

Nomination: 21190

Taobao and Tmall’s 88VIP program fosters invaluable connections between brands and premium consumers

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Alibaba Group: Taobao and Tmall
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<b>Entry Title</b> Taobao and Tmall’s 88VIP program fosters invaluable connections between brands and premium consumers
<b>Category</b> P01 - P15 - Award for Innovation in Product Design and Development > P03. Award for Innovation in Consumer Products & Services
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>Alibaba is a global e-commerce and cloud computing leader. Its e-commerce platforms, Taobao and Tmall, are the largest in the world by gross merchandise volume (“GMV”) as of March 31, 2024. True to its mission of making it easy to do business anywhere, Alibaba enables commercial and social interactions among hundreds of millions of users every day.</p> <p>Alibaba’s commitment to a 'user-first' and 'AI-driven' strategy is aimed at enhancing consumer interactions with brands and merchants. A significant element of this strategy is its 88VIP membership program, an ecosystem loyalty program that allows brands to tap into the most premium consumers in China. 88VIP is the largest paid e-commerce membership program in China with over 49 million members as of December 2024. It has become increasingly popular in China’s largest cities; membership among Gen Z consumers grew 67% year-over-year in 2024. 88VIPs are also the most engaged users on Taobao, averaging 25 active days per month and spending up to nine times that of annually than non-members.</p> <p>88VIP stands out by giving brands access to China’s most sought-after premium consumers, who not only possess the highest purchasing power but also act as trendsetters constantly exploring new trends, lifestyles and products. 88VIP members significantly outperform non-members in driving GMV growth, contributing 30% more in fast-moving consumer goods, apparel and consumer electronics, and achieving 3.3 to 3.5 times higher year-over-year growth in lifestyle and hobby-driven categories like urban outdoor products and collectible toys.</p> <p>These members enjoy regular exclusive coupons, free return services and access to new products. For instance, during the 11.11 Shopping Festival, 88VIPs received exclusive high-value coupons. Members also enjoy discounts and privileges across Alibaba’s businesses, fulfilling their daily needs from video streaming, offline events ticketing, deliveries and lifestyle, among others.</p> <p>While U.S. peers like Amazon Prime prioritize convenience and fast delivery, 88VIP distinguishes itself as an interactive and open community. It connects members with a wide range of online and offline services beyond Alibaba’s ecosystem. For example, members enjoy benefits like music streaming through NetEase, video streaming via Mango TV (affiliated with China’s provincial television channel, Hunan TV), and hospitality perks through Marriott.</p> <p>The 88VIP membership program also stands out by fostering deep brand-consumer interactions. For example, La Mer’s an exclusive 11.11 sale for 88VIP members, resulting in sales of RMB1 billion. In December 2024, NBA icon Tracy McGrady launched his brand, 13IN35, with a 10% discount for new products, including T-shirts, hoodies and basketball shorts for 88VIPs on Tmall, while also engaging 88VIPs in shooting competitions and offering limited edition gifts during a livestream. Major brands like Procter &amp; Gamble have also leveraged 88VIP, generating over RMB100 million in sales during 88VIP-exclusive event, highlighting the program’s effectiveness in targeted consumer reach and driving sales growth. Consumer electronics brand Xiaomi saw significantly more growth in new customers from the 88VIP cohort than from non-members since collaborating with 88VIP through offline store activations across China in 2024.</p> <p>88VIP has even transcended its role as a loyalty program to become a cultural phenomenon in China. The program has deployed creative marketing strategies, such as launching a campaign where members’ wishes were sent into space on a rocket and livestreamed on social media, driving over 3 million views. 88VIP has also launched merchandise, including umbrellas and tote bags featuring the tagline “I’m 88VIP,” which reinforces identity of its loyal customers. These innovative initiatives have enhanced 88VIP’s cultural significance and aspirational appeal, solidifying its position as a trendsetter in consumer engagement.</p> <p>The 88VIP membership program exemplifies Alibaba’s innovative approach to bridge premium consumers with brands. By offering a distinctive value proposition different from traditional loyalty programs, 88VIP is reshaping consumer experiences and brand collaboration in China.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

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