



VOGUE
PRESENTATION
2016

AGENDA



PART ONE

2015 UPDATE

PART TWO

2016 NEW INITIATIVES

PART THREE

SHOWCASE

PERFECT

TEN

YEARS

to a NEW

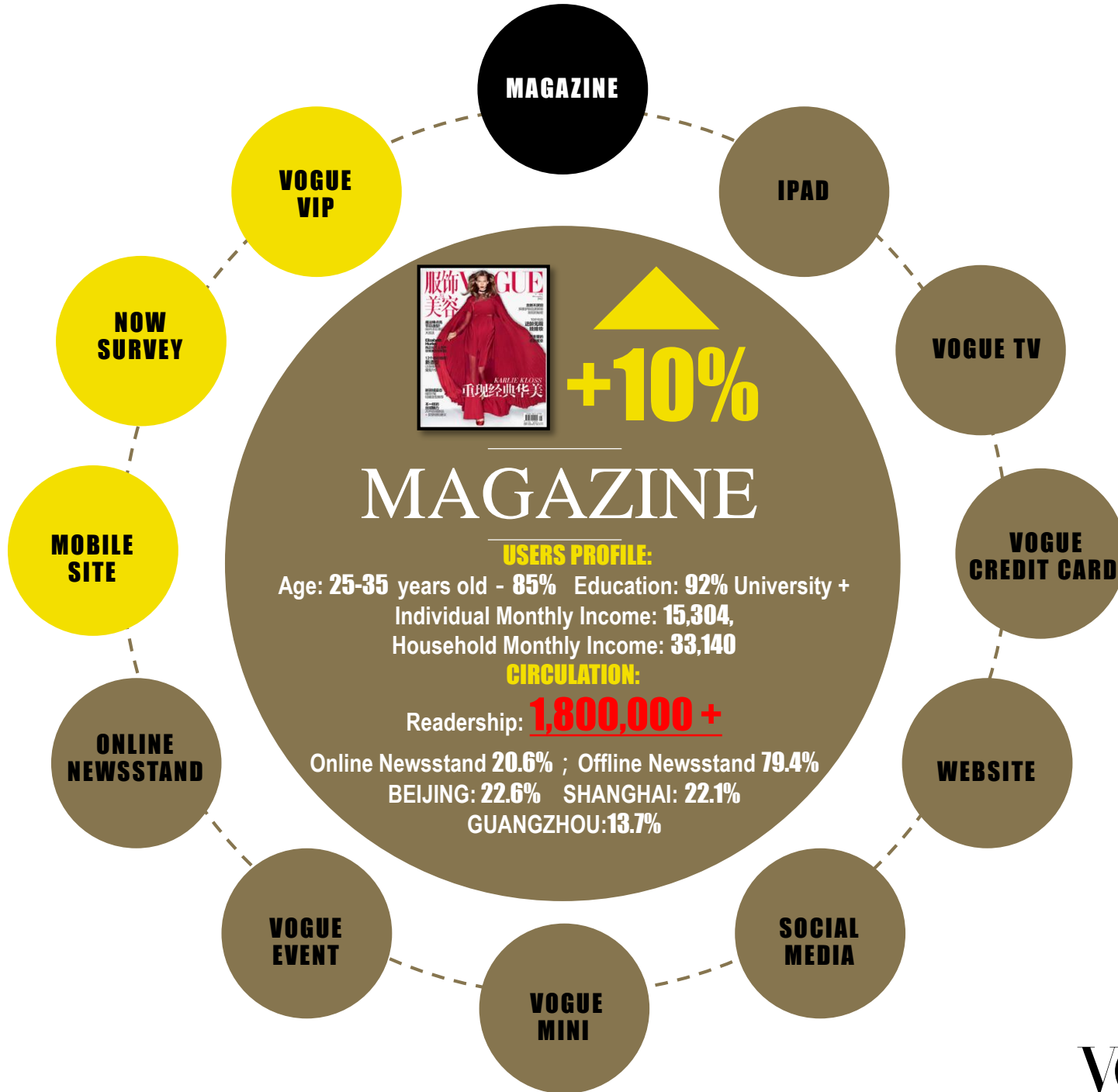
MILESTONE

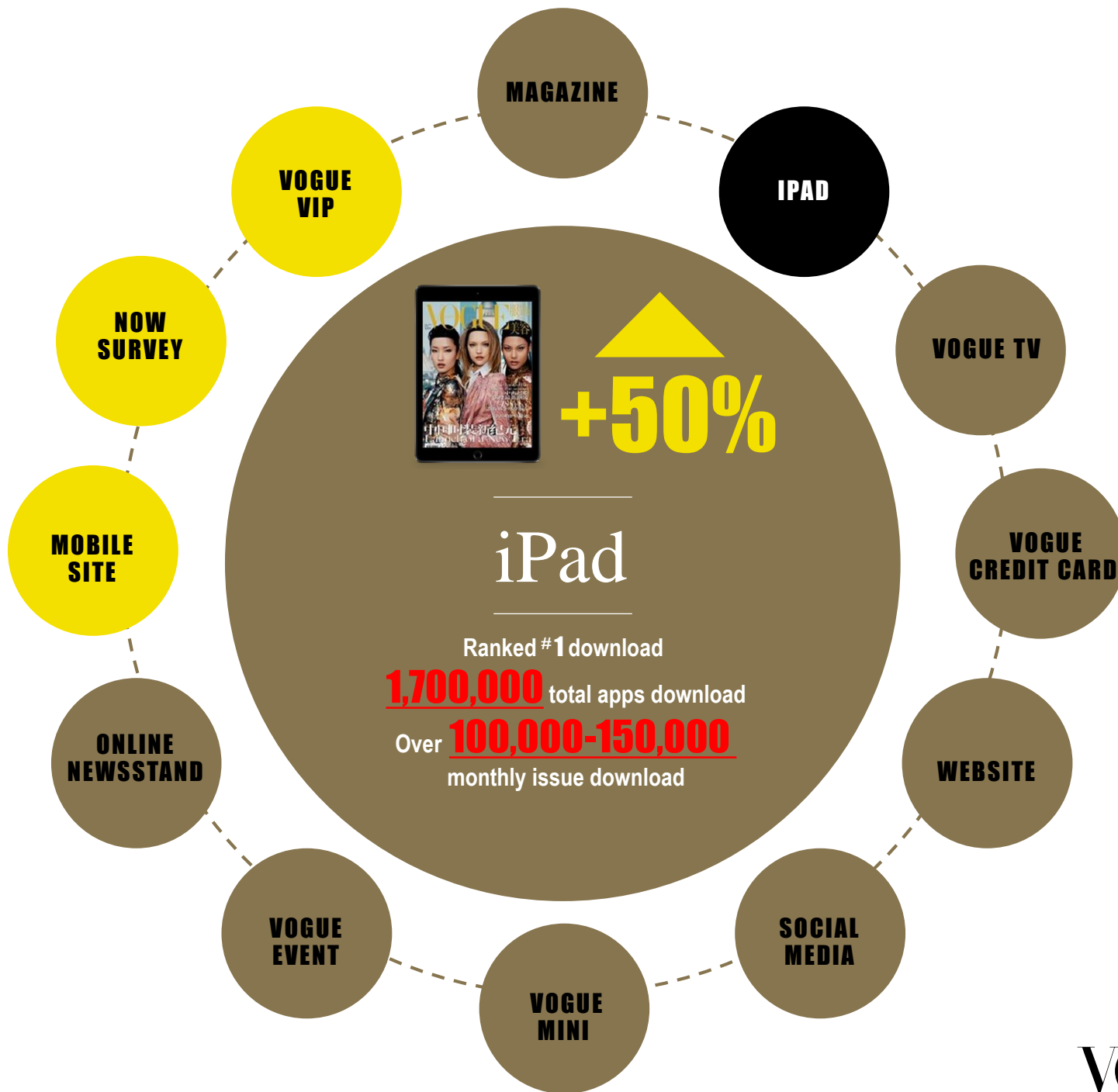
2015 UPDATE:

