

11
11

2021

TO START
PRESS RIGHT

这里
开始



EGGsist presents

3 weeks from Double 11

If you are curious to know more about it

Click to the right



THE SHOPPING PARTY

IS ABOUT TO BEGIN

FEW WORDS ABOUT DOUBLE 11

你知道吗?



Double 11 at first was created by eCommerce giant Alibaba and it featured various products discounts with the excuse of giving more buying incentives to “single souls”(单身) in order to find their partners, since November 11th is also the so-called “Single’s Day” (光棍节).



SOMETHING MORE THAN SHOPPING

现在呢？



Nowadays, it has evolved into the most important online shopping festival in China.

It's not about simply pushing on purchase anymore, Double 11 has become synonymous with 360-degree entertainment to the customers.



LIKE WHAT ?

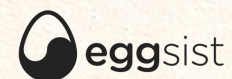


In previous years, during 双十一 (Double 11), eCommerce platforms such as Tmall organized great galas and invited top influencers or celebrities to create a festive atmosphere.

For this year, Tmall organized a huge online event featuring many games where participants can win cash and 红包 to use during 11/11!

LIKE WHAT ?

什么游戏？



This year Tmall organized a very simple online game for its consumers, the event started at 20:00 (Beijing Time) on October 20th and will end at 23:59 on November 11th.

Since there are still 3 weeks left, let's talk about the presales events.



PRESALES

预售付定金

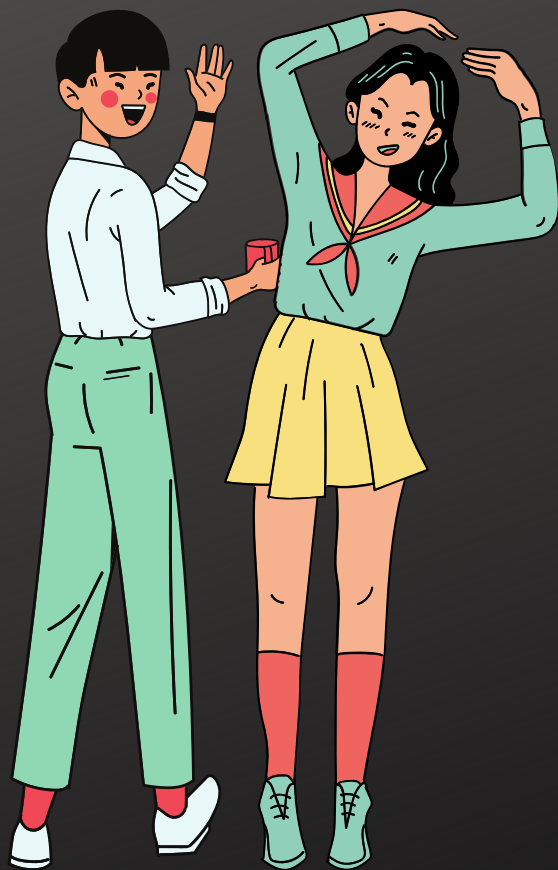


From October 20th 20:00 to October 31st 22:00, Chinese consumers can pay a deposit fee in order to participate in the game, and after that, they can shop freely to their heart's content.



PRESALES

During the presales stage, each user will be divided into groups randomly, and each group will be categorized as a 战队 “battle team”, the stage of the “war” being the shopping field.



VS



PRESALES

Each team can win a maximum of 500.000 RMB and the top prize for each individual user is 100 RMB.





Also, if you buy something on Tmall, at these specific times 13:00 18:00 19:00 20:00 and 21:00 o'clock on October 20th and October 21st you may get the chance of winning red envelopes up to 1111 RMB.

SUPER RED ENVELOPES

超级红包



And this year Tmall presented something special:
超级红包 super envelope

Starting from 8 p.m on October 20th, the users
might get the chance to win super red envelopes
that have a prize value up to 8888 RMB.



**If you wanna know more
visit our website**

EGGsist insights



**GAME
OVER**

