

Brand USA, partners tap into China's yearly, online mega-shopping event

Recognizing the far-reaching economic sway of Alibaba Singles Day – held Nov. 11 in China – as the world's largest e-commerce event, Brand USA and a group of its partners launched a major consumer-activation campaign in the Chinese market during the weeks leading up to Single's Day.

Hylink Digital Solutions, Brand USA's digital advertising agency for China, has hosted eight live-stream sessions through Chinese social-media platforms, Weibo and Yizhibo. The two platforms enticed 4.2 million views and 4 million "likes" for content related to travel in the four U.S. states listed below. (Featured locations and attractions for each state are noted.)

- **Michigan** – Henry Ford Museum, Greenfield Village, and the Edsel and Eleanor Ford House
- **Illinois** – Art Institute of Chicago, Millennium Park, 360 Chicago (formerly called John Hancock Observatory) and Magnificent Mile shopping
- **Arizona** – Flagstaff, Williams and the Grand Canyon Railway

- **The Beverly Hilton** (Los Angeles, California) – Beverly Gardens Park, Rodeo Drive and the hotel

Additional live-stream sessions were planned to originate in two other California cities: San Diego and San Francisco. All sessions are available for viewing on the [GoUSA Yizhibo page](#).

Both Weibo and Yizhibo are popular forces in China's social-media universe. (Weibo, a Twitter-type of online platform, is currently in the process of acquiring Yizhibo, its live-streaming partner.)

Evolution of Singles Day

Alibaba is an e-commerce powerhouse, based in China. In 2009, the company began using Singles Day as the premise for a major shopping event.

Singles Day actually started in 1993 as an independent movement among Chinese college students to celebrate the virtues of being single. The Nov. 11 date (11/11) is meant to pay visual tribute to the power of ones, or unattached individuals.

Singles Day in 2017, according to *Adweek*, generated \$25.3 billion in online and offline revenue for Alibaba. By comparison, last year's Cyber Monday, as reported by *Forbes*, accounted for a record-setting \$6.59 billion in sales for all U.S. retailers. Black Friday generated \$5.03 billion. ###

Story by Gerald H. Levin /Brand USA