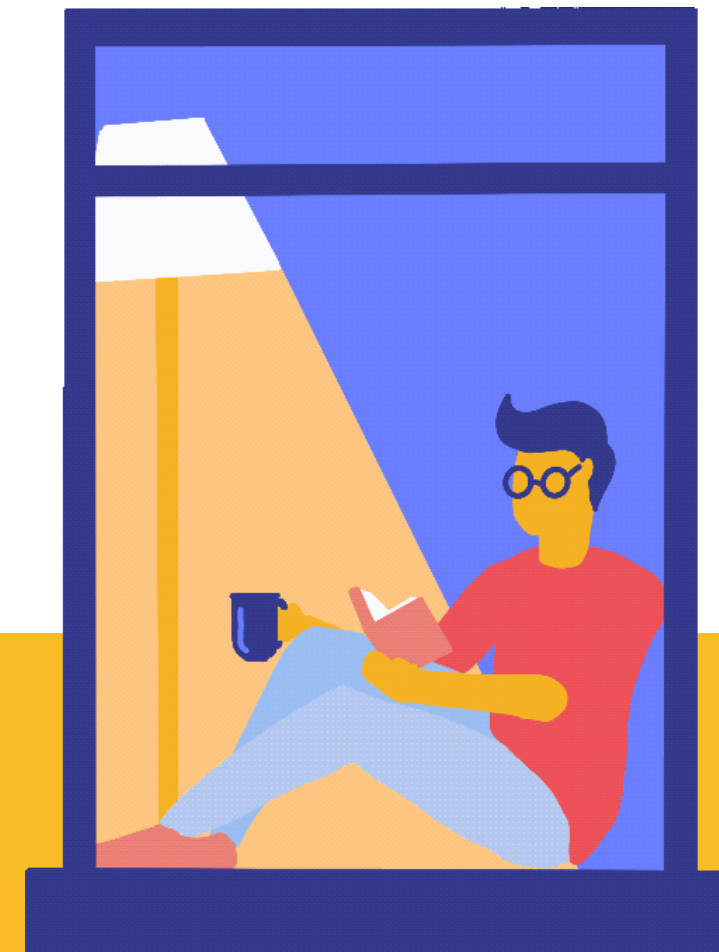
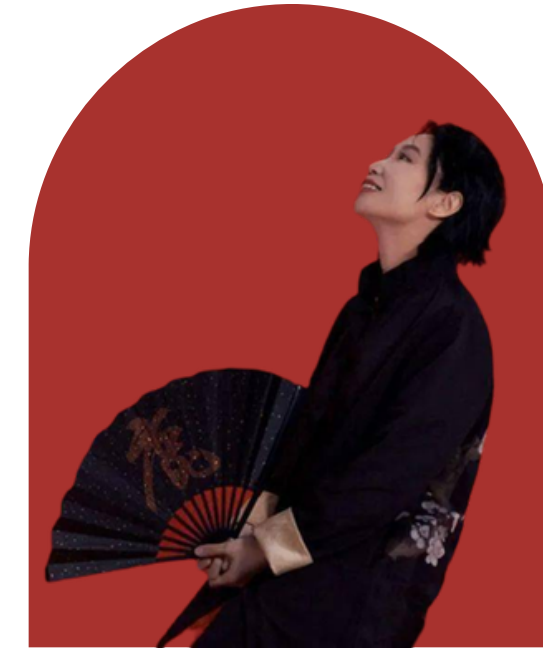


What happened, in five years of Xiaoguo's rapid growth in China?

