



GANASSINI
Istituto di Ricerche Biochimiche



RILASTIL
LABORATORIO DERMATOLOGICO

**LIVESTREAMING IN CHINA:
TRICK OR TREAT?**

*RISKS AND OPPORTUNITIES FROM A
BRAND'S POINT OF VIEW*

2021.06.29

A FAMILY COMPANY

WE ARE A COMPANY WITH OVER **85 YEARS**
OF HISTORY AND STILL MANAGED BY OUR
FOUNDER'S 4TH GENERATION

HISTORY



1935

Establishment

1938

Vitamindermina



1960

Farmagan



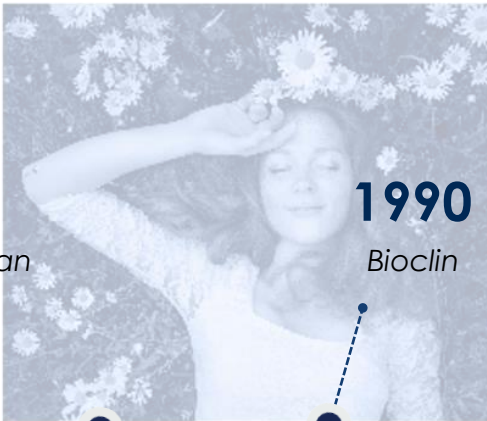
1972

Rilastil



1990

Bioclin



2009

Korff & Dermofarm



2014

Compagnie de Provence



2018

The Organic Pharmacy



2019

Ganassini Corporate Asia



MAIN BRANDS



Rilastil is the dermatological skin care brand that offers the best everyday solutions to care and cure the skin thanks to its wide range of products created with a great dermatological know-how and attention to skin elasticity.



Korff creates innovative products with fulfilling textures, perfumes and colors for a healthier and beautiful skin.



The expert in anti-aging treatments, with more than 40 years provides the most efficient pro-aging rituals for sensitive skin.



A new standard in clean, high performing beauty: researched, formulated and manufactured in London, created with love, science and expertise.



Professional hair care company: hair-color, bleaching, scalp treatment, organic hair-care, men hair and grooming.



Range of seawater-based products formulated for the hygiene of nasal cavity, throat and eyes.



La Compagnie de Provence is a lifestyle natural brand. Pioneers in reinterpreting the iconic cube of Marseille Soap in a liquid format with a modern and edgy design.



The expert and pioneer brand that launched the first make up remover towelettes more than 20 years ago.



Bioclin offers a range of hair care products and deodorants formulated according to eco-sustainability standards.



Specific and focused solutions to gynaecological problems in every life phase, from childhood to adult age.



A complete offer of great quality products at reasonable prices, allowing pharmacists to have their own customized product lines.

PRIVATE LABEL

MAIN BRANDS IN CHINA TODAY

rilastil 俪纳斯旗舰店 + 订阅
天猫 综合体验★★★★ 粉丝数14.4万

预告 暑“价”来袭 06月25日 17:00开播

RILASTIL | 俪纳斯

『暑』价来袭 清凉补水膜法

活动时间: 6月21-6月30日



领券下单 关注更优惠

RILASTIL 全部宝贝 店铺动态 宝贝分类 店铺会员

CUMLAUDE 海外旗舰店 + 订阅
天猫国际 综合体验★★★★ 粉丝数298

日常清洁 粉嫩紧致 回春凝胶 欢情润滑

5

cumlaude lab:
邀您共赴轻奢女性私护新体验
西班牙NO.1*女性私护专研品牌



入会领无门槛优惠券>

cumlaude lab: 全部宝贝 店铺动态 宝贝分类 联系客服

兰西碧居家日用旗舰店 已订阅
天猫 综合体验★★★★ 粉丝数26272

COMPAGNIE DE PROVENCE | 兰西碧

遇见新「肌」运 恒久滋养美「肌」

“盛夏的雨后果园 充满清新与活力”

