

# Topics

- Chinese consumers
- Digital landscape
- AWA® case study
- What does it all mean?





# Interesting stats

- China has 668 million Internet users
- 90% via a smart phone
- In 2012 less than 5% of online shopping done on a mobile, now more than 50%
- 85% using search engines, brand websites, or social media as first step for purchasing a new product



# How they do it is different

- less trusting of products and services, and investigate more, across a wider range of online channels before making a decision.
- Globally, 56% use a search engine as their first port of call for doing research, (33% in China).
- 32% go directly to a brand's website (19% globally)

# Consumers still want to engage

- 86% have intentionally gone to a physical store to check out a product before buying it over the web, compared to 68% globally.
- 90% report that interactions with retailers on social media had driven them to buy more, versus 62% globally





# Weibo



**Vs.**



- 140 English characters
- Broadcasting
- Simpler functionalities
- Verification not required
- Popular in the U.S. and worldwide

- 140 Chinese characters = information-dense
- Broadcasting and more conversational
- Richer content expression
- Verified accounts
- A cultural phenomenon in China



**Differentiated product innovation:**

- Video, photo, song and app download enabled
- Enhanced private messaging to support individual networking and enterprise services
- Corporate pages and object pages to socialize by interest



The New Way  
To Connect

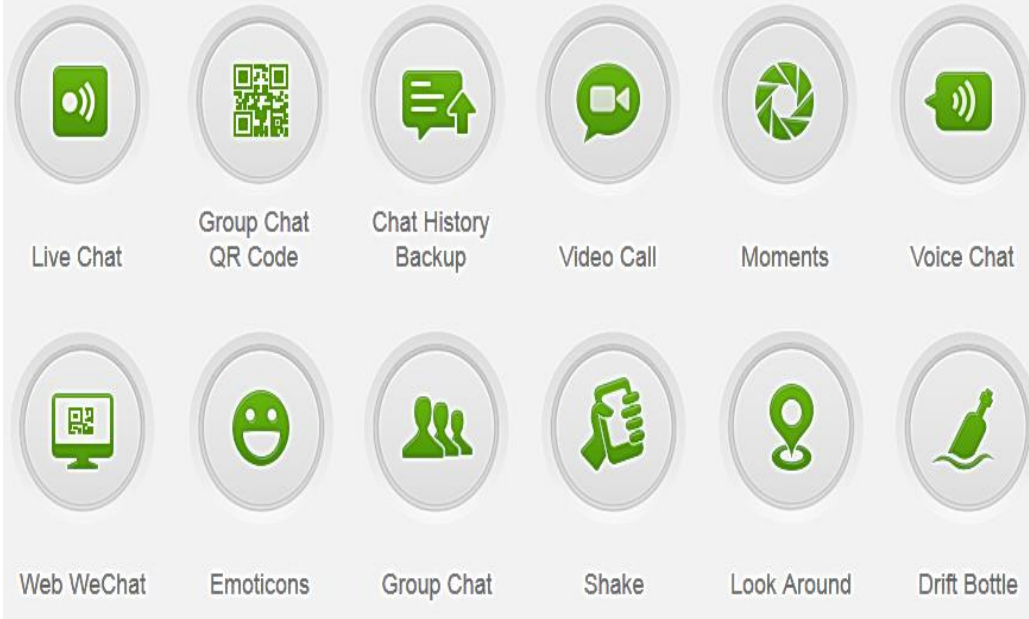
WeChat

Available on:



