

ELLE MEN 睿士

Mediakit

2018

HEARST *magazines* | China



Updated daily

◀ 4 subdivided areas including fashion, grooming, travel and celebrities

Seize the opportunity

Seize the opportunity, present content by means of latest high-tech products, and trigger topics ▶

Capability of story-telling

◀ Immerse consumers into brand culture through interesting narratives

Brilliant content

The professional team is carefully planned and distinguished from the production line ▶





1

Creative Short Video
– Increase product exposure

We customize videos for all kinds of product in 4 subdivided areas, fitting with young group psychology and dissemination rules of streaming media.

1.Celebrities 2.Grooming 3.Fashion 4.Travel



The other side of super star

Master Fan Economy

Different from the magazine, we give full play to the flexibility of new media, encouraging celebrities to break the routine with new styles and unique challenges.

Estimated single episode play times

10,000,000



Short videos for Men's grooming 《Real Men》

Fully demonstrate the characteristics of grooming product

#a very short video featuring men's grooming details#

We shoot a detail problem for each issue, performed by 12 top KOL. Transfiguration happens in 30 seconds!

Estimated single episode play times

▼
1,200,000





MISS TUESDAY
V I D E O

Short Fashion Video

#approachable Hi-Fashion Icon #
Fashion brands' favorite

Miss Tuesday

4 sections, updated every Tuesday, make everything trendy

- Tuesday shoe room
- Tuesday Awkward chat room
- Tuesday fitting room
- Tuesday lab

Estimated single episode play times

▼
1,000,000



Short Travel Video

Integration of car and outdoor brands

#Road trips and outdoor activities#

For each episode, the host will be working with a beauty / little fresh meat(teenage idol) to evaluate a piece of outdoor clothing, a car and a camping site.

