
Category	Marketing Technology Company of the Year
Date Create	018-03-14 06:48:06
Last Modified	018-03-14 07:37:11

Name of organisation

Sinorbis

Name of client / brand (if applicable)

Sinorbis

Name of campaign (if applicable)

Name of other organisation/s to be credited (if applicable):

In no more than 500 words please explain what it is about the company's services which allow it to offer the industry a superior service, including tangible examples.

With 771 million internet users, China already makes up 25% of the world's online population. Add to that the fact that the Chinese ecommerce market is already larger than that of France, Germany, Japan, the United Kingdom and the US combined, and there's no doubt that China's ascend as an economic superpower presents the opportunity of a century for Western marketers.

The issue is that due to China's tight internet regulation, also known as the Great Firewall, reaching their target market has been notoriously difficult for Western marketers.

[Sinorbis](#) is a Sydney based marketing technology start-up that has been founded with the goal to make marketing to Chinese achievable for any business by addressing the biggest barriers preventing them from entering the Chinese market, namely:

1. The **high barriers to entry caused by strict internet regulation** and popular Western websites such as Google and Facebook being blocked. This meant that before the inception of Sinorbis, businesses could only set up a reliable website accessible from within mainland China once they had set up a local legal entity and obtained an internet content provider (ICP) filing or license – a process that is both costly and protracted.

2. The **lack of visibility of a company's performance** in China's digital ecosystem due to a heavy reliance on third party service providers and the absence of tools that are adapted to the language and interface needs of Western audiences.

Sinorbis provides Western marketers with the world's first integrated digital marketing platform that removes the complexity of creating, measuring and optimising their Chinese digital presence. The software offers marketers:

1. **Accelerated speed to market** – the platform is making it possible to launch digital initiatives in China within weeks without the need for a domestic legal entity or an ICP license/filing.
2. **Reduced cost/risk** – businesses can launch and optimise digital marketing initiatives at a fraction of the financial and resources investment previously required.
3. **Increased control** - the dashboard interface gives businesses an integrated view of all their digital initiatives in China, offering the opportunity to improve ROI.

To date, the company has secured \$3.9 million investment and the first version of its cloud-based platform was released to market in July 2017.

The Sinorbis platform allows users to:

- **Create** a functional and optimised Chinese website, landing pages and WeChat articles without having to be able to code or navigate a foreign language interface
- **Measure** digital performance in China by providing in-depth analysis of website performance across all Chinese search engines. The platform further allows users to analyse WeChat follower engagement to gain a better understanding of the preferences and tastes of their target audiences.
- **Optimise** digital marketing efforts and benchmark results against key competitors for China's four major search engines. The platform provides users with detailed and actionable page-level analysis of their website. It will highlight critical issues and opportunities for improvements, guaranteeing optimal website performance.

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

[Download File:Sinorbis product features .pdf](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<https://www.youtube.com/watch?v=0dxL-dsUhGc>

Please provide two client testimonials of no more than 250 words each. Client testimonial 1

Investment bank [Moelis Australia](#) has worked to build a strong presence with mainland Chinese investors. **Analyst Jack Chen** said, *“Growing our business presence in China has been a key part of our growth strategy. However, creating a digital presence that could be accessed by internet users in mainland China and that was adapted to local needs and preferences, took a little while to get right.”*

“We have been working on our web & social media presence in China since the inception of our company”. “What we didn’t realise was that our website performance in mainland China was actually quite poor.” “Working with Sinorbis highlighted to us how much of a challenge connectivity in China is for international websites.” The hosting location, domain extension and integrations are all factors that contribute to poor website loading time in mainland China.

To ensure that [their Chinese-language website](#) could be accessed in mainland China, Moelis decided to build and publish a refreshed version on the [Sinorbis platform](#). **“Sinorbis’ integrated solution & unique hosting environment allowed us to build our digital presence in China on much more solid foundations”**, explained Mr Chen.

“We were also really pleased with how easy the Sinorbis platform made it for us to create a website with [layouts and UX features that appeal to Chinese users.](#)”

Noting the results of the ongoing improvements, Chen said **“There is a huge difference. We can already see from third-party servers that our visibility, connectivity and usability to Chinese users is much better than before.”**

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[Download File:Moelis website.pdf](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

Client testimonial 2

Australian producer of nutrition & supplement products, PharmaCare, was looking to tap into the China market to bring household brands such as Nature’s Way, Bioglan, Fatblaster & Skindoctors to mainland [Chinese digital consumers](#).

