



campaign
HOUSE

SPEED AS STRATEGY

CHINA: SYSTEMATIZED SPEED

A Pecha Kucha Talk

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IN JUST **THE LAST YEAR!**



HONOR
+55% Overseas
Shipments



CHAGEE
7,500
Teahouses



BYD
4.6M+
NEVs



POP MART
USD 5.5B
Based on IPs

A BIGGER SHIFT

2000S

**Original Equipment
Manufacturer**



Manufacturing products for others or selling low-cost unbranded goods.

2010S

**Products Made
in China**



Brands offering high value-for-money products.

2020S

**Brands From
China**



Building emotional connections with consumers, via increasingly breakthrough products.

Source: TBWA Labubu Letters (2026)



A NEW BRA

FROM
**MAKING
THINGS
FOR THE
WORLD**



TO
**MAKING
THINGS
THE WORLD
WANTS**



CHINAMAXXING, ANYONE?

AT THE HEART OF IT ALL?

SPEE



BUT WHY DOES THEIR SPEED WORK?



WESTERN BRANDS:
REDUCE UNCERTAINTY **BEFORE**
ENTERING THE MARKET

MARKET
= THE FINAL EXAM



CHINESE BRANDS:
REDUCE UNCERTAINTY **BY**
ENTERING THE MARKET

MARKET
= THE LEARNING ENVIRONMENT

Fast Sensing

SPEED AS AN OS

THE CV LOOP

THE CHINA VELOCITY LOOP

Fast Scaling

Fast Making

Fast Sensing

THE CV LOOP

THE CHINA VELOCITY LOOP

Fast Scaling

Fast Making

Fast Sensing

THE CV LOOP

THE CHINA VELOCITY LOOP

Fast Scaling

● Fast Making

Fast Sensing

THE CV LOOP

THE CHINA VELOCITY LOOP

Fast Scaling

Fast Making

THE CV LOOP
**IS NOT JUST A
MARKETING THING.
IT'S A COMPANY-
WIDE BEHAVIOR.**



HONOR

The phone is not just a finished product pushed into market. It is a living interface, shaped by users, AI behaviors, services, and everyday friction.

A close-up, slightly blurred image of a person's face holding a smartphone. The person's eyes are looking down at the phone. The phone is a dark color, possibly black or dark blue, and has a triple-camera system on the back. The text is overlaid on the image in a bold, sans-serif font. The word 'FEEDBACK' is highlighted in yellow, while the rest of the text is white.

NOT JUST HARDWARE.
BUT A **FEEDBACK LOOP**
BETWEEN PEOPLE,
DEVICES, SERVICES,
AND DATA.

MINISO

THE SHELF
BECOMES A LIVE
READ ON CULTURE





THE **PRODUCT** ESSENTIALLY BECOMES **RESEARCH**



BUT, THERE IS **NUANCE** TO THE CHINA SPEED STORY





POPMART
IS STILL HOT,
BUT THE
HYPE
IS COOLING DOWN



vs.

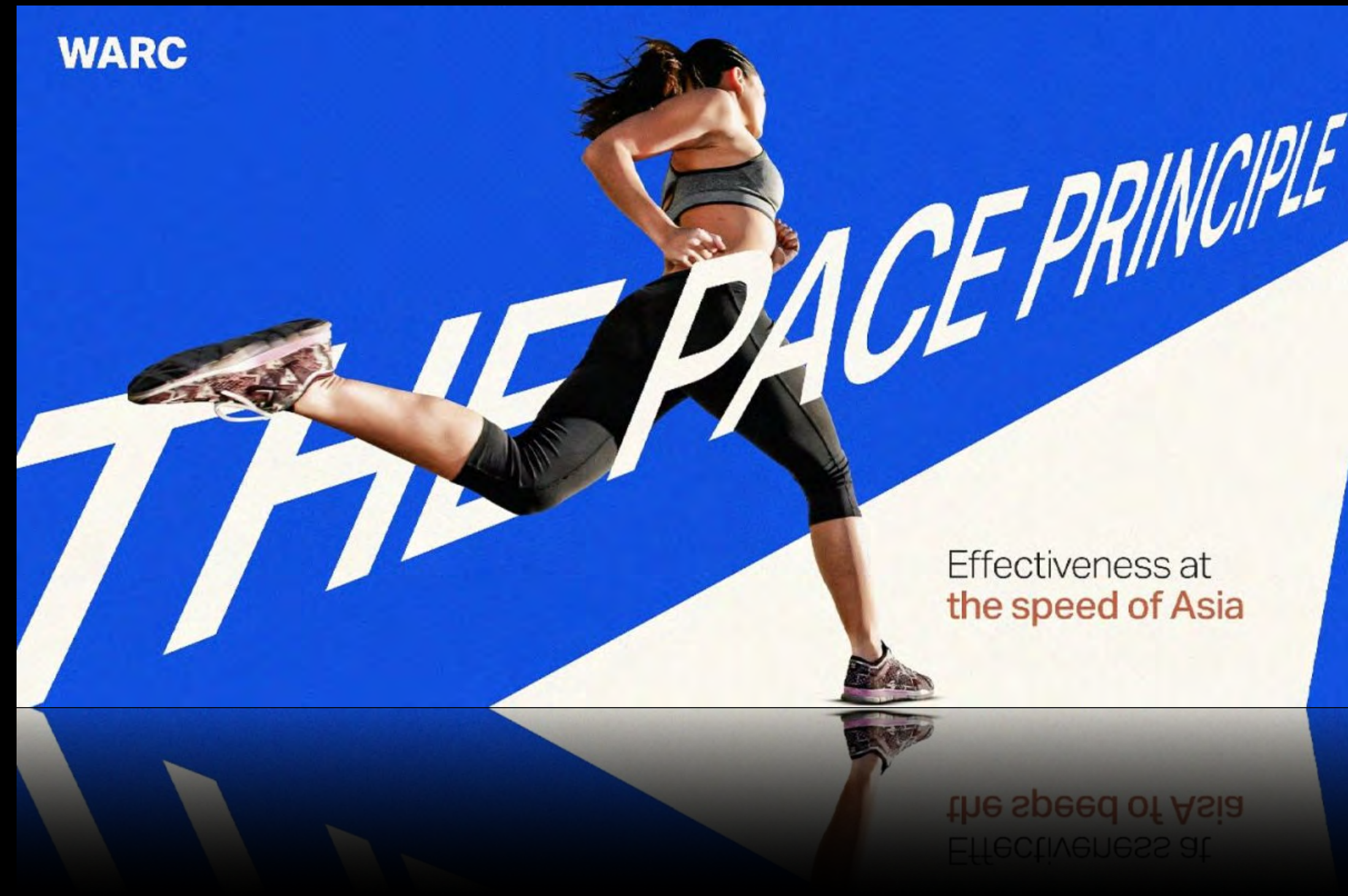


WARC

Real growth operates at

TWIN PACES

(also in Asia)





THE REAL QUESTION

What happens when Chinese brands crack both paces?

There will be very little that can stop Chinese brands globally.

