

时尚家居生活展  
interiorlifestyle  
CHINA

*It's My Lifestyle! LIVE!!*

## Annual promotion plan

10 – 12 September 2020  
Shanghai Exhibition Centre

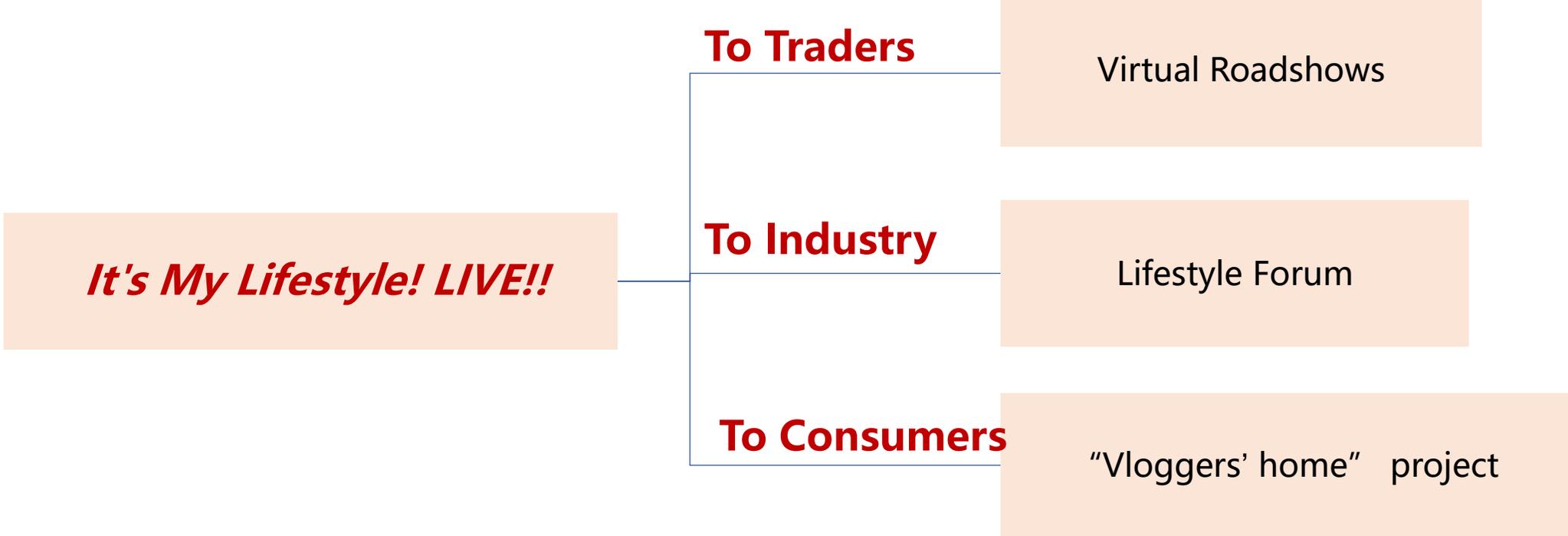


## 2020 makes you think the inevitable

### - go online!

- How to facilitate business online? How to take advantage of the resources draw from trade show?
- How to utilize all resources available for the brand?
- How to drive online / offline sales?





# Trade Promotion

*It's My Lifestyle! LIVE!!*: Virtual roadshows



## It's My Lifestyle! LIVE!!

### Virtual roadshows

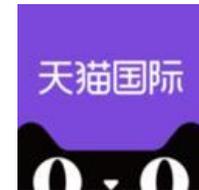
The pandemic has made business travel and face-to-face meetings difficult or impossible. How to effectively use the digital platforms to maintain business contacts is essential and we are here to help.



# It's My Lifestyle! LIVE!!

## Virtual roadshow participants

- Business associations, distributors, department stores and agents
- Well-known lifestyle stores
- E-commerce platforms
- Hotel / restaurant / cafe owners



## *It's My Lifestyle! LIVE!!*

7+ themed roadshows  
10+ target Chinese cities / regions  
50+ brands to take part in  
1000+ trade buyers

Trade-oriented content:  
Brands' history, concept and development  
Product intro: classic, new and popular  
products



*It's My Lifestyle! LIVE!!*

## Virtual roadshow

1-2 times / month

Flexible schedule

The schedule can be adjustable based on market response.