Frequency: updated weekly, 5-7min/vid

Estimated single episode play times

▼
2,500,000

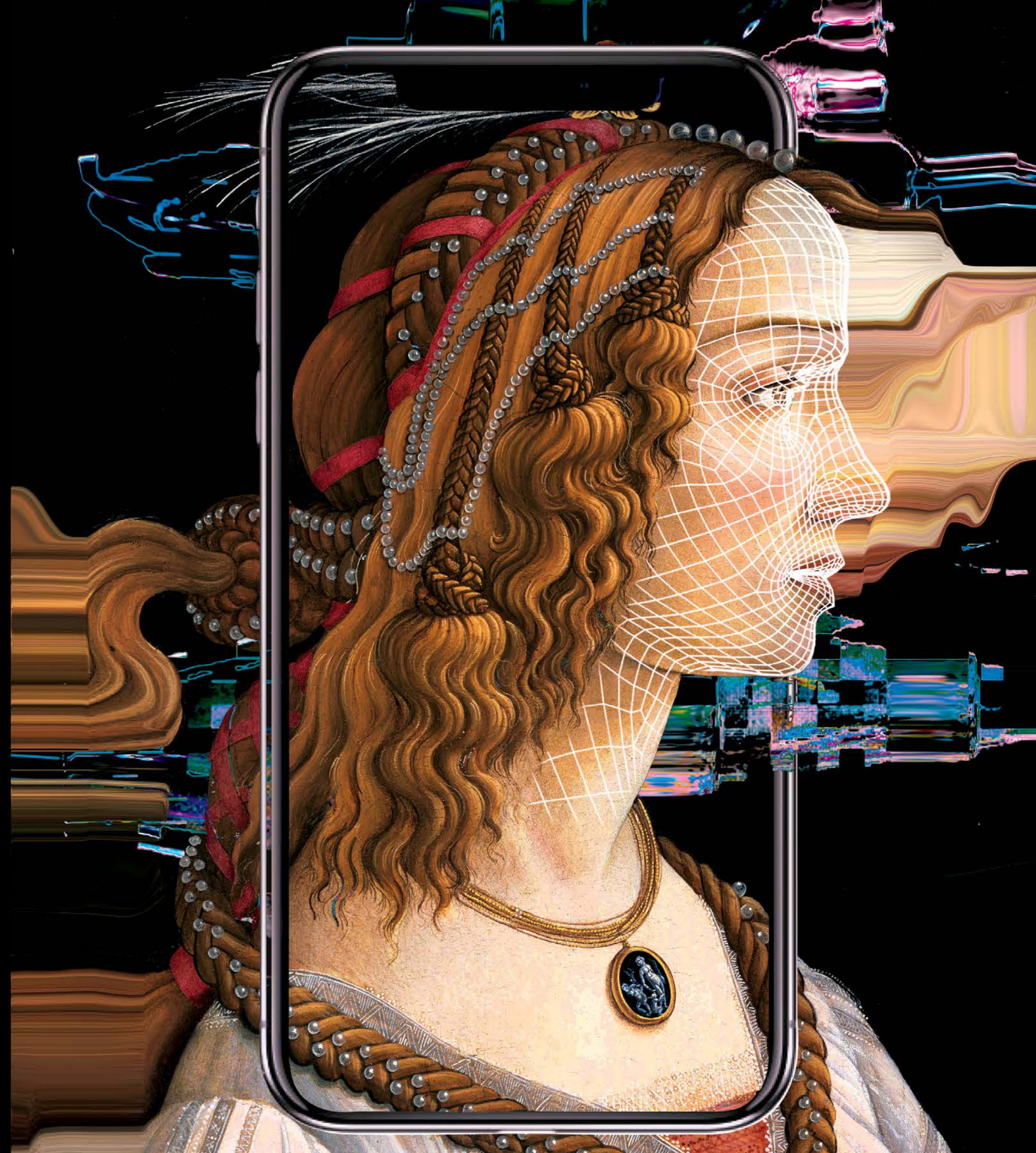


2

HIGH TECH
High Tech Means
— Create topics

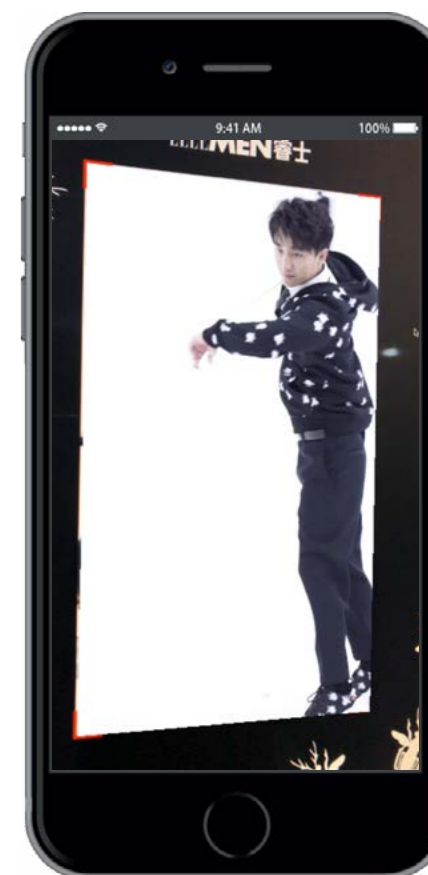
Fancy interaction + Unexpected
effects Get spotlight

AR VR Vertical
video AI





VR



AR

AI
HIGH TECH

Use AI to customize
unique creative
campaign for brands.



Vertical Video
HIGH TECH

Kris Wu

All-media Promotion Case #Gifting#

Burberry

- ▶ The first vertical video in full screen in fashion world, more suitable for dissemination on mobile devices
- ▶ 4 thematic micro-movies exceeded 10 million play times
- ▶ 60 million reading times in total on Weibo
- ▶ Over 2.4 million reading times on WeChat



