

FROM LOCAL TO GLOBAL

Double V Consulting Is A China-Based Brand Consultancy Firm
Connecting Western Brands with Chinese Consumers
& Empowering Chinese Brands to Conquer Global Markets

DOUBLE V

WHO WE ARE

Double V Consulting is a **brand consultancy firm** dedicated to connecting Western brands with Chinese consumers and empowering Chinese brands to conquer global markets.

Founded in 2017 by energetic entrepreneurs, who have years of practical experience in China cross-border e-commerce, brand building, and marketing, we support our brands as your long-term strategy think tank and branding partner.

With offices based in the China Greater Bay Area (Hong Kong and Shenzhen), our international and local team has proudly served **100+** brands in the past 6 years, including but not limited to beauty, fashion, F&B, travel, and gaming companies.

2017

Founded in
2017

100+

Proudly
Served 100+
Brands

2

Offices based in
Hong Kong and
Shenzhen

FOUNDER STORY



MIRO LI

- Founder of Double V. Consulting
- Founder of CHINable Academy
- Core Member of Amcham Marketing Committee
- Core Volunteer of Startup Grind Shenzhen
- MBA at The University of Hong Kong
- BBA at The Chinese University of Hong Kong

Miro is a professional brand consultant and market researcher with extensive hands-on experience in building brands globally. She is a native Chinese and has been living in Hong Kong for more than a decade.

She started her career in a leading French communication agency serving luxury brands such as Hennessy, Atelier Cologne, Glashutte, and MGM etc. Miro then joined a Chinese cross border e-commerce startup and was in charge of overseas business development. She successfully built connections with local and overseas merchants, governments, trading organizations and agencies. After talking to thousands of overseas brand owners, Miro realized the significant lack of public resources, practical support, and transparency for them entering and expanding in China.

With her hands-on knowledge and over 8-year experience in PR, marketing and cross border e-commerce, Miro founded Double V Consulting in 2017, aiming to provide the best support with integrity and transparency for brands (no matter big or small). As of 2023, the Double V team has worked with 100+ overseas luxury and emerging brands including Gucci, Landmark, KIKO and Drunk Elephant etc.

Taking one step further, the Double V team launched an incubation center to support Chinese startup brands. From market research and consumer insights to product design and branding strategy, Double V provides 360-degree solutions to help brands grow from 0 to 1, in both local and global markets.

Miro also founded an e-learning platform CHINable Academy in 2019, providing online courses, webinars and workshops about China e-commerce and marketing to foreign brands for better understanding Chinese market and consumers.

Miro holds an MBA degree from The University of Hong Kong and a bachelor's degree from Chinese University of Hong Kong. She speaks Mandarin, Cantonese, and English, and is now based in Shenzhen.

VISION, MISSION & VALUES



VISION

To BUILD GLOBALLY RECOGNIZED BRANDS

Our vision is to craft brands with worldwide acclaim. We're dedicated to creating names that resonate globally, blending innovation and storytelling to inspire loyalty and make a lasting impact on the world stage.



MISSION

To BRIDGE GLOBAL BRANDS WITH LOCAL CONSUMERS

Our mission is to connect international brands with local consumers on a profound level. We bridge geographical and cultural gaps, enabling brands to authentically resonate with communities worldwide. Through these connections, we don't just facilitate transactions, but build lasting relationships based on trust and shared values.



VALUES

INTEGRITY

We value integrity over anything else. We show you the real work, real followers and real results.



TRANSPARENCY

We are transparent on what we can deliver and what we can't. We are honest about our capabilities.



HIGH-EFFICIENCY

We believe high-efficiency is a key to success in China, especially in marketing. Sometimes you may find us a bit "annoying" for keep chasing you to make sure the process is on time.



CUSTOMIZATION

"One size fits all" doesn't work in China, a complex and fast-changing market. We make sure 100% of our work is tailored for you - because we believe each brand is unique.

SOME BRANDS WE HAVE WORKED WITH



GUERLAIN

GUCCI

BURBERRY

KIKO
MILANO



PAULA'S CHOICE
SKINCARE

Supergoop!