- 2015 VOGUE
PLATFORM OVERVIEW
- VOGUE CHINA
10TH ANNIVERSARY



VOGUE





MAGAZINE

IPAD

VOGUE
VIP

VOGUE TV

+50%

iPad

VOGUE
CREDIT CARD

Ranked #1 download

1,700,000 total apps download

Over **100,000-150,000**
monthly issue download

WEBSITE

NOW
SURVEY

MOBILE
SITE

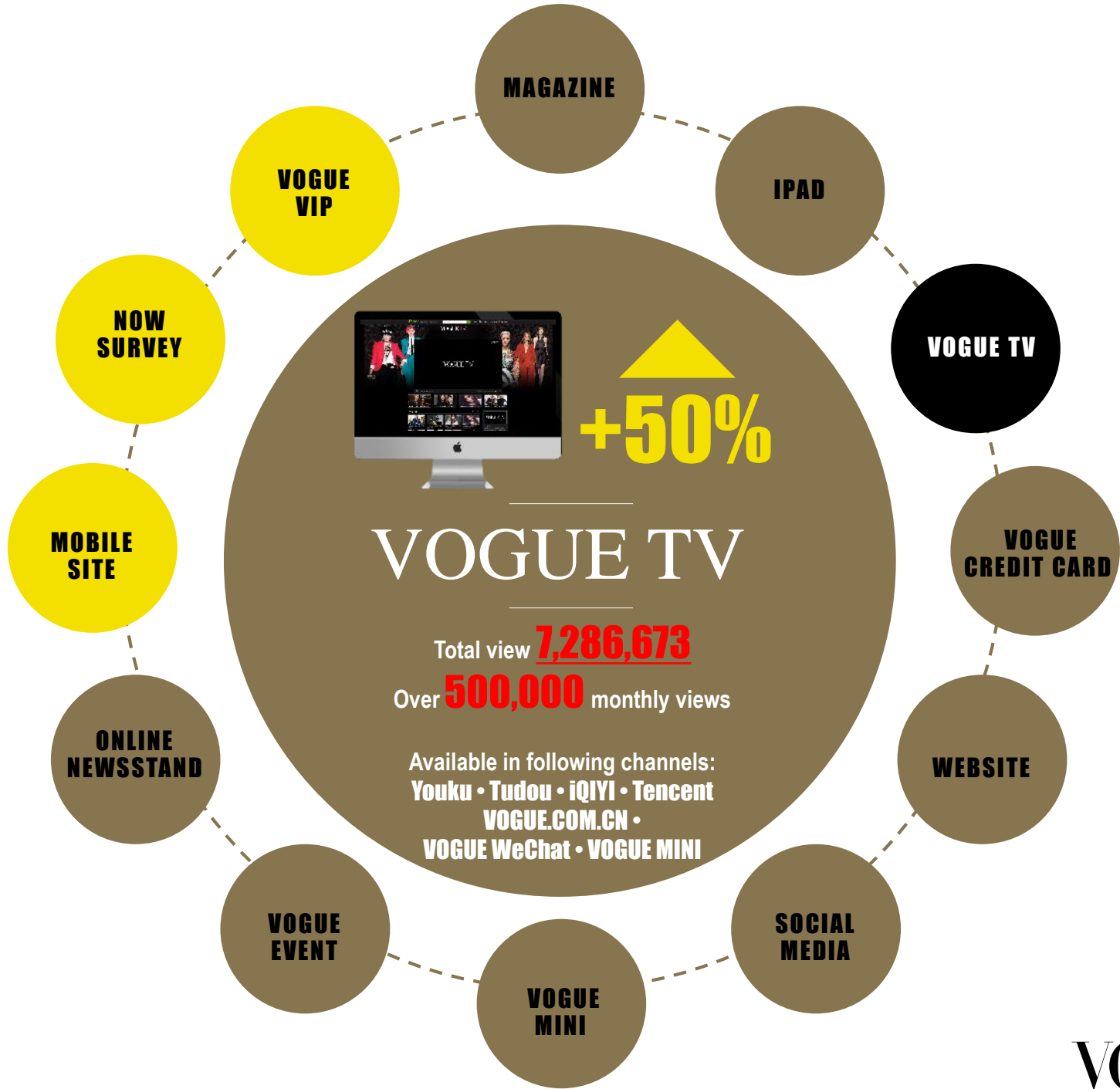
ONLINE
NEWSSTAND

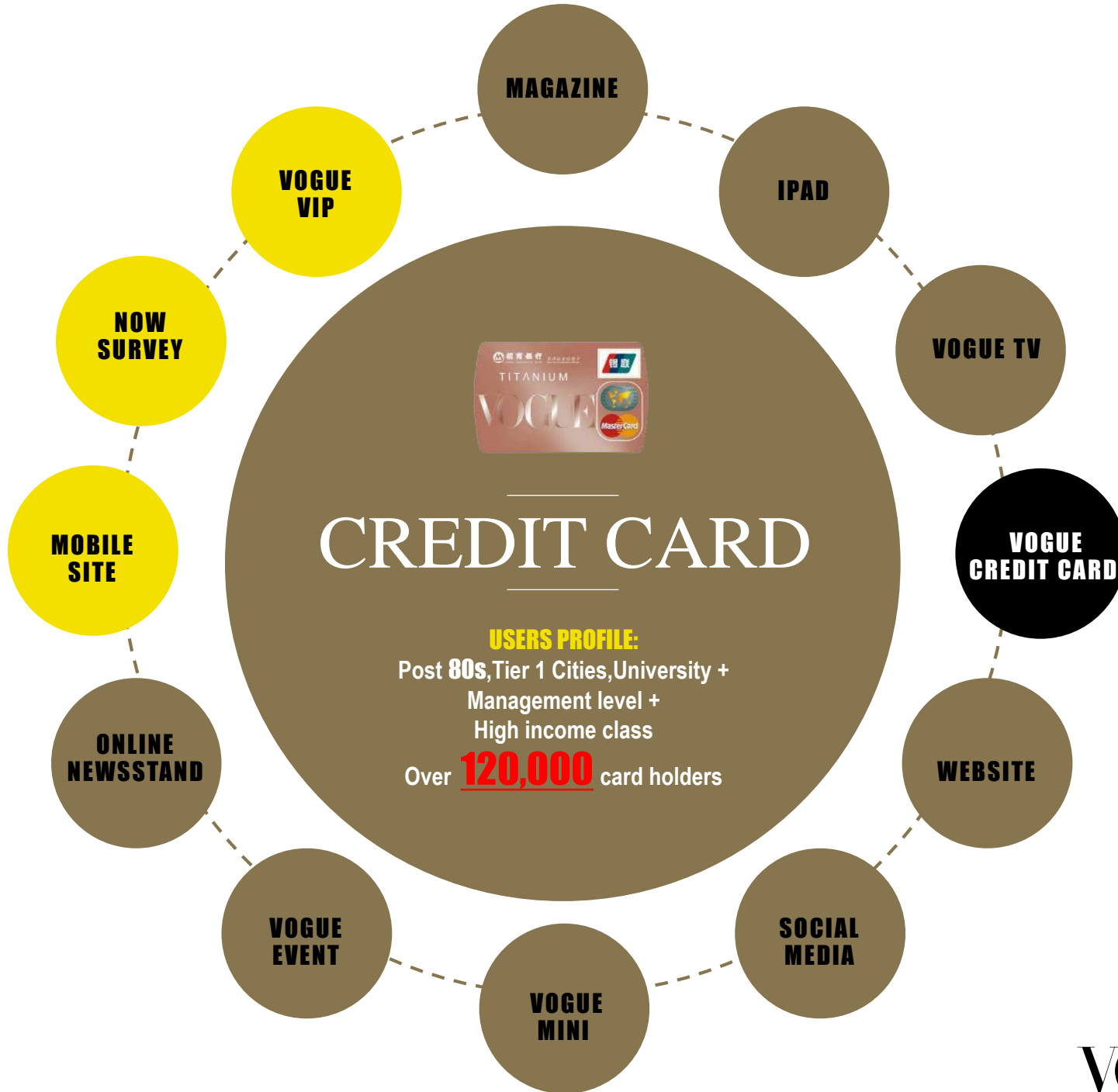
SOCIAL
MEDIA

VOGUE
EVENT

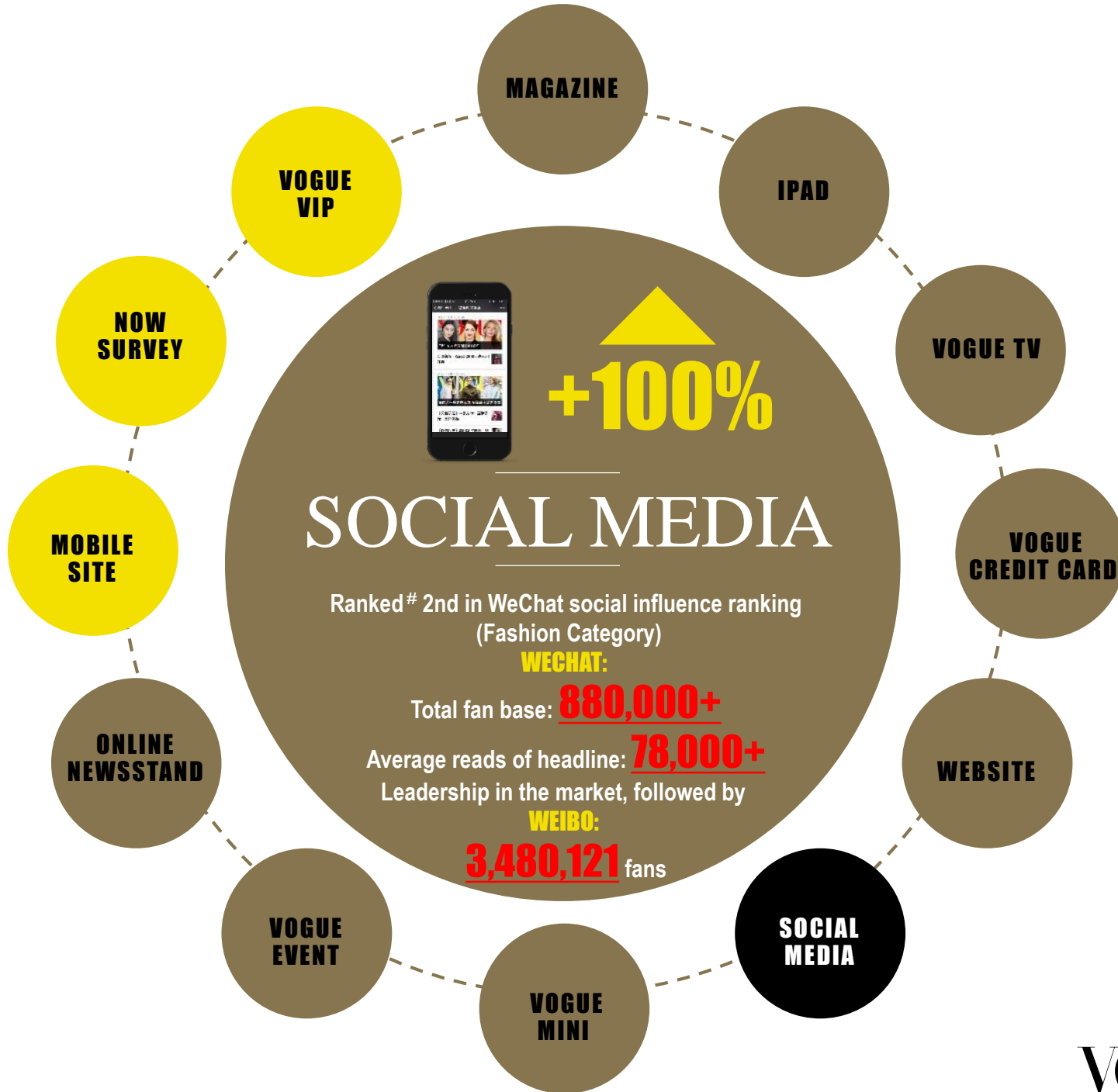
VOGUE
MINI

VOGUE







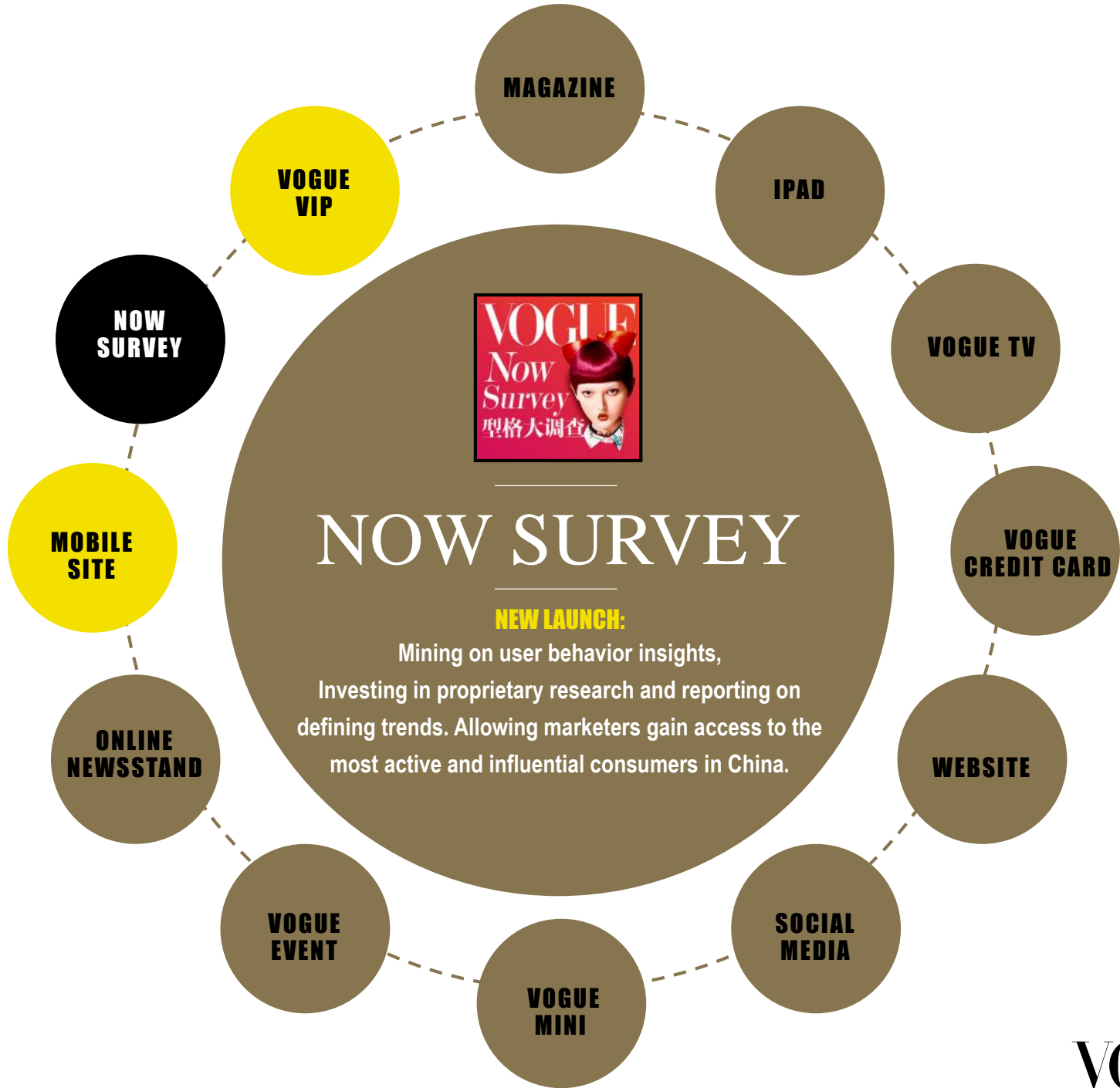


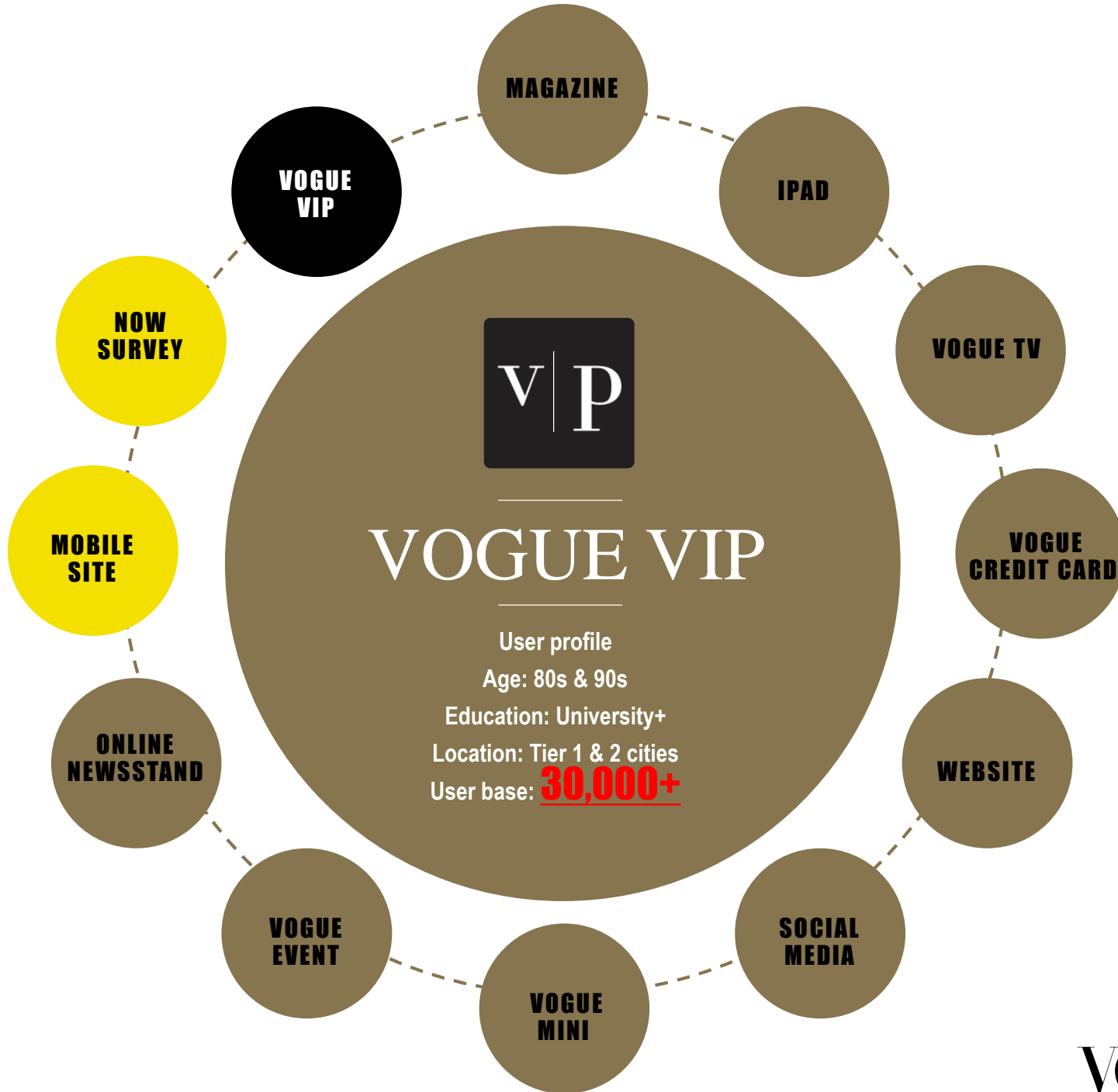












VOGUE EVENT FASHION'S NIGHT OUT

Opening ceremony
attracted over

70

media titles

After-party
attracted over

300

VIP guests

Eight
celebrities in

10

shopping
malls for
store tour

Generating
total media value of
RMB

25,331,643



