



TRENDS IN INTERNATIONAL MARKETING CHINA FOCUS

National Cherry Industry Conference 2026

Jonathan Cox | CEO & Founder Stratforms | May 30 2026



STRATFORMS®



International Management Executive with over 25 years experience specialising in **launching brands and selling products in China**, Australia and the USA With an MBA from Rollins College Graduate School of Business in Florida. Mandarin studies at Qingdao University in China.



Hong Kong 1980

Qingdao 1998



Guangzhou 2022

OUR PEOPLE MAKE THE DIFFERENCE!



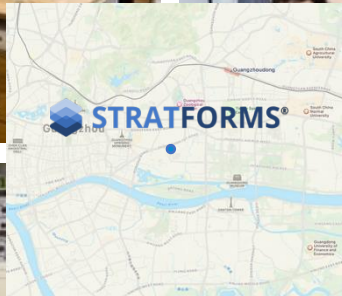
With offices in Guangzhou China, for the past 10 years **Stratforms** has been a **full-service market entry and commercialization company**, specializing in launching brands into the world's largest consumer market.

Our expertise spans **regulatory compliance & approvals, trademarks, logistics, supply chain management, importation with a focus on distribution, online/offline sales and marketing.**

We manage your product journey from **ex-works to final B2B and B2C customers**, executing to **drive sustainable sales, success & profitability in China.**

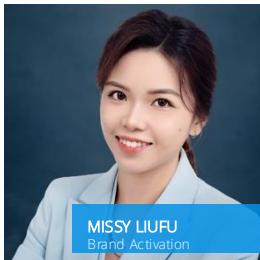
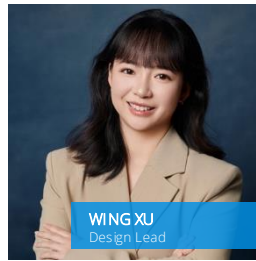
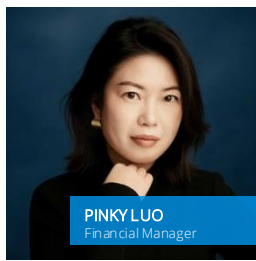
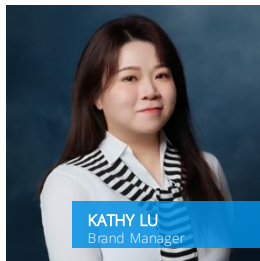


MAIN OFFICE IN GUANGZHOU CHINA



Address English: Room 1808, South China Railway Building, No.57 Zhong Shan Yi Road, Guangzhou, China, 510600 Address Chinese: 中国广东 510600 广州市越秀区中山一路57号 南方铁道大厦1808房

KEY LEADS & CAPABILITY



- End-to-end import to sales execution.
- Import and sales licenses by Stratforms.
- Brand activation & marketing.
- E-commerce operations.
- Sales & distributor execution.
- Proven track record of success.



Top UK Mixer



Prebiotic Sparking



SIMPLE + ADDITION



Coconut Milk



MINOR FIGURES



Barista Oat Milk



Healthy Cocktail/Mocktail Mix



Southern Rock Lobster



JUST WATER



Spring Mineral Water



REID FRUITS SINCE 1856



Premium Cherries



Firefighters Calendar



Australia Ambassadors



Tasmanian ABALONE Council



Wild Blacklip Abalone



HIGH END RETAIL SALES + MARKETING ACTIVATION

Over 1,000 POS connections & results . High end grocery, high end cafés, restaurants and hotels. 100's of tastings and strong placement position.



Ole'

Giant
金象超市

CORNER'S DELI

DeLi life
食和家

city'super 城市超市

7
FRESH

THE FOOD MARKET
生鲜超市



1. High End Multi-Channel Selling Strategy

- Multiple *touch points* grows sales in market.

2. 5x The Average Price and 50% YOY Growth?

- Mega marketing with an *on the ground* team brings results!

3. Protect Brand Integrity

- Leverage *product traceability, branding* and supporting distributors.



KOMBUCHA PEACH



干了这杯
快乐水!



打卡✓
更好的自己

WILL'S®

威尔仕健身

KOMBUCHA

- BRAND STORY
- CREDIBILITY
- PRICING
- CUSTOMER CARE
- SALES
- YOUR WEBSITE IN CHINA



Brand Activation - Owned Media

WECHAT

Quzhou event



Launch on Hema



May Day



RED



KOL/KOC LIVESTREAM

-High Level Livestream - Nicole

-Average single live streaming sales 30k



1.35+ million
followers
100 millions video
views



100k+
followers
3 million +
views



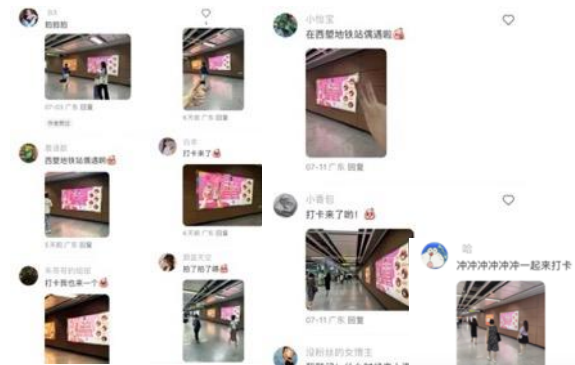
200k+ followers
6 million+ video
views



30k+ followers
¥ 160+ million
GMV



Remedy on billboards in Guangzhou, Shanghai & Beijing.



BRAND ACTIVATION EVENTS + COLAB



- Austrade
- AusCham
- Lululemon
- Jojo's
- Will's Gym
- Burton
- The Happy Monk
- AFL China
- Giant

BRAND ACTIVATION OFFLINE MERCHANDISE STRATFORMS®



58cm*33cm



kt板: 48cm*28.1cm
纸张: 60cm*38cm



BRAND ACTIVATION ONLINE TO OFFLINE



@会好好吃饭的葡萄
糖奶片 Follower:37k



时樱呀
Follower:21k



是妮妮子呀
Follower:13k



Mandy
Follower: 15K



Mia 2.0
Followers: 34k



ON THE GROUND & FACE TO FACE!



rockit

5x the average price of an apple in China: How Rockit is maintaining a premium and growing over 50% annually



NEW ZEALAND'S BITE SIZED PIONEER



- Commodity fruit to premium snack brand.
- Sold by occasion, not weight.
- Innovative tube packaging: fun, portable, premium.
- Occasion-based positioning.



Source China Skinny: <https://chinaskinny.com/blog/rockit-apple-strategy-china> - Mark Tanner



Stratforms Global Limited

LOCALISATION WITH GLOBAL DNA

- Global brand DNA, locally executed, built local team.
- Heavy investment in local teams & insights.
- Various gifting & packaging formats.
- Connected to customers online & offline.



REIMAGE PRODUCE MARKETING!

- Branding is now essential to win in China Premium.
- Consumers buy trust, quality, health & story.
- Strong brands create emotional value.
- Exporters from commodity to premium branding.





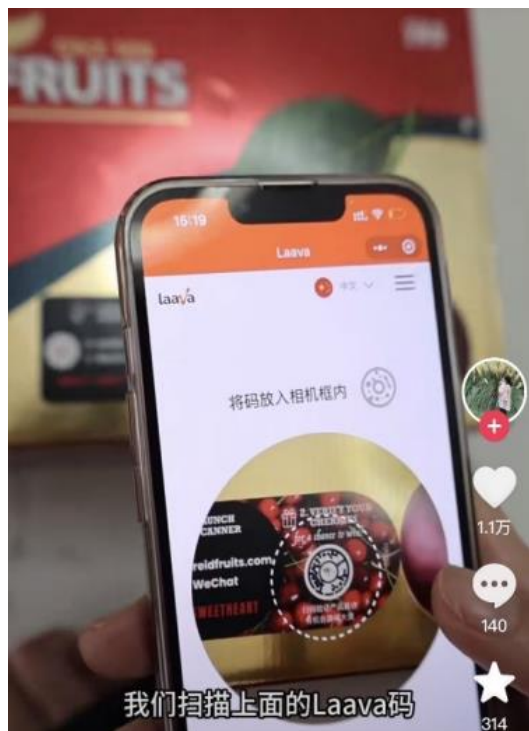
TASMANIAN PREMIUM CHERRIES

- REGISTERED TRADEMARK
- AUTHENTICITY PROGRAM
- OFFICIAL BRAND PRESENCE IN CHINA
- CONSTANT BRAND BUILDING
- STRONG DISTRIBUTOR SUPPORT



PROVEDANCE TO THWART COUNTERFEITS! STRATFORMS®

Use the LAAVA code to identify genuine Reid Fruits & Engage with Consumers!



鳳凰網 區域 > 正文

等一颗成熟的樱桃，是Reid Fruits对时间最温柔的尊重

华夏早报

2026/01/26 10:52



对熟悉塔斯马尼亚樱桃的人来说，礼帝樱桃从来不是“越早越好”的水果。它更像是一份需要等待的礼物——关于季节、关于自然，也关于时间本身。

2026年，塔斯马尼亚迎来了一个气温偏低的春季。持续的低温，使浆果类水果整体成熟节奏放缓，樱桃的生长周期被自然延长。果树在昼夜温差中缓慢推进，花期、坐果、膨大，每一个阶段都

我来说两句

分享

收藏

点赞

评论



如何安心品尝Reid Fruits? 礼帝樱桃理性提醒

2026-01-26

责编：程静 点击量：31673

作为塔斯马尼亚樱桃的重要生产商之一，Reid Fruits在2026年樱桃季对礼帝樱桃的防伪体系进行了全面升级。本季上市产品将统一采用全新的 Laava 指纹防伪码。与传统二维码不同，Laava 并非简单的信息链接，而是基于光学识别技术生成的唯一编码，每一枚防伪码都对应具体产品，难以被复制或仿冒。



新华报业网 首 推 江 南 地 直 评 智 商 法 封 岗 文 汽
WWW.XHBY.NET 员 报 苏 京 频 播 论 业 治 经 产 旅 车

新华报业网 > 商业 > 区域 > 正文

Reid Fruits百年果园再迎樱桃季：从1856到今天，把“时间”种进一颗塔州樱桃里

2026/01/26 16:33 南京新闻

每到冬季，“塔斯马尼亚樱桃”总会成为高端水果市场最让人期待的一抹红。而在从南半球到中国餐桌的风味航线中，Reid Fruits 是一个绕不开的名字——它不仅代表着塔斯马尼亚樱桃的核心产区，也代表着一个跨越世纪的果园传承。

公开资料显示，Reid 家族早在 1856 年就在塔斯马尼亚南部建立了最早的果园种植基础，并由此开启了连续多代的果业经营与积累。这一时间节点，意味着 Reid Fruits 并非“近几年才流行的樱桃品牌”，而是一家以长期主义为底色的果业型企业：在一个半世纪的产业更迭、品类转型与国际贸易浪潮中，依旧保持对品质与标准的长期投入。澳洲媒体也曾报道其在 160 周年节点的行业影响力与出口布局，进一步印证了其在塔州果业体系中的代表性。



一颗樱桃背后，是“百年果园”与“现代标准”的共同完成

从 1856 年的第一片果园开始，到今天跨境冷链、分级标准、消费者教育与防伪体系的建立，Reid Fruits 的路径并不复杂：用长期主义做农业，用标准化做稳定，用透明沟通做信任。当越来越多消费者开始关注“产地、果园与溯源”，那些愿意把时间种进果园管理、把标准与进每一道流程的品牌，才能在短暂的赏味季里，留下更长久的口碑。



跨越南太平洋的Reid Fruits，只为送上入口刚刚好的新鲜

来源：今日热点网 2026-01-26 13:42:04

在水果的世界里，很少有哪一种，像樱桃这样，对“时间”如此敏感。它的果皮薄而紧致，果肉饱满却含水量高；它在入口时需要保持脆感，又必须在咀嚼中释放甜度。这些特质，让樱桃成为冬季最受欢迎的水果之一，也让它在运输与保存上，面临比大多数水果更严苛的挑战。对于真正追求品质的樱桃而言，新鲜从来不是一个抽象的形容词，而是一套关于时间、温度与节奏的精密系统。



南纬四十二度的冬日红宝石，从世界尽头而来

2026-01-26 11:02:13

来源：东方资讯

在所有水果中，樱桃对“时间”格外敏感。果皮薄，果肉紧实，水分充足——这些让樱桃成为冬季水果中最受欢迎的存在，也让它在运输和保存上面临更高要求。哪怕温度控制稍有偏差，哪怕运输时间略有延长，口感与风味都会发生变化。

正因如此，真正高品质的樱桃，从来无法依赖“将就”的空运方式。

对 Reid Fruits 来说，礼帝樱桃的运输标准始终只有一个答案：空运冷链。这一选择，在行业中并非最省成本，却是最稳定、也最诚实的方式。



从塔斯马尼亚果园完成采摘开始，樱桃便进入一套高度精密的流程。人工采摘后，果实被迅速送入分级与预冷环节，在严格控温条件下完成筛选与包装。随后，它们通过空运方式跨越南太平洋，进入中国市场。整个过程，通常控制在约72小时内完成。

Phoen k News: <https://news.ifeng.com/c/8qE0fhBJ76m>

CNN: <https://digi.china.com/articles/20260126/202601261802949.h.html>

XIN HUA News: <https://www.xhby.net/content/s697726bce4b0c7ef34f34de0.h.html>

East News: <https://www.newse.cn/n97139.shtml>

China.com: https://finance.eastday.com/Business/nod_e3/n61/20260126/7d755cc4d5a8b49c8c0bb7aa50078955.h.html

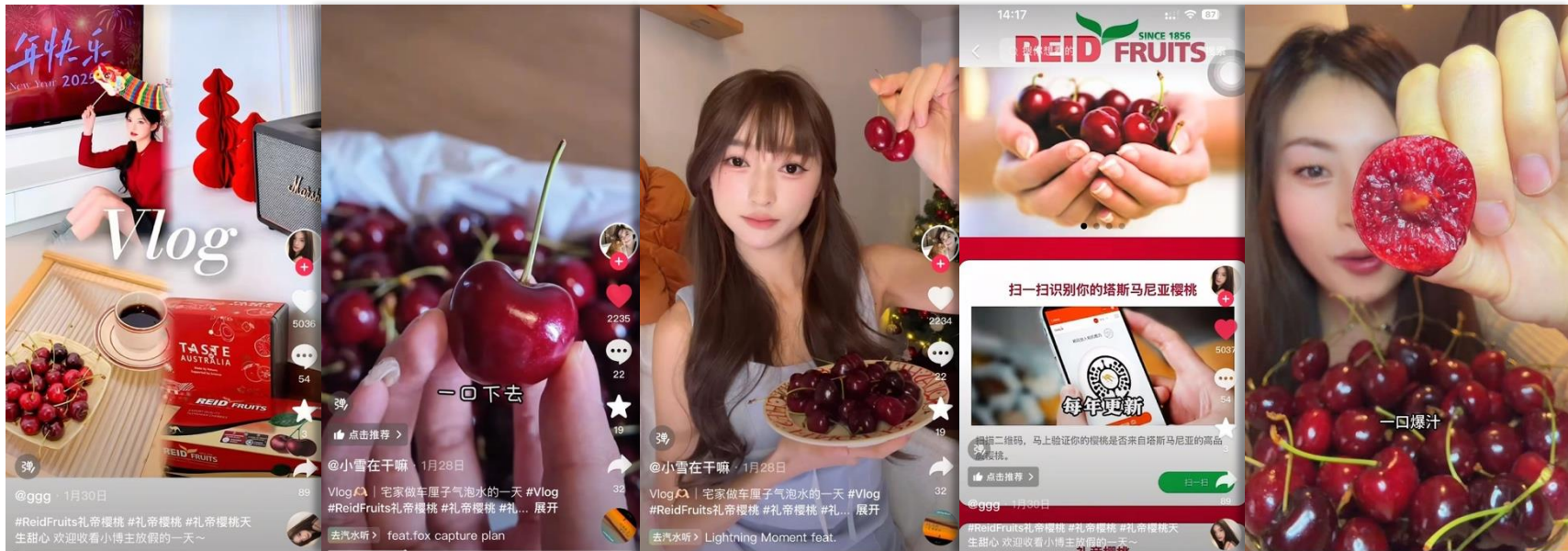
MAKE IT CUTE & ENGAGING!



