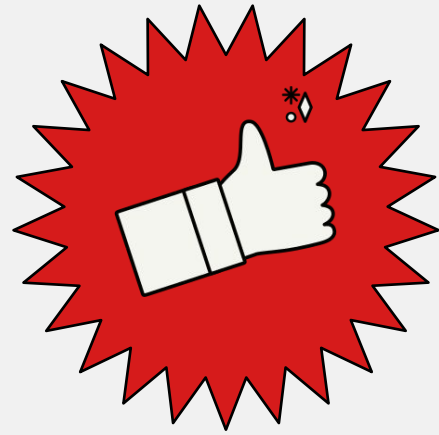




How Sony utilize Xiao Hong Shu for influencer marketing?

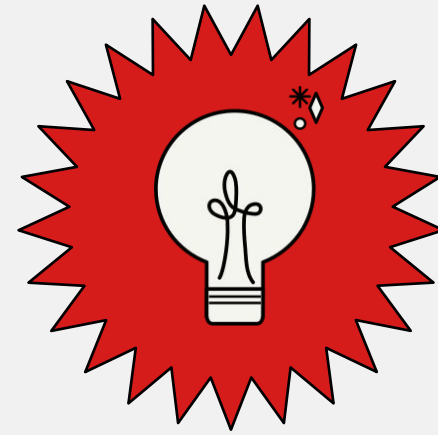
Case Study By SushiVid

Key Metrics for Sony



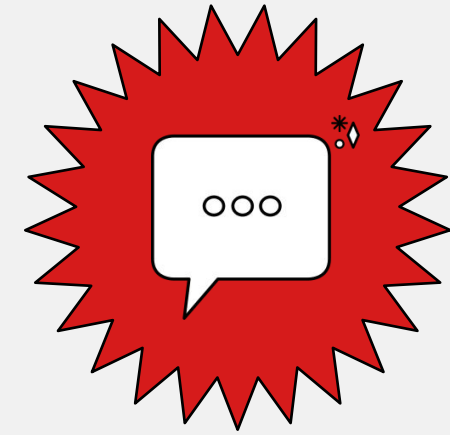
Total Likes

6,342



Total Engagements

8,008



Total Views

183,011

Key Campaign

7.03%

Overall increase in engagement

Which is 3.5 times higher than the industry average for follower based engagement rate of 2%.



Client Feedback

This high level of engagement demonstrated the campaign's effectiveness in connecting with the target audience and enhancing brand visibility on Xiao Hong Shu.

Target Audience on XHS

Type of Content



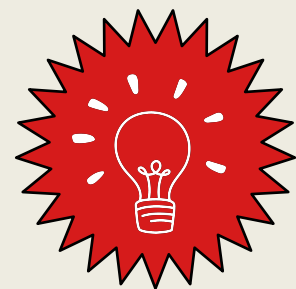
Age Group

Primarily 18-35 years old, with a large concentration of users in their 20s and early 30s. These are young professionals, students, and millennials who are highly engaged with lifestyle content.



Interest

There's a rising interest in technology and consumer electronics, especially among younger male users.



Behaviour

Users are highly engaged, posting reviews, sharing experiences, and seeking advice or recommendations.

Vlog



Product Unboxing



Sharing Experiences



SushiVid x Sony

- Sony engaged influencers to promote the Sony ZV-1 camera to leverage the power of influencer marketing to offer more authentic product endorsement.
- We wanted to use this opportunity to demonstrate the camera's features in real-time through their content such as vlogs and unboxings with social proof that is based on a genuine recommendation.



KOL Selection

- The campaign featured 6 nano influencers and 6 macro influencers on Xiao Hong Shu.
- We mainly seek influencers who are typically skilled at producing visually engaging content and have audiences that value artistic expressions and innovation.