直降 ¥50



COMPAGNIE DE PROVENCE
SAVON LIQUIDE MARSEILLE EXTRA PUR PAMPLEMOUSSE

COMPAGNIE DE PROVENCE 全部宝贝 店铺动态 宝贝分类 联系客服

korff 海外旗舰店 已订阅
天猫国际 综合体验★★★★ 粉丝数8417

KORFF 科寇
THE SCIENCE IN BEAUTY



胶原蛋白紧致弹润精华
向美而生 势不可挡

保湿 抗皱 提亮

KORFF 全部宝贝 店铺动态 宝贝分类 联系客服

CHINA LIVESTREAMING

THE ENVIRONMENT

CHINA KOL TIERS

SALES
VOLUME
POTENTIAL /
5MINS EVENT

10-20Kpcs

TOP KOL



Name: Austin Lee (Li Jiaqi)
Platform: Taobao



Name: Viya
Platform: Taobao



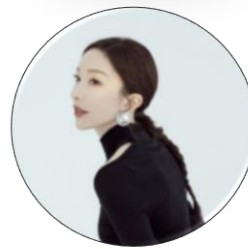
Name: Luo Wangyu
Platform: Tiktok



MIDDLE KOL



Name: Xue Li
Platform: Taobao



Name: Miya Cao
Platform: Taobao



Name: Cui Jianan
Platform: Tiktok

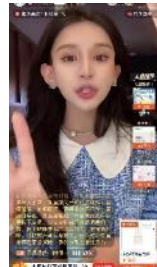


3-10Kpcs

KOC



Name: Xiao Jiaozhi
Platform: Taobao



Name: Wang doudou
Platform: Taobao



Name: Mona
Platform: Taobao



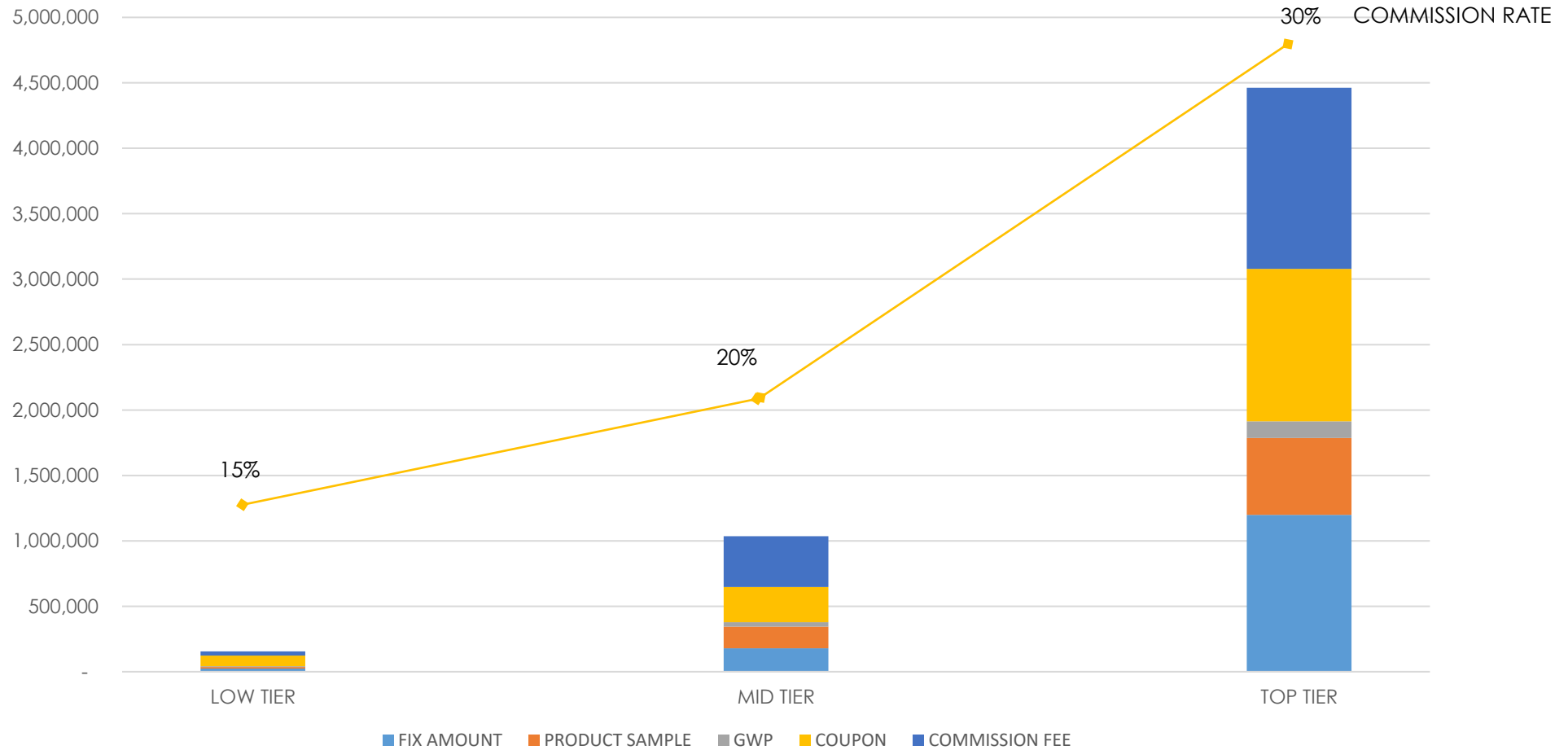
Name: Da Xiqing
Platform: Taobao

1-2Kpcs

KOLs PRODUCT SELECTION PROCESS



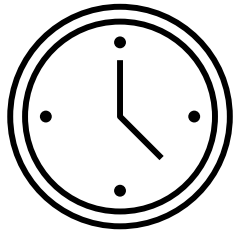
LIVESTREAMING COST STRUCTURE



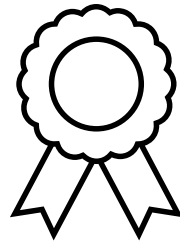
CHINA LIVESTREAMING

THE RILASTIL CASE

RILASTIL IN CHINA IN A FEW NUMBERS



5 YEARS
SALES



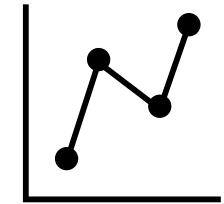
NUMBER 1
ITALIAN
SKINCARE
IN CHINA



1 HERO PRODUCT
70% of sales

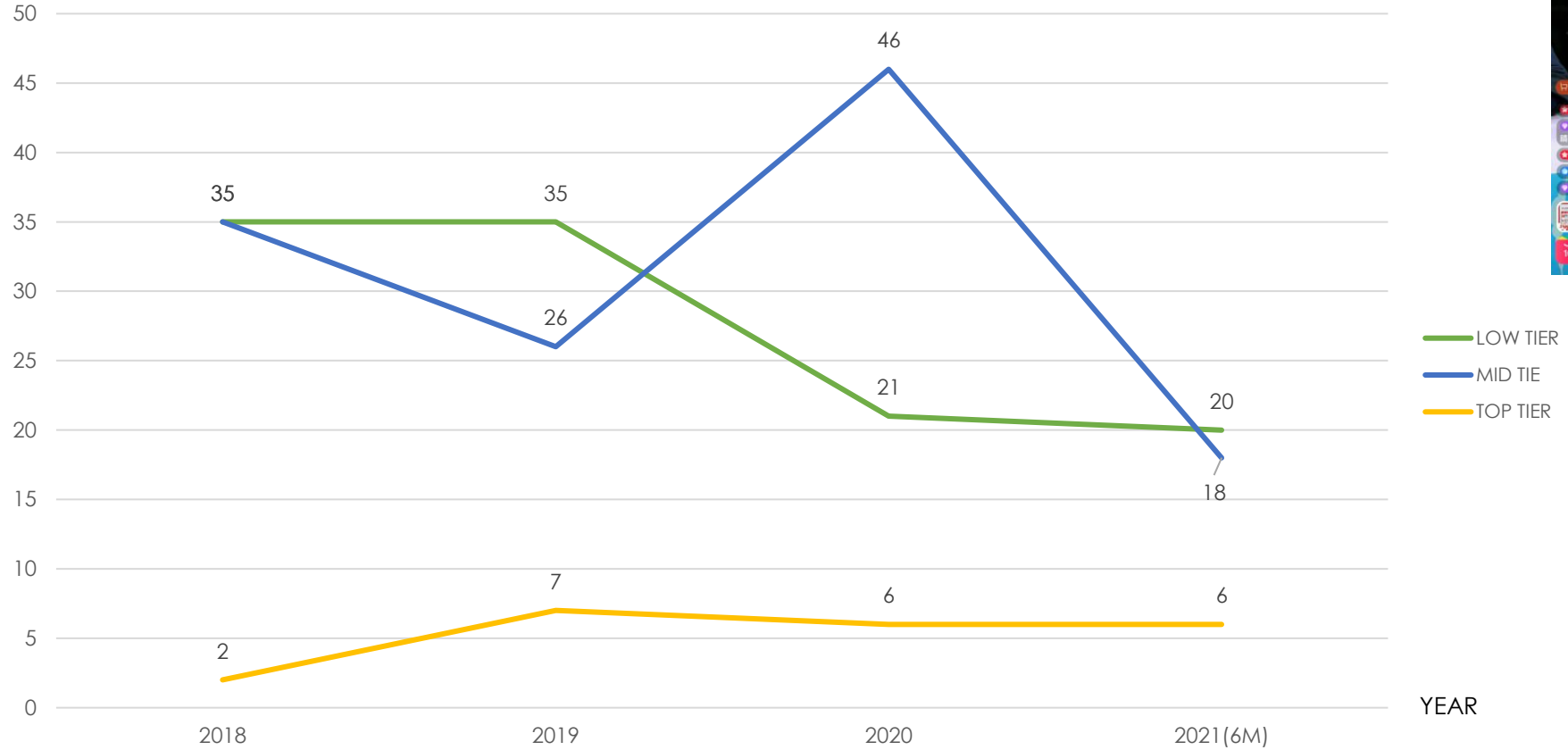


