

# BEYOND the "GREAT FIRE WALL" SOCIAL MEDIA in CHINA





## WE CHAT

- BUY GROCERIES
- ORDER TAXIS
- ORDER TAKEAWAY
- CHAT PLATFORM
- SPLIT BILLS
- PARCEL COLLECTION
- PHOTOS
- TRAFFIC
- ... & MORE!!

THE LANDSCAPE  
in CHINA is **CHANGING**  
**QUICKLY**



CHINESE  
YOUTH are  
UNIQUE

WHAT  
**EXPERIENCE**  
WILL YOU  
GIVE THEM?



## WHO'S EXCELLING?

### PALACE MUSEUM

PARTICULARLY  
GOOD at "PLAY CUTE"

STRONG  
DRIVER  
of SALES

TENCENT  
NEXT IDEA  
CREATIVE  
ENGAGEMENT  
of YOUNG PEOPLE



### SHENZHEN UNIVERSITY



THE NEW  
OFFER  
LETTER

### 3 SQUIRRELS



PERSONAL  
NOTE to  
DELIVERY  
GUY

BAG  
FOR  
SHELLS

- ✓ SOCIAL
- ✓ INTERACTIVE
- ✓ PLAYING CUTE

TO SURVIVE,  
YOU MUST BE  
**RESPONSIVE**  
TO  
**change**

