



CREATING A CULTURAL E-COMMERCE HUB

VIDEO TRANSCRIPT

SNOW BEER AND ACCENTURE INTERACTIVE GREATER CHINA TRAILER FOR CANNES LIONS 2021

What is China advertising?

Perception

**Montage of stereotypical Chinese scenes,
writing and people**

Reality

Modern lights, skyscrapers, cityscape

Accenture Interactive Greater China and Snow
Beer Presents

“Innovating e-Commerce. Going the Chinese
way: blending creativity, culture, and e-
commerce”

Mark Shan, Experience Creative Lead,
Accenture Interactive Greater China, Let's
Twinkle division.

Xiaohai Hou, General Manager, China
Resources Snow Breweries (China) Co., Ltd

Zhaojiao Bi, General Manager Marketing , China
Resources Snow Breweries (China) Co., Ltd

They'll dive into the co-existence of virtual and
physical retail environments

Share learnings on how China has totally
reimagined e-commerce

And how creativity can push us to invent entirely
new business models

Cannes Lions 2021
Accenture Interactive logo

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