- 2-3 PRODUCTS
“INCUBATION” PHASE
- 20 PRODUCTS FULL
ASSORTMENT



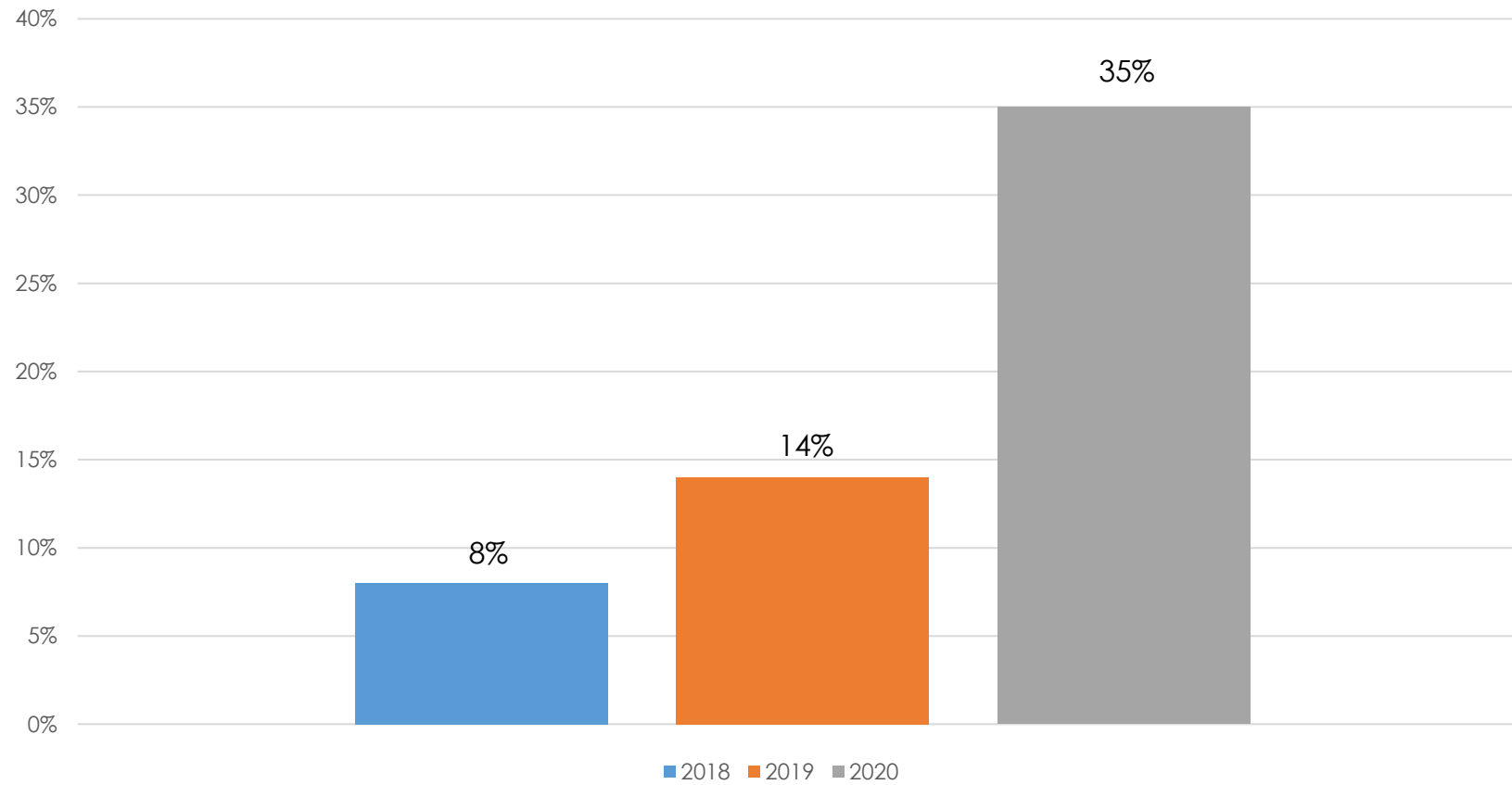
30% AVERAGE
CAGR AMBITION
NEXT 5 YEARS

LIVESTREAMING FREQUENCY 2018 - 2021



YEAR

LIVESTREAMING WEIGHT ON TOTAL SALES

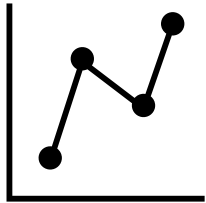


A photograph of Halloween-themed treats. In the foreground, two oranges are carved into jack-o'-lanterns with triangular eyes and smiling mouths. Behind them are several white plates containing various pastries, including what appear to be chocolate brownies and white frosted cookies. The scene is set on a light-colored wooden surface. The text 'CHINA LIVESTREAMING' is overlaid in the center of the image.

CHINA LIVESTREAMING

“THE TREAT”

CHINA LIVESTREAMING STRENGTH AND OPPORTUNITIES



UNCOMPARABLE SALES BOOST

Key tool to boost volumes for mature brands, crucial tool for newly launched ones



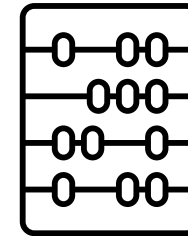
BRAND VISIBILITY

Clear benefit from each KOL exposure



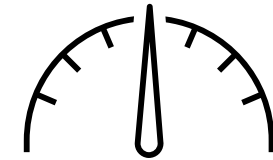
STORES TRAFFIC INCREASE

Traffic to Flagship store is getting more and more expensive investing within the platform. KOL campaigns might lead to additional visits.



LOW COMPLEXITY

One product focus, fixed + variable commission, nothing to do but confirming goods availability



