



RETAIL 2.0
SMART CONNECTION
FROM STORY-TELLING TO STORY-LIVING

零售2.0 “智联”
讲故事，不如活在故事里

BETC ASIA
Christophe PRADERE
CEO & FOUNDER
BETC DESIGN & BETC ASIA

WHO AM I?

CHRISTOPHE PRADÈRE

CEO & FOUNDER OF
« BETC DESIGN » & « BETC ASIA »



BETC ASIA

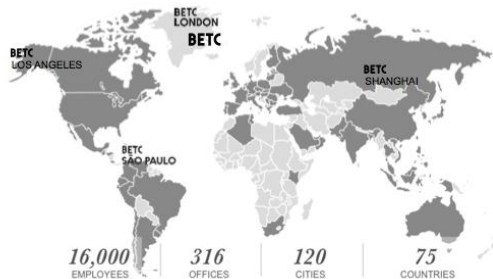
武道夫

« BETC DESIGN » & « BETC ASIA »
创始人兼首席执行官

WHO ARE WE?

BETC, A MEMBER OF HAVAS GROUP

A GLOBAL STRATEGIC CREATIVE AGENCY IN
"STRATEGY, DESIGN, DIGITAL, ADVERTISING..."



BETC ASIA

我们是

BETC, HAVAS 集团成员

一个全球的咨询创意事务所，
专注于品牌战略，设计，数字，广告营销...

OUR EXPERTISE

我们的专业技能

BETC ASIA

品牌升级 & 新品牌创造

#1

BRAND BUILDING

INCUBATION	孵化
STRATEGY	战略
DESIGN	设计

品牌内容

#2

BRAND FEEDING

CONTENT	内容
ADVERTISING	广告
STORY TELLING	故事

品牌激活

#3

BRAND ACTIVATION

DIGITAL	数字
INFLUENCER	意见领袖
RETAIL	零售

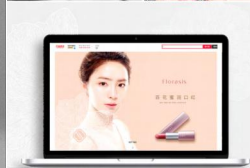
BETC DESIGN



YUESAI



花西子
Florasis



GOUTAL
PARIS



BETC ASIA

G I V E N C H Y
P A R I S

BETC ASIA

2019 CHINESE
VALENTINE'S
DAY
JACKSON YEE



AHC

HOLIKA
HOLIKA

MARIE
DALGAR

百雀羚
QIN

三草木

花西子
Florasis

KANS
韩束

WETCODE®
水密码



OTHER INDUSTRIES...

全方位行业...

Haier



Haier

海尔冰箱
用新鲜凝聚家的味道

NEW BRAND SLOGAN
- FRESHNESS TO REUNITE THE TASTE OF
FAMILY



evian®

EAU MINÉRALE NATURELLE



evian.
Live young



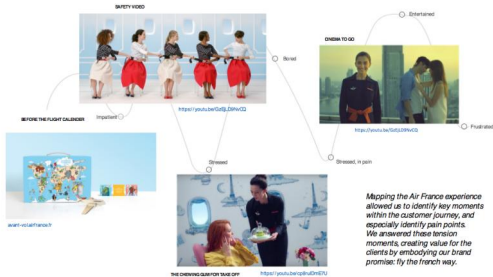
Lucas Pouille by evian.
Live young



BETC ASIA



AIRFRANCE 



Mapping the Air France experience allowed us to identify key moments within the customer journey, and especially identify pain points. We answered these tension moments, creating value for the clients by embodying our brand promise: fly the french way.