8-10 brands / roadshow

Focused

Product categories will be announced in advance, and brands can pick which one to join based on their own needs.

2 hours / session

Efficient

Each brand will have around 10-15 minutes to introduce their products. The allocation of time will be determined by the number of participating brands.



IT'S MY LIFESTYLE!

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# Industry Promotion

*It's My Lifestyle! LIVE!!*: Lifestyle Forum



*It's My Lifestyle! LIVE!!*

## Online Lifestyle Forum

How can we receive the latest and comprehensive information about the market, products and expert insights without leaving our homes? Here, *It's My Lifestyle! LIVE!!* will take care of your needs.



*It's My Lifestyle! LIVE!!*

## Online Lifestyle Forum participants

Speakers:

Industry tycoons, big buyers, designers, media, brands and lifestyle influencers

Audience:

Social media followers of Interior Lifestyle China and those who are interested in pursuing a quality lifestyle



## It's My Lifestyle! LIVE!!

### Online Lifestyle Forum

2 times / month

Flexible

The schedule can be adjustable based on market response.

3-5 guests / forum

A selected of speakers with insight

Speakers will present in an engaging and informative way.

1 hour / session

Knowledge sharing

Rich industry information.



# Mass Promotion

*It's My Lifestyle! LIVE!!!* “Vloggers’ home” project





## “Vloggers’ home” project

Given the pandemic situation, promotional activities have been suspended and consumption is persistently weak. To help brands cope with the challenges, Interior Lifestyle China offers a series of marketing activities that can help maximize brand exposure and also drive sales.

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*It's My Lifestyle! LIVE!!*





## “Vloggers’ home” project participants

A diversified portfolio involving well-known influencers, vloggers as well as general consumers to maximize brand exposure online and / or onsite.

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V

**Key opinion leaders / bloggers (Top tier)**

Well-known key opinion leaders / bloggers will be invited to live stream to promote brands and their products.

U

**Influencers (2<sup>nd</sup> tier)**

Lifestyle influencers are invited to create short videos on user-generated platforms to introduce hero products or to film unboxing videos.

C

**General consumers**

Customers are encouraged to make short videos and upload them to social media platforms, they will then be rewarded for purchasing goods from participating brands.



*It's My Lifestyle! LIVE!!*

3+ Star bloggers  
10+ lifestyle influencers  
Target end consumers

Diversified content

Format: shop visits, unboxing and hauls,  
product tests and more

Style: serious, lively, comedic, viral and  
more



# Format

*It's My Lifestyle! LIVE!!*



- Live studio

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In the form of interview

For example:

A Qiuqiu's "Birdcage" live broadcast"



- Shop visits

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Virtual shop visits

For example:

Jianchao Deng takes you shopping



- Product tests

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Unboxing and in-depth product introduction

For example:

This non stick pot is much better than Li Jiaqi's!



- Useful tips

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Collocation skills

For example:

A perfect table can be set in 30 minutes



- Food and wine

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Cooking skills

For example:

What is the magic tool for preparing dinner?



# Onsite setting

Artistic and conceptual style



# Interior Lifestyle China 2020 Top 100 lifestyle products

Onsite demonstration of products that influencers / consumers  
filmed in vlogs and livestreams

Influencers will feature these products in pictures or a 15-second  
video



# “Vloggers’ home” project

*It's My Lifestyle! LIVE!!*

4 times / month

Flexible

Set up a live studio at a sponsored venue, which helps to improve brands' exposure and drive sales.

1-2 persons / time

Best content provided by experts

Invite popular lifestyle experts to share their tips and tricks.

1 hour / session

Compact and efficient

Include the hottest and most interesting topics only.



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*It's My Lifestyle! LIVE!!*

The perfect stage to expand  
your business in China!

Contact Us:

Mr Lucan Ng / Mr Clement Chan  
Phone: +852 2230 9237 / 9287

Email:

[Lucan.ng@hongkong.messefrankfurt.com](mailto:Lucan.ng@hongkong.messefrankfurt.com)

[Clement.chan@hongkong.messefrankfurt.com](mailto:Clement.chan@hongkong.messefrankfurt.com)