QUANTIFIABLE ROI

Investment performance evaluation is key, livestreaming allows a very straightforward one

A Halloween-themed illustration with a dark, moody atmosphere. In the foreground, a black cat is perched on a stack of pumpkins, its mouth open in a hiss. To the right, a bat with its wings spread is perched on another stack of pumpkins. In the lower-left corner, a human skull sits on a small stand next to a lit candle. The background features a window with wooden shutters and a large, intricate spiderweb. The entire scene is rendered in a painterly style with muted colors and soft lighting.

CHINA LIVESTREAMING

“THE TRICK”

CHINA LIVESTREAMING THREATS AND RISKS



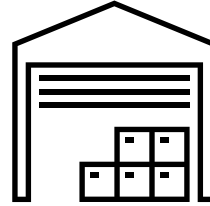
HIGH INVESTMENTS REQUIRED

Livestreaming is key to reach critical mass of business, but ROI not always positive, especially at initial stage



TOO WIDE BRANDS CHOICE

Unique selling proposition is a MUST to convince top KOLs to sell your product



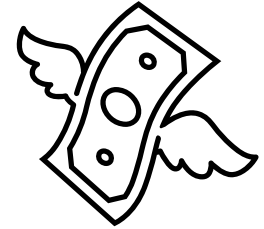
PRODUCT STOCK AVAILABILITY

Sales potential is extremely high, as well as stock risk to be taken with no sales guarantee



SALES VS BRANDING

Despite brand temporary brand visibility, do not forget that during livestreaming the actual brand is KOL