Industry feeds--Xiaoguo Culture
Media case sharing

- Online long-video promotion
- Offline promotion

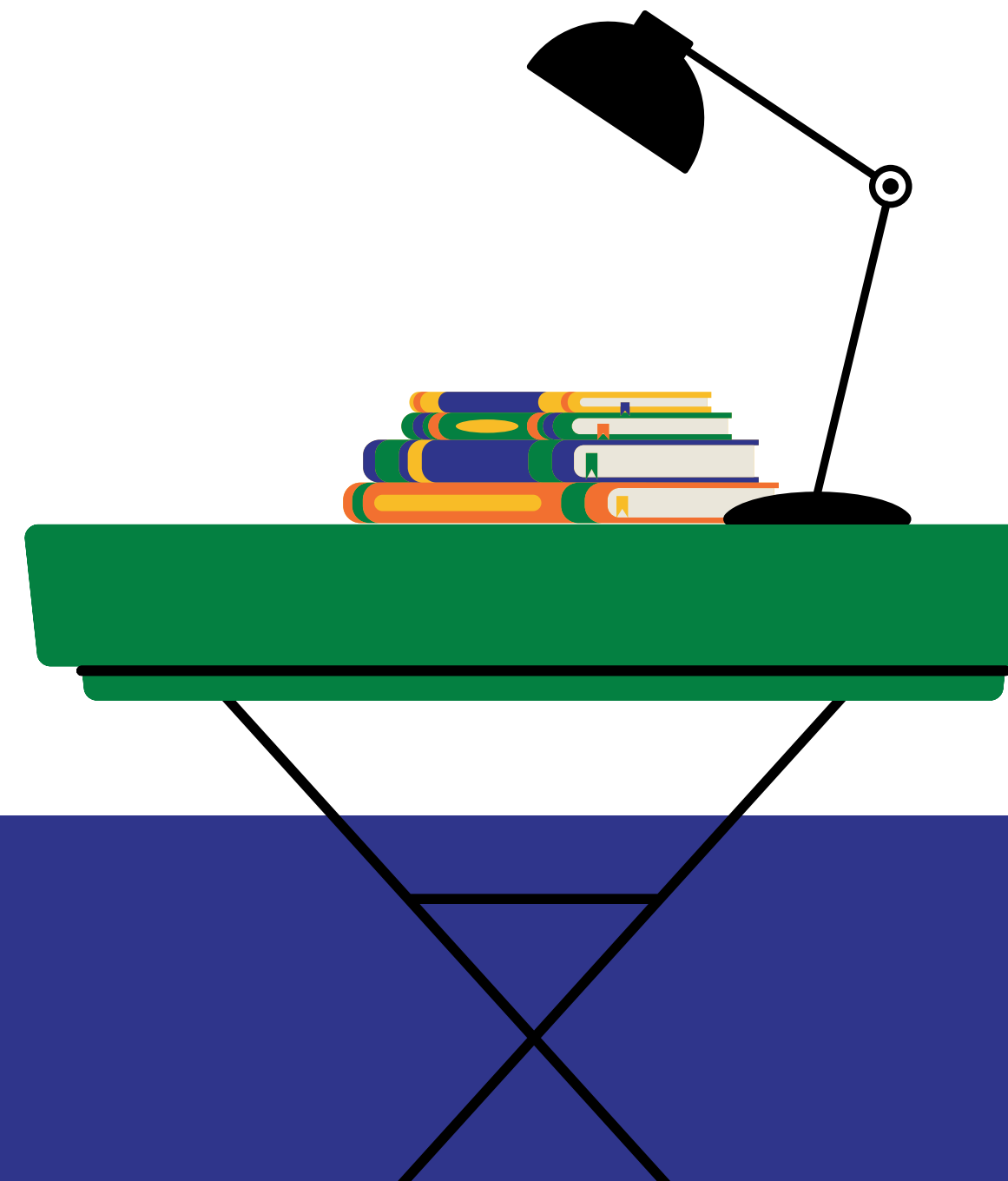


Strategy

1 Positioning Statement:
A content-driven, **youthful** comedy industry company

2 Goal Statement:
"Let the stand-up comedy industry achieve healthy and **sustainable** development"--CEO of Xiaoguo, He Xiaoxi