Airing Wang, PharmaCare’s brand manager for China, said *“We wanted someone who really understood digital marketing in China & could help us get cut-through for our brands.”*

PharmaCare needed digital capability in the Chinese market. According to Ms Wang, *they not only needed a ready way to overcome [China's 'Great Firewall'](#), but also a way to meaningfully tap into [Chinese social media](#), which presents an entirely different digital ecosystem from the rest of the world.*

Most importantly, PharmaCare needed the ability to build & launch highly-agile digital campaigns within tight timeframes, responsive to the fast pace of business in China.

“Sinorbis was excellent for us,” she said.

Ms Wang cites the Sinorbis platform’s pre-designed [website templates](#), optimised for Chinese audiences, as a key factor in speed-to-launch for PharmaCare’s China campaigns.

“Sinorbis provides an easy tool that we can use to do everything ourselves. We retain complete control & visibility & can turn digital campaigns around extremely quickly. The fact that these Chinese website templates are built right into the platform means there’s no need for digital coding – it’s drag & drop. The whole process is very DIY, but with an account manager from Sinorbis to tap into for support. And the service quality is exceptional.”

“We’re now perfectly set up for digital marketing activity” said Wang.

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

[Download File:Pharmacare website.docx](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

In no more than 500 words, please share examples of innovation delivered during the year in question.

Sinorbis is the **only** integrated marketing platform that allows non-Chinese marketers to create their digital presence in China without having to manage all the complexity usually associated with cracking into the Chinese digital ecosystem.

The product has been designed to meet the needs of Western business through an intuitive state of the art drag-and-drop interface that incorporates English to simplified Chinese translation, putting a user-friendly product design front and centre.

The most innovative aspect of the Sinorbis platform though is that it **significantly reduces the cost, barrier to entry and speed to market** for Western brands looking to reach consumers in mainland China.

Cost: Before the launch of Sinorbis, breaking into the China market used to be very cost-intensive. Setting up a high-performing Chinese website required jumping many regulatory hurdles, as well as engaging the help of a local agency to set up and manage the digital presence. The costs for this quickly ran into the tens of thousands, keeping the China market out of reach for many businesses, particularly in the SME sector. For instance, fulfilling the basic requirements for setting up a high-performing Chinese website and creating the site in the first place, would cost a business a minimum of \$47,500.

With Sinorbis, businesses can launch their digital presence in China from as little as \$499/per month. This means they can effectively test the market and how to best reach their target audience in mainland China without exposing their business to significant risks.

Barrier to entry: Through a combination of advanced coding and an optimised hosting environment, Sinorbis allows marketers to have a Chinese web presence up and running within a few weeks – fast loading speed guaranteed, no ICP license required.

Speed to market: The easy-to-use software interface with integrated translation tools means that marketers can have their digital presence in China up and running within weeks, meaning they can get ahead of the competition in this lucrative and highly sought-after market.

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<https://www.youtube.com/watch?v=0dxL-dsUhGc>

In no more than 500 words please share details of the company's commercial success during the year in question. Where possible, provide actual revenue and profit numbers; where not possible provide percentage comparisons to the corresponding 12 months.

Sinorbis has raised \$3.9 million in two rounds of funding and is entering a period of exponential growth. Since its inception, the company has grown from its core leadership team of four to 20 staff across offices in Sydney (HQ), Shanghai and Colombo.

Having started out as a China-focused digital marketing agency in 2016, the first version of the cloud-based marketing platform was released in late June 2017. New features and functionalities

being added on a fortnightly basis. Sinorbis has been able to grow annual revenue by 265% and is onboarding new clients every week.

Since its launch Sinorbis has signed **with prominent clients such as:** *BMW Australia, Sydney Airport, PharmaCare, Bod Australia, TAFE QLD, Western Sydney University, Central Queensland University, Every Bite Counts, The Beauty Chef, UTAS, The University of New England and many more*, being a 265% YoY revenue growth.

Sinorbis' whitepapers had great coverage and were featured by almost every major media outlet and industry publication in Australia, including AFR, The Australian, Sky News, ABC, SMH, Mumbrella, B&T... (press clippings included as part of the submission).

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[Download File:Startup Daily.pdf](#)

[Download File:AFR.pdf](#)

[Download File:SMH.pdf](#)

[Download File:The Australian.pdf](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<https://vimeo.com/250205627>

<https://vimeo.com/219038759>

Please upload an EPS file of your company logo (files must be no larger than 5MB)

[Download File:sinorbis-logo-cmyk-onwhite.eps](#)

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes

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