



Jade Insights

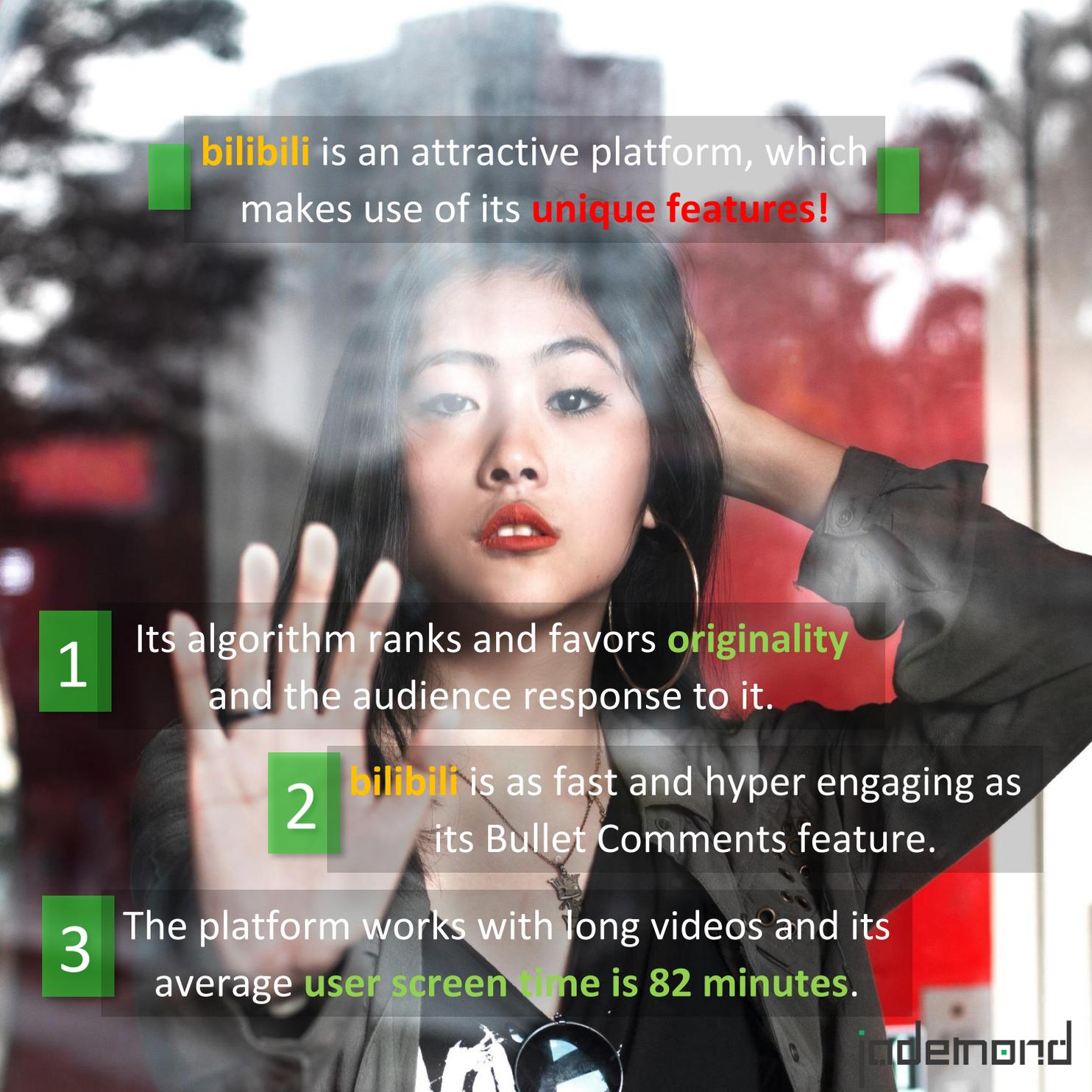
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**Fashion KOLs in bilibili**  
**Insights into China's Gen Z Hangout**

jademond

# Why bilibili?

China's **Gen Z** is not so different from their western counterparts, particularly when comparing their behavior. However, the platform they use and what they consume differ, and this is why **bilibili** is so important when engaging with them.



**bilibili** is an attractive platform, which makes use of its **unique features!**

**1** Its algorithm ranks and favors **originality** and the audience response to it.

**2** **bilibili** is as fast and hyper engaging as its Bullet Comments feature.

**3** The platform works with long videos and its average **user screen time is 82 minutes.**

1

## Being Unique

“Being fashion” means being unique, by having your own style. Creative and unique content are key in **bilibili** marketing.

**DIY young attitude...**

In the land of copy n' paste and plug n' play devices, **Gen Z** see themselves as a wave against what other generations are used to, by following an **“I don't need you”** attitude.

# Pro Tip!

Finding the right **KOL** for your brand in China can be tricky and exhausting.

**However, you can filter it, take the right approach and strategy towards them...**

By making sure their content is original, related to your **brand values** and they can use your products during the video.

# Fast Like a Bullet



Comments run over the video from right to left, making interactions **extremely fast**.

# Pro Tip!

**bilibili** is engaging and chatty. So it requires effort and strong **brand social presence**.

Some **KOLs** are used to work with brands and products. However, make sure he or she knows well your **brand values**.

Since it is a high engaging platform, all information given may **turn into comment** and will **generate an impression** on every viewer.

## Longer Videos Mean...

**High engagement**, it means viewers stay in the platform for **long time** and watch the videos from the **beginning to end**. Therefore, brand activations are fundamental!

# Pro Tip!

Product placement, product review and recommendations are the best strategies in **bilibili**, however info ads may fail.

**bilibili** may remind you of **YouTube**, once both platforms are similar, however **bilibili** is the Chinese **underground culture** platform, full of content ranging from Japanese anime to video games streaming.

It is impossible to precisely know who are the **KOL's** audience and how your brand would be received by them, but you can do the contrary, if the **KOL** can use or place your product in their videos it means the targeting may be correct.

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