VOGUE CHINA 10TH ANNIVERSARY

More than
50

world renowned celebrities who have graced Vogue China in the past decade

Over
2,000

leading industry figures in fashion, art and media

Over
326

global-wise media reports on the event



Over
3,000,000

viewers watching the videos live broadcast online

Generating
total media value of
RMB

94,000,000

Attract
more than

370,000,000

viewers

2016 NEW INITIATIVES:

MOBILE FOCUS • HIGH QUALITY CONTENT

VOGUE VIP / VOGUE EVENT / FASHION SCHOOL

NATIVE ADVERTISING • VOGUE MINI

the

FUTURE

is HERE

NOW



1 MOBILE FOCUS

VOGUE AT FINGERTIPS

Vogue.com.cn, Vogue Mini, Vogue Mobile site, Vogue WeChat Account will be unified entry and content. The readers can fully contact with Vogue through the fingertip.

CRM IN MOBILE TERMINAL

CRM establishment in mobile terminal is going through WeChat service account - VogueVIP.

WECHAT
SUBSCRIPTION

WEBSITE/
MOBILE SITE

VOGUE
MINI

WEIBO

MAGAZINE

VogueVIP
WeChat Service
Account

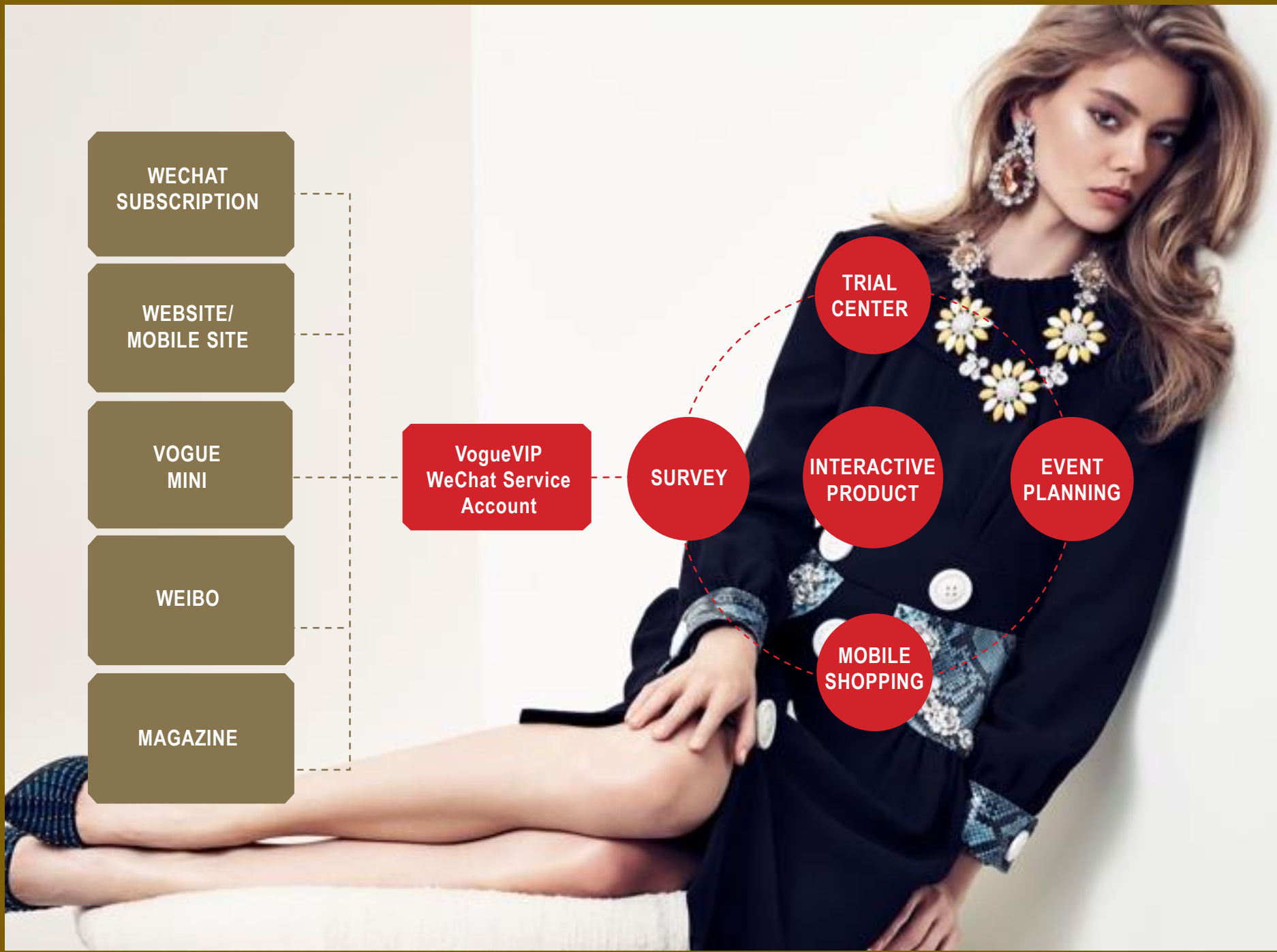
SURVEY

TRIAL
CENTER

INTERACTIVE
PRODUCT

EVENT
PLANNING

MOBILE
SHOPPING



2 POWERFUL VOGUE EVENT

VOGUE MARKETING EVENTS

FASHION'S NIGHT OUT (FNO)

Create unique shopping experiences across China, boost the industry's economy and enhance the brand awareness of our partners.

FASHION'S NIGHT IN (FNI)

Continue the momentum of Vogue's global FNO campaigns, an innovative digital shopping festival is tailor-made for the China market.

VOGUE AWARD:

A brand new content marketing platform designed to promote the Vogue Attitudes and inspire the world with amazing stories.