4 Micro-films about Gifting



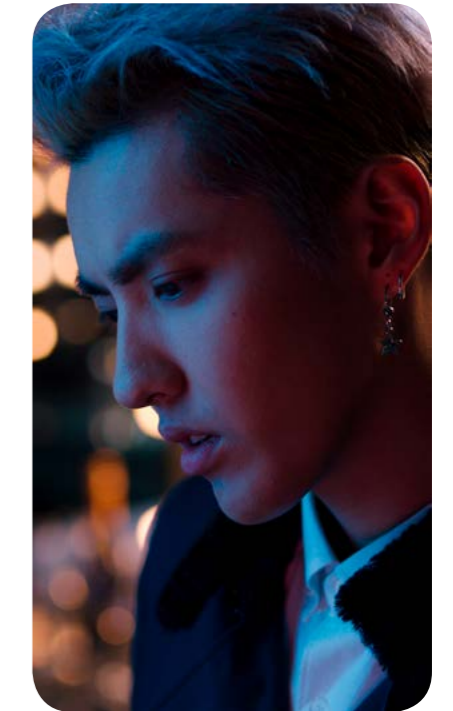
#One More Chance
view:289,000



#My Dad is Cool
view:223,000



#I Know You
view:211,000



#Ask yourself
view:9,300,000

**BRAND
STORY**



3

BRAND STORY

Tell your story
– Brand immersion

ELLEMEN
the media understands
brands best.

We are expert in weaving brand concepts into narratives that facilitate communication with consumers.

New rules for men - New men New stories

S T O R Y

**MONT
BLANC**

We featured 4 gentlemen in 4 short films to talk about their new rules — unconventional, mentally strong, detail-oriented and true to faith. Where are they heading for? No boundary, no limit. They are of different age, but ready to embrace endless possibilities. Be demanding, achievement follows.



扫码看视频



Perform with artisan spirit, Live with original aspiration

S T O R Y

PHILIPS

We invited 4 classy men from different areas and actor Dong Jin to tell us stories about their original aspirations. Focusing on both website traffic and quality, it conveys the brand culture effectively.



扫码看视频

ELLEMEN 11月1日 16:40 来自 专业版微博

做件事情，可以选择花一分钟去完成，也能花几小时去铺陈，情怀源于初心，表达在于对器物的执念，格调皆源于自己的选择。@靳东 始终坚信应该把生活过得有点趣味，用初心去生活，以匠心做演员。#不忘初心，格调之选#@靳东工作室

[ELLEMEN睿士的秒拍视频](#)