VERSED

SOL-Janeiro

Jenni Kayne



Briogeo

CULT51
LONDON

Jorgobé

epionce

INTELLIGENT
I-N

REVISION
SKINCARE



PARFUMS GRÈS
PARIS

GERMAINE CAPUCCINI
COSMETOLOGUES DE LA PREMIÈRE MAIN



YUNJAC



Tal
PROFESSIONAL
SHINE
CONCEPT

GK
HAIR
PROFESSIONAL

MONNIER
Paris

FORZIERI

Les Néréides
PARIS

B
BILL SKINNER



plantronics



WHAT WE DO

Data-Driven Approach

Cultural Adaptation

Tailored Strategies

Online + Offline

LOCALIZATION

Connect Western Brands with Chinese Consumers

GLOBALIZATION

Empower Chinese Brands to Conquer Global Markets

Market Research

Market Entry Strategy

Branding Strategy

Content Marketing

INDUSTRIES THAT WE COVER



OUR SERVICES



MARKET ENTRY & EXPANSION STRATEGY

All strategy projects will be led
by our founder Miro Li

Services:

- Brand & product analysis, brand audit
- Competitors analysis
- Consumer behavior studies
- Brand positioning in China, re-branding
- Chinese naming, slogan
- Pricing strategy
- E-commerce strategy, TP selection
- Social communication & marketing strategy
- Private domain, social commerce strategy
- Chinese brand book & product catalogue

Deliverables:

- 100% customized strategy report based on your needs
- One-on-one expert call charged by hours

OUR SERVICES

MARKET RESEARCH

Our network covers all 1st-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen) and major 2nd-tier cities (such as Chengdu, Hangzhou, Chongqing, Xi'an, Xiamen etc.)

Services:

- Market overview & analysis
- Competitors analysis
- Consumer behavior analysis
- Surveys & questionnaires
- Focus group research
- E-commerce sales data analysis
- Social listening
- Mystery shopping experience
- Big data provided by major e-commerce & social platforms

Deliverables:

- 100% customized market research report based on your needs

OUR SERVICES



SOCIAL CONTENT MARKETING

We are a **certified agency** of Xiaohongshu, Bilibili and Ocean Engine (Douyin, Xigua & Toutiao etc.) influencer marketing platforms.

We are connected with 10,000+ influencers/celebrities covering social platforms WeChat, Weibo, Xiaohongshu (Little RED Book), Bilibili, Douyin, Kuaishou, Baidu, Meituan Dianping, Toutiao, Zhihu, LinkedIn, and more niche social media platforms.

Services:

- B2C & B2B social content marketing
- Social content timeline planning
- Influencers/celebrities identification & coordination
- Campaign brief to influencers/celebrities
- PR box design and shipping to influencers
- Online activities planning & execution
- Followers engagement games design

Deliverables:

- KOLs/KOCs list for selection
- Each social post will be sent to you for approval before launch
- Campaign review report & data analysis

OUR SERVICES



B2B BUSINESS DEVELOPMENT

We deliver qualified sales opportunities. Avoid the heavy lifting, time-consuming efforts of generating and qualifying leads, setting sales meetings or confirming event attendees.

Double V Consulting will do the donkey work for you, freeing up your time, and supplying confirmed meetings with fully pre-qualified, relevant, decision makers.

Services:

- Sales lead generation
- Brand book & product catalog design
- Distribution/TP selection
- Partner Identification and Relationship Management
- Sales and Channel Management
- Tradeshows and exhibitions support
- Regulatory compliance
- Business negotiations
- Sourcing and Supplier Management
- Performance Tracking and Reporting

Deliverables:

- Potential partner list
- Business matching events

OUR SERVICES



TRAINING

Our affiliate **CHINable Academy** provide online courses, webinars & resources to help you understand the fast-moving China market. We also offer offline training sessions for corporates. All training contents are fully customized. If you are not sure what contents you need, we will advise you with the most suitable training modules.

Services:

- Online pre-recorded courses
- Seminars & webinars
- Keynote speeches
- Live streaming corporate trainings
- In-office trainings
- Customized workshops
- Industry reports & white papers
- Real life case studies
- Insightful articles

Deliverables:

- 100% customized online/offline training sessions
- Downloadable training materials & handouts

OUR INSIGHTS

China and global markets are huge and fast moving. This is not ONE market but many different markets. We constantly share market knowledge, trends, insights and case studies, to keep you up with what's going on here. We have also been frequently interviewed by leading media publications.

We always encourage our clients to watch, experience and learn, so you will better understand your own needs.

For all insight articles and webinar/event information, please go to our website to discover more.

DOUBLE V

FEATURED IN



OUR INSIGHTS

REPORTS



ONLINE COURSES



Please go to our website to download all reports
and access all online courses

www.doublevconsulting.com

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CHINABLE ACADEMY

- CHINABLE Academy is an affiliate of Double V Consulting
- We are a training and resources sharing platform offering courses and workshops about China business, Internet, e-commerce and marketing for both executives and employees who are interested in learning about China. We also regularly organize webinars and seminars
- We build an online community with industry leaders who have years of experience in helping international brands explore China market. We help everyone connect and find resources
- We provide training and resources in fields of China Internet eco-system, e-commerce, digital marketing, legal, social media, consumers and more

CHINABLE
Academy



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[CHINABLE Academy](#)



www.chinableacademy.com

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