VogueVIP CUSTOMIZED EVENTS

VogueVIP provides customized event O2O solutions including VogueVIP Speeches, Workshops, Parties, and Classrooms partnered with Conde Nast Fashion School.





**VOGUE MINI
LAUNCH**

**APR
SHANGHAI
FASHION
WEEK**

**FASHION'S
NIGHT
IN**

**JUL-AUG
BRIDAL
EVENT**

**FASHION'S
NIGHT
OUT**

**VOGUE
AWARD**

**OCT
SHANGHAI
FASHION
WEEK**

**Vogue
SURVEY**

**VogueVIP
SHARING**

**VogueVIP
WORKSHOP**

**VogueVIP
SPEECH**

**VogueVIP
CLASSROOM**

**VogueVIP
PARTY**

2016



3 NATIVE ADVERTISING

CONTENT IS THE KING FOREVER

Think Mobile First

Think About Your Own Content-in-feed Experience

Think of The Reader's Need First

Think Headline = 'Click Bait'

What's the Story? Would you want to read it? Really?

Images-Strong Enough to Grab Attention



VOGUE MINI



VOGUE MINI

OBJECTIVE:

360-degree-made for the
new-generation,
From knowing to knowledge,
From emotional shopping to
rational shopping,
From product-driven to
brand-driven

TARGET AUDIENCE:

Post Millennium,
85's & 90's





FREQUENCY:

6 issues
per year

POSITIONING:

Create a young
fashion bible for the
new generation
in China

**MARKETING &
PROMOTION STRATEGY:**

Cross-platform,
Cross-category,
Align with each
platform & promote
simultaneously

VOGUE MINI

**EDITORIAL
STRATEGY:**

Young, Cool,
Modern,
Humorous and
Positive

MAIN SECTIONS:

Young celebrities,
Entertainment, Fashion,
Accessories, Beauty, Health,
Popular art and Attitude



VOGUE SHOWCASE



SHOWCASE:

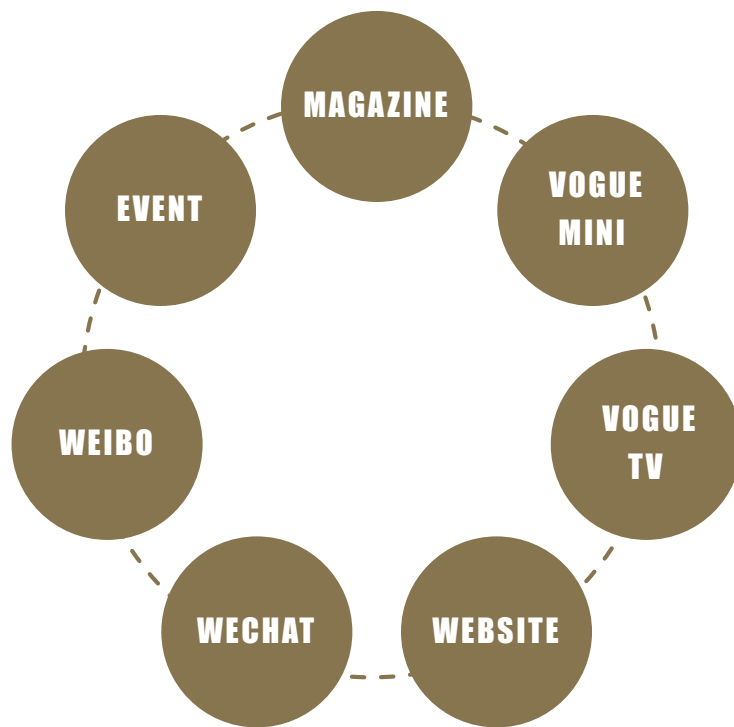
HUAWEI • ETRO • CHLOE DREW •
NOW SURVEY • DIOR • ESTEE LAUDER •
CARTIER • LINCOLN • FRESH

the

SHOW-
CASES



VOGUE X HUAWEI



SHOWCASE: HUAWEI



Vogue Mini

Achieved **550,000** of views. It documents how Vogue has transformed Huawei from non-fashion to fashion and from a domestic to an international brand.



Magazine

12 pages advertorial in Oct, Nov, Dec Issue. Karlie Kloss demonstrates the new concept of 'Fashionology' perfectly- thanks to the master of photography Mario Testino.



SHOWCASE: HUAWEI



3
VOGUE TV

Vogue TV

With over **800,000** PV. Huawei was featured in Vogue 10th anniversary event. Celebrities took photos and ‘Selfie’ with Huawei phone during the event. Vogue has successfully transformed brand image of Huawei.

4
WEBSITE

Website

Huawei watch is presented in the Vogue website with a large banner stating the slogan of ‘When fashion embraces technology’. There are **750,000** PV to the website.



SHOWCASE: HUAWEI

5
WECHAT

WeChat

Achieved over **77,000** views.
Topic of article is about how
will it look like when fashion
runs in to technology.



6
WEIBO

Weibo

Achieved Over **90,000** views. Introduce the
Huawei watch and new smartphone Mate S.
Celebrities also share the event photos on their
own Weibo to achieve the most awareness.

SHOWCASE: HUAWEI

7
EVENT

Milan Event

Milan Event was covered in 13 Italian media including WWD, ILPOST.IT and Gilt Magazine with over RMB **1,200,000** of PR value.



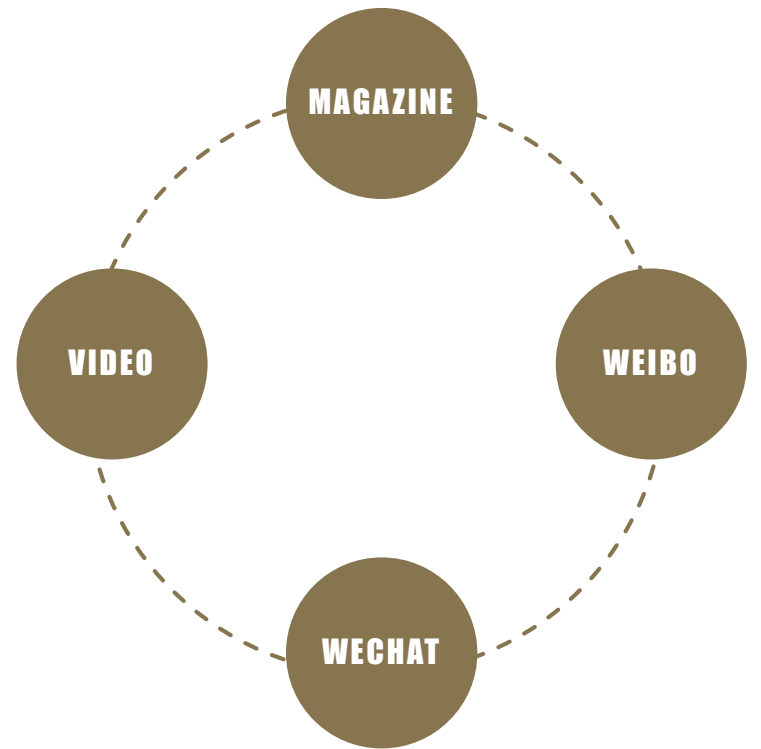
Shanghai Event

Guests are invited through Vogue VIP. Shanghai Event has reported by over 40 third party social media in China together with RMB **2,430,158** of PR value.



VOGUE

X ETRO



SHOWCASE: ETRO



WeChat

Achieved over **12,000** of views. Topic is about taking the audience to explore Italian style through Etro 2015 A/W collection.



Magazine

Cover story in Oct, 2015 issue. 6 advertorial pages produced by Vogue Studio in Milan. 2 models presented Etro 2015 A/W collection with the theme of Bohemian Rhapsody.

SHOWCASE: ETRO



Video

A video is filmed by Vogue Studio with over **15,000** PV. It has applied Italian story-telling style, which aims to bring audience into the world of Bohemian.