2 Slogan:
You are part of the show

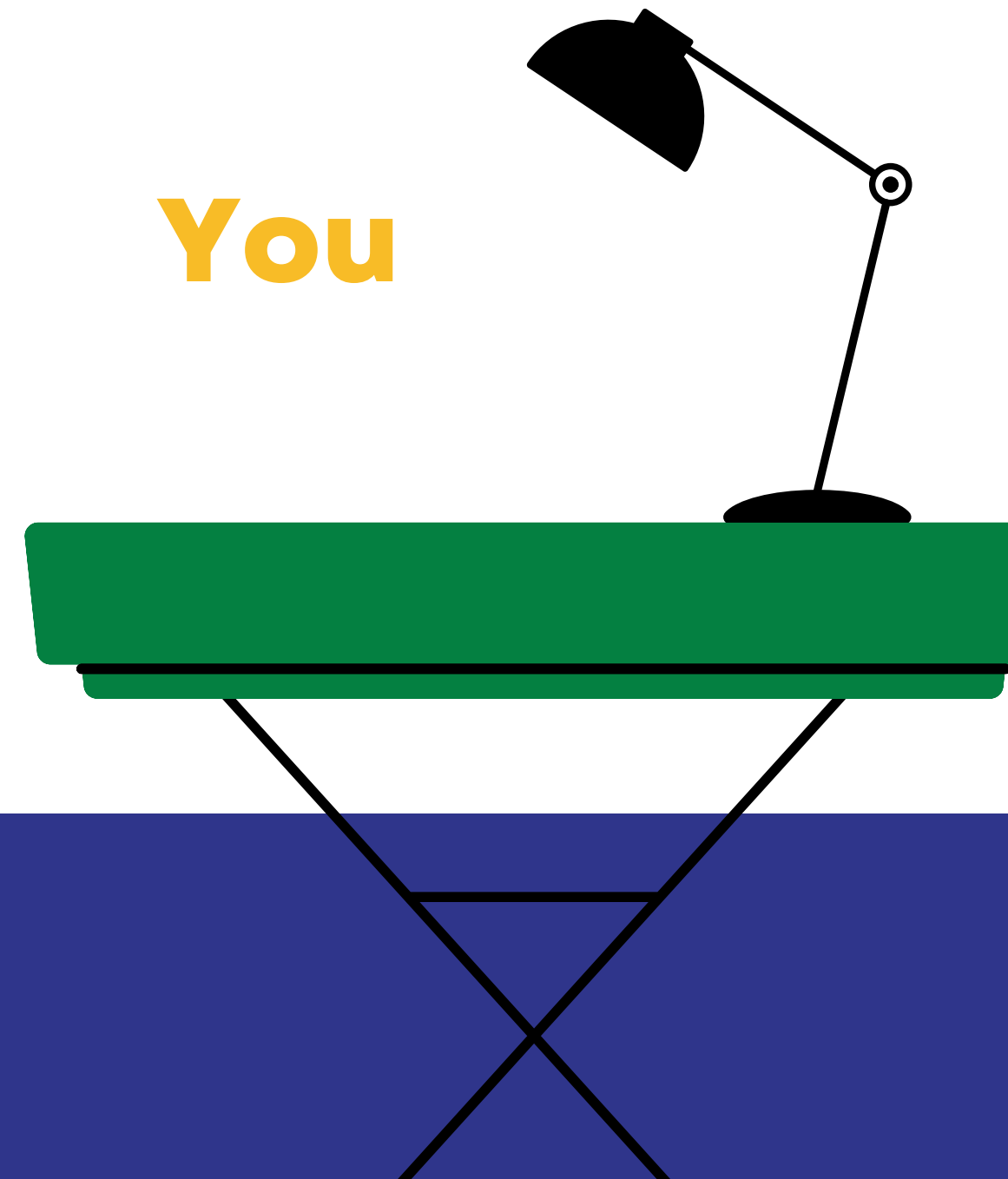


Keys Value

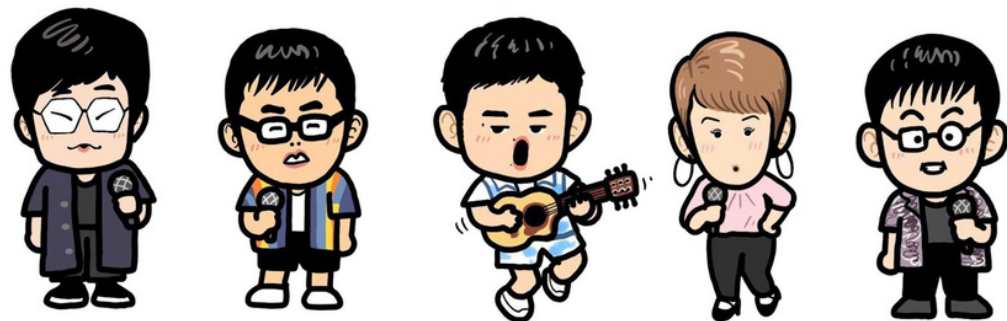
Youth

Sustainable

You

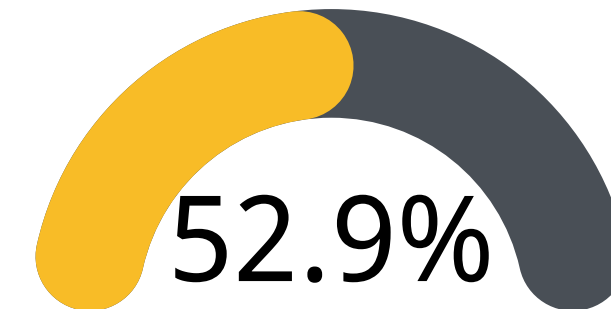


Online Long-video Promotion



Part 1: Youth

The search volume for comedy has increased, and a batch of new variety show KOLs have also emerged.



