



**Dragon Trail**  
INTERNATIONAL

# Video Creative & Production

Dragon Trail International

April 2021



**Dragon Trail**  
INTERNATIONAL

# Video Marketing in China



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# Dragon Trail International – Award-winning video marketing

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## Top video clients



Argentina



## Award winning work

PromPeru received the **Gold Medal Destination Marketing Award from Ctrip at ITB China 2019** for its video marketing work with Dragon Trail



# Video marketing and travel in 2021

*The pandemic has paused international travel, but there's been an explosion in travel-related video content. Homebound consumers are watching videos to dream and quench their thirst for overseas adventure.*

In 2021, destinations should use video to:

- **INCUBATE** future demand for travel and be first-of-mind when travel resumes
- **RE-POSITION** destination selling points in line with post-COVID market demands – such as health and wellness, countryside getaways, self-drive travel
- **INSTILL CONFIDENCE** that your destination is safe and travel-ready

**Travel video boom in numbers:**

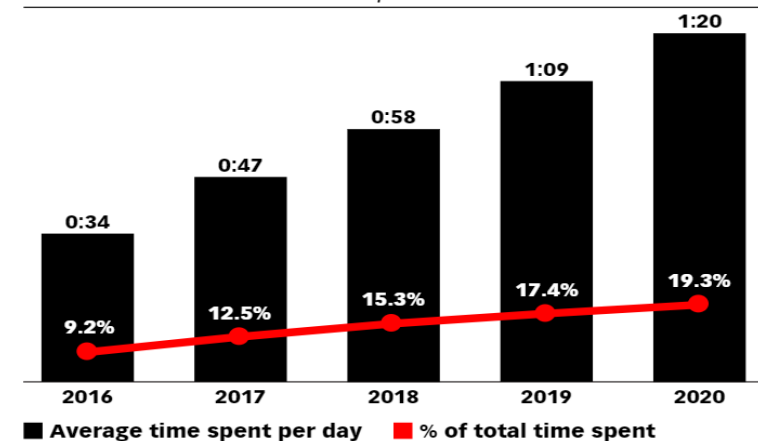
**200** million daily users of live streaming platforms

**330** million viewers of travel content on Douyin

**143%** increase in travel videos on Douyin in 2020

**Average Time Spent per Day with Digital Video by Adults in China, 2016-2020**

*hrs:mins and % of total time spent*





# *Why choose us?* **Recast the current crisis as an opportunity**

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***Innovative destinations are leveraging video to capture travelers' imagination and re-position themselves in line with demands of the post-COVID traveler***

***We can help you leverage this moment to inspire post-covid travel, while creating long term marketing assets***

**In-house  
creative &  
production  
team**

Dragon Trail has end to end capabilities to create, produce and market your video campaign

**Unparalleled  
travel sector  
expertise**

We know the profile of the Chinese traveler and latest market trends better than anyone. We can better engage and empower audiences (B2C and B2B) at all stages of the customer journey

**Tailored  
channel  
strategy**

Content is king, but how it is distributed is also important. We will help you navigate China's fragmented online ecosystem, tailoring the channel mix based on your campaign objectives

