

Fireworks

TENCENT SOCIAL ADS RESELLER

Fireworks is a digital technology and marketing agency specialized in solutions for premium international brands in China.

We are active since 2013 with offices in Shanghai and Hong Kong, and have a team of 20+ among strategists, designers and media experts.

Our key activities include:

Omnicommerce activation

we create and execute e-commerce strategies, help companies build social commerce capabilities

Digital branding

we use digital channels to improve positioning of brands, create long-lasting emotional ties with their audiences

SPARK IT UP, WITHOUT
BURNED FINGERS.

FIREWORKS IMPACT

Fireworks is the only post digital agency in China to support western brands enter China. In the past 5 years, we have worked with over 50 brands include names such as DIAGEO, Farfetch, Herschel Supply, Stella McCartney, Richemont Group and Forever21.

We are proud of our role in boosting mutual understanding between China and the Western world and bring real business results for brands – our social media and e-commerce integration for Farfetch saw the luxury fashion platform achieve 74 percent year-on-year sales growth and helped to land a US\$397 million investment from JD.com.

OUR VISION, MISSION & STRATEGY

We develop proprietary digital solutions for companies of all sizes and provenance to connect and sell to Chinese audiences.