

***“Wǒ fāng bu dòng” how to deliver the right message to the right audience: crossing borders
and understanding culture***

*The Italian Association of Italian Scholars in China and Marangoni Institute
With the special support of the Consulate General of Italy in Shanghai*



Program

Date and location	Saturday May 18, 2019 2:30 – 6:40 pm Floor 30, Tower 2, Plaza 66, 1266 Nanjing West Road, 200040 Shanghai
Program	<p>2:30 – 3:00 Registration</p> <p>3:00 – 3:15 Greetings Mevin Murden, Education Director, Marangoni Institute</p> <p>Roberto Pagani, Science and Technology Counsellor of the Italian Ministry of Foreign Affairs at the Consulate General of Italy in Shanghai</p> <p>Alberto Batinti, International Business School Suzhou – XJTLU & Vice President of AAIIC</p> <p>3:15 – 3:55 Francesca Hansstein, Research Assistant Professor, Shanghai University of Finance and Economics <i>“Are Chinese consumer preferences shifting towards an Asian blend?”</i></p> <p>3:55 – 4:35 Graziana Maellaro, Lecturer, Istituto Marangoni <i>“Psychography of Communication”</i></p> <p>4:35 – 4:50 Break</p> <p>4:50 – 5:30 Marco Pellitteri, Media Sociologist, Shanghai International Studies University, <i>“Japanese animation in Italy: Transnational brokering, ‘national-popular’ penetration, and nostalgia”</i></p> <p>5:30 – 6:10 Shuo Feng, Research Executive, Reuter Communications <i>“Debord’s ‘Spectacle’ in luxury: the manifestation from the marketing scope”</i></p> <p>6:0 – 6:40 Final Panel Q&A</p>
Registration	Limited seats, RSVP, send an email to info@accademicicina.org by May 15 th , 2019. Please, indicate “Event Participation” in the email subject.
Fee	Participation fee: RMB150 in cash at the door, free for students. All the proceeds will go AAIIC.

Abstracts of the talks

Francesca Hansstein, Are Chinese consumer preferences shifting towards an Asian blend?.

With the tremendous economic growth lasting now for four decades, the incremental exposure to international trade and globalization, China has inevitably absorbed Western culture and habits. To some extent, the Chinese “new normal” is, and will be, a phase of economic and social consolidation, based on re-balancing the economy from investment to consumption-driven, aiming at reducing inequality, and accessing an introspective phase looking for resourcefulness in tradition, culture, and historical heritage. How will these changes impact Chinese consumers’ choices? In this talk, the conventional view according to which Chinese consumers are becoming more and more Westernized is challenged, and an alternative model is proposed, that is, Chinese are moving towards an “Asian blend” in their consumption lifestyle. In the talk, several examples to support this view will be presented, as well as best practices on how Western companies can keep being attractive in an ever changing scenario leading to a healthy competition.

Short bio: Francesca Hansstein is a Research Assistant Professor at the Shanghai University of Finance and Economics. She does research on Chinese consumers using both quantitative and qualitative research methods. She recently coauthored the book “China’s Evolving Consumers: eight intimate profiles”.

Graziana Maellaro, Psychography of Communication: products are made in the factories but brands are created in the minds.

The power of a brand - especially for the luxury industries highly connected to “image”- rests in its relationship with consumers. Every company behind a brand needs to ensure that there is a close match between brand’s identity and the brand image as perceived psychologically from consumers. The development of more and more sophisticated quantitative research methods empowered by technology is giving the illusion that we are able to quantify emotions, explaining every aspects of human mind, but too often we forget empathy and sense marketing. This talk aims to underline good practices forecasting future opportunities for an effective communication strategy. TBC

Short bio: Since 2010 Graziana specialized in copyrighting and intellectual property working with international luxury players in areas such as fashion, design and furniture. Since 2016 she is lecturer at Istituto Marangoni for Fashion Business Courses. She is a member of AAIC the Italian Association of Academics in China.

Marco Pellitteri, Japanese animation in Italy: Transnational brokering, ‘national-popular’ penetration, and nostalgia.

Japanese animation for youths has a history of widespread and deep popularity in Italy and France that dates back to the late 1970s, thanks to massive broadcasts across more than two decades on national and private television channels. Today, that longstanding popularity finds new momentum through new platforms and fruition modalities, while the enduring wave of the previous, mainstream success among former youths of the 1980s-90s is currently supporting and informing a remarkable flux/reflux of nostalgia-centred as well as commercial revival and success. This talk, in the first part, explains the almost chance-driven entrepreneurial dynamics that ignited the importation of the first Japanese animated cartoon films and series that were purchased by European television producers and stations; and, in the second part, it comments upon the long-term sociocultural outcome that this successful and vast corpus of exotic but

somewhat universally appealing animated cartoons from Japan had on the pop imagery and subculture of today's forty- and thirty-something generations of TV watchers.

Short bio: Marco Pellitteri is a media sociologist. He teaches in the School of Journalism and Communication of Shanghai International Studies University. He spent five years as a researcher at Kobe University (Japan) and received research fellowships and grants from the Japan Foundation, the JSPS, the Hosono Bunka Foundation, and the Toshiba International Foundation. He specialises in visual media, visual culture, creative industries and pop entertainment, with frequent reference to comics and animation.

Shuo Feng, Debord's 'Spectacle' in luxury: the manifestation from the marketing scope.

In his book 'The Society of the Spectacle', Guy Debord demonstrates a spectacle in which authentic social life is replaced by its representation, and stages of social life decline from being into having, and from having into appearing. In terms of luxury marketing, this statement indicates luxury brands and marketers are trying to emphasize the idea that 'the appearance of luxury products can determine how we appear to others', rather than convince consumers by actually talk about the quality and functionality of product itself. In the coming speech, we will showcase Debord's spectacle in a few luxury ad case studies and discover if Chinese consumers seek anything beyond the spectacle.

Short bio: Shuo joined Reuter Communications as a Research Executive in 2018. In her role, she conducts both qualitative and quantitative research projects with world-leading luxury and premium brands such as Graff, By Kilian, International Luxury Travel Market (ILTM), and Cartier. Her research interests focus on post-consumerism, luxury consumption, de-growth economy, and consumer culture studies.