

Nomination: 18451

OPPO Singapore – Hitting the Best Sales Achievement Worldwide

Page: General Information
Name of Organization / Company OPPO Singapore
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Web Site Address https://www.oppo.com/sg/ (https://www.oppo.com/sg/)
Page: Entry Information
Entry Title OPPO Singapore – Hitting the Best Sales Achievement Worldwide
Category E01 - E12 - Award for Innovation in Marketing > E02. Award for Innovation in Brand Renovation / Re-Branding
Submission Format An Essay of up to 625 Words

Essay

OPPO Singapore – Hitting the Best Sales Achievement Worldwide

CHALLENGES - LAUNCHING INTO A NEW TERRITORY

OPPO globally launched high-end foldable phone flagships, Find N3 and Find N3 Flip, to enter the premium sector and elevate the affordable mass brand to a tech brand.

CHALLENGES IN SINGAPORE MARKET

- 0% market share in the premium sector (priced SGD1,700+)
- New hi-tech positioning was the territory of Samsung & Apple
- Highly priced, while OPPO was being seen as affordable
- Niche products, with Samsung as the dominator
- Much lower marketing budget than the competitors

STRATEGY

TARGETS

Refined the targets to practical early adopters of phone tech:

- Business professionals
- Practical tech influencers
- Photographers and trend leaders

PROPOSITION

Translated "hi-tech" into a single-minded and actionable proposition, "FOLDABLES REIMAGINED", to speed up the mind-change for users, which also highlighted its competitive advantage on camera functions.

3-DIMENSIONAL STRATEGY

1. Went WIDE to expand reach via tech/ fashion/ social media for AWARENESS on OPPO's technology.
2. Went DEEP to penetrate the specific targets with the highest chance to shift.
3. Went LONG to sustain sales momentum and absorb the conversion of late shifters.

EXECUTION

1) WIDTH FOR AWARENESS

- First ever GLOBAL PRODUCT LAUNCH in Singapore to solidify distributing channels into the premium segments.
- INTEGRATED COMMUNICATIONS included the first naked-eye 3D mobile phone outdoor advertising to stir talk-of-the-town, product placement in TV programs, featured stories in print and digital media, interviews on radio, outdoor advertising from office lifts to giant billboards, and a huge volume of content marketing on social media.

2) DEPTH ON SPECIFIC TARGETS

- OPPO POP-UP STUDIO included a photography exhibition, tailored set-ups of portrait and selfie zones for creative user experience. It located in the upscale shopping & commercial district of Orchard Road which raised visibility and captured immediate sales.
- PARTNERSHIP WITH LIFESTYLE BRANDS AND KOLs created different engaging occasions with the product functions as value-added highlights, e.g. photography exhibition with Nylon Magazine, soccer fans club gathering with Starhub, phone-case production with Ambush Design, anniversary party with ELLE, fashion summit with Vogue, and business seminars with Forbes.

3) LENGTH TO SUSTAIN ENDORSEMENT & LEADERSHIP

- "UNFOLDING OPPORTUNITIES" TECH SUMMITS as a semi-business networking occasion to build bonds with high-end users.
- CO-HOST FORBES 30 Under 30 SUMMITS in Singapore to establish a continuous dialogue with young business executives, which helped to differentiate OPPO's positioning further from Samsung's hard-core tech and Apple's creative equities.
- ROAD TO PARIS was a travel-to-reimagine tour covering Europe's most photogenic locations to generate a vast volume of photo content for social media and stirred user-generated content.

RESULTS

SHARP SALES INCREASE TO BECOME MARKET LEADER

- Singapore's new product sales KPI achievement rate topped all OPPO's markets worldwide.
- 2023 launch sales were FIVE TIMES the last launch of the same series.
- Premium market share surged from 0% to 18% in two months.
- 54% buyers of new products were shifted from Samsung and Apple

No. 3 in total sales, stood shoulder-to-shoulder with Samsung and Apple

HIGHER SHARE OF VOICE AT A LOWER BUDGET THAN KEY COMPETITORS

40 media reported and earned 50+ million news views, equivalent to 10 times exposure per Singaporean, 333% efficiency vs average media campaigns in Singapore

Top 10 search on Google Daily Trend on the launch day

It was also one of the few tech product launches that was featured in leading lifestyle media ELLE, Vogue, Viu, and Forbes' Asia summit

73.2% share of voice in technology media

Facebook and Instagram YoY growth was at 548% and 2,000%

2+ million views in LinkedIn & YouTube within two weeks

The top three brand equities in the post-campaign survey were "camera capabilities"(54%), "OPPO's technology" (51%), and "for professional" (44%)

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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URL 2

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<https://www.ambushdesign.com/en-gb/universe/news/oppo-x-ambush-flipped-padlock-for-oppo-find-n3-flip> (<https://www.ambushdesign.com/en-gb/universe/news/oppo-x-ambush-flipped-padlock-for-oppo-find-n3-flip>)

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