



UNLOCK A WORLD
OF POTENTIAL

AFT pharmaceuticals
Working to improve your health

Client: AFT Pharmaceuticals

Created brand activation and channel to market for one of New Zealand's largest & fast moving dual listed pharmaceutical companies; AFT Pharmaceuticals (ASX: AFP, NZE: AFT) for both their nutritional as well as OTC product lines while navigating increasing complex and challenging China regulatory environment.

Business Objectives

- AFT is a company that has grown from a start-up in a garage in 1997 to today being a significant player in the Australian and New Zealand pharmaceutical market.
- Need to organize and develop controlled, official B2C & B2B networks in China.
- Raise consumer awareness for AFT Pharmaceuticals through social media, direct to consumer engagement.
- Develop their direct to consumer sales presence on Tmall Global
- Launch 27 OTC (over the counter) products direct to consumer in China.

Our approach

- Aided the registration process for all SKUs in the cross-border eCommerce realm, direct to Tmall Global, Little Red book.
- Set up launched and managed a Tmall Flagship store as well as all the promoting work related to platform in China.
- Launched & managed all key social media engagement platforms.
- Using our relationships, knowledge & experience with Tmall global, launch their OTC products first on this platform.

The result

- Brand Activation/Official Accounts and KOL engagement for key products lines on WeChat, Weibo, Little Red Book, etc... Identified and managed key selling into the China market from Australia, New Zealand, Hong Kong and mainland China.
- Launched KiwiHealth Tmall Flagship Cross border Multi-brand multi-category health store to launch over 25 brands, across 2 categories (nutritional and OTC).
- After one year of negotiations and regulatory submissions have gotten approval for 7 of AFT OTC products to be launched in China.



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领先制药科技 守护健康生活



AFT制药是一家大型跨国制药企业, 总部位于新西兰奥克兰。我们密切关注医疗需求, 并为之提供解决方案。



3500万+ Magesic
止痛药在澳洲售出

130+
产品在澳洲
上架

125+
国家与地区拥有
产品授权

5大AFT所
属研发网络

4大办公区
辐射全球

2地上市登陆澳洲和新西兰
证券交易所

优质产品 引领行业



多元开拓 持续畅销



AFT致力于开发更多有益人类的产品
每年AFT花在研发上的费用占公司营业额的30%

“为过去的成就感到骄傲,
对未来的前景充满希望”。

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