



Alibaba launches latest campaign for merