

PRESS RELEASE

# WEBREPUBLIC APPOINTED AS FIRST OFFICIAL PARTNER OF WECHAT OPERATOR TENCENT IN THE GERMAN-SPEAKING WORLD

Zurich, June 05, 2019 – The Zurich based digital marketing agency is improving access to the Chinese digital market for its clients

One billion users spend up to three hours per day on WeChat, China's leading social media platform. WeChat is a true all-rounder: It can be used for payments, shopping, text messages, gaming, booking flights, or even to set up a doctor's appointment. As a result, WeChat offers ambitious companies a huge online platform to connect directly and more efficiently with their target audience.

The Zurich-based digital marketing agency Webrepublic is now the first agency in the German-speaking world to be officially certified as a partner of WeChat operator Tencent, and thus enjoys privileged access to the WeChat universe.

“Companies that want to be successful in China or among Chinese travelers visiting European shops need access to Tencent's mighty online ecosystem. Thanks to our certification, we can now place our customers' digital marketing campaigns on WeChat directly, quickly, and under better conditions by avoiding middlemen.”



**Tom Hanan**  
Founder / Managing Director,  
Webrepublic AG

## WEBREPUBLIC SERVICES FOR CHINA

The Webrepublic China team supports brands looking to expand into the Chinese market with tailor-made strategies and digital marketing services. Webrepublic's portfolio of China-focused services includes brand awareness and reach-expansion initiatives that involve the targeted use of paid ads and the optimization of organic performance on the key platforms Baidu, WeChat, and Weibo.

## POTENTIAL FOR EUROPE

For European companies, the Chinese digital market offers huge, as-yet untapped potential. "Companies can use Chinese platforms like WeChat to not only boost their sales figures in China, but also to target Chinese travelers," said Hanan. "These services are particularly interesting for the luxury goods and tourism industry. We are the ideal allies for customers who want to be active in the relevant Chinese digital channels."

## WECHAT – THE NUMBER ONE PLATFORM ON THE CHINESE DIGITAL MARKET

The social media platform WeChat includes features such as text messages, video calls, e-commerce functions, and "Moments" posts that can be shared with friends. The app is market leader in China. Currently almost 3.5 billion users are present on their own WeChat accounts and promote their services there. Tencent, the operator of WeChat, is one of the leading providers of web-based services in China and one of the most valuable companies in the world.



Source: cdsb Imageinchina

## ABOUT TENCENT

Tencent is a Chinese internet company founded in 1998 and headquartered in Shenzhen. Its mission is to improve users' quality of life through internet services that generate added value for its users. Its activities include instant messaging services, social networks, online media and online advertising.

## ABOUT WEBREPUBLIC

Webrepublic is the leading fully-integrated marketing agency. The owner-operated company employs over 170 specialists in Zurich. Together they design, implement, and optimize national and international campaigns from a single source, translating marketing innovation into shareholder value.

# PRESS CONTACT

Karlien Täschler  
Head of Marketing Communications  
[communications@webrepublic.com](mailto:communications@webrepublic.com)

Webrepublic AG  
Bederstrasse 49  
8002 Zurich

+41 44 542 90 60  
[office@webrepublic.com](mailto:office@webrepublic.com)

Webrepublic AG  
Avenue de France 5  
1004 Lausanne

+41 44 545 50 18  
[office@webrepublic.com](mailto:office@webrepublic.com)

**web★republic**

