

Growing in China:

How brands win in China's connected ecosystem

Turn Consumer Signals into Growth

A focused consulting sprint for brands entering or growing in China, connecting content, influencers, media, search and commerce across the consumer journey.

**One Challenge.
One Connected Journey.
One Action Plan.**

Diagnose the Gaps

Map the priority consumer journey and identify the gaps slowing growth.

Design the Growth Loop

Connect content, influencers, media, search and commerce around one priority challenge.

Build the Pilot Roadmap

Define channel roles, testing priorities, KPIs and the actions needed to launch the pilot.

China Connected Growth Sprint

In China's connected consumer ecosystem, opportunities emerge quickly, but fragmented journeys, teams and data often prevent brands from responding at the same speed.

We diagnose the gaps across one priority consumer journey, then design a connected growth loop, that can be tested in market.

The outcome: a designed growth loop, clear channel and team roles and a practical 90-day pilot roadmap.

**Connect Signals.
Accelerate Growth.**

4-6 weeks

1 priority growth challenge

1 connected consumer journey

90-day pilot roadmap

*Indicative engagement structure, subject to final scope.

Book a Meeting

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