

January 2017

穿戴式科技产品 - China

“健康监测是智能手环和智能手表的一大卖点，而家庭相关的产品特性有潜力鼓励购买。品牌应该提供独一无二的功能和入门级产品激发购买。VR/AR技术可以成为抓住消费者眼球的一个有效营销渠道。”

Wearable Technology - China

“Health monitoring is the major appeal of smart wristbands and smartwatches, and family-related features show potential to attract purchase. Brands should offer unique functions and entry-level products to motivate purchase. VR/AR technology can be an effective marketing communication channel to draw consumers' attention.”

November 2016

在线生活 - China

“中国智能家居设备的渗透率依然很低，该市场还有待发展。除了丰厚的优惠，在线服务的平台/供应商需要找到其他的方法提高消费者的忠诚度。投放在线广告时，商家和品牌可以将口碑营销的策略放在首位，以吸引中国消费者。”

移动设备APPs - China

“除了智能手机和平板电脑外，应用程序还应适配其它更多的设备。对于应用程序中的广告，契合设备和消费者应用程序使用习惯的原生广告有助于提升品牌宣传效果。消费者希望在应用程序上获取各种功能。集成移动应用方便消费者使用小众应用程序和服务。”

October 2016

Living Online - China

“Smart home device market is yet to be developed in China as the penetration of most smart home devices is still quite low. Apart from heavy subsidy, online service platforms/providers need to find other ways to enhance and improve their consumer loyalty. When launching online advertisements, companies and brands ...

Mobile Device Apps - China

“Apps should be adapted to more devices besides smartphones and tablets. For in-app advertisements, native advertising that fits both the device and consumers' habits when using apps can enhance efficiency. Consumers do look for various functions on apps, and integrating mobile apps allow consumers to have easy access to niche ...

September 2016

在线媒体消费习惯 - China

“中国消费者非常热衷于使用网络媒体。迎合消费者的消费习惯对网络媒体提供商提高营销传播的有效性至关重要。利用新兴的网络媒体渠道可能是吸引消费者的一种创新渠道。”

Online Media Consumption
Habits - China

“Chinese consumers are heavily consuming online media. Adapting to consumers' consumption habits is vital for increasing the efficiency of marketing communications. Leveraging emerging online media types can be an innovative channel to impress consumers.”

– Terra Xu, Senior Research Analyst

July 2016

科技领域中品牌的重要性 - China

“中国消费者愿意为了喜欢的科技品牌支付更多。持续沟通产品服务创新、开设实体店、借助营销活动与粉丝和用户互动，以及履行社会负责有助品牌提升在中国消费者中的受欢迎度。”

June 2016

The Importance of Brands in
Technology - China

‘Chinese consumers are willing to pay premium prices for the technology brands they like. Constantly communicating innovation, setting up brick-and-mortar stores, engaging fans and users with marketing events as well as being socially responsible can help brands to foster popularity among Chinese consumers.’

– Terra Xu, Senior Research Analyst

May 2016

Social and Media Networks -
China

“China’s consumers are actively using social and media networks. To accurately reach target consumers, online interest communities can be effective market communication channels. Public accounts of opinion leaders may help brands to boost awareness, and offering promotions via public accounts may boost consumer engagement.”

– Terra Xu, Senior Research ...

March 2016

数码趋势 - China

“中国消费者热衷于购买和使用数码产品，增强型多功能数码产品可能会更吸引他们。智能电视在渗透和使用频率方面的增长潜力巨大。线下实体店可以利用虚拟现实（VR）和增强现实（AR）等科技力量来吸引消费者光顾。”

– 徐天韵，高级研究分析师

社交和媒体网络 - China

“中国消费者活跃于社交和媒体网络。为了准确定位目标群体，网上兴趣小组可以作为市场营销的有效渠道。利用意见领袖公众号能够帮助品牌增加曝光度；公众号推广促销优惠活动可以有效提高消费者的参与度。”

Digital Trends - China

“Chinese consumers are open to purchasing and using digital products, and multifunctional digital products with enhanced features may be attractive to Chinese consumers. Smart TVs see the potential to grow in terms of both penetration and as a marketing channel. To attract visit, offline stores can leverage the power of ...

手机 - China

“为了在饱和的手机市场脱颖而出，鼓励消费者加大消费力度，品牌需要致力于满足消费者尚未被满足的需求、构建高端品牌，并打造与众不同的品牌形象。”

January 2016

Mobile Phones - China

“To stand out and attract purchases in China’s saturated mobile phone market, brands need to dedicate themselves to satisfying consumers’ unmet needs, building premium brand perceptions and differentiating brand identities.”