Weibo

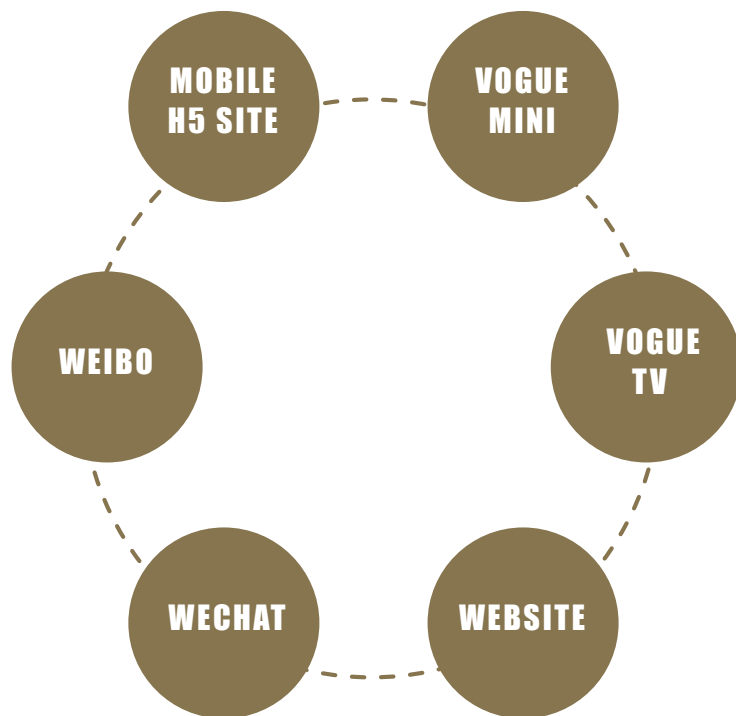
With over **20,000** PV, Weibo content is about how creative director Veronica Etro has taken Etro to a whole new level.



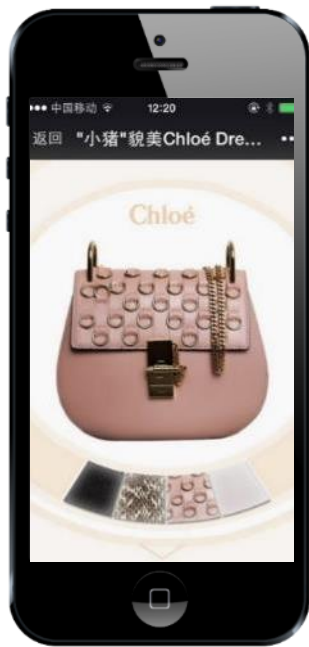


VOGUE

X CHLOE DREW



SHOWCASE: CHLOE DREW



CHLOE H5



Mobile H5 Site

It achieves **180,000** PV. It highlights the key pieces- the Drew Bag of Chloé in an interactive way and attracts high-end, young and trendy customers.



Vogue Mini

With over **350,000** PV in total. 3 Celebrities are interviewed and bring out the key elements of the Drew Bag.



SHOWCASE: CHLOE DREW



Vogue TV

A video with over **40,000** of viewing. It is about connecting the key elements of the Chloé Drew bag to the personality of a famous celebrity.



Website

3 articles with over **600,000** PV. It is about the interview with 3 celebrities are presented on the Vogue website. It brings out key elements of the Drew Bag.



SHOWCASE: CHLOE DREW

5
WECHAT

WeChat

With nearly **100,000** of total readings. Of which, **85,076** of readings are received from headline WeChat, while regular WeChat received **14,600** of readings.



6
WEIBO

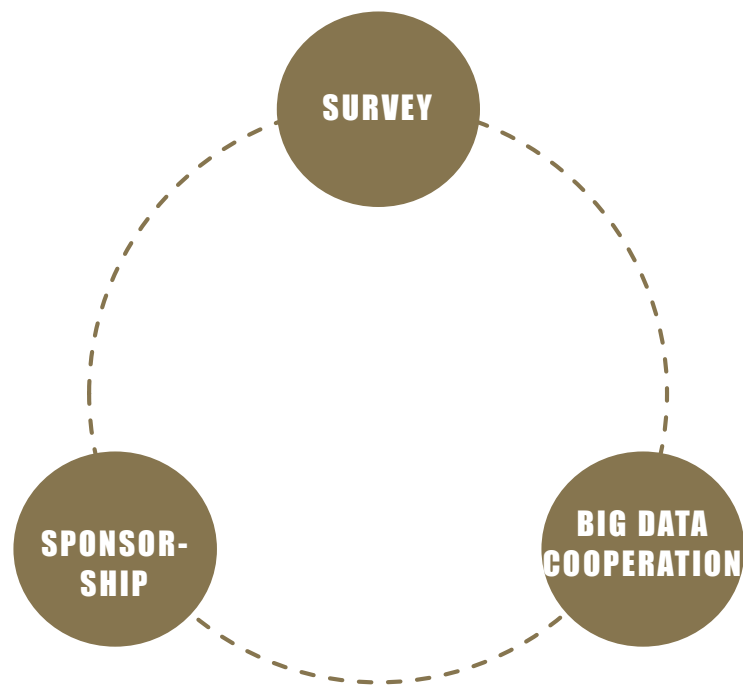
Weibo

There are nearly **400,000** PV in total. 3 posts are released by interviewing 3 Celebrities and bring out key elements of the Drew Bag.

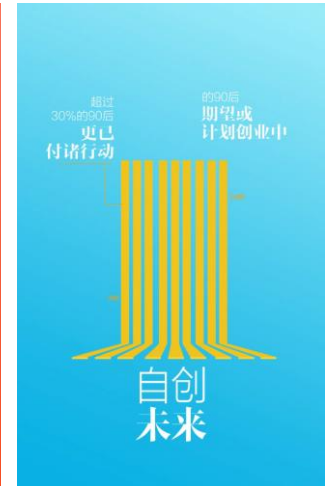


VOGUE

X NOW SURVEY



SHOWCASE: NOW SURVEY



Survey

A long-term sustainable project which aims to research and analyze the lifestyle and consumer behavior of the Millennials. Research has carried out in both quantitative and qualitative format. Focus groups are held in **5** cities (Beijing Shanghai, Chengdu and Shenzhen). **48** interviewees in 8 groups in total have participated. Covered around **20,000** samples.

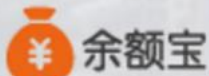
SHOWCASE: NOW SURVEY

BIG DATA COOPERATION

Big Data Cooperation
It associates with associates with 2 database giants- **Alipay & Tmall**, in order to obtain the latest and accurate data for further analyze.



蚂蚁金服
ANT FINANCIAL



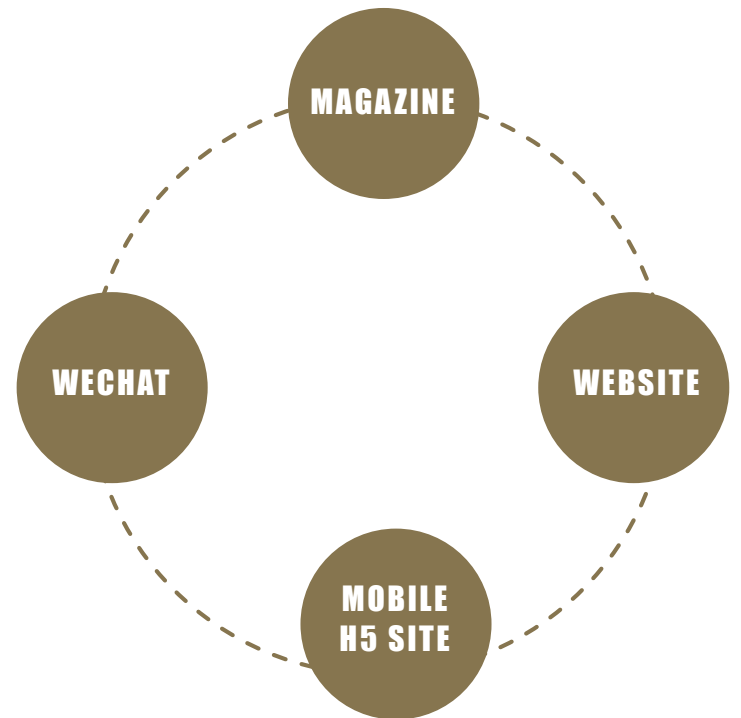
SPONSORSHIP

Sponsorship

The research program is sponsored by Folli Follie which has distributed in **7** channels- html 5 site, print magazine with sticker, Vogue & Alipay WeChat, VOGUE Mini, and VOGUE x Tmall 11.11 Shopping Carnival Html5 sites.



VOGUE x DIOR



SHOWCASE: DIOR



Website

The website shares the beauty secrets. BBS and blog received over **21,000** of viewings, which provides a platform allows interactive communication between audience and the KOLs.



Magazine

3 pages advertorial. It conveys the message of Dior 'Skin Star' gives you the light effect to make you look perfectly in all angles.



