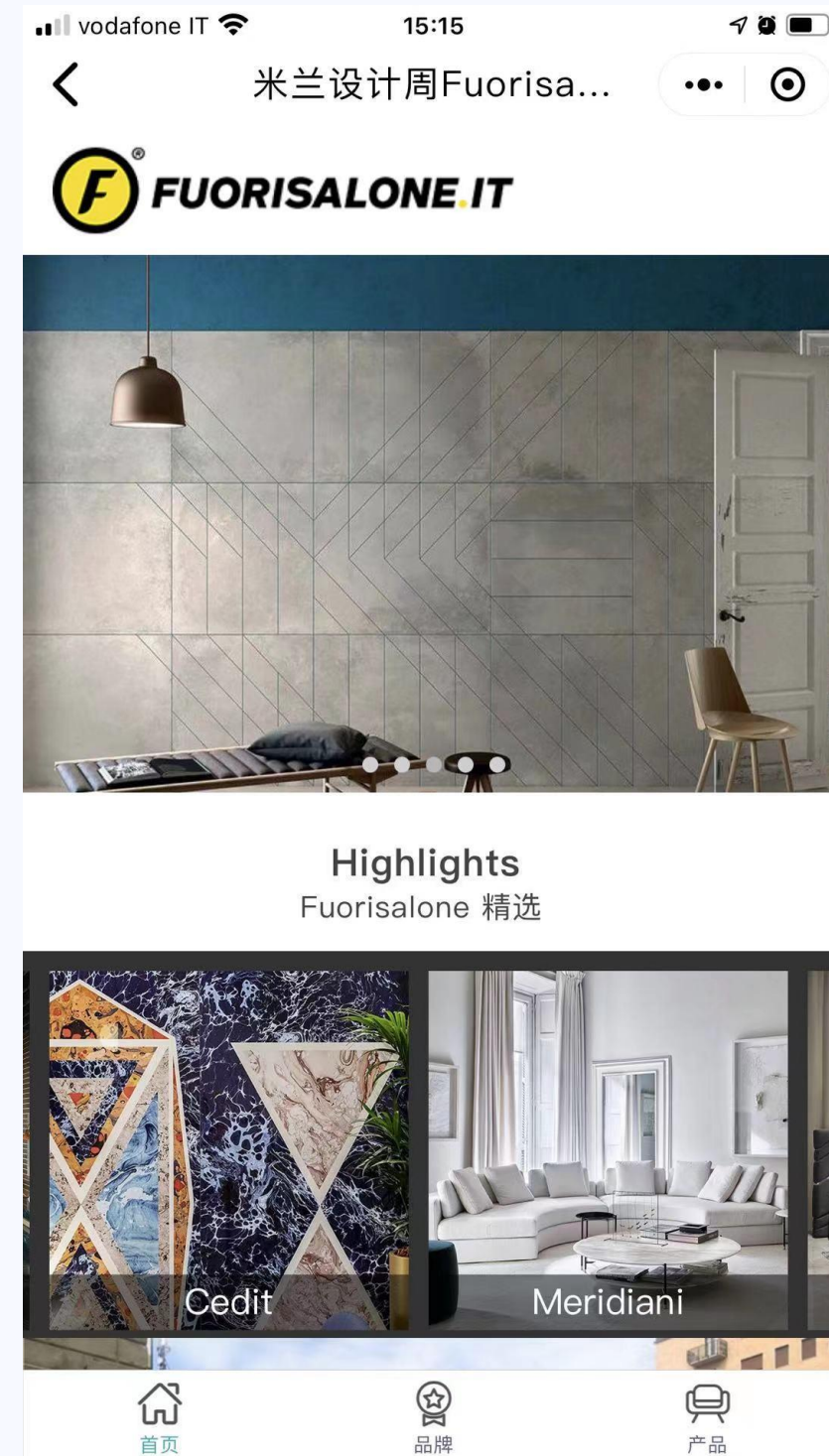
- **3385** followers;
- **+ 53**: published articles;
- **9**: involving Brands;
- **+ 21**: mentioned Brands;
- Adv campaign: September 2021;

## 2. Fuorisalone Weibo Official Account:

- **3382** followers;
- **+ 160** published posts;
- **9**: involving Brands;
- **+ 21**: mentioned Brands;
- **3**: Give Away (UGC campaign, #Campaign, Adv campaign).



# Fuorisalone China: miniprogram on WeChat



## 3. Miniprogram Fuorisalone on WeChat:

- **Partecipating Brands:**

B&B, Cassina, Cedit/Florim, Meridiani, Visionnaire;

- **Published Contents:**

- 5 Brand pages;
- 14 Designer pages;
- 5 products pages.





