

Growth with Huí//Lüè

Apr 3rd, 2024 | Falk Fuhrmann | The Huí//Lüè Growth Kit





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Our Story

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Huí//Lüè

In literal translation Huí//Lüè stands for
Turn-around (huí) Strategies (lǜè).

Thanks to the rich beauty of Chinese
language, it can also mean “**taking a
different approach to reach one’s goals**”.

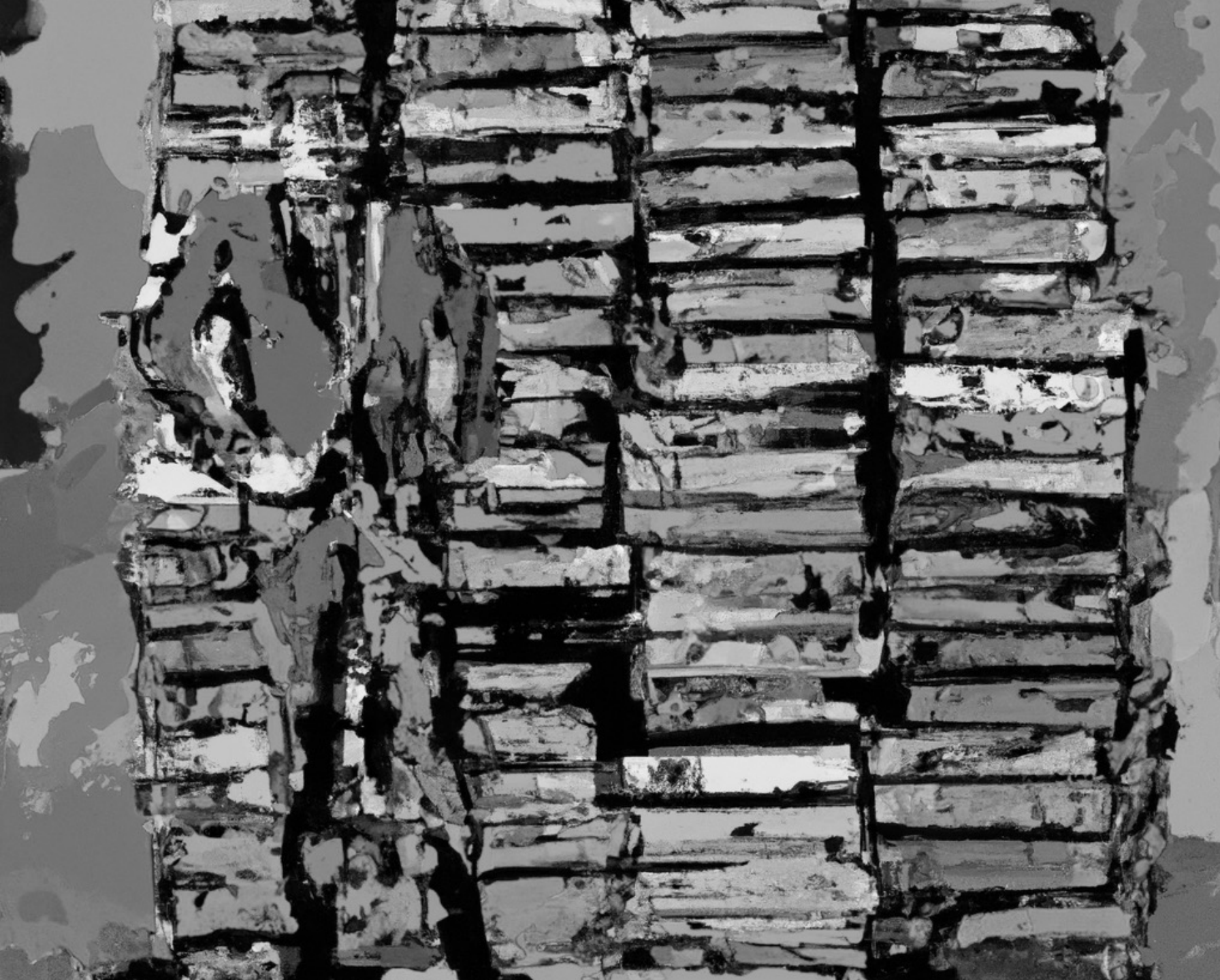
Three **principles** define the difference.