SHOWCASE: DIOR

WECHAT

WeChat

2 WeChat posts attracted over **100,000** of viewings. Both share the secrets of looking charming in all occasions.



Dior H5



MOBILE
H5 SITE

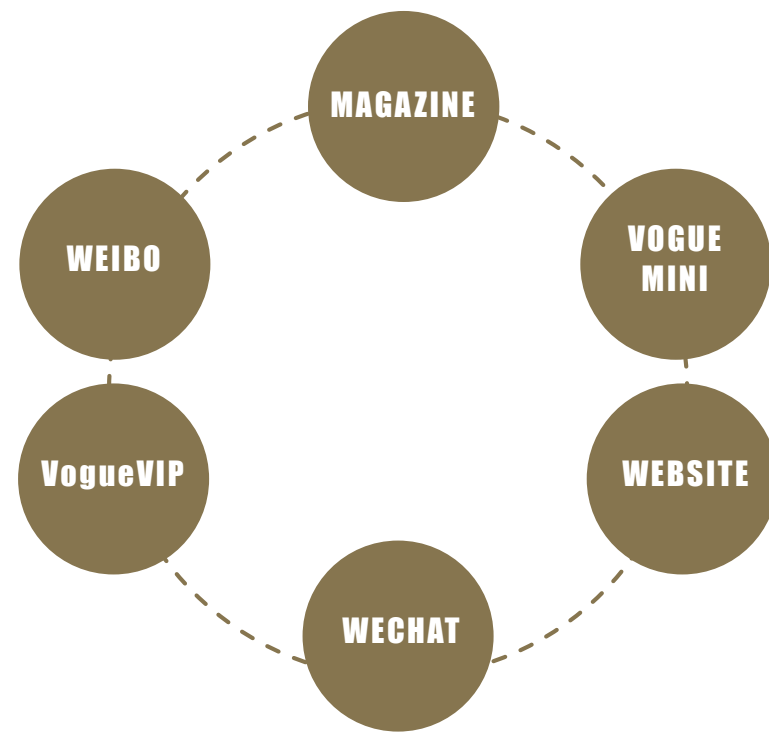
Mobile H5 site

Benefits from WeChat posts with over **100,000** of viewings, this H5 site offers audience an opportunity to try the product.



VOGUE

X ESTEE LAUDER



SHOWCASE: ESTÉE LAUDER

ESTÉE LAUDER

不出色 怎么型

1 自有“型”

2 恋美“色”

3 玩花“漾”

Kendall Jenner,
型色由我, 青春新势力

ESTÉE LAUDER

定义出色, 随型所欲

The Lip Trinity

Easy chic 轻风格

Daring 新冒险

Gorgeous 展气场

Young 正青春



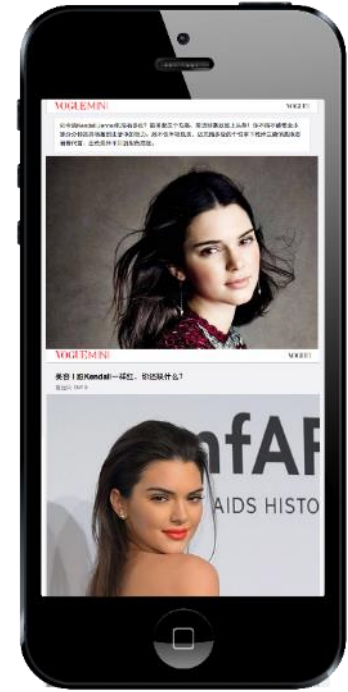
Vogue Mini

Achieved **100,000** daily PV.
Kendall Jenner interprets 4
different styles with different
colors of the lipstick. Video
is attached in the post.



Magazine

4 pages advertorial. Kendall Jenner- the brand ambassador of Estée Lauder gives a new definition to lipstick. Easy Chic, Daring, Gorgeous and Young.



SHOWCASE: ESTEE LAUDER

3
WECHAT

WeChat

3 WeChat posts received over **150,000** of reads. Of which, 100,000 of reads came from the headline posts.



4
WEIBO

Weibo

The post received over **120,000** of views. Kendall Jenner interprets 4 different styles with different colors of the lipstick.

SHOWCASE: ESTÉE LAUDER

5
VogueVIP

VogueVIP
1,498 audiences have applied for
50 trial lipsticks over the Vogue
VIP platform.



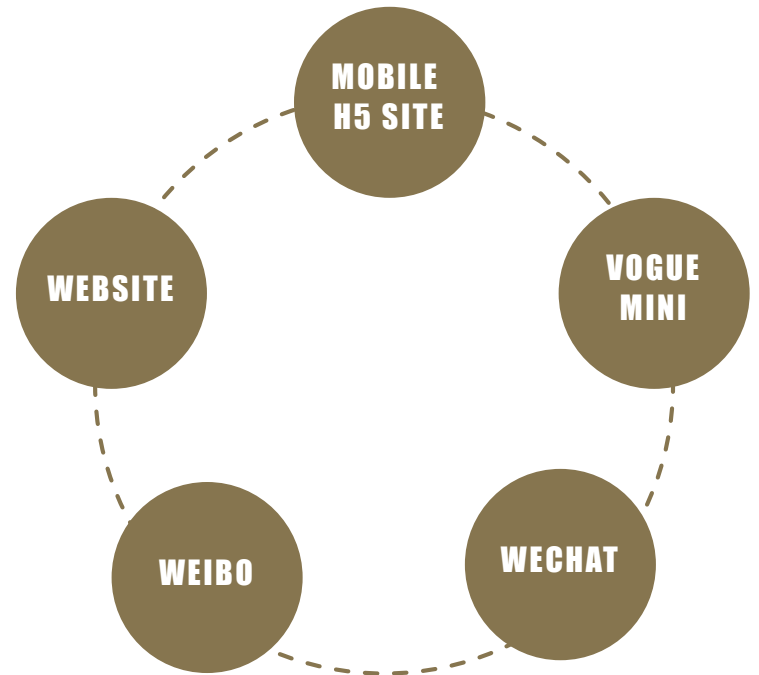
6
WEBSITE

Website

Kendall Jenner interprets 4 different styles
with different colors of the lipstick. BBS has
received **36,141** PV and **1,059** replies about
their thought of lipsticks.



VOGUE x CARTIER



SHOWCASE: CARTIER

CLOU



1
MOBILE
H5 SITE

Mobile H5 site

Achieved nearly **120,000** of views. Video clips are attached in the H5 site to let customers to feel the power of the theme 'Let's break'.



CLOU H5

WECHAT

WeChat
WeChat posts received over **30,000** of reads and over 800 of likes.



VOGUE MINI

Vogue Mini
A banner was featured in the Accessories channel of Vogue Mini with over **50,000** daily PV.



Weibo

With over **48,000** of views. 3 KOLs present the items in different styles.



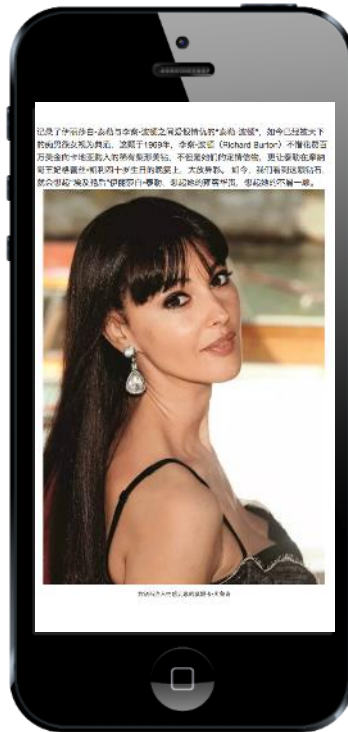
Website

Over **100,000** PV on the website. It introduces the history of Cartier diamond and the characteristics of each diamond collection.

1 WECHAT

WeChat

WeChat posts received over **45,000** of reads and 785 of likes.



SHOWCASE: CARTIER

Diamond



MOBILE
H5 SITE

Mobile H5 site

Nearly **60,000** PV. Audience can visit H5 site by clicking 'read more' button in the WeChat post. Video clips are attached in the H5 site to let customers to explore more about Cartier Diamond.

WEBSITE

Website

Over **70,000** PV on the website. It introduces the history of Cartier diamond and the characteristics of each diamond collection.



