

OPPO Find N3 Launch in Singapore – Hitting the Best Sales Achievement Worldwide



EXECUTION

1) WIDTH FOR AWARENESS

- First ever **GLOBAL PRODUCT LAUNCH** in Singapore to solidify distribution
- **INTEGRATED COMMUNICATIONS**, including the first naked-eye 3D mobile phone ad, TV, print, OOH, digital, and a huge volume of social content.

2) DEPTH ON SPECIFIC TARGETS

- **OPPO POP-UP STUDIO** included a photography exhibition and tailored set-ups of portrait and selfie zones for creative user experience.
- **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, phone-case production with Ambush, etc.

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,
- **ROAD TO PARIS** was a travel-to-reimagine tour to generate a vast volume of photo content for social media and stirred user-generated content.



NEXT IN VOGUE X OPPO (at event)



VOGUE



OPPO sends phones flying in new 3D OOH campaign



Social Content from Professional Photographers



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

3 – DIMENSIONAL STRATEGY

1. Went **WIDE** to expand reach via tech/ fashion/ social media for AWARENESS
 2. Went **DEEP** to penetrate the specific targets with the highest chance to shift.
 3. Went **LONG** to sustain sales momentum and absorb conversion
- **TARGETS** – Refined 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 and highlight its competitive advantage on camera functions.

RESULTS

SHARP SALES INCREASE TO BECOME MARKET LEADER

- 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 ,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