
Alibaba Group selects MediaCom as overseas media agency

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Agency appointed as the world's largest retailer plans global expansion

Alibaba Group, the world's largest retailer, has continued its ambitious plans to grow its offering globally, with the appointment of MediaCom as the overseas media strategy and buying agency for Tmall World, Alibaba Cloud, Dingtalk, and Taobao International.

Alibaba has previously signalled that it has plans to rapidly expand its e-commerce network abroad, and is building a global logistics network to underpin this ambitious overseas expansion. Recently it opened its first Southeast Asia office in Kuala Lumpur, Malaysia, part of the company's vision to expand their footprint further in the region.

Tmall World primarily targets the nearly 100 million overseas Chinese who live abroad but

still have kept their tastes and spending habits, especially in Asia Pacific. The brand already has high awareness amongst overseas Chinese, but now wants to more rapidly convert this into sales growth.

MediaCom has been charged with helping to drive traffic to the site and to increase conversion rates, and will hub the business out of MediaCom China, working closely with local markets.

While Tmall is the initial priority, Alibaba is also looking at expanding overseas with their other products including DingTalk, Alibaba Cloud.

Rupert McPetrie, CEO MediaCom China said: *“This is a fantastic opportunity to help one of the world’s top 10 companies to continue their success story, and is a big vote of confidence for how MediaCom China can lead the international expansion of Chinese brands looking to take their success to other markets.”*

“MediaCom has a very strong global network. With MediaCom China as a hub, offering deep understanding of Tmall World’s culture and business objectives, we can develop a focused and consistent strategy, which our local markets are well positioned to adapt and implement effectively,” McPetrie added.

Iris Chin, General Manager MediaCom China explained: *“We are so proud that the Alibaba Group has appointed us, and that we now have the chance to bring their services to more overseas consumers. We can’t wait to see the results of our first big project together: boosting the Tmall Double 11 Festival, which has quickly become a huge success in China, globally!”*

MediaCom won the pitch against Publicis Media, Dentsu Aegis and Wavemaker.

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