

2023 Discover German F&B Livestream Cooperation Proposal



Key Facts

Discover Germany Livestream

Started in 2020

Gathering German Brands

The only and official German brand online promotion event in China

The first country-specific livestream in Taobao App

Created by the AHK with the support from Alibaba Group

Introduction





温暖你“德”冬天

22.97万 | 32宝贝

2021-12-11 18:57



高质量人类的野营攻略

3.02万 |

2021-08-13 16:00



德国个护好物节

1.69万 | 19宝贝

2021-10-27 19:28



德国足球俱乐部来啦!

2.17万 |

2021-05-29 14:29



德国老字号品牌专场

14.71万 |

2021-04-21 19:58



德国好物-买德起专场

1.06万 |

2021-09-29 19:29



走进德国-年味起德范

10.69万 | 12宝贝

2021-02-04 19:00



**DISCOVER
GERMANY**
走进德国

• 30 livestreams

In Chengdu, Guangzhou, Peking and other places, 30 livestreams were carried out.

• 1 million views

The number of livestream views has reached more than 1 million

• 30+ Brands

Served more than 30 brands, for example, dm, EDEKA, Bahlsen, dm, Alpecin and so on.

Cooperation Brands



Discover Germany Livestream Highlights



1. Special Topics

Spring Festival, German Football, German Travel etc.



3. Indoors and Outdoors

livestream from event venue directly to get more traffic



2. Various Themes

categorize products according to the branches



4. Invite Important Guests

connect with Important Person and KOL.

Brands Cooperation



Key Facts

Time & Date

17:00 – 21:00 December 12th (tbc) 2023

Studio

Beijing

Theme

Discover German Food & Beverage

VIP Guest

Representatives from German Embassy in China

Representatives from German Chamber of Commerce

Agenda

Welcome Remarks

20 minutes

Product Introduction & First round of Flash Sale

40 minutes

German Cuisine Cooking & Second round of Flash Sale

90 minutes

Tasting & Third round of Flash Sale

90 minutes

Cooperation Value



Professional livestream team

Professional livestream team, complete services from preparation to review.



Multiple traffic





all media resources to promote the event, which will continue to attract traffic to the event and ensure the effect of the event.



Display in many forms

Embedded situational experience, live interactive activities to expand brand influence.

Cooperation Proposal

Service		Content
	Themed livestream ¹	Livestream with special themes
	Review Videos	30 seconds video clip production
	Marketing	1 x WeChat Post under „Discover German Companies“ Serie in AHK WeChat Account 1 x Video Post in AHK Video Channel
	Customized content	Content creation based on products
Cooperation Fee (incl. tax)		€ 2,850/company (at least 12 companies)

*1. Up to 5 product links

Themed Livestream

- professional team and comprehensive service.
- combine with hot topics.
- immersive experience and quickly attract fans.



Review Videos

- Filmed and edited by professional videographer team
- Cooperative brands have the right to use the video, which can be used for further promotion



中德暖冬集市现场直播集锦，和小飞老师一起云逛...

835次播放 • 2021年12月16日 ...



中德暖冬集市澳帕曼专场精彩集锦

194次播放 • 2021年12月17日 ...



中德暖冬集市德国国家旅游局专场精彩集锦

139次播放 • 2021年12月17日 ...



中德暖冬集市百乐顺专场精彩集锦

193次播放 • 2021年12月17日 ...

Livestream Marketing

- Livestream promotion will be released on the media platform and fans group of chamber, showing brands pictures and introductions.

中国德国商会GermanChamberSSW > ...

9月15日 19:30

“走进德国”淘宝直播间

为你推出佳节好物专场

暂时忘了月饼

收下这份别出心裁的好物清单!



DISCOVER GERMANY 走进德国

小飞猪 走进德国官方主播

过节必备的德国好物

2021.09.15 19:30

走进德国 淘宝直播间

了解更多德国范儿 关注“走进德国”

QR code

中国德国商会GermanChamberSSW > ...

2 温暖你“德”冬天 ——

七大品牌入驻集市室内直播间，爆款好物线上开拍！最成功的饼干商百乐顺，德国工业传奇澳帕曼，护发防脱王牌欧倍青、朴兰图，国民商超EDEKA，清洁管家贝克曼，天然有机德国世家，清新女神康蜜儿，总有一款适合你~



德国少女心护发会“发光”

Plantur 21

德国少女心护发会“发光”

走进德国 ~ 福利GO


Dear 德粉儿，在吗？

直播来啦！今天下午7点30，走进德国淘宝直播间，爆款好物低至9.9！

百元以内的德国好物专场，放心买买买，绝对“买得起”！千呼万唤的贝克曼博士防染巾、去渍笔来啦，还有内衣及婴幼儿衣物都能用的去污皂，低至9.9！更有Teekanne 果茶、HGS 植物奶、Edeka 补水面霜，儿童牙膏，宝宝护臀膏.....

小而美的好物合集，助你解决生活难题！

锁定今晚7点30 走进德国直播间，一起分享小确幸时刻！



百元以下 de 德国好物

走进德国 淘宝直播间



JOIN OUR LIVESTREAM!

Contact person: Mr. WEN Xiaofei

E-mail: wen.jfay@china.ahk.de

Telephone: +86 (0)28 8533 6840

Website: www.china.ahk.de

