

Alibaba in the US

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Millennial Values

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01

Ethics and Values are Important

The values of a brand should match theirs

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02

Work Life Balance

Having equal time for personal life is key

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03

Job Fulfilment

Need to feel like their work means something or is something they care about

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04

Relationships

Family and friends are important to them but they also value their independence

Adulting



According to some articles, the pandemic helped or forced Millennials into “adulting.” Buying homes, starting families and opening businesses.

Small Businesses



Between March 11, 2020 and March 1, 2021, Yelp has seen more than 487,500 new businesses listing on its platform in the United States.

Post Pandemic Realizations

Passion Projects



Many turned their passion projects over the pandemic into small businesses.

Online Working



Many do not want to return to full time in office work, preferring the flexibility of online working





What the US thinks

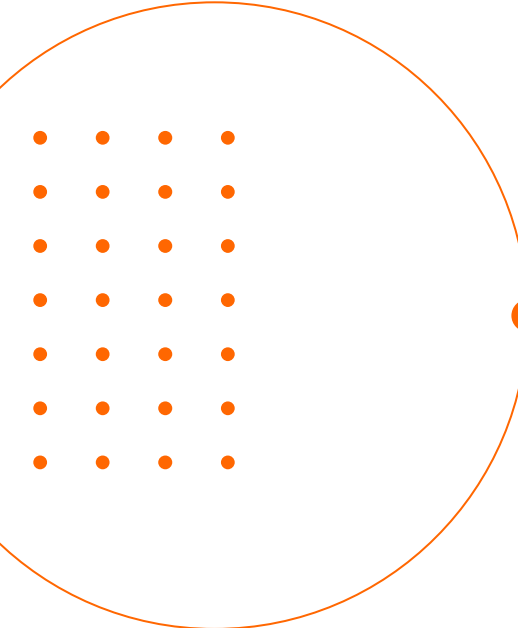
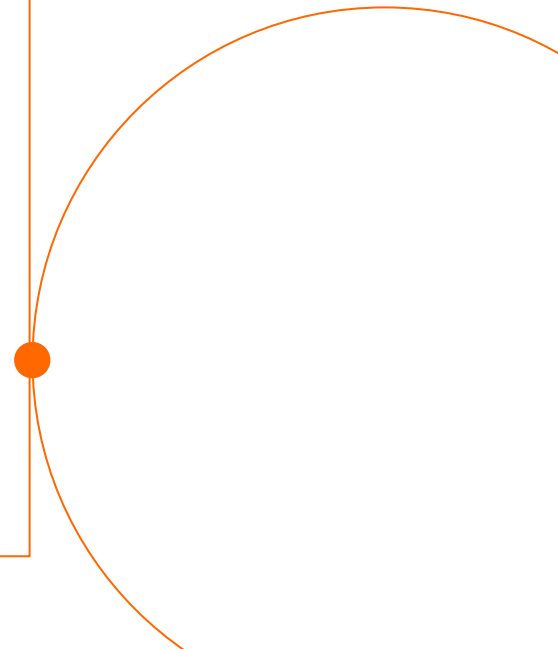
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- Alibaba is **not a trusted** site for businesses
- It does not feel as secure as Amazon or Shopify and people are afraid of their information being stolen and sold
- Businesses feel they are more likely to be scammed



Click to listen to interview with
Millennial who used to dropship
product

Solution

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- To help the US see Alibaba in a different light, advertisements must inform
 - Use advertisements to show Alibaba is trustworthy
 - Interview Americans who use Alibaba for their businesses
 - Combine Millennial values with information about Alibaba to create better brand presence
 - Eg. Millennials want the brand to match their values - "Alibaba offers a large variety of product for people to find manufacturers whose values align with theirs"
 - Eg. Millennials desire a work life balance - "Using Alibaba makes manufacturing easy allowing you to spend more time with family and friends."
- 

TAGLINES

The image features a minimalist design with two concentric orange circles. A horizontal orange line extends from the right side of the inner circle, ending in a solid orange dot. To the right of this line is a 6x4 grid of small orange dots.