5万次播放 00:07

☆ 收藏 | 621 | 390 | 962



Sommelier Martin Hu



Model Huanbo Ji



Ballerino Shidong Sheng

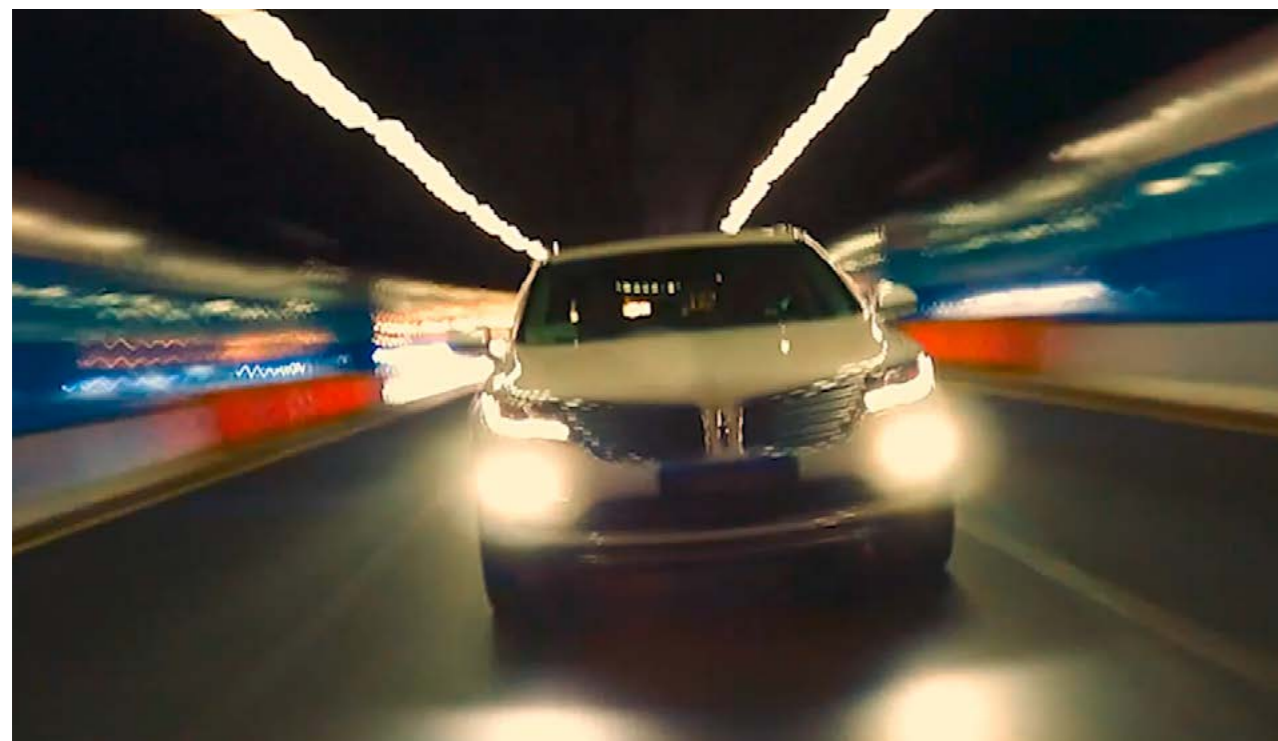
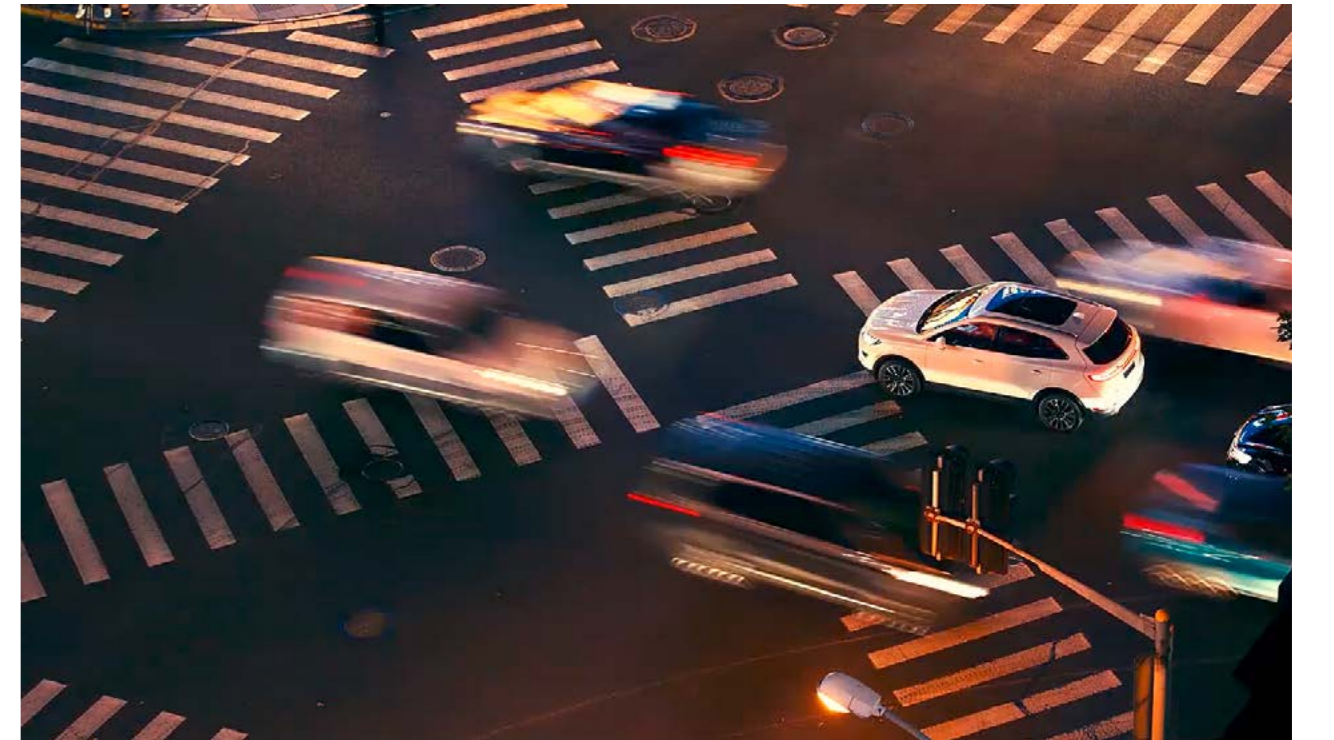


