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DIGITAL DISPLAY CASE STUDY  
THE CAMBRIDGE SATCHEL



WEI CONSULTING

# Overview

How Wei-UK developed a unique promotional campaign with The Cambridge Satchel to increase the Shopping demand from high net worth Chinese consumers.



*The Cambridge Satchel is a timeless bag company made in England since 2008.*

## Campaign Requirements:

1. Generate interest from Chinese consumers on Single's Day.
2. Raise The Cambridge Satchel Company visibility with Chinese consumers in the UK and Europe.
3. Increase sales and drive traffic to website, with an exclusive discount.



# Our Solution

Wei-UK developed a display and a social media campaign to allow The Cambridge Satchel Company to enhance their promotional offer. The digital display campaign allowed the company to target Chinese consumers based in the UK, by identifying individuals using a Chinese browsers with a UK IP address.

## 1. Display

Develop attractive banners for the company and implement them on relevant websites in order to reach effectively the Chinese consumers.

## 2. Social and digital media

Develop and implement social/digital media content strategies, purchasing correct ad placement stock and identifying 'Key Opinion Leaders' who are able to give brand maximum coverage, and then leveraging this.



# Display

Four banners were developed for different websites in order to increase the amount of clicks and translate it to sales.



# Display



## Best performing sites:

- **Maplestage.com** – Video & entertainment site with 608 clicks.
- **Rightmove.co.uk** – Property site, with the highest CTR of 0.28%.

# Social Media Campaign

#Mint时尚单品# #Mint优品# 人人都爱剑桥包，各种颜色剑桥包搭配的穿搭，美得惊艳！最原汁原味的剑桥包The Cambridge Satchel Company限时特惠仍在继续！官网：<http://t.cn/R7eUvgV> 经典Classic款及荧光色Fluoro款各种颜色大小全尺码7折，时间：11月7日-17日。双11还没买够？那就不要错过，全球免邮哦！



11月12日 23:58 来自 微博 weibo.com

阅读 84.5万 赞 160 评论 27 喜欢 35

#Cambridge Satchel双十一特惠# 各种颜色的剑桥包怎么搭配都好看！最经典大包有复古绿，荧光绿可选。红色包为你新年带来好运的寓意...你最喜欢哪一款？官网限时特惠了！Classic款<http://t.cn/R7eUvgV>及Fluoro款<http://t.cn/R7eUvgV>全球7折，时间：11月7日-17日，库存有限，不要错过，全球免邮哦！



11月8日 16:16 来自 微博 weibo.com

阅读 155.4万 赞 834 评论 194 喜欢 194

Wei-UK generated 5 attractive content posts for Mint Edition Weibo account that allowed them to reach Chinese on media platforms focusing on Chinese Tourists and UK based Chinese Students and Young Professionals.

## Overall Campaign Reach

2 million people reached

785 reposts

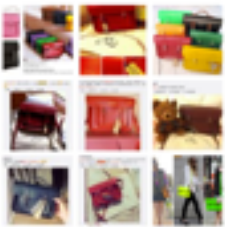
225 comments on posts

71 likes on the page



# Social Media Campaign

只剩今晚12点! 【The Cambridge Satchel】全新推出限时特惠! 全场60多款全部30%OFF, 限时码: SINGLEDAY027, 随时可能售罄! 全球包邮, 包括中国! 款式超多, 还可以刻字呢, 喜欢的美赶紧下! ❤️ 【Classic经典款】 <http://it.on/R7oQWdO> 【Fluoro】 <http://it.on/R7oQZm>



11月18日 09:18 来自 蓝波财经网

收藏 | 转发 0 | 评论 7

限时特惠码: SINGLEDAY0185 立减4英镑

今晚限时特惠! 全场60多款全部30%OFF, 限时码: SINGLEDAY027, 随时可能售罄! 全球包邮, 包括中国! 款式超多, 还可以刻字呢, 喜欢的美赶紧下! ❤️ 【Classic经典款】 <http://it.on/R7oQWdO> 【Fluoro】 <http://it.on/R7oQZm>



11月12日 23:58 来自 蓝波财经网

收藏 84,577 | 转发 199 | 评论 27 | 点赞 35

11月13日 23:01 来自 蓝波财经网

收藏 | 转发 116 | 评论 99 | 点赞 188

The campaign was enhanced through KOL's giving a total campaign reach of over 3 million:

1. **KOL 1 – 2,729,432 followers – 204 reposts, 121 comments, 334 likes**
2. **KOL 2 – 2,148,220 million followers – 452 reposts, 302 comments, 551 likes**
3. **KOL 3 – 305,447 followers – 216 reposts, 12,063,573 impressions**



# Success & Outcomes



## Typical feedback from Chinese customers:

1. CSC and Singles Day promotion are superb, the delivery was so fast. To accentuate the beauty of the “red” bag, I put extra effort to my styling.
1. My third time buying overseas, CSC offered an incredible 30% off, check out my purchase for those who also want to buy.
2. Waited for half of month, the bag has finally arrived. It's worth remembering my first overseas purchase.





# Success & Outcomes



- **Social campaign:**
  - 25 million people reached
  - 4,350 cumulated likes, comments and retweets
- **Display campaign:**
  - 2,987,425 million people reached
  - 3,284 likes
  - CTR 0.11%
  - CPM £1.67
- **564 sales from digital activity**



# Contact

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Commercial Director

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