



mood.

直播

Provide Chinese millennials with a live experience.

CHINESE MILLENNIALS ARE YOUR FUTURE **CUSTOMERS** AND THEY ARE EVOLVING **FAST**

mood.

Young Chinese shoppers are sophisticated



Stronger purchasing power

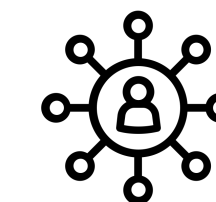


Desire authentic brand experiences

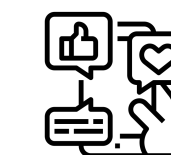


Concerned by the brands' values and stories

And their shopping behavior is advanced



They rely strongly on KOLs' advice



They purchase directly on social media



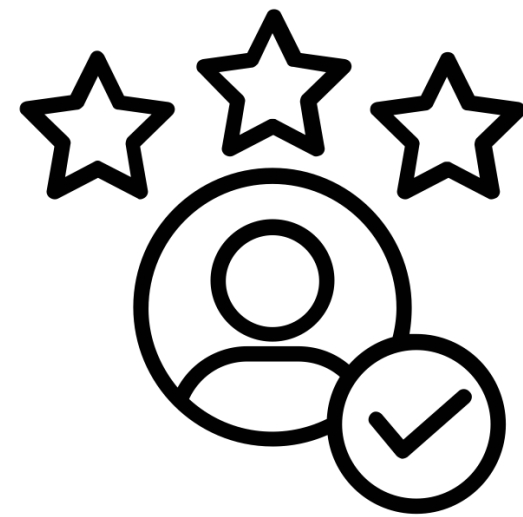
They watch livestreams to get a better feel of the products



MATCHING THIS DEMAND IS A STRONG CHALLENGE FOR BRANDS

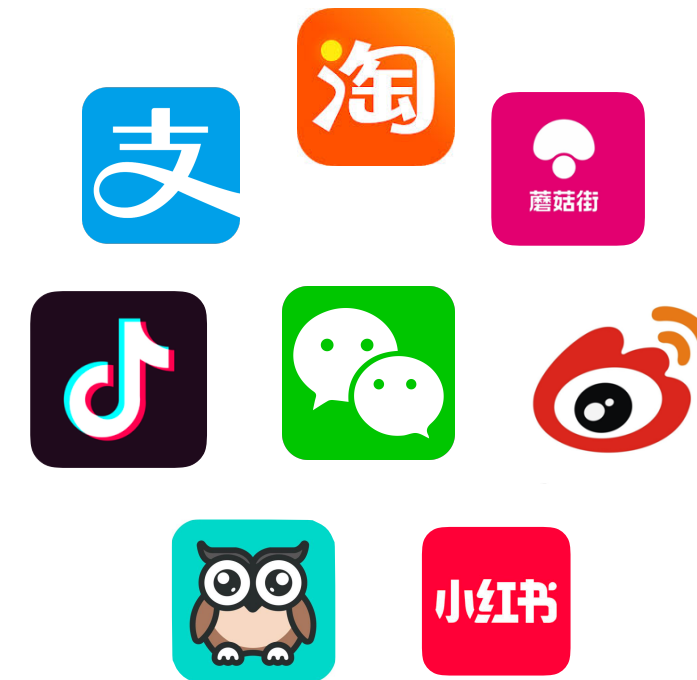
mood.

Delivering a strong brand experience



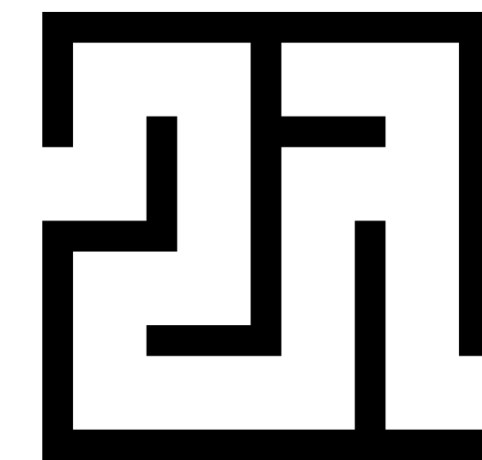
Chinese shoppers will not come to Europe within the next months because of COVID-19 so the brand experience will be online.

