



Naixue teamed up with e-Commerce live streamer Zhang Dayi and her BigEve beauty brand | Photo source VCG; Pixabay

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TEA CHAIN USES LIVE STREAMING AND INFLUENCER TO LAUNCH LINE DURING COVID-19

 ADVERTISING & MARKETING

The livestream on Taobao sold nearly 3,000 sets in the first second, and more than 10,000 units by the end of the broadcast

Spotted: After taking a big hit from the coronavirus outbreak, tea chain Naixue Tea has collaborated with Alibaba local delivery service affiliates and e-Commerce live streamer, Zhang Dayi, to launch a new line of themed drinks that customers can enjoy at home.

Naixue (also known as Nayuki) is one of the biggest bubble tea chains in China. The new line, which was inspired by traditional Chinese calendars, comes with peripheral items such as collectors' cards by artist Cinyee Chiu, and drinking glasses with a foam-like design that mimics the appearance of Naixue's signature "cheese tea" beverages.

To promote the reach among millennial and Gen-Z fans, Naixue teamed up with e-Commerce live streamer [Zhang Dayi](#) and her BigEve beauty brand. The two created a [gift box](#) shaped like a to-go cup, which they filled with a limited edition cleanser, facial scrub, body wash, and Naixue drink vouchers. Zhang then launched a live stream on Taobao, which sold nearly 3,000 sets within seconds, and more than 10,000 units by the end of the broadcast on the 21st March.

Finally, acknowledging that many people are staying inside during this time, the brand has offered local delivery services through Alibaba affiliates Koubei and Ele.me.

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Takeaway:

As the e-Commerce livestreaming space becomes more crowded, it's important to cater to a target market. Consumers aged between 21 and 30 years old have become the core tea drinkers, accounting for half of the total number. Because young white-collar workers in China — especially women (70 per cent) — are Naixue's target customers, live streaming events and beauty collaborations are particularly attractive and represent the future of advertising to many industries.