Painter Saifeng Huang

Uncommon trend
S T O R Y



扫码看视频



Youth with spirit Kicks Youth S T O R Y



In 2017, Dongfeng Nissan “Youth with Spirit” project invited 3 young popular stars, integrating ELLEMEN’s online media resources, to interpreter the “Kicks Spirit” through micro film.

Jingfu Jiang – Pioneering spirit
Zijiang Dong – Cool spirit
Shanshan Yuang – Fighting spirit

Additionally, we produced gorgeous fashion photograph and special supplement, precisely covering and influencing 90s generation who are the major target consumers for Kicks. The Kicks Style has been a blockbuster.



扫码看视频

随时在线 ALWAYS ON, NEVER OFF!

S T O R Y



Re-fashion the very classics in an innovative mindset, with 3 couples tip taping in their own rhythm. Let's enjoy every moment. Here is the status: every unexpectedness, always on freely.

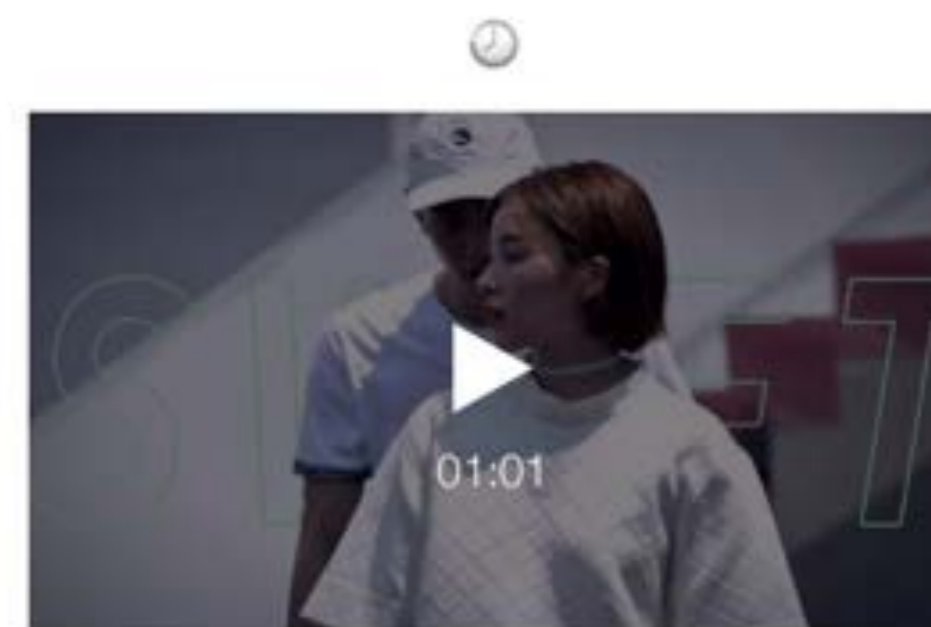


扫码看视频



地表温度已40，你的脚还好么？

2017-07-28 广告 ELLEMEN睿士



再度翻开丰富的历史档案，以革新

GO OFF SHORE, THERE IS BOUNDLESS SEA AND SKY! #GOOFFSHORE#
S T O R Y



We made the short video with guest star Zetao Ning featuring the story of A Boy's Return. As his poem reads, "Our will is as strong as ever."