BETC ASIA

AIRFRANCE 
FRANCE IS IN THE AIR

#FRANCEISINTHEAIR



汉庭酒店
HANTING HOTEL

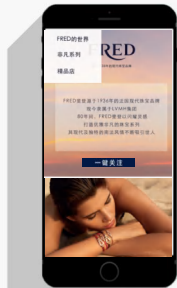


HANTING PREMIUM HOTEL
汉庭优佳酒店

BETC ASIA



FRED



BRAND NEW MALE
SPOKESMAN
FAN CHENG CHENG

BETC ASIA

LV



BETC ASIA

RETAIL 2.0 SMART CONNECTION FROM STORY-TELLING TO STORY-LIVING

零售2.0 “智联”
讲故事，不如活在故事里



Chapter 1

THE LAST MUTATION OF
« MODERN RETAIL »

« 现代零售 » 的趋势演变

零售的演变

RETAIL HAS EVOLVED

SPACE BASE « FORMATS »

空间定义的零售形式



零售的演变

RETAIL HAS EVOLVED

FROM
LOGISTIC

物流

TO
COMMERCIAL

商业

WE SELL FOR LESS

TIME BASE « ACTIVATIONS »

时间定义的零售活动



DEPARTEMENT
STORE
百货店



SUPER
MARKET
商超



THEMATIC
STORE
品类专营店



DUTY-FREE
STORE
免税店



CONCEPT
STORE
理念店



零售的演变

RETAIL HAS EVOLVED

FROM
MUTIL
BRANDS

多品牌

TO
MONO
BRANDS

单一品牌

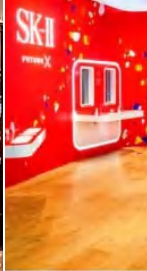
FLAGSHIP
旗舰店



BRAND STORE
品牌店



CONCEPT STORE
理念店



POP-UP STORE
快闪店



零售的演变

BETC ASIA

RETAIL HAS EVOLVED

FROM
OFF-LINE
DRIVE

从线下驱动

TO
ONLINE
DRIVE

到线上驱动

PRICE
PROMOTION
价格促销

SEASONAL
SELECTION
季节性商品

LIMITED
EDITIONS
限量产品

MERBERSHIP
EVENTS
会员活动

CONTENT
内容

INTERACTION
互动

COMMUNITY
社群

EVENT TO STORE
店铺引流活动

零售的演变

RETAIL HAS EVOLVED

FROM
**BEING
A SPECTATOR**

观众

TO
**BEING
AN ACTOR**

主角



WITH NEW INTERACTIVE RETAIL TOUCH POINTS / 全新的互动式零售触点

BETC ASIA



MARIE DALGAR



Innisfee



BingoBox

KOL DRIVE TO STORE KOL引流店铺



KOL Li JiaQi/Austin Li
KOL 李佳琦

100% DIGITAL NATIVE BRAND 100%线上品牌



Perfect Diary (Little Red Book)
完美日记 (小红书)

TARGETING THROUGH PLATFORM 以平台定义目标群体



Upload master YCC (bilibili)
Up主 易烫YCC (b站)

KOL AS RETAILER & MEDIA CHANNEL KOL 成为新零售&媒体渠道



KOL Li JiaQi/Austin Li
KOL 李佳琦

WHAT TO REMEMBER...



结论...

3 MILESTONES OF THE MODERN RETAIL / 3块当代零售的基石

BETC ASIA

BE ENTERTAINING / 娱乐性

**TO ANSWER CUSTOMERS
NEW EXPECTATIONS**

回应消费者新期望

BE ATTRACTIVE / 吸引力

**TO TRIGGER NEW REASONS
TO COME BACK**

触发消费者回购的新理由

BE MEANINGFUL / 塑造意义

**FOR THE CATEGORY, BRAND
AND FOR THE CUSTOMERS**

为品类，品牌和消费者赋予意义



Chapter 2

RETAIL 2.0
SMART CONNECTION

零售2.0
“智联”