Liquid Collaboration

We build **bespoke** teams around **unique** projects. Collaboration is based on **shared** values and **mutual** trust. We grow together, and our business grows **together** with us.

Clients get access to a **global pool of exceptional talent** that you do not find in traditional agencies & consultancies anymore.





Evidence-based Creativity

While we started out with the assumption that clients deserve a **more creative** consulting approach; we quickly found out that they also need one that is **more evidence-based**.

Instead of opinionated egos, we **follow marketing science** curious where it leads us.

Diversity in Action

It's **scientifically proven**, groups of people who are unlike are better problem solvers than groups of people who are alike. That's why we've been building our collaboration network with **people that are different from us and each other**, not more of the same.



Based on Those Three Principles, We've Built A Comprehensive Collaboration Network in China...



Sami
The Psychologist

MD 3Drips Research & Consulting.
Always insightful, be it as psycho-therapist, qualitative researcher or intercultural communication expert.



Perry
The Numbers Guy

GM QuickDecision.
Changing the way quantitative market research has been done. AI- & Mobile-driven. As disruptive as reliable.



Thomas
The Data Wizard

Co-Founder Inuit Research
Doing conjoint & discrete choice modelling studies from early in his career across all kind of categories.



Ash
Co-active Coach

Strategist & Artist at Large.
Hybrid thinker & culture enthusiast passionate to inspire & empower people, businesses, brands.



Poppy
The Engineer

Strategist at Large.
Reality checker. Obsessed with data & martech. Always an eye on feasibility. Also connects naturally to GenZ.



Freya
The Insight Miner

Strategist & Meditation Teacher.
Highly creative intuitive problem solver. Deeply reflective & spiritual. With deep understanding on human's motivations and desires.



Hash
The Cross-Pollinator

Founder & Owner The Cooperative. Adds new perspective to any problem, challenge, solution or execution.



Judy
The Wordsmith

Founder Chopword
Bring linguistic, cultural and creative perspectives to any branding challenges.



Felipe
The Visionaire

Founder ffand.co
Brazilian-German creative director who turns truthful insights into ideas that find their relevance in society

...and beyond:



Dina Dastur Metha
India

Founder Convo Research & Strategy.
As ethnographer, she creates immersive learning environments & develop deep insight to stimulate strategic conversations



Abhijit Das
Vietnam

Founder Narrative.Design
Indian by birth, Vietnamese by choice, Abhi is one of the most business-driven strategists in the region.



Leonard Le
Japan

Strategist-at-Large..
Born in Vietnam, raised in the U.S., working in Japan, Leonard is a expert for all things cultural anthropology.



Markus Oelsner
Indonesia

Co-founder of ASM Squared.
Jakarta-born German who found his way back to Indonesia after a sensational strategy career in Europe.



Michelle Barretto
Philippines

Founde3r of Vitamin B.
A brand consultancy that specializes in strategy, design and experience



Nick Day
Thailand

Independent Brand Strategist.
Bangkok-base with in-depth knowledge of the F&B and hospitality industry.



Brian Kim
South Korea

Independent Brand Strategist.
After having practiced his planning skills in NYC, back in Soul to marry Western methods with Korean culture.



Dominique Touchaud
ANZ

Founder of Shokunin Marketing
NZ-based expert in marketing strategies for sustainable growth
P&G alumnus in love with consumer marketing.



Freya Chen
US

Independent Brand Strategist.
NYC-based Chinese marketer with in-depth knowledge of marketing at both sides of the pond

Our Two Main Clients Are Big Believers in Our Approach:





Identifying Growth Opportunities

Re-inventing Products

Re-imagining Services

Re-visiting Business Models

Unlocking Brands' Potential

Growing Marketing Teams

Insights & Analytics

JPN Silver Gen:
Ethnography

iHub Training & 1o1 Coaching
on

Strategies & Plans

JPN Silver Gen:
Innovation Spaces

The Chuan:
Refinement of EN &
Development of CN
Brand Model

- Business Writing
- Concept Writing
- Insight Generation
- Product Ideation
- Workshop Preparation
- Agency Briefing
- Research Planning
- Agency Relation
- Stakeholder Management