扫码看视频



We shot 4 sexy beauty
with kitchen utensils
in a very smart way.
Its stunning visual
effects went viral
on new media platforms.



4
WECHAT
SINA WEIBO
WEICHIAT
SINA WEIBO
Brilliant Content
WECHAT
SINA WEIBO



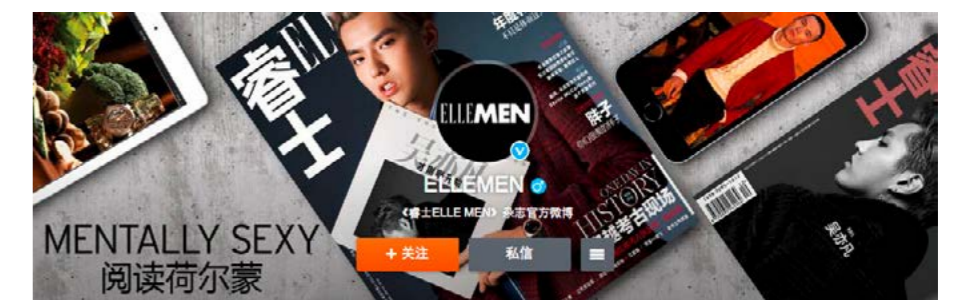
SOCIAL MEDIA

微信Wechat:



WeChat: 600,000 fans
APP: 600,000 downloads

新浪微博Sina Weibo: **ELLEMEN**



Weibo 1,030,000 fans

90S!