1

Variety show traffic

2

The cooperation between the brand and the variety show KOL



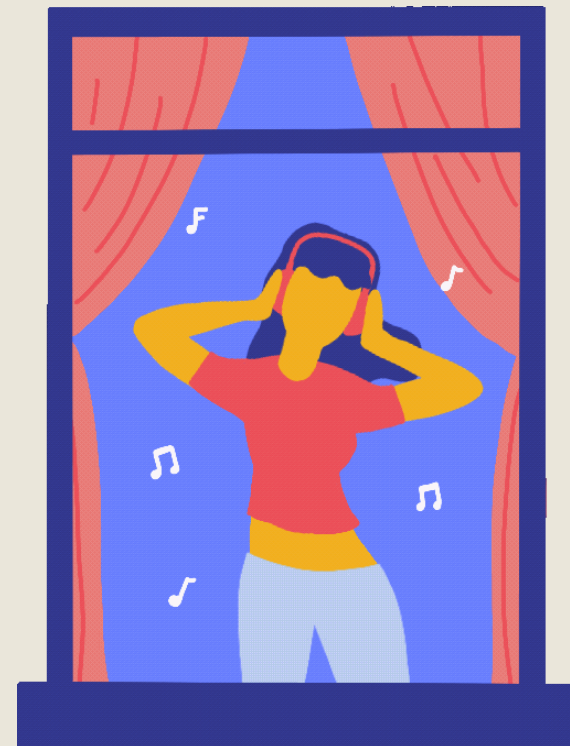
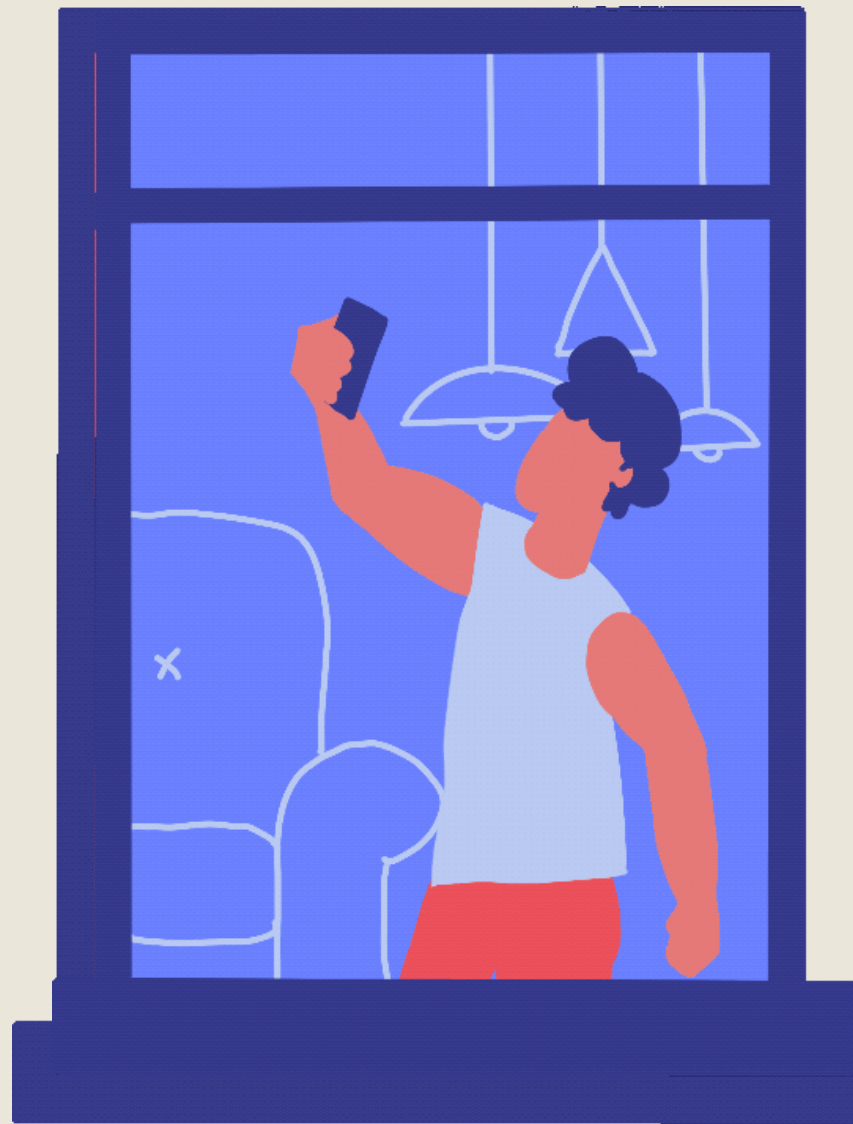
Strong personal style and jokes in the show

Zhuanzhuan x Xu Zhisheng: Notch Phone recycling plan



can be used directly by the brand for conversion.

Variety KOLs subtly implant brand information in their original presentation or performance content, could entertain the audiences and leave impressions.



Part 2: You

Let the audience be the centre

One should focus more on the basic qualities of its target population

Involve the audience in the dissemination of information, so that they can gain a sense of achievement and self-identity in such a process.

Li dan proposed, #Everyone could tell 5 minutes TALKSHOW



No matter who you are, no matter what your social status or experience is, you can talk about stand-up comedy for five minutes.



Offline Promotion

Various strategic communication approaches
to promote the lifestyle of comedy



Part 1: Youth

Care about social issues

Comedy is "inclusive", for multiple perspectives, and for offense.

Xiaolu Individual Special: 女儿红



女儿红 不脸红的 姐姐来了

亲爱的妹妹们：

你们好，我是小鹿姐姐！

我也是云南的，云南宣威的，我出生在一个叫旧堡村委会的小卖部里，成长在一个叫老南山的山村里，这种成长环境应该跟你们一些人的很相似，可能你现在度过的每一天，我也曾经度过过，我也希望，我去过的每步路，你们都能去走一走，去得更好。

不知道你们的学习情况怎么样，我一直成绩很一般，从来不是学霸，没有天资聪颖，琴棋书画更是啥也不会，唯一的优点是，从小学习很勤奋，通过勤奋学习，一点点的改变环境，走出宣威，走出云南，找到更广阔、更适合自己的环境。