Ideation, Co- creation, Execution

JPN Silver Gen:
New Product & Brand
Concepts

Concept Clinics for
Absolut, Martel, Mumm,
Glenlivet, Chivas Regal

The Chuan:
Brand Story
Product Story
Cask Naming EN & CN



Identifying Growth Opportunities

Re-inventing Products

Re-imagining Services

Re-visiting Business Models

Unlocking Brands' Potential

Growing Marketing Teams

Insights & Analytics

Foundational researches
on students' motivations,
needs, decision making
journey in UK, CN, and IN

Quantitative Market
Success Modelling &
Prognosis in CN

Strategies & Plans

Global Brand Positioning
& Local Adaptations

Communication Planning

Ideation, Co- creation, Execution

New Service
Development

Other Clients Have Been Testing Our Approach:



And There Seems to Be a Lot More Interest:



The Huí//Lüè Growth Kit





Introduction

After China's departure from consistent double-digit growth, numerous global marketers are grappling with the challenge of sustaining the previously achieved growth for their brands.

Both Chinese and multinational companies are actively seeking new revenue streams, both domestically and internationally.

Huí//Lüè: Your Partner in Growth

As a fluid brand innovation consultancy, Huí//Lüè has forged partnerships with multiple collaborators to address the challenge of finding sustainable growth. Our Growth Kit comprises four tools meticulously crafted to identify and evaluate new opportunities effectively.



Investigative
Anthropology



Category Entry Points
Impact Mapping



Excitement Point
Search Engine



Global Market
Entry Playbook

Tool 1: Investigative Anthropology

Investigative Anthropology serves as a bridge between culture and commerce, a common barrier to brands' international growth.

By integrating anthropological methodologies with investigative journalism techniques, it fosters cultural empathy, unearths concealed narratives and underlying issues, to guide strategic decision-making, stimulate innovation, and unlock growth prospects that might otherwise remain elusive.

To deliver such profound insights globally, we collaborate with the global concept network of marketing researchers.





Tool 2: CEP Impact Mapping

CEP Impact Mapping is built upon the premise that brands predominantly grow through continuous acquisition of new customers, rather than relying heavily on existing ones.

Category Entry Points (CEPs) – the triggers that prompt consumers to consider purchasing a brand within a category – are instrumental in this growth strategy, offering opportunities for brands to attract new consumers entering the market or exploring alternatives. We identify CEPs initially through a qualitative process rooted in the Seven Ws (why, when, where, while, with/ for whom, with/ for what, hoW) and subsequently prioritize them quantitatively based on their magnitude, interconnectedness, and brand attribution.

The construction of the network models, we do together with Intuit Research.

Tool 3: Excitement Point Search Engine

The Excitement Point Search Engine, run by our friends at Spikes, quantitatively evaluates consumer excitement, a critical factor impacting the consumer funnel.

It assesses a brand's ability to generate excitement compared to competitors, identifies the desired emotions in a category, evaluates brand performance against these expectations, and estimates the associated monetary value. By shifting the perspective on touchpoints & messaging and letting customers identify what and where something qualifies as exciting interactions, companies & brands gain a comprehensive view of their strengths and weaknesses.

This data-driven approach enables strategic reallocation of resources to maximize impact of marketing, brand, content and connection strategies.





Tool 4: Global Market Entry Playbook

The Global Market Entry Playbook for Chinese Brands is the culmination of 30 in-depth case studies across diverse categories and phases of internationalization for Chinese brands done by International Brand Communication & Innovation students at the China Academy of Art, Hangzhou.

Through meticulous meta-analysis, we have distilled crucial insights on effective strategies and potential pitfalls when expanding abroad as a Chinese brand.

This comprehensive guide equips brands with actionable strategies and best practices derived from real-world experiences, facilitating a smoother and more successful internationalization journey.

Empower Your Business

By bridging cultural gaps, prioritizing growth opportunities, quantifying consumer excitement, and distilling insights from real-world experiences, each of the tools in our Growth Kit empowers businesses to unlock untapped potential and enhance brand value on a global scale.



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Thank You!

Ready to Talk with us about Growth?

Your contact for more information.



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