

达利食品

DALI FOODS

2022年1月经营情况月报

Monthly Update - January 2022

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1月月报

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新年活动：

New Year Events

◦ 豆本豆联合国家宝藏展开消费者互动，树立国民豆奶形象

◦ *Doubendou Co-operated with the Nation's Greatest Treasures on Consumer Engagement to Build the Nation's Greatest Soymilk Image*

元旦期间，豆本豆联合国家宝藏在抖音举办的“开启你的新年宝藏”话题贴纸活动。国家宝藏通过对历史文物的故事挖掘，探讨中华文明的形成及其对世界文明的贡献，努力践行对传统文化的创新性转化，深受国民喜爱。豆奶在中国拥有两千多年饮用历史，豆本豆引领行业进行工艺创新与品质提升的形象，与国家宝藏的精神天然契合，话题贴纸受到家庭消费群体及年轻群体的广泛欢迎。活动期间，贴纸使用量达到74.6万，视频总播放量达到2.19亿，总点赞量达到606万，总评论量达到93万。

During New Year period, Doubendou co-operated with the Nation's Greatest Treasures and launched themed stickers. The Nation's Greatest Treasures uncovered stories on historical relics and discussed the formation of Chinese civilization and its cultural contribution to the world. Due to its effort on promoting innovation out of traditional culture, it is widely beloved by Chinese audiences. Soymilk has over two thousand-years drinking history in China, and Doubendou's image as a market leader who continues to drive technology innovation and quality upgrading naturally fit with the show's spirit, and therefore the sticker became popular among household consumers and younger generations. During the event, the sticker received 746 thousand usages, 219 million video hits, 6.06 million likes and 930 thousand comments.

另外，豆本豆在春节期间推出与国家宝藏联名的宝藏豆奶礼盒，推动线下消费者互动，树立国民宝藏豆奶的品牌形象。

Also, Doubendou launched gift boxes with the Nation's Greatest Treasures to promote consumer engagement and build a brand image as the nation's greatest soymilk.



◦ 达利园新年联合敦煌博物馆展开品牌及礼盒营销，营造浓厚的新年气氛

◦ *Daliyuan Co-operated with Dunhuang Museum on Branding and Gift Box Marketing, and Created a Strong New Year Atmosphere*

达利园在春节期间，联合敦煌博物馆制作并放发了5万个微信红包封面。微信红包是近年来国民互相表达新年祝福的重要方式，达利园充分把握节日期间消费者的社交需求和对国潮风趋势，将敦煌壁画元素融入红包设计中，深化了达利园国民烘焙品牌的形象。

During Spring Festival period, Daliyuan designed and delivered 50 thousand Wechat Red Packets with Dunhuang Museum, which has become an important way to express new year best wishes among Chinese consumers. Daliyuan leveraged consumers' social demands during the festival and the "Homegrown Wave", and combined Dunhuang murals into design to deepen Daliyuan's image as the nation's beloved bakery brand.



春节是全年集中购买的高峰期间，达利园把握机遇，旗下的传统畅销产品和创新产品推出12款春节礼盒，引领了春节礼盒的时尚潮流，深化达利园在消费者心中春节送礼必备的品牌印象。

Spring Festival period is also the peak of wholesale purchases. Daliyuan captured the market opportunity and launched 12 festival gift boxes for popular products and innovative products to lead the market trend and enhance Daliyuan's image as the top choice of Spring Festival gifts.



乐虎：

Hi-tiger

◦ 乐虎继续强化专业能量饮料的品牌

◦ *Hi-tiger Continued to Enhance Professional Energy Drink Image*

乐虎持续推动线上品牌营销与线下消费者互动。一月份，乐虎的合作综艺节目《侣行》第六季圆满收官，节目在全网短视频总点击量远超4.5亿，全网累计观看量超5000万。春节期间，乐虎与体育权威媒体央视五套合作，在国足比赛期间投放广告，进一步扩大品牌曝光。

Hi-tiger continued to carry on branding and consumer engagement. In January, "A Couple's Journey" which is sponsored by Hi-tiger finished its sixth season with great popularity, recording 450 million short video hits and 50 million accumulated watches. In addition, Hi-tiger advertised on authorized sports channel CCTV 5 during the Chinese team matches on Asian Districts World Cup Qualifier and further expanded brand exposure.

线下方面，乐虎赞助的新浪3x3黄金篮球联赛，总决赛于一月份在青岛举办。活动落地全国27城商业综合体，参赛球队近5000支，参赛球员近20000人，线下触达超100万人次。结合品牌营销及活动推广，乐虎继续强化专业功能饮料的品牌形象。

On the other hand, Hi-tiger's sponsoring game National 3X3 Golden Basketball League presented its final in Qingdao in January. The event covered major commercial complexes in 27 cities nationwide and attracted over 5000 teams, 20000 participants and one million audiences. Through continued branding and consumer engagements, Hi-tiger further strengthened its professional energy drink image.



电商：

E-commerce

◦ 年货节期间电商板块保持高速增长

◦ *E-commerce Continued Rapid Expansion during New Year's Shopping Festival*

年货节期间，电商板块继续推进组合式直播策略，通过中腰部主播构建品牌营销矩阵，策略性运用头部主播和明星扩大品牌声量及流量，合作对象包括头部主播李佳琦、当红综艺明星杨迪等。得益于日益成熟的操作手法，整体板块高速增长。其中，天猫达利食品旗舰店年货节期间销售额同比增长超过40%，京东达利旗舰店同比增长超过80%。

During New Year's shopping festival, E-commerce channel continued to carry on multi-dimensional live-broadcasting approach, established branding matrix through Key-opinion Consumers (KOCs) and strategically co-operated with Key-opinion Leaders (KOLs) such as Jiaqi Li and celebrities such as Di Yang to expand brand reputation and traffic. Thanks to the continually optimized operation, E-commerce channel achieved robust growth during New Year's shopping festival with over 40% and 80% year-on-year sale growth for Tmall flagship store and JD flagship store respectively.