你们都还在上学，改变生活的机会，都扎扎实实的铺在眼前，你眼前的每一天，每一节课，每一本书，都是你变得更好的机会，一定要把握住哦！

月经，是每个女孩人生的必经之路，它会让你不舒服，让你战斗力下降，但它绝不应该让我们感到羞耻，要接纳这个正常的生理现象，想办法降低它对我们的拖累，希望这些卫生巾能让你们自由的活动，不耽误学习生活，把你有限的时间精力都用来创造无限美好的未来！

小鹿

2022年6月18日 星期六 云南昆明

不脸红行动：

小鹿「女儿红」专场，会去到10+个城市，和近2万名观众相约剧场。为了感谢每一位观众的支持，也为了把女性力量传递给更多场外的女孩们，我们决定代表「2万名观众」向爱小丫基金捐赠「2万片卫生巾」，它们将被送给云南省昭通市鲁甸县水磨镇水磨九年一贯制学校里840名初中段的女生。

Xiaoguo and Xiaolu
donated

20,000

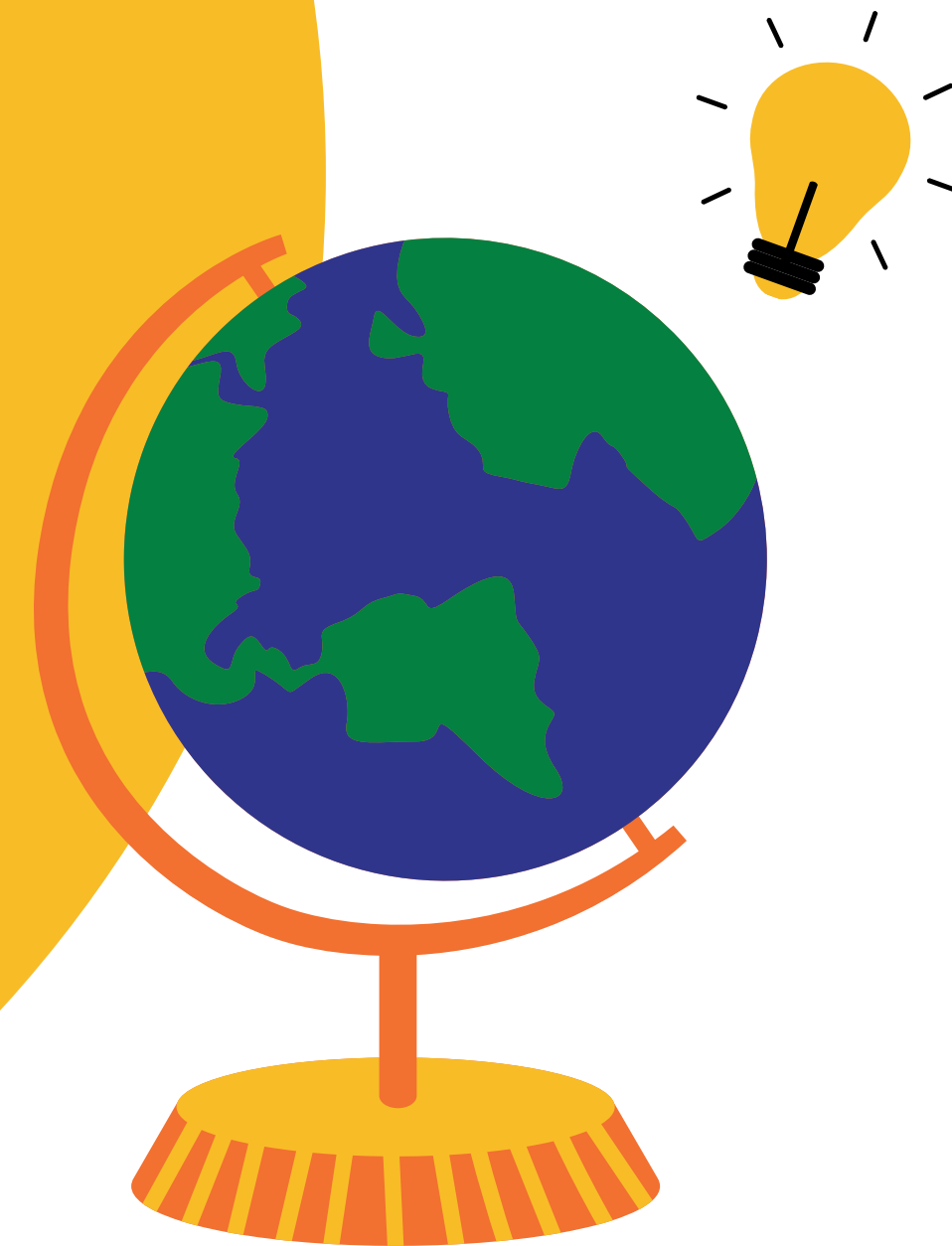
sanitary napkins" to the
"Love Xiaoya" Foundation,
which focuses on building
women's public welfare
projects

