



睿狮广告传播

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## **LOWE CHINA CREATED LAUNCH CAMPAIGN FOR TAOBAO MALL TO CHANGE CHINA SHOPPERS' BUYING HABIT**

Taobao Mall's relaunch campaign will break on November 1, 2010. An impactful campaign that will announce the new era of shopping in China, the revolutionary Taobao Mall advertising is created by Lowe China.

"Where are the shoppers?" is the execution platform for this campaign that presents the obvious advantage of Taobao Mall – Asia's largest online shopping mall, over shopping at traditional offline outlets. The essence of this advantage is captured in the campaign's theme: "No one goes out does not mean no one is shopping" (没人上街, 不一定没人逛街). The thematic TV features shopping malls that should have been packed but are now empty. Because all shoppers are staying home to shop at Taobao Mall. It recognizes the fact that among our target audience, people 15-29, online shopping has become an important part of daily life.

Only at Taobao Mall, shoppers can have a satisfying shopping experience of choosing from over 30,000 major brands of genuine and high quality products in the comfort of their home and with peace of mind. These supporting points are elaborated in the print campaign that follows TV stating impressive tangible advantages.

The TV campaign will be in Mandarin and Cantonese with 60 sec, 30 sec and multiple 15 sec versions. There are six versions in the print campaign.

Under the world's largest e-Commerce brand Taobao, and sister to the successful C2C shopping site Taobao.com, Taobao Mall has appointed Lowe China as a creative partner to help build brand imagery and drive traffic to the online shopping mall.

Baiping Shen, Chief Planning Officer at Lowe China, is the mastermind behind Taobao Mall's brand strategies. The creation and production of the campaign is under the direct supervision of Lowe China's Chief Creative Officer Norman Tan. The TV campaign is directed by Pekka Hara of London-based production house Stink. (Full credit list attached.)

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### **About Interpublic Group**

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### **About LOWE China**

Lowe China's philosophy of open mind and flat structure is one of the firsts in China's world of advertising. People who work together sit together in the same business unit, creating an agency without boundaries. Lowe China is in the process of reinventing itself and the Chinese advertising industry.

### **Contact Information**

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Taobao Mall Campaign "Empty City – Where are the shoppers?" Credit List

Chief Strategy Officer	Baiping Shen
Chief Creative Officer	Norman Tan
Creative Director	Rachel Lin/Sunny Lai
Copywriter	Wendy Gan
Art Director	Henry Zhang/Sunny Lu
TV Production	Connie Chua/Effie Wan
Client Service	Franie Zhang/Carrey Cao/Zhoulin Lei
Production House	Stink, China/London
Director	Pekka Hara
Cinematographer	Pasi Pauni
Film Art Director	Joe Tan
Music	Juri Seppa of Humina, Finland
Editors/Post Production	Amanda James/Daniel Adams of MPC, London
Photographer	Derrick Lim
Retoucher	Patrick Ling