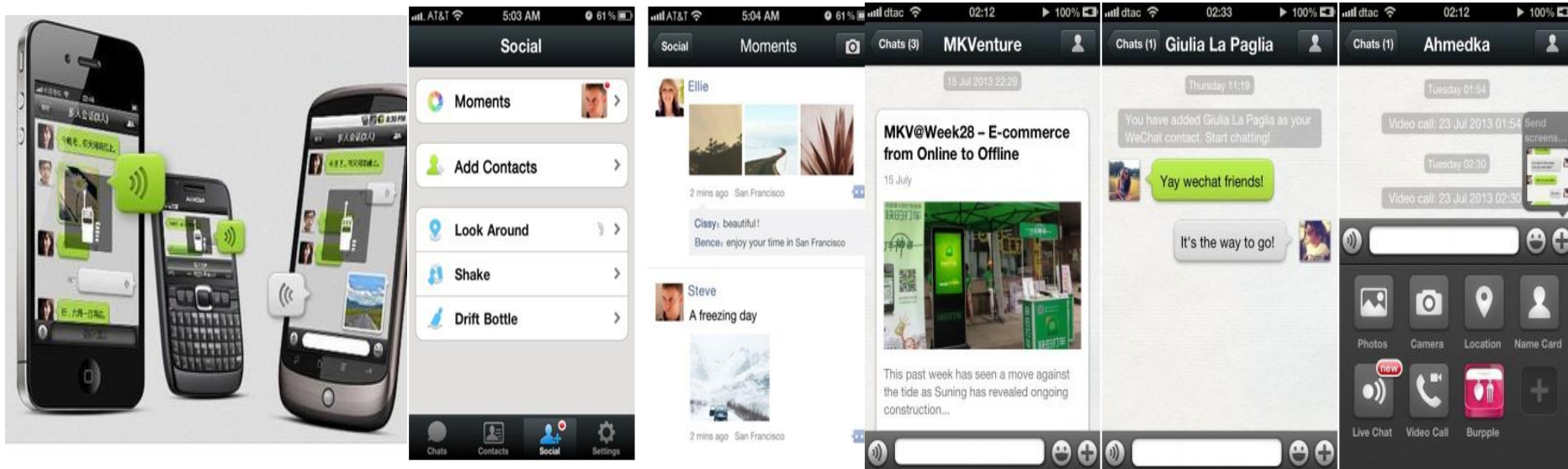


# WeChat Features



Instant message and timeline, plus various functions and service, e.g. online payment, online gaming center, walkie talkie, etc.

Wechat has 600m register users, 355m are monthly active users



## TIMING OF WECHAT USAGE



**74%**

AFTER  
MEAL



**73%**

BEFORE  
SLEEP



**55%**

WHILE  
COMMUTING



**51%**

AT WORK  
OR STUDY

## TOP ACTIVITIES ON WECHAT



**92%**

**TEXT  
MESSAGING**



**90%**

**VOICE  
MESSAGING**



**75%**

**USING  
'MOMENTS'**



**62%**

**GROUP  
CHATTING**

Seafood is **BIG**  
business in  
China



# Fastest consumption growth



- East Asia (from 11 kg to >30 kg)
- South East Asia (from 13kg to 30 kg).
- China expected to consumer more than 50% of the world's seafood by 2020

(Source: FAO, 2008 and 2010)





# AUSTRALIAN WILD ABALONE ®





Collaborative initiative between exporters

Trade & Market Access – FTA, deemed values, customs clearance times, SO2 approval

Supply chain education program - Product Provenance/Quality Assurance

End user and consumer engagement



**Australian Government**

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**Department of Agriculture**

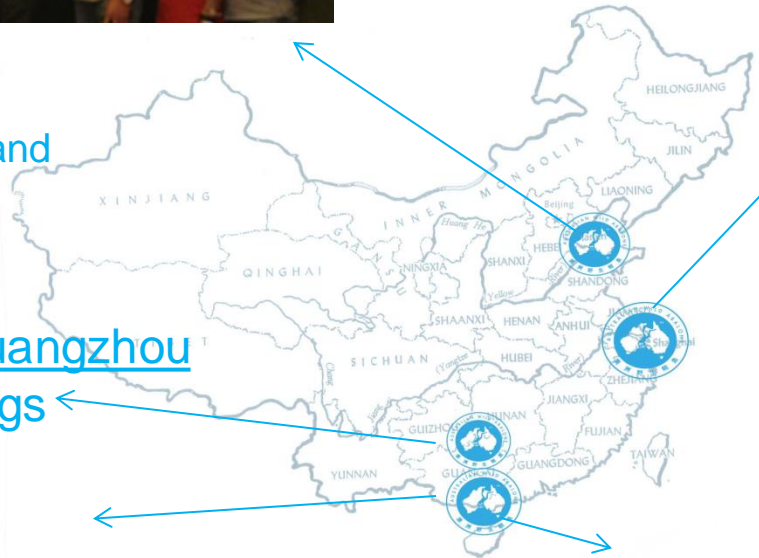


# Building the Australian Wild Abalone™ Story...





Beijing  
Importer Briefings and  
Launch



Shenzhen & Guangzhou  
Importer Briefings

Hong Kong  
Launch

Shanghai  
Importer Briefings  
Launch at Australia Week In China



Hong Kong  
Seafood Expo Asia  
Importer Briefings



AUSTRALIAN EXPORTER TRADE DISPLAYS









Visit to Tongchuan Lu wet market with AWA Merchandise





[www.australianwildabalone.com.au](http://www.australianwildabalone.com.au)