# Leaders in China's video boom

<b>WeChat Channels</b>	<b>Active users:</b> 1.1+ billion on WeChat	<b>Video format:</b> Short video	<b>Audience:</b> WeChat users (i.e. everyone!)	<b>Content angles:</b> Social engagement with frequent seeding (series) Themed videos built around different destination USPs
<b>Weibo</b>	<b>Active users:</b> 500+ million	<b>Video format:</b> Short or VLOG, livestream	<b>Audience:</b> Post-80's-95s, Active trend seekers	<b>Content angles:</b> Influencer (KOL) partnerships, VLOG series, viral topics leveraging hashtags, hosted livestream
<b>Little Red Book</b>	<b>Active users:</b> 100+ million	<b>Video format:</b> Short video, VLOG, livestream	<b>Audience:</b> Premium lifestyle seekers; mostly women	<b>Content angles:</b> KOL and UGC content seeding; practical in-destination guides (lifestyle themed); POI reviews
<b>Bilibili</b>	<b>Active users:</b> 170+ million	<b>Video format:</b> Short video, vlog, livestream	<b>Audience:</b> Gen-Z (over 75% users post-1990)	<b>Content angles:</b> Authentic (i.e. less branded) video series with platform content creators, comment overlay to enable audience participation
<b>Kuaishou</b>	<b>Active users:</b> 300+ million daily	<b>Video format:</b> Livestream, short video	<b>Audience:</b> Young; Mostly lower-tier cities	<b>Content angles:</b> Sales-focused livestream, "pop-up store" with attractive product offers
<b>Douyin</b>	<b>Active users:</b> 600+ million daily	<b>Video format:</b> Short video	<b>Audience:</b> Multiple segments; skews young	<b>Content angles:</b> KOL "talk show" videos, viral hashtag challenges, short video series about destination differentiators

# Major destinations are active on major video platforms







# How to use video now?



# How to plan your video content & campaign

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***Each destination has its own unique requirements and objectives***

***The video campaign style and format should flow from several key considerations:***

**1**

## ***Intended audience***

- Are you targeting consumers (B2C), or travel trade stakeholders (B2B)?
- Mass audience appeal, or niche content for different consumer segments?

**2**

## ***Positioning and purpose***

- What stage of the customer journey do you wish to influence (e.g. inspiration, planning, pre-trip)?
- How to re-brand and re-position to meet post-pandemic traveler needs and demands?

**3**

## ***Channel mix***

- What video platforms can you leverage based on desired content and video style?
- Is the platform more suitable for KOL/partner or owned content?

# 1. B2B training/ 'virtual FAM' videos



## *If you want to...*

- Empower partners to market & sell
- Provide agents with marketing and sales collaterals
- Train frontline sales reps



## *... try this*

1

### **Virtual FAM trip**

Training videos on-location with voice or subtitle guide to convey key marketing and sales messages

2

### **Co-op Marketing**

Create inspirational videos showcasing USPs and practical tips for partners to use in marketing & sales



欣赏野生动物和风景



豪华阳台套房

### **Case study: Quark Expedition**

B2B virtual FAM video to train agents on launch of new "World Explorer" Cruise to Antarctica

## 2a. Traveler inspiration



### ***If you want to...***

- “Welcome back” travelers and be top of mind when travel resumes
- Re-position your brand for post-pandemic market
- Highlight USPs for different consumer segments around key themes



### ***... try this***

**1**

#### **Cinematic-style hero content**

Shoot high-quality, immersive showpiece videos to seed on video channels

**2**

#### **Themed video series**

Each episode is a deep dive into one of the compelling reasons to experience your brand, designed to appeal to different segments



#### **Case study: Robinson Club Hotels**

Themed inspirational videos targeting different segments for Robinson: family; romance



## 2b. Traveler planning/ research



### ***If you want to...***

- *instill confidence in travelers to plan, and ultimately book and travel to your destination*
- *remove barriers to travel by providing how-to guides on visas, safety, and COVID protocols*
- *offer authoritative itineraries from credible information source consumers can trust*



### ***... try this***

**1**

#### **Itinerary and planning video series**

In-depth guides to empower travel planning and purchasing decisions

**2**

#### **Animated how-to guides**

Step by step how-to videos to educate travelers, focusing on practical FAQs



#### **Case studies: Argentina Tourism (Top)**

KOL FAM trip video content, repurposed with Chinese voiceover to create itinerary guides

#### **Case Studies: PromPeru**

Animated how-to video for visa applicants

### 3. Social engagement



#### ***If you want to...***

- *maintain a running conversation with audiences, releasing new micro videos at high frequency*
- *create fun, playful videos with special FX, captions, and voiceover tailored for Douyin and WeChat Channels*
- *leverage hashtags and trending online topics that reinforce your brand story to amplify reach*