Alibaba.comTM

It's easy to get what you want

The original tagline given.
Implies variety but places
the task on the audience



Alibaba.comTM

We've got what you're looking for

A slight spin from the original tagline. Implies variety and uniqueness without placing a burden on the audience.



Alibaba.comTM

Open Sesame

Going back to the roots of the name, Alibaba from “Arabian Nights” stories is affiliated with “Open Sesame.” This is a well known phrase that implies treasurer. This is catchy and also implies variety and unquity.



Story 1

An animated metaphor of a woman trying to find a manufacturer for her business. Depicted as a woman searching through a forest. She finds a door that leads to her perfect manufacturer. She uses a well known phrase to unlock the door



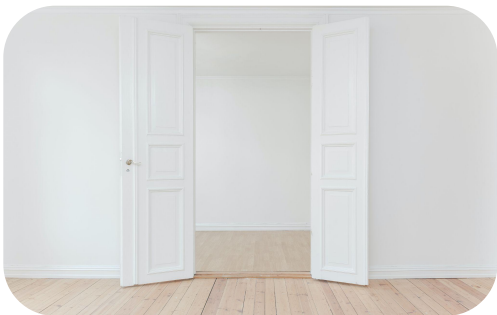
Animation: Women searching through a forest, looking everywhere

Voice Over: Looking for a manufacturer that has what you need is like searching for treasure



Woman comes to a closed door with shining light coming through it.

Music: Heavenly voices sound effect



Woman Voice Over: whispers “Open Sesame”

Doors open and thousands of products fly out



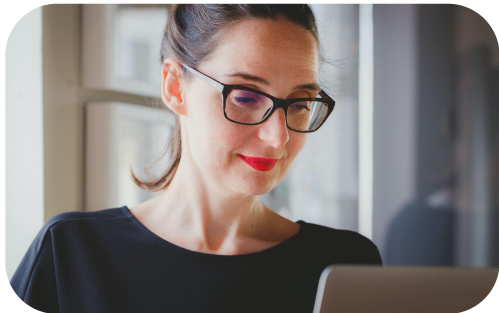
Woman is surrounded by products and amazed by how many there are

Music: upbeat happy music



She finds exactly what she was looking for and picks it out.

****end of animation****



Video zooms out to real woman sitting in front of her computer smiling.



Screen fades to alibaba logo

Voice over: "Alibaba.com"



"Open Sesame" flies on to screen

Voice over: "open sesame"

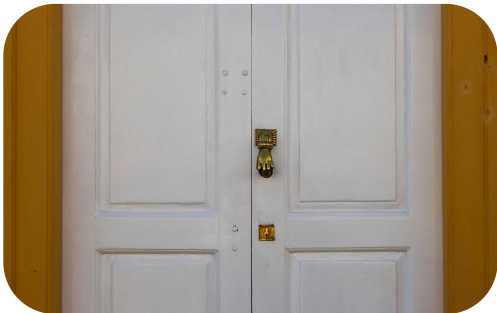


Story 2

“The rumor has it concept.” A fast moving video of people telling others what they used to make their business successful. They tell each other the well known phrase.



Video: Two friends are chatting. Friend1 asks “So how did you do it?”



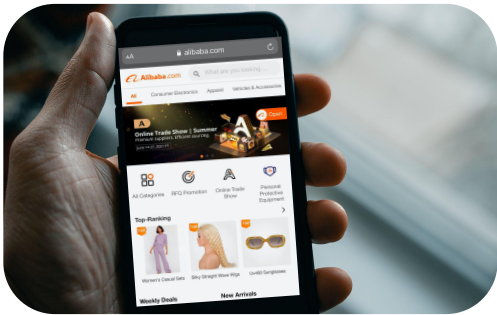
Friend2 smiles and says “Open Sesame”



Friend1 looks confused. “Open Sesame?”



Friend2 nods and confirms “Open Sesame.” showing their phone with Alibaba page open



Friend1 exclaims “Ahhh,” taking the phone and scrolling



They look up at each other and laugh “Open Sesame” they say together.”



Screen fades to alibaba logo

Voice over: "Alibaba.com"



"Open Sesame" flies on to screen

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Thank you