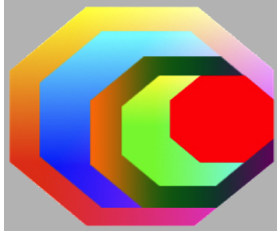
# AWA™ Social Media in Australia



# Video and Photography library





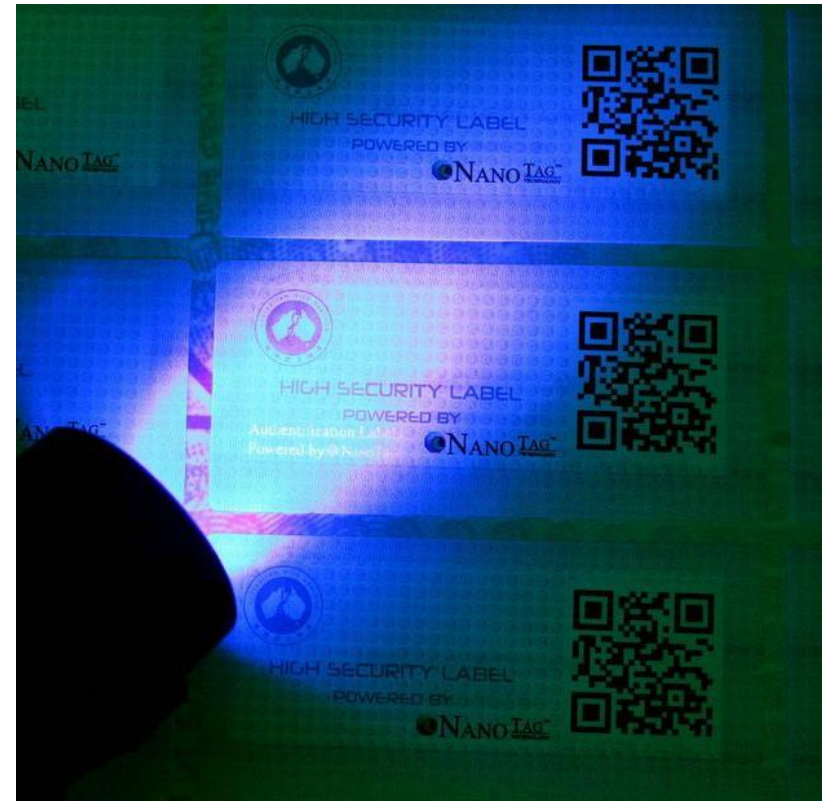


# NANO

# TAG<sup>®</sup>

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TECHNOLOGY





Relevance / reliability  
of content

**Abalone**  
Official events from the Australian  
Wild Abalone association towards  
professionals + HoReCa promotions +  
wide coverage on magazines and  
outdoor advertising

**Geoduck**  
Official events  
towards  
professionals +  
HoReCa  
promotions

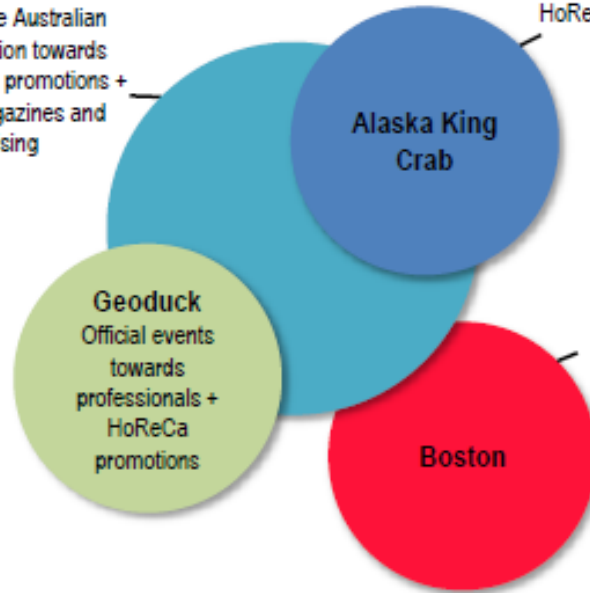
**Alaska King  
Crab**

**Alaska King Crab**  
Official events from the Alaska  
seafood association towards  
professionals and end-consumers +  
HoReCa promotions