Adapting to the Chinese social media



80% of Chinese millennials state that mobile shopping is their favorite activity

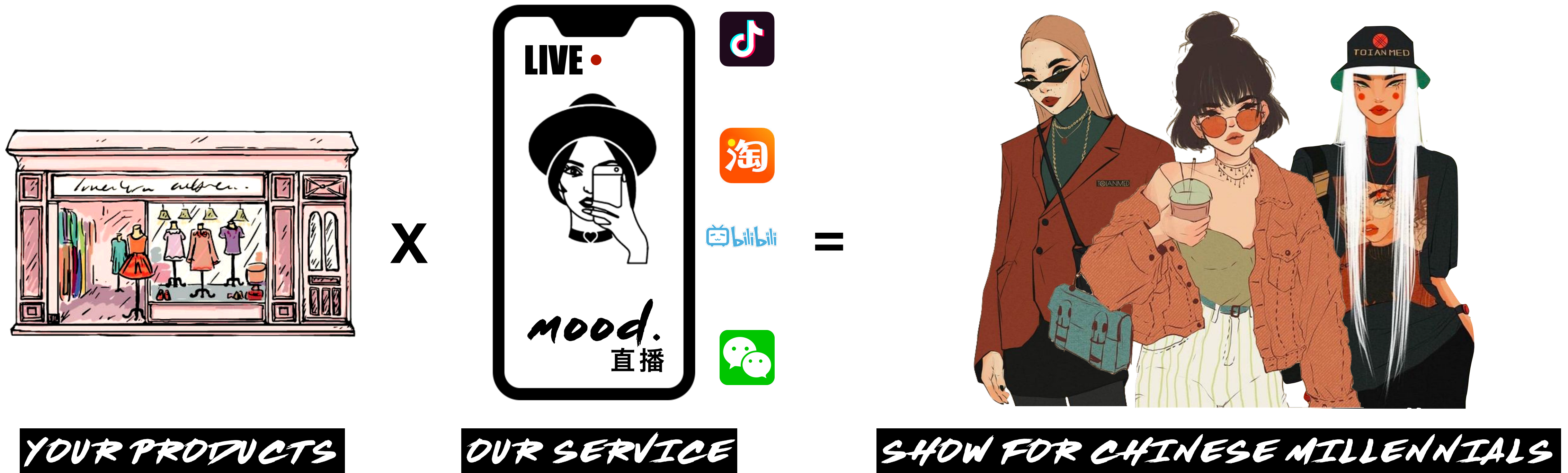
Overlap between division & geographies



Brands need to react fast, yet a cross-border e-commerce is hard to implement.

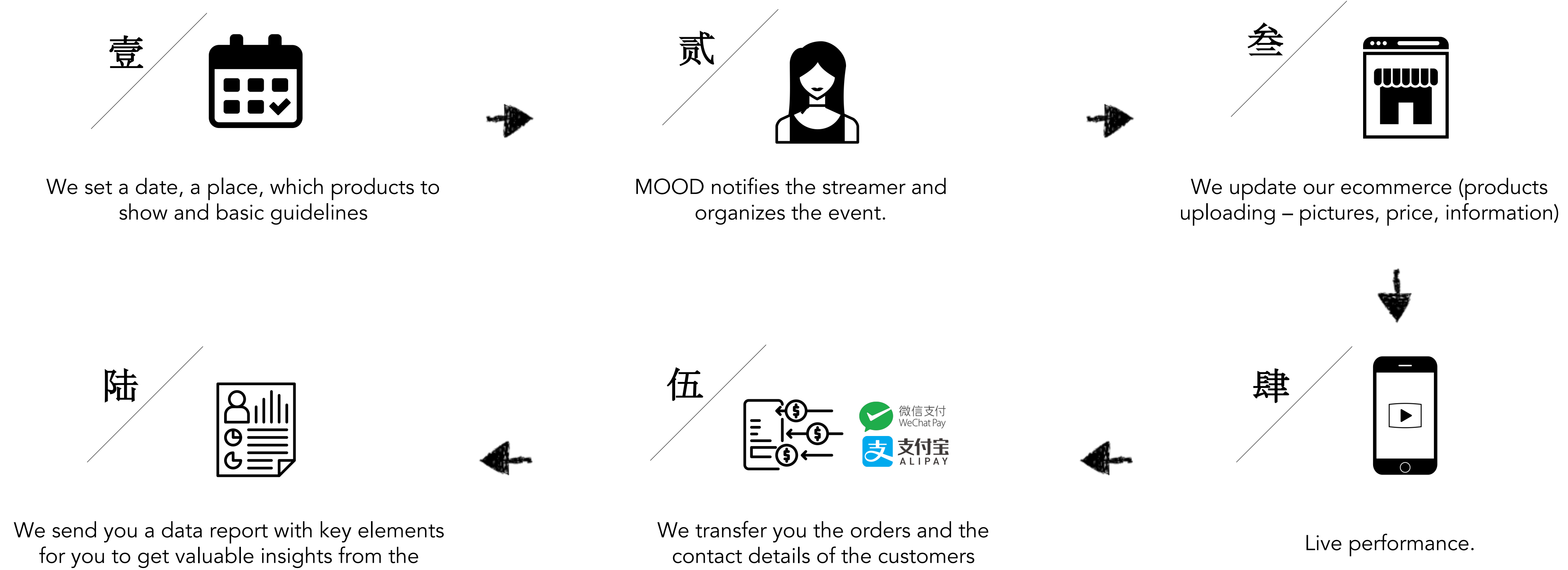
**MOOD直播: LET CHINESE GENZ DISCOVER YOUR
PRODUCTS THROUGH LIVESTREAMS HOSTED ON SOCIAL MEDIA**

