

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%)