STYLECOM

CHINA MARKET CASE STUDY 2024

Witsbb Douyin Livestream Operations

Operating creator livestreams and Australian origin campaigns for China



Stylecom operated Witsbb's creator livestream projects, including Australian origin campaigns. This connected an Australian children's nutrition brand with creator-led shopping activity in China.

RMB 24M+	RMB 5.5M+	RMB 7.5M+
Rainbow Couple campaign	Liu Nanxi campaign	Batu campaign

Separate campaign results from client-supplied 2024 materials. Rainbow Couple is reported livestream sales. Liu Nanxi and Batu are reported GMV. Figures are not net revenue or an aggregate total.

Witsbb project delivery

The commercial task

Present the brand’s Australian context in a format that works for Chinese consumers, while operating the live shopping experience. The project paired origin content with creator livestream collaborations.

Livestream operations

Operated multiple creator livestream collaborations.

Australian origin campaigns

Delivered origin livestream projects connecting Australian brand settings with audiences shopping in China.

Content and commerce

Brought brand and product presentation into creator-led live shopping sessions.



Australian site visit featured in the client’s origin campaign materials.

What this means for your brand

An ANZ brand can use Stylecom for actual livestream delivery, including Australian origin campaigns, when it needs execution alongside its China growth plan.

Discuss your China livestream programme

info@stylecom.au | www.stylecom.au/en/cases/witsbb-douyin-origin-livestream

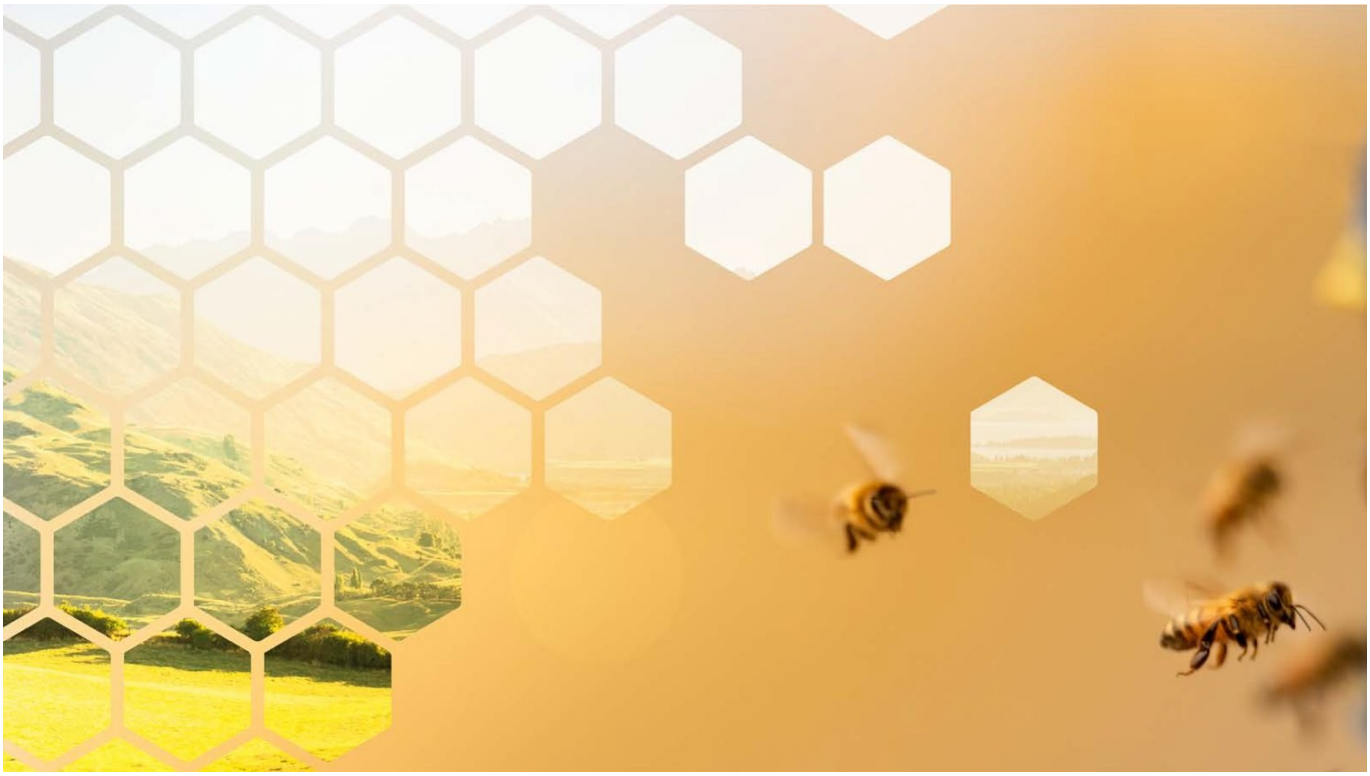
Source: Witsbb campaign materials, 2024, slides 18–20. Historical campaign imagery.

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CHINA MARKET CASE STUDY 2021

Manuka Health China Brand Campaign

Coordinating a New Zealand brand campaign across Chinese social and commerce platforms



Brand artwork from the 2021 China campaign report.

Manuka Health needed consistent brand communication across Chinese discovery, social and commerce platforms. Stylecom delivered an integrated campaign around the “ME 的无限值” theme during the 2021 International Women’s Day marketing period.

80M+	84	20,312
Weibo topic views	RED posts	Shopping-cart clicks

Campaign report figures. Topic views are cumulative, not unique people. Shopping-cart clicks indicate interest, not completed purchases.

Manuka Health campaign delivery

The commercial task

Make a New Zealand brand message work across Chinese platforms, with coordinated creative, creator activity and commerce assets around a shared campaign calendar.

Local campaign creative

Adapted the campaign theme into creator briefs, product content and platform-specific creative.

Creator and social activation

Coordinated product recommendation content, RED creator posts, Weibo topic activity and Douyin videos.

Commerce and media coordination

Produced JD store and advertising assets, supported platform resource coordination and delivered PR and WeChat advertising.



Chinese campaign creative from the 2021 project.

What this means for your brand

The project demonstrates coordinated China execution across social content, creators, media and commerce touchpoints. Reported outcomes show campaign reach and shopping interest.

Discuss your China brand campaign

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Source: Manuka Health China rebranding post-campaign report, slides 2, 20–21, 32–33 and 52. Historical project results.