#### ***... try this***

1

#### **KOL Talk Show**

Invite KOLs to share their personal experience of your brand in a 'talk show' style, integrated with inspirational video content

2

#### **Mini series on WeChat Channels or Douyin**

Video series, seeding new engaging content on these channels every week for always-on engagement



#### **Case studies: PromPeru**

Left: KOL Talk Show series on WeChat Channels  
Right: Alpaca videos on Douyin



# PromPeru Case Study



# PromPerú – Localized brand strategy on video

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## Peru is a new, niche destination in Chinese outbound travel

**Challenges:** low consumer awareness, distance (24+ hours journey), cost and complex itinerary planning

**Approach:** embrace Peru's niche-ness, targeting Post 60s-Post 80s travelers with in-depth, thematic video content to tell the brand story, inspire and empower travel planning

## Video is the essential ingredient in this approach to:

**TELL STORIES** from a Chinese lens and voice, using KOLs to explain local culture, history, food, nature, and wonders

**EDUCATE** the market, reducing friction in planning and giving consumers confidence to move down the funnel to book

# Video content strategy



## Inspiration & Storytelling

[Link](#) – Promotional video with KOLs

*KOL FAM campaign  
Cinematic-quality showpiece  
“Uncover Peru” series*



## Planning & Advice

[Link](#) - Restaurants and Bars in Lima

*Practical travel tips  
KOL point of view, documentary-style  
How-to animated guides*



## Social Engagement Style

PromPeru WeChat Channels and Douyin accounts

*KOL Talk Show Series  
Themed micro videos on WeChat  
Channels & Douyin*



Video styles

# Achievements

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## Results:

- **Almost 20 million** total video views from 2018-2021
- **+7.5 million views** of “My Peru Memories” campaign videos featuring 6 KOLs

## Awards & Recognition

- **Gold Medal Destination Marketing Award** from CTrip at ITB China 2019
- **International Impact Prize** for “Uncover Peru” short video series at the Creatividad Empresarial (Business Creativity) awards





# Catalogue of video work

## Culture & history



## Nature



## Gastronomy



## China-ready destination

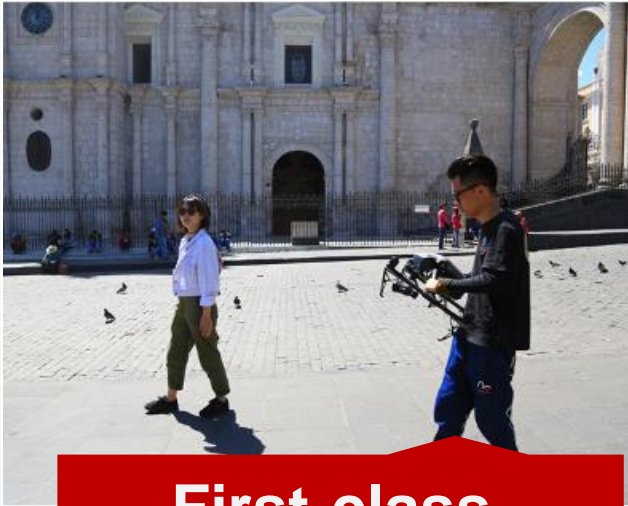




# Our Video Services



# Dragon Trail's In-House Service Advantage



## First-class, in-house team

- Experienced Content Marketing Team for creative & strategy
- Experienced camera and livestreaming team
- On-location, studio and event production services



## Tailor-made Solutions

- Social media
- Short videos
- Documentary
- KOL video partnerships
- Livestreaming
- Hybrid events



## Highly experienced

- Produced more than 500 videos since 2018
- Creative & technical staff all in-house
- Award-winning





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HelloDragonTrail