VOLATILITY AND “ADDICTION” TO KOLs

Once a certain KOL decides to withdraw your product, no way to recover volumes generated



CONCLUSION:

**LIVESTREAMING IN CHINA:
TRICK OR TREAT?**

**STRATEGIC ADVICES FROM
BRAND'S PERSPECTIVE**

CHINA LIVESTREAMING: A TREAT, IF MANAGED CAREFULLY

1

SELECT YOUR KEY PARTNER

Take long time in the local Partner choice, and then let it drive the operations, taking the stock risk and critical Marketing investment decisions, both for Cross Border and domestic markets.

2

UNIQUE SELLING PROPOSITION

Make sure your brand is ready to convince KOLs. Brand story, products ingredients, qualitative local Partner and cash availability are all key aspects.

3

LEARN BY KEY COMPETITORS

Constantly observe what other brands like yours are doing, in terms of KOLs , social platforms choice and livestreaming frequency.

4

DIVERSIFY THE RISK

Livestreaming are good, but no KOL will support your products forever. Make sure to invest on a solid branding meanwhile.

5

SUPPLY PROCESS STARTS FROM SELL-OUT

Make sure the volumes purchased are aligned with market potential, not underestimating the risk of overloading the Partner. Marketing investment is key, stock investment can wait.



THANK YOU!

谢谢