

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 12/27/2013

GAIN Report Number:

China - Peoples Republic of

Post: Shanghai ATO

ATO Shanghai and TMall.com New Year Sales Promotion – 2012/2013

Report Categories:

Agriculture in the News

Promotion Opportunities

Export Accomplishments - Events

Approved By:

Keith Schneller

Prepared By:

Leanne Wang

Report Highlights:

ATO Shanghai worked with Tmall.com, the largest online B to C shopping platform in China to launch a pre-sale American food promotion from Dec 26, 2012 to Jan 15, 2013. The more orders placed, the lower the price. ATO Shanghai introduced Tmall.com marketing representatives to more than 10 local importers and included a wide variety of products for this event including cookies, dried fruits and nuts, pork, seafood, candy, etc. Total sales for this event exceeded USD\$400,000. This was the first time for ATO Shanghai and Tmall.com to cooperate together.

General Information:

Background

Tmall.com is the largest shopping platform in China with 55% B to C market share. ATO Shanghai cooperated with Tmall right before Chinese New Year 2013 to promote American food and beverage products online. This pre-sale, 2013 New Years promotion event, was the first time for ATO Shanghai and Tmall.com to cooperate together.

Activity Description

From Dec 26, 2012 to Jan 15, 2013, ATO Shanghai partnered with Tmall.com to launch a 21 day promotion under the theme "Enjoy American Style New Year in China" at Tmall's Pre-Sale channel, www.yushou.tmall.com. Pre-sale

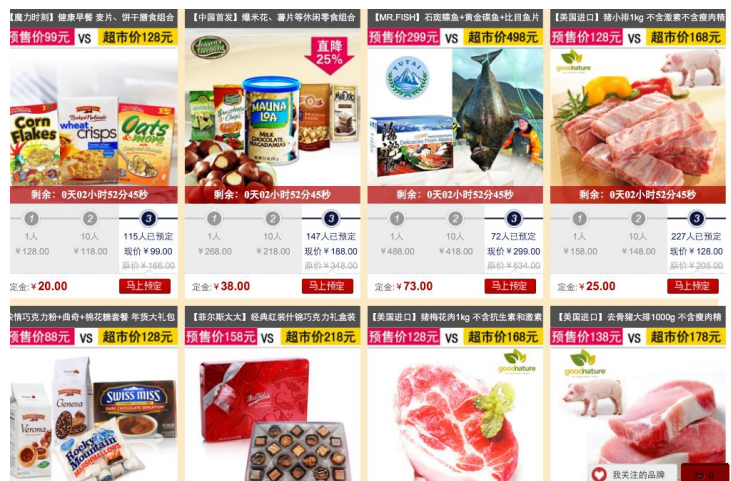
events which are known as Consumer to Business (CtoB) promotions because consumers dictate which products are most popular. The consumers make a small deposit on selected items for later delivery. The prices that consumers ultimately pay for many of the products sold on yushou declines as more people order the products. Products including frozen Alaskan salmon and other seafood products, nuts and snacks, were delivered at the end of January right before the Chinese New Year. In total, we worked with more than 10 local importers and introduced a wide variety of products for this event such as cookies, dried fruits and nuts, pork, seafood and candy.

ATO Shanghai has launched several on-line promotions with Tmall.com during 2013 and will launch a larger presale promotion for Chinese New Year 2014 in near future.

Promotion highlights

The total sales of this event exceeded USD\$400,000. The most popular items are listed below:

1. Pepperidge Farm Cookie gift box
2. Barbara cookies gift box
3. Rock sole



4. Sun maid raisin gift box
5. Alaska wild salmon gift box