FOUNDATION OF SMART CONNECTION / “智联”的根基

BETC ASIA

SALES SOLUTIONS / RATIONAL

+

BRAND & PEOPLE'S EMOTIONAL RELATIONSHIP / IRRATIONAL

销售解决方案 / 理性

+

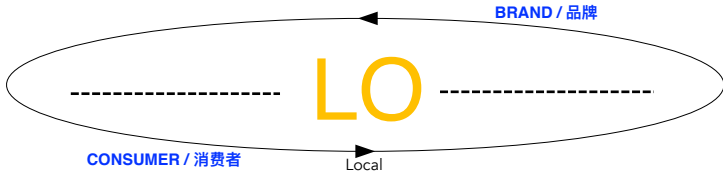
品牌与人之间建立的情感 / 感性

RATIONAL - SMART CONNECTION / 理性“智联”

BETC ASIA

Social
Shopping, dining, sharing...
An entertaining experience
社交
购物, 用餐, 分享
娱乐体验

SO



MO

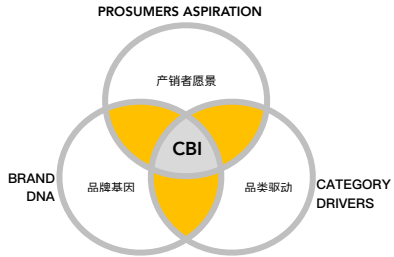
Mobile
Guiding, payment, CRM..
A seamless experience
移动
导航, 付款, 客户关系维护
无缝体验

Local
Logistic, proximity, instant...
A pragmatic experience
本土
物流, 近距, 及时, 灵活体验

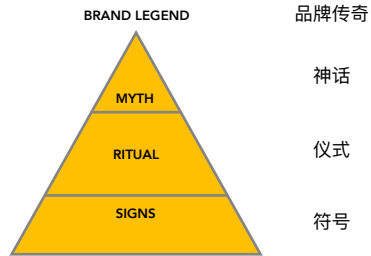
BRANDS MUST HAVE **CULTURE** TO BECOME
MEANINGFUL TO PEOPLE
AND THEN PEOPLE WILL **BECOME FAITHFUL**

品牌必须塑造**文化**
并将其赋予意义
来获取消费者的**忠诚度**

RATIONAL / 理性
BRAND BUSINESS IDEA 创意商业理念



IRRATIONAL / 感性
BRAND BELIEF 品牌人类学



BETC ASIA

MEANINGFUL BRAND / 品牌意义

BETC ASIA

FUNCTIONAL / 功能

INSIGHT AS RTB
CREATIVE BUSINESS IDEA
洞察作为相信的理由
创意商业理念



RATIONAL
理性



IRRATIONAL
感性



EMOTIONAL / 情感

CULTURE AS BELIEF
BRAND LEGEND
文化作为信仰
品牌神话



Chapter 3

**MARIE DALGAR
A BRAND THAT ACHIEVED
"SMART CONNECTION"**

玛丽黛佳的
品牌“智联”

