

# TACTIC 3 Co-branding——TV Shows

## STRATEGY&TACTICS



### WHO' S STILL STANDING

- TOP 3 of evening TV Show ratings
- Similar targeting audience
- Similar value proposition
- Improving brand awareness through mass media
- Building brand equity

# TACTIC 4 Offline activities—— Zhihu experience store

## STRATEGY&TACTICS



### Zhihu Experience Store

- Beijing, Shanghai, Guangzhou
- Face to face Q&A with KOLs
- QR&VR experience
- Deep interactions with audience
- Building brand equity, value proposition
- Directing to download APP