They hope that more people will pay attention to the physiological health of girls in remote areas and help them break the "menstrual dilemma" from the psychological and physical aspects.

Part 2: Sustainable & You

Broaden audience channels

Offline comedy campagin



Xiaoguo Training Camp - Flight Plan

officially launched to continue activating
comedy population

**The camp will be open to everyone
in the form of one-day classes**

Participants will have the opportunity to
receive professional introductory comedy
lessons from experienced actors and
writers, learn the basics of comedy and
acting, meet with popular actors face-to-
face, and experience script reading
sessions.

笑果训练营 飞行计划

9月 ————— 重庆站、昆明站

这个周末

我都给

喜剧了



面向零基础爱好者
公益向免费课程
行业资深讲师



扫码报名
问卷较长 建议拍照留存

Create a Youth-oriented comedy space

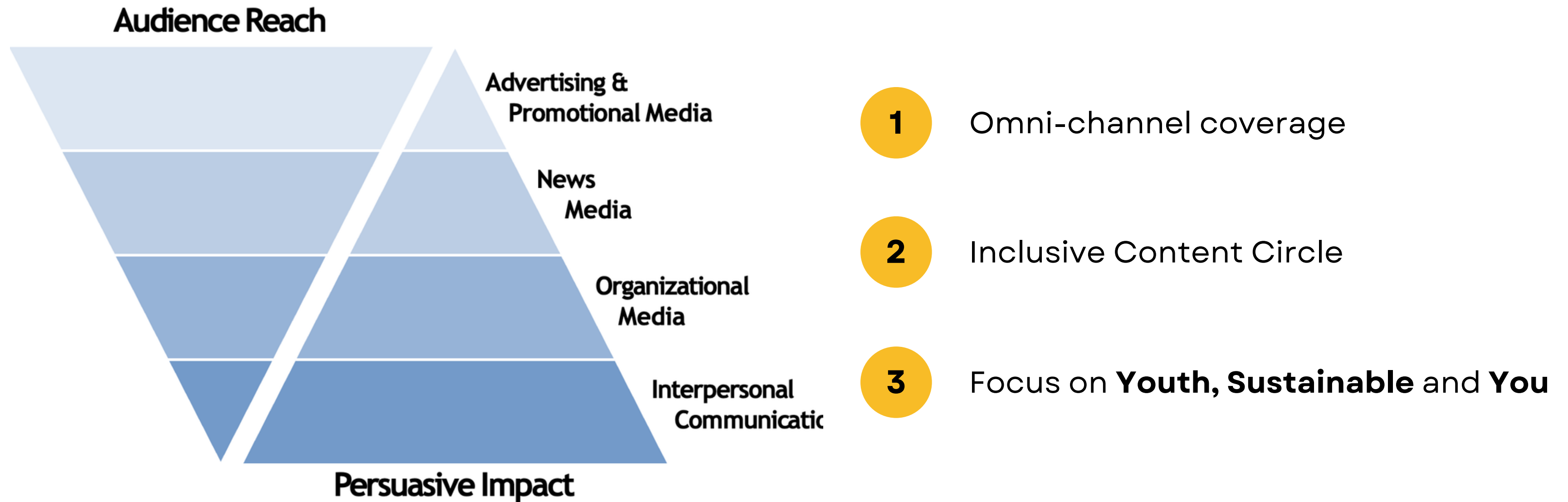
To appeal to the brand's audience, the entire comedy space is made up of young subcultures