mood.



We broadcast livestreams with Chinese influencers from the stores in Europe to offer a show to customers in China.

WE TAKE CARE OF THE ENTIRE PROCESS



With a growing number of lives, we notice that the reach and engagement increase. It also gives room to enrich the data and its insights (test different products, less bias, different demographic samples...)

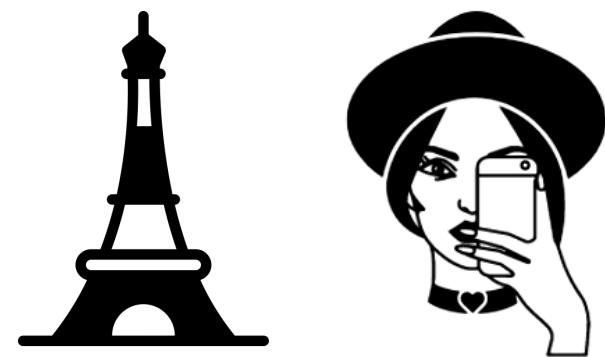
LIVE SHOPPING SESSIONS = EFFICIENT MARKETING CAMPAIGNS FOR BRANDS (QUICK & QUALITATIVE)

mood.

High-quality content

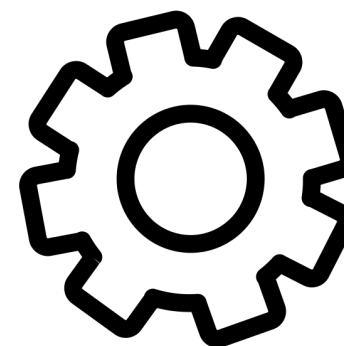
Provide content which Chinese shoppers **cannot access** in China (European stores, ateliers, labs)

Our streamers are trained to deliver a high-quality show – not a pure selling pitch (brand knowledge, corporate speech, product technology...)



Easy implementation

No integration with brands' internal services. Lives are managed as projects: we can organize it quickly to respond to urgent or reactive matters.



Data focused

Our expertise in live shopping revolves around data accessible through no other channel.

We provide brands with a mix of quantitative data about audience behaviour & engagement, and qualitative product data using NLP algorithms.



TO SERVE YOU

mood.



Louis Dussart
CEO



Jingyuan Yin
CMO



Gustave Larrouturou
CTO



Rosie Fang
COO

We're a balanced team of French & Chinese, with degrees & experiences in **business, digital marketing, e-commerce and artificial intelligence.**

We're committed to merging the **excellence** of brands' products and experiences in Europe with the **fast-paced** mobile shopping and social media ecosystem in China.

OUR COMPANY IS
ACCELERATED BY



STATION F



Get in the mood.

直播

Louis Dussart

louis@thelivemood.com

+33 6 12 32 33 17

www.thelivemood.com