Engaging Content Creation

- We have one of our macro influencer for this campaign, Giminsngg created a total of 7 postings of videos
- Giminsngg content can be found [here](#)



Sample Storyline for Xiao Hong Shu

Video Post:

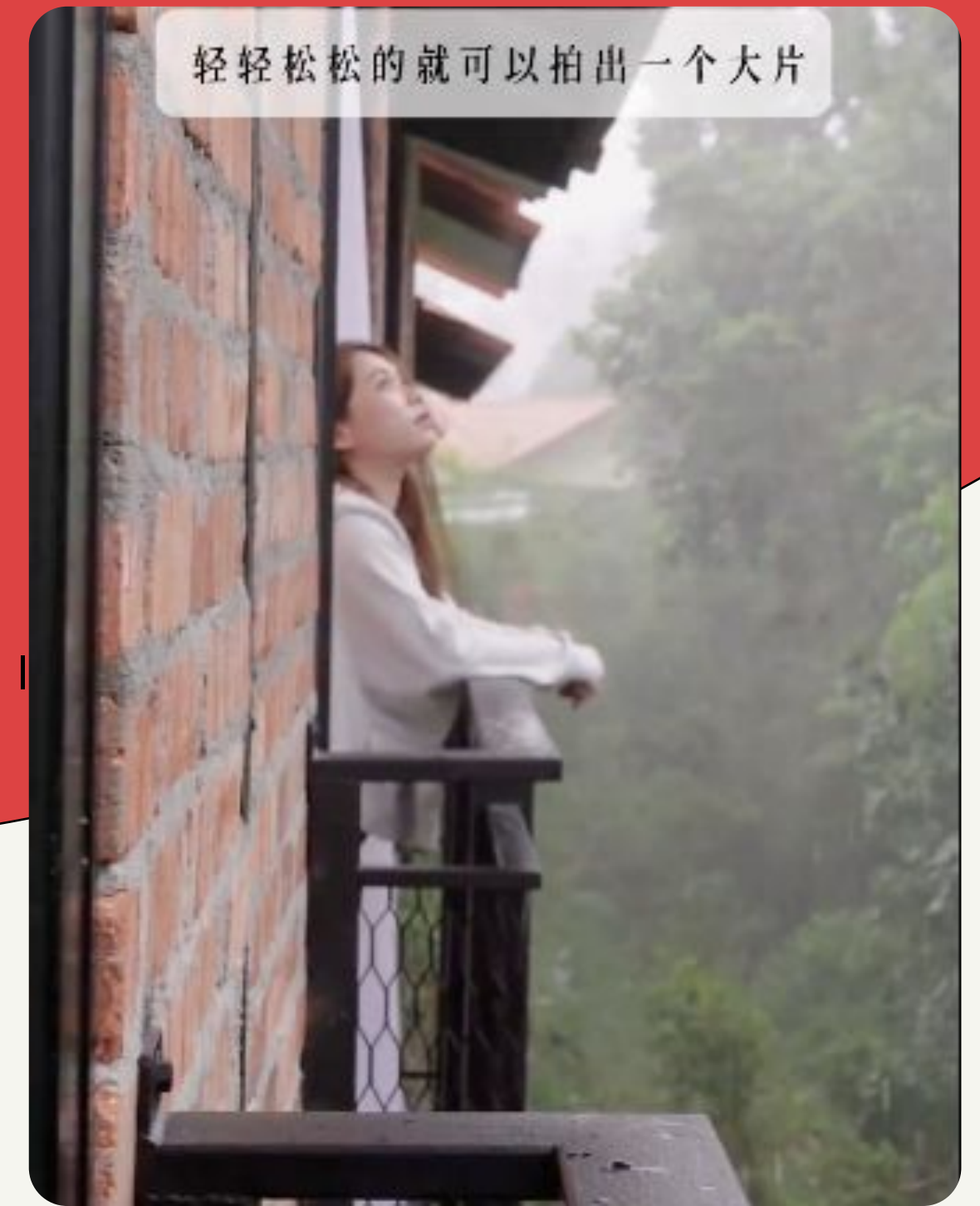
Questions to spark
interest



Enter main topic



Share user experience



Thank you

We hope you found this E-Book to be useful!

Overall, the campaign was a true eye-opener for us, and we believe this will shape how we create content for our brands in the future. If you have any questions for us, please feel free to reach out to me at wen@sushivid.com.

Find 'SushiVid' on



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