Personalised activity

The partners invited to the event are all media in the same cultural circle, with a high degree of overlap in their main audiences



Online+Offline channels



Takeaways



Target Audiences

Interact with the target audience strategically, and put them at the first place when communication



Social Issues

Focusing on social issues is a must for companies, and raising awareness of corporate social responsibility can effectively increase audience loyalty

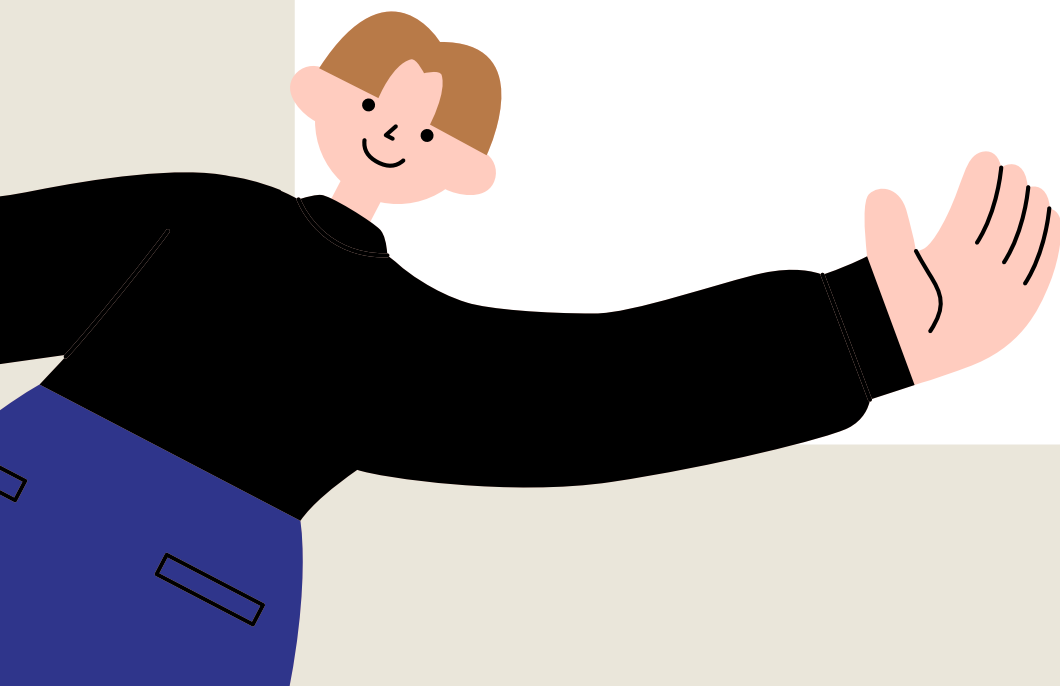


Coherence Message Strategy

After establishing brand values and culture, all strategic communications are closely focused on their own characteristics



**Would you like to participate
Xiaoguo's offline activity?
Why and Why not?**





As we mentioned, female perspective plays an vital role in comedy, but for China, it is on a early stage. Thus, Social criticism and accusations emerged.

Can you think of any approaches to make women's voices in comedy more powerful and broad?





As a comedy culture company, with their position statement, do you think they can be a long-success company? If not, what factor could be their potential drawbacks?

:)Feel free to anticipate and find the things they could develop more.

Thank you!

-Let's enjoy the show-