Followers
29.8K
Impression
1.8K
Total
Engagement
9.3M

KOL ENGAGEMENT (2026 CAMPAIGN)





Douyin KOL Collaboration

- 6 Douyin KOLs (50K–510K followers)
- Total exposure: **1.06M+** views
- Received **14.6K** engagements

Content themes

- Reid Fruits unboxing videos
- Cherry tasting reviews
- Chinese New Year gifting
- Lifestyle vlogs

Key messages

- Crisp texture and natural sweetness
- Air-freighted freshness
- Laava code authenticity verification

BUILDING THE BRAND ONLINE AND OFFLINE STRATFORMS®



Guangzhou



Shanghai



SUPPORTING DISTRIBUTOR SALES

- Drive brand online and offline, billboards to livestream selling Reid Fruits Cherries.
- Support distributors during livestreaming events.
- Arm distributors with authenticity tracking information to share with their downlines.



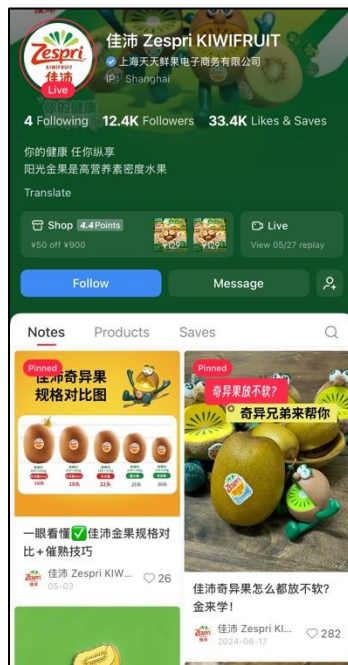
KEY BRANDS ALL USING REDNOTE!



29.8k followers
68.4k engagement



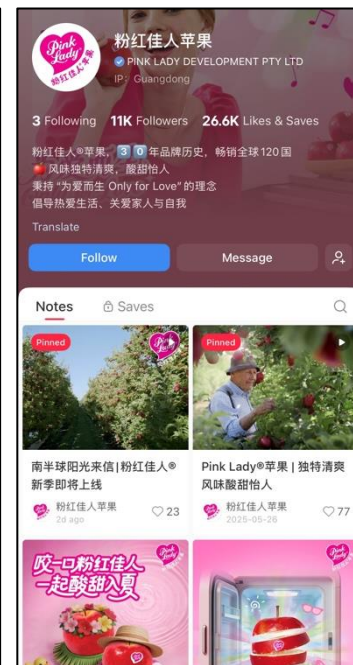
25.2k followers
128.7k engagement



12.4k followers
33.4k engagement



20.3k followers
5k engagement



11k followers
26.6k engagement

All of these brands are actively engaging on a daily/weekly basis via Rednote!

FROM TASMANIA TO THE WORLD!



REID FRUITS®
PREMIUM TASMANIAN CHERRIES

FROM TASMANIA TO THE WORLD
FRESH. PREMIUM. TRUSTED.

EXPORTING PREMIUM QUALITY WORLDWIDE

-  AIR SHIPPED FOR FRESHNESS
-  GLOBAL REACH PREMIUM MARKETS
-  SUSTAINABLE FROM ORCHARD TO MARKET

GROWN IN TASMANIA
Pure air. Pristine land. Perfect conditions.

CONNECTING TASMANIA TO CHINA & BEYOND
Delivering nature's finest, every time.

REID FRUITS
SIGNATURE COLLECTION
FINEST TASMANIAN CHERRIES
SWEET HEART | NON-GMO

1. Build Trust Through Authentic Storytelling Online & Offline

– Engage consumers with compelling brand narratives that drive preference for Australian Premium brands



Jonathan Cox
+61 408 937 502
jonathancox@stratforms.com

2. Protect Brand Integrity

– Register trademark, leverage *product traceability* to eliminate counterfeits, manage pricing, control the narrative.



3. Empower Sales Partnerships

– Support importers, distributors, and sales channels to maintain pricing & to *drive sustainable growth*.





TRENDS IN INTERNATIONAL MARKETING THANK YOU!

National Cherry Industry Conference 2026

Jonathan Cox | CEO & Founder Stratforms | May 30 2026



STRATFORMS®