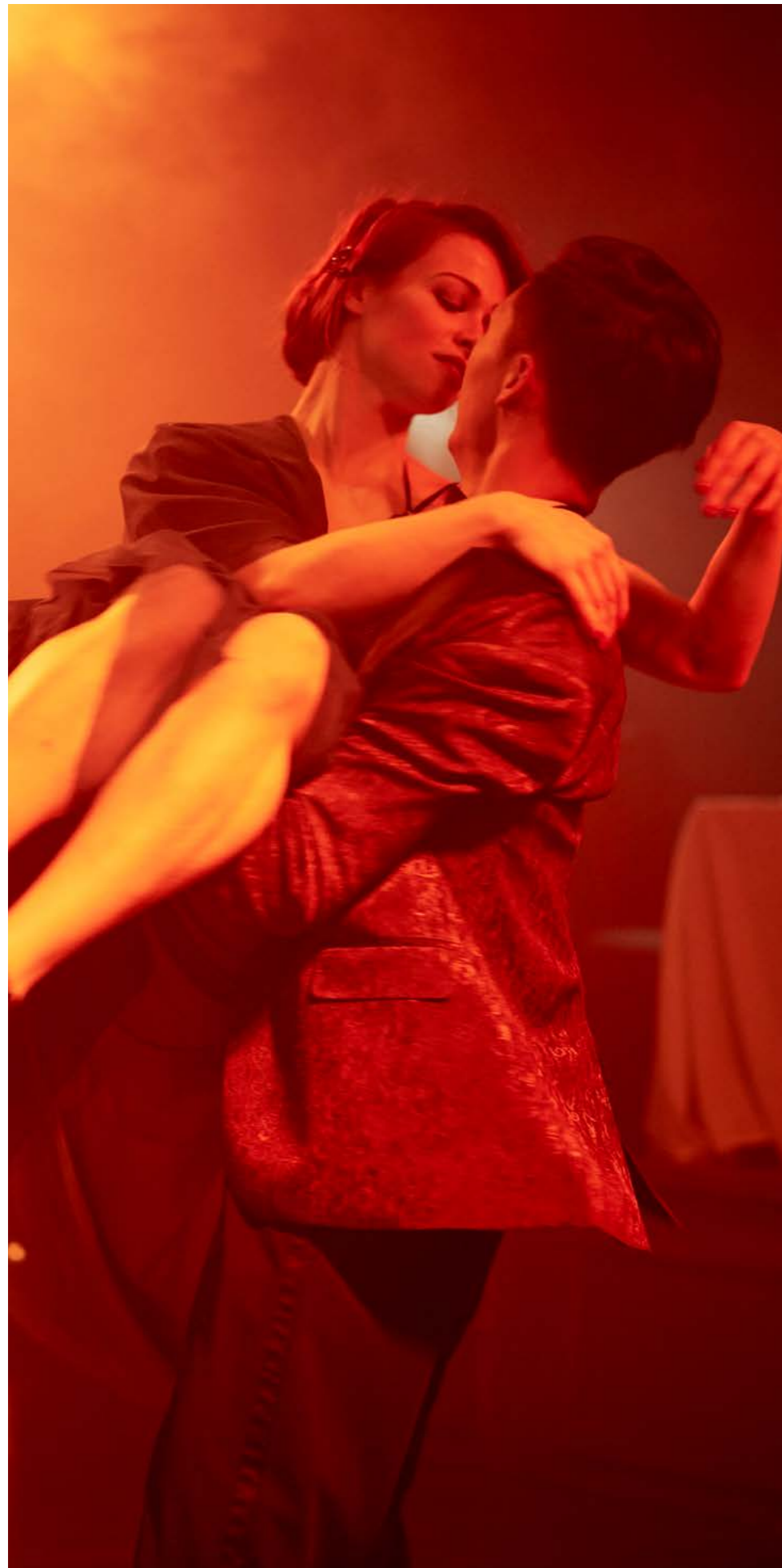
FOCUS
ON

90S GENERATION ZONE



ELLEMEN CLUB

会员中心



Be the earliest to take part in the most popular events, and you will be the big shot on Wechat moments.

Our events include cultural exhibitions, art performances, sports, dining, entertainment, hotel trial stay, and brand experience etc.

- ▶ ELLEMEN CLUB has over 50,000 members
- ▶ of whom 62% are from first-tier cities
- ▶ 60% are men, and 40% are women.
- ▶ There are more than 360 events with over 72,000 applicants.



The fastest growing
film award in media area

The heyday of Chinese
-language film comparable
to the top international
film festivals.

Film screening
“Behind the Camera” Award
Young director support program
Film industry forum



We bring the most influential leaders together

They are rising entrepreneurs, investors changing the world, and industry leaders holding to their dreams.

Let's explore the future, upgrade and create a new world with them

These industry leaders will share with us the innovative ways, explore the possibilities of future, answer questions for new business and guide us direction.



Social topics

Transport during Spring Festival period; Valentine's Day; National College Entrance Examination; National Holiday; New Year; Chinese Valentine's Day