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# Digital communication pack



1 Article on WeChat

1 Post on Weibo



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# Communication Video pack



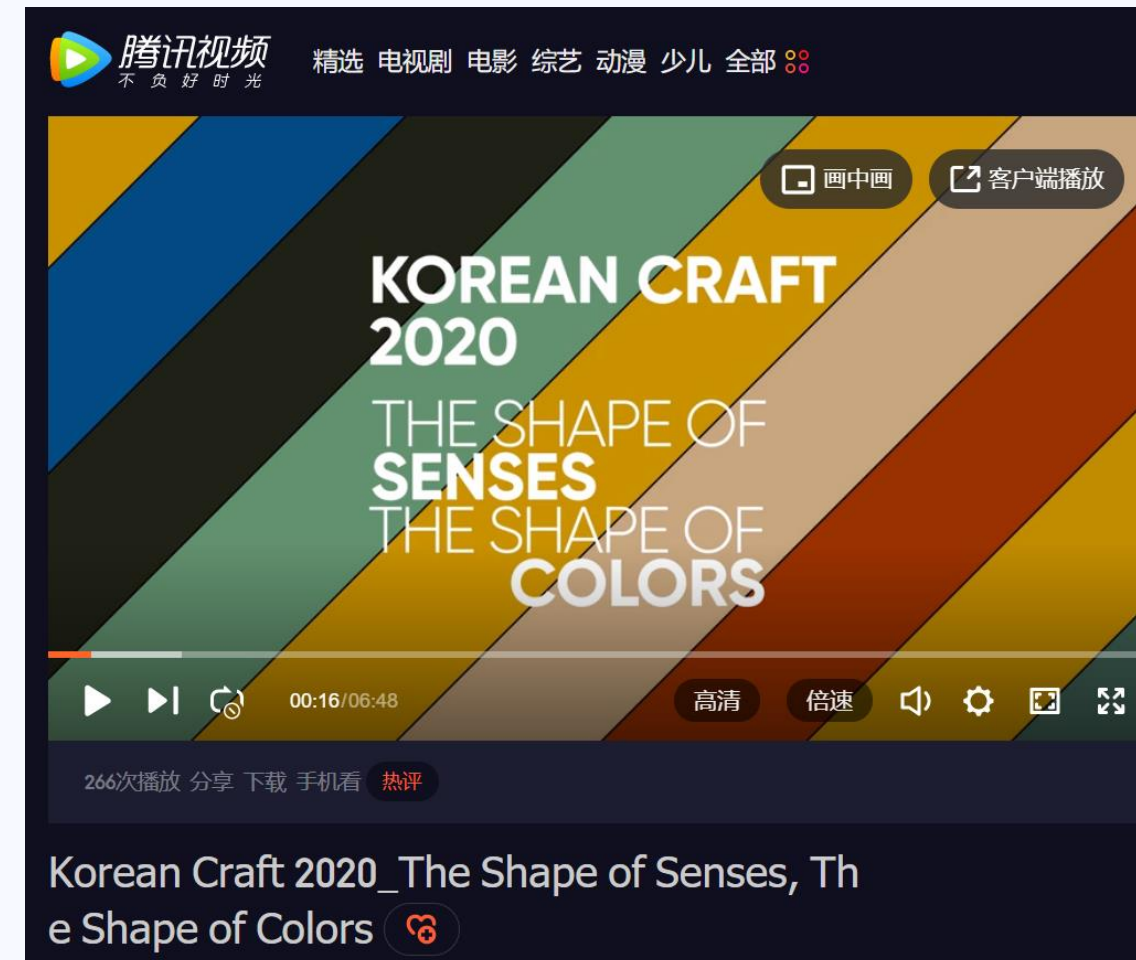
## Communication Video pack:

- Subtitles (just provided video ) (max. 5 minutes);
- Publication on Video Channels (Tencent Video, Weibo) + WeChat;
- Sharing on WeChat groups of designers.





# Communication video pack + additional services



## Additional services (comunication video pack):

- Video in show-room (max. 5 minutes) production;
- Chinese Mothertongue Interpreter (ITA – ZH);
- Subtitles in Chinese language (max. 5 minutes);
- Publication on Video Channels (Tencent Video, Weibo) + WeChat;
- Sharing on WeChat groups of designers.





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# Mini-program



## Mini-program on WeChat:

1. **Brand page:** description and history of the Brand+ 5 pictures (tbd);
2. **Product page:** Design product description, color variants, materials used + 5 product images (tbd).



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# Quotation: visibility packs

Detail	Digital Communication pack	Video pack	Mini-program
Wechat/Tencent Video	1 Article on Wechat (article creation + layout)	Publication of the existing video on Wechat/Tencent Video + subtitles in Chinese (max 5 min)	Insertion of the company in the Fuorisalone Mini-program (insertion of brand page) + insertion of 1 product page
Weibo	1 Post on Weibo (post creation and layout)	Publication of the existing video on Weibo/Tencent Video + subtitles in Chinese (max 5 min)	
Designers WeChat groups (Minimum 200 contacts)	1 repost	1 repost	
Price (euro)	1.250 (*)	1.500	2.300
Additional Services		Video creation in showroom (5 min) with Chinese speaker + subtitles	Additional Product pages
Additional Services (price)		+2.000	+500 (product page)

(\*) original price 1.500, discounted for Fuorisalone clintents