IT ALL STARTS BY **A STRONG BELIEF**

THE ARTIST IN MAKE-UP

VS

MAKE-UP ARTIST



源于一个**强而有力的信仰**

彩妆界的艺术家

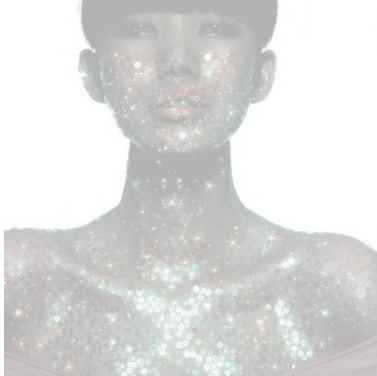
VS

彩妆师

BETC ASIA

ROOTED INTO A STRONG BRAND CULTURE

**MYTH : THE ARTIST
RITUAL : TO ESCAPE
SIGNS : ARTISTIC EXPRESSION
& ART MANIFESTATION**



扎根于**强而有力的品牌文化**中

神话：艺术家
仪式：越域
标志：艺术化的表达&艺术表现



BETC ASIA

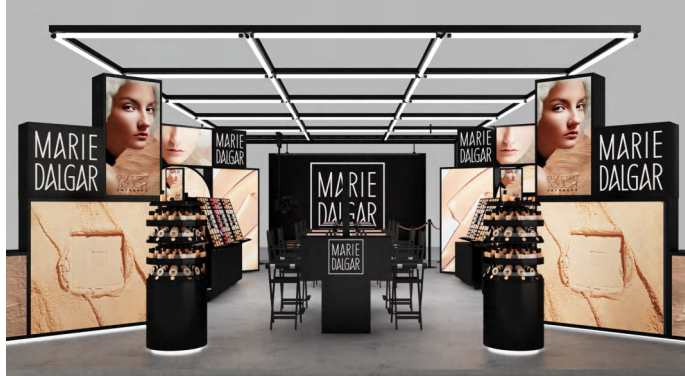
UP TO A **STRONG STATEMENT**

BE INSPIRED

以一个**强而有力的声明**

灵感不息

“BE INSPIRED” IN RETAIL 2.0 新零售



"BE INSPIRED" IN ACTIVATION 激活

COLOR ACADEMY
CO-BRANDING : KFC, STORM ...
ANNUAL ART SHOW

...
玩色学院
联合品牌：肯德基，暴风音乐节
年度艺术展

...



"BE INSPIRED " THE MARIE DALGAR SMART CONNECTION / 灵感不息, 玛丽黛佳的"智联"

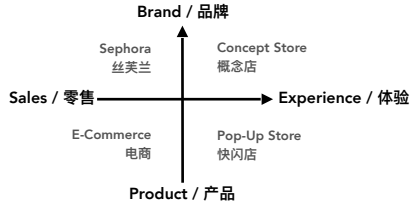
BETC ASIA

BRAND CULTURE / 品牌文化

Myth : Artist
Ritual : Escape
Signs : artistic expression & art manifestation
神话: 艺术家
仪式: 越域
标志: 艺术化的表达&艺术表现



RETAIL 2°0 / 新零售



ACTIVATION / 激活

COLOR ACADEMY
CO-BRANDING : KFC, STORM FESTIVAL...
ANNUAL ART SHOW
...
玩色学院
联合品牌: 肯德基, 暴风音乐节
年度艺术展
...



MARIE
DALGAR

BIG CONCLUSION...



大总结...

SMART CONNECTION / 智联

**INTELLIGENT INTEGRATION
& MASTERING THE DIGITAL TOOL**

智能的全方位运用
& 电子工具的精密掌握

+

**VALORISATION OF
PURCHASING ACTION THROUGH MEANINGFULNESS**

赋予购买行为含义
强大的价值主张

HYPER EFFICACITY / 超级效率

HYPER INSPIRATION / 超级灵感

**SMART CONNECTION GIVES BIRTH TO
A NEW FORM OF BRANDING**

“UNPREDICTABLE BRANDING”

“智联”

同时孕育了一个全新的品牌形式

“无常品牌”

“UNPREDICTABLE BRANDING”

- **SURPRISE**, AS THE SOURCE OF EXCITEMENT
- **EMOTIONAL BONDING** THAT CREATES NATURALLY EMPATHY & LOYALTY
- « **MEANINGFULNESS** » BEFORE BUILDING UP « BUSINESS »

“无常品牌”

- **惊喜**: 刺激的源泉
- **情感绑定**: 自然而然地与消费者塑造亲密感和忠诚度
- **“意义”首位**: 商业效益放在第二位

**AND FOR YOUR BRAND,
WHAT'S YOUR BELIEF, WHAT'S YOUR MEANING,
WHAT'S YOUR CULTURE...?**

那您的品牌信仰
品牌意义
和品牌文化是什么...?



MERCI

Christophe PRADERE

CEO & FOUNDER
BETC DESIGN & BETC ASIA

Christophe.pradere@betcdesign.fr

谢谢