VOGUE X LINCOLN

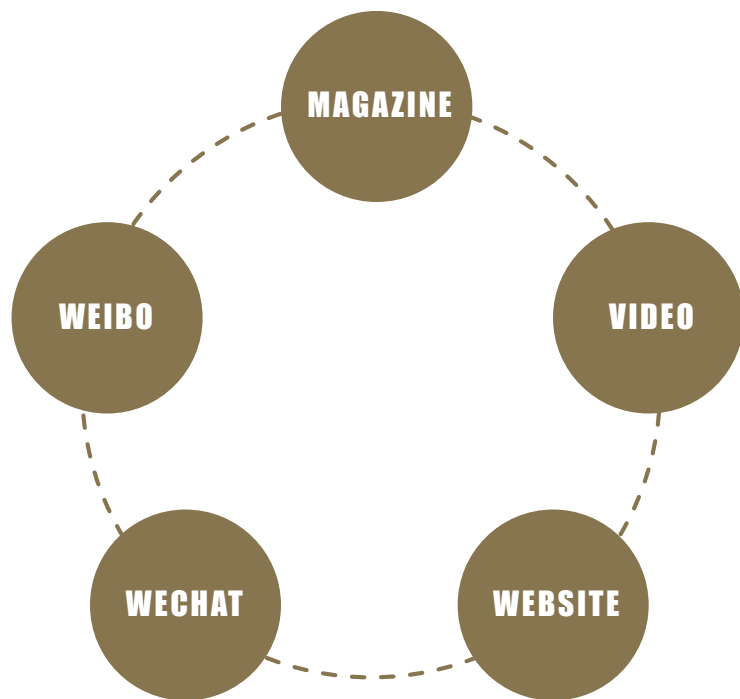
优雅·驰承

1930高贵气质, 定义尊贵
1960突破经典, 时尚锋芒
2015驱动风尚, 优雅新译
加冕VOGUE中国十周年红毯之耀



VOGUE X LINCOLN

统筹策划: VOGUE IMC 摄影师: 刘超 视觉执行: THE' 编辑: Seven gao 造型师: 张亦迪 妆造: 孙琦 发型: Jason 文字: Se Lee 摄影: 田田/陈从Corbis提供



SHOWCASE: LINCOLN



Magazine

Advertorial in 2 issues which cover the story 'One day in Shanghai' and Lincoln has also featured in 'Vogue 10th Anniversary' Event.



SHOWCASE: LINCOLN

2 WECHAT

WeChat

Achieved over **30,000** views and over 100 likes. 2 videos are available in the WeChat posts.



3 WEIBO

Weibo

With. Weibo received more than **40,000** PV. Link to video is included in the post.

SHOWCASE: LINCOLN

4 WEBSITE

Website

3 full size web pages with a special topic
'One day in Shanghai' is presented, which
has also included the BTS video. More than
3,600 visits on the BBS.



SHOWCASE: LINCOLN



Video

Two videos are produced. One of them is BTS. The theme is about 'One day in Shanghai'. It is available on Youku, WeChat, Weibo and Vogue Website with over **300,000** PV.

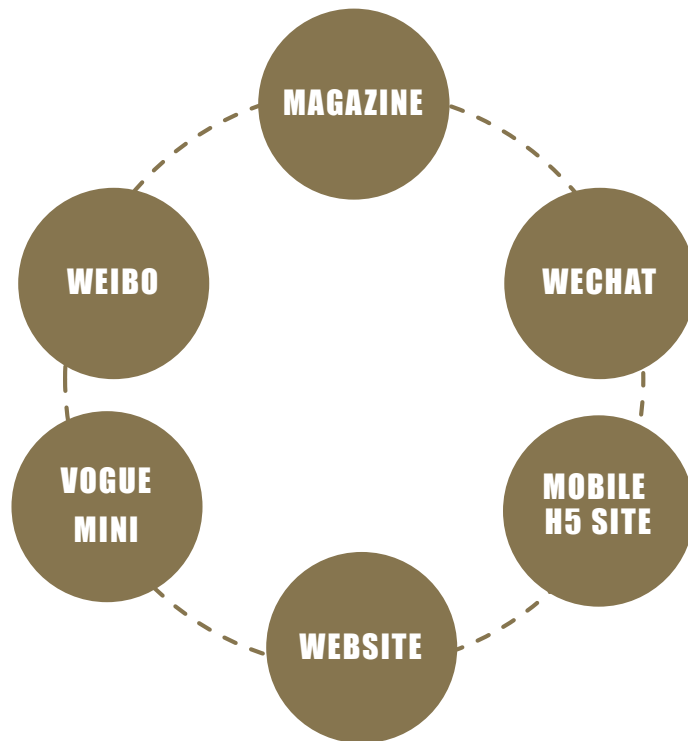
fresh

THE ART OF
ROSE

瑰丽之艺
馥雅留香



VOGUE
X FRESH



SHOWCASE: FRESH

1 MAGAZINE

Magazine
Advertorial in Jun Issue. It covers 8 pages with the theme of 'The Art Of Rose'.



面纱玫瑰色

玫瑰的香气，是大自然最动人的馈赠。它带着一种温柔的执着，在清晨的薄雾中弥漫，在午后的阳光下绽放。这种香气，不仅是一种嗅觉的享受，更是一种心灵的慰藉。它让人想起那个遥远的国度，那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。

在法国普罗旺斯，玫瑰的种植历史可以追溯到几个世纪以前。那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。

玫瑰的艺术 ARTISTIC ROSE

玫瑰，是大自然最动人的馈赠。它带着一种温柔的执着，在清晨的薄雾中弥漫，在午后的阳光下绽放。这种香气，不仅是一种嗅觉的享受，更是一种心灵的慰藉。它让人想起那个遥远的国度，那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。

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心从玫瑰展

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在法国普罗旺斯，玫瑰的种植历史可以追溯到几个世纪以前。那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。

手携玫瑰芳

玫瑰的香气，是大自然最动人的馈赠。它带着一种温柔的执着，在清晨的薄雾中弥漫，在午后的阳光下绽放。这种香气，不仅是一种嗅觉的享受，更是一种心灵的慰藉。它让人想起那个遥远的国度，那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。

在法国普罗旺斯，玫瑰的种植历史可以追溯到几个世纪以前。那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。

私享玫瑰展

玫瑰，是大自然最动人的馈赠。它带着一种温柔的执着，在清晨的薄雾中弥漫，在午后的阳光下绽放。这种香气，不仅是一种嗅觉的享受，更是一种心灵的慰藉。它让人想起那个遥远的国度，那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。

在法国普罗旺斯，玫瑰的种植历史可以追溯到几个世纪以前。那里的人们，用他们的智慧和双手，将这份大自然的馈赠，转化为了我们今天所熟知的玫瑰护肤品。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。他们懂得，玫瑰的香气，不仅仅是一种嗅觉的享受，更是一种心灵的慰藉。

SHOWCASE: FRESH

2 WECHAT

WeChat

Achieved nearly **100,000** views. Of which, **70,000** views are obtained by Wechat Headline. Audience is invited to try the face mask.



3 WEIBO

Weibo

3 post from Weibo in total, which achieved over **150,000** views. The posts are about introducing rose face mask and invite audience to participate in the face mask trail program.

SHOWCASE: FRESH



Fresh H5



MOBILE
H5 SITE

Mobile H5 Site
KOLs share their feedbacks after applying the face masks to themselves and also invite audience to try the face mask. Over **2,800** audiences have applied for the free face masks.



VOGUE
MINI

Vogue Mini
It offers a Q&A section to allow audiences to ask 'MISS VOGUE' questions about face mask which attracted **5,600** participants.



SHOWCASE: FRESH

WEBSITE

Website

Luxury beauty test column was presented in Vogue website and BBS. It demonstrates how face mask can clean and improve your skin. There are **250,000** PV to the website and around **30,000** PV to the BBS.



PUBLISHING SCHEDULE

Main Book	Publishing date	Vogue Mini	Publishing date	Supplement	Publishing date	Regional Book	Publishing date
Jan	10-Dec-15						
Feb	10-Jan-16						
Mar	10-Feb-16						
April	10-Mar-16	April	25-Mar-16				
May	10-Apr-16						
June	10-May-16	June	25-May-16				
July	10-Jun-16			Bridal supplement	10-Jun-16		
Aug	10-Jul-16	Aug	25-July-16				
Sep	10-Aug-16					TBC	TBC
Oct	10-Sep-16	Oct	25-Sep-16				
Nov	10-Oct-16						
Dec	10-Nov-16	Dec	25-Nov-16	Gifts supplement	10-Nov-16		

VOGUE



THANK YOU