**Boston**

**Boston lobster**  
No official events + wide  
coverage on magazines and  
outdoor advertising but content  
is mixing a little of everything

Presence offline







世界都在看



新浪微博  
weibo.com



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🌐 产品

♥️ 舌尖的享受

👤 捕鱼师

📄 关于AWA

💬 联系我们

## 黑边鲍鱼

生长在澳大利亚南部各地沿海的礁岩中，  
生长于南澳、塔斯马尼亚、维多利亚和  
新南威尔士州海域。

联系出口商



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## 来自低温和无污染的海域

严格遵照政府渔业部对商业性鲍鱼捕捞作业的规则执行，确保可持续海洋供应链。

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产品

舌尖的享受

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## 舌尖的享受

全世界各地的名厨，赋予美味营养的澳洲野生鲍鱼以更多的演绎，让饕餮们所垂涎。

了解更多



### 寻迹鲍鱼

多种野生鲍鱼品类，构成澳洲鲍鱼的独特之处。



了解更多

### 舌尖的享受

卓越品质遇上大师巧做，领略舌尖上的曼妙滋味。



了解更多

微博



AWA 上海

+ 加关注

#About AWA# 澳大利亚野生鲍鱼标志 (AWA) 代表着世界上最高质量的野生鲍鱼。澳大利亚鲍鱼出口商必须遵循AWA的质量保障守则，才可以在他们的产品的包装上展示AWA标志，表明其品质卓越。





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更多美味 >



秘制黑边鳕鱼清汤鸡



野生鳕打边炉



青边鳕鱼籽飞蛋



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## 我的家族

我们与澳大利亚野生鲍鱼的故事。

了解更多



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订阅AWA

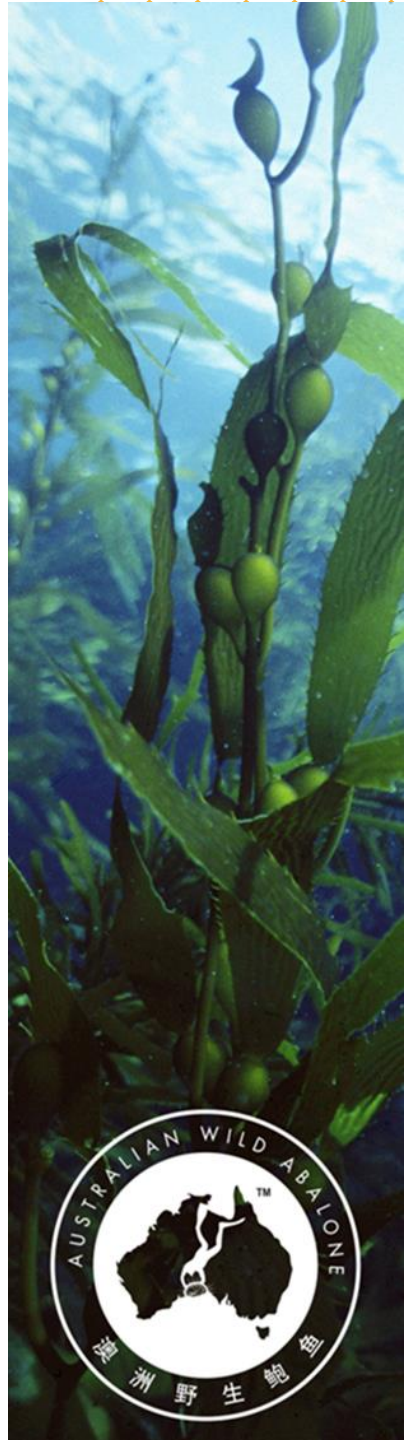
you@email.com





# DIVER CAM







What have we  
learned?



# No Short cuts!



Do your research .....

# Relationships





# PERSISTENCE!





# Jayne Gallagher

Director

Honey & Fox Pty Ltd

[www.seafoodcrc.com](http://www.seafoodcrc.com)

[Jayne.gallagher@seafoodcrc.com](mailto:Jayne.gallagher@seafoodcrc.com)