Fashion and entertainment

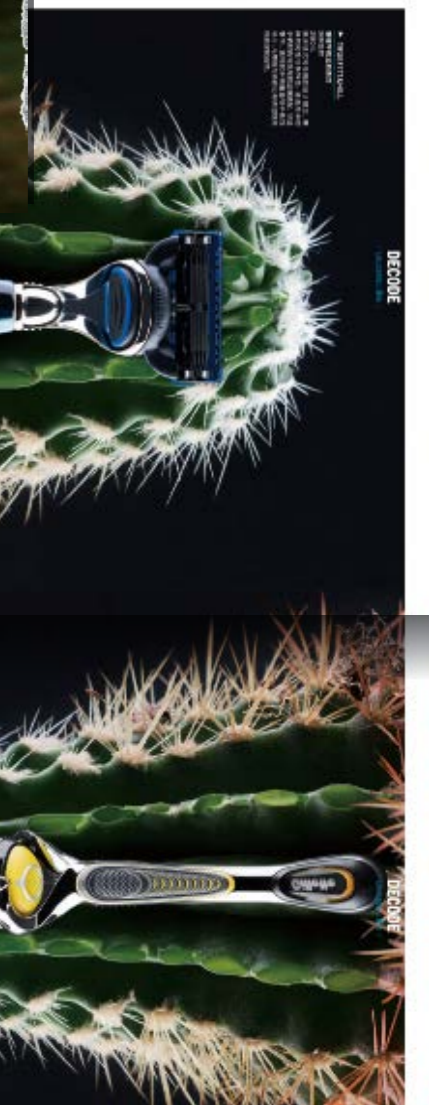
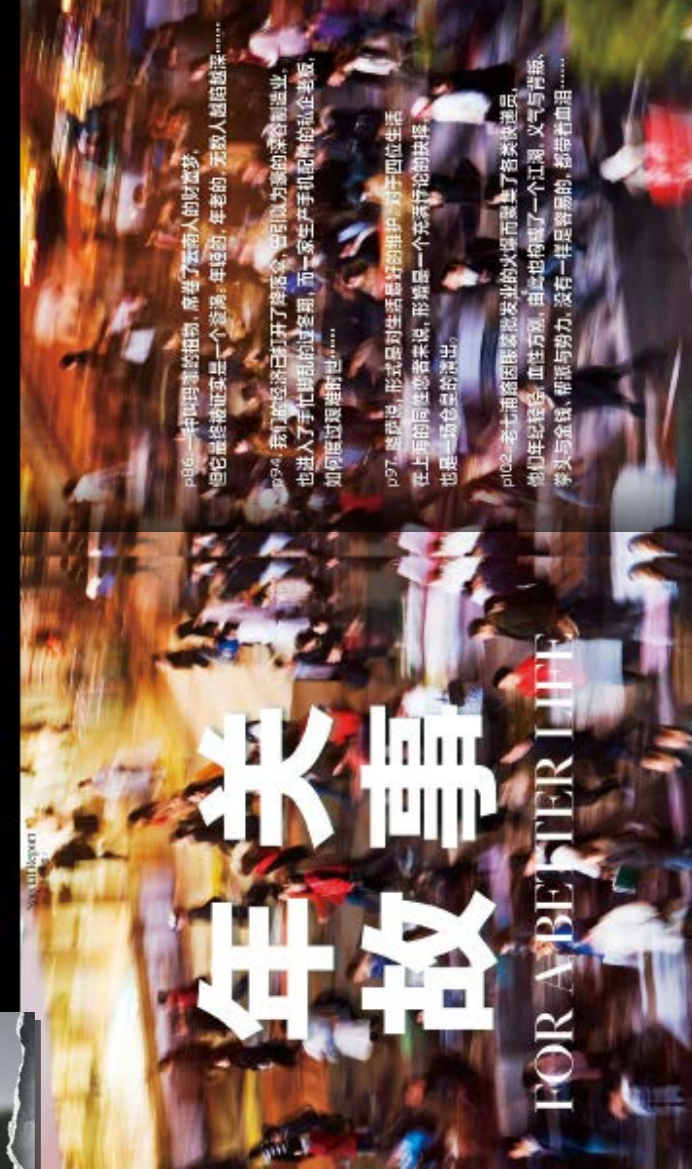
Little fresh meat (teenage idol); Cannes Film Festival; Shanghai Fashion Week; Basel World/SIHH (Watch Exhibition); Ruyi's Royal Love in the Palace

Finance and Sports

World Internet Conference; World Cup; NBA; UEFA Champion League; Tour de France

Technology and Innovation

Microsoft Xiaobing; Face recognition; Artificial Intelligence





User Attributes

Male: Female: 6:4

Age: 90S > 00S > 80S > 70S

Region: Shanghai, Beijing, Chengdu, Shenzhen, Guangzhou, Hangzhou, Wuxi, Tianjin

Brands with high attention: Gucci, Apple, Adidas, Rolex, Tesla, Dyson

Average Monthly Consumption: RMB 12,000

Categories with highest attention : Fashion, Car, Grooming, Electronic products, Watch...

Partners
COOPERATION





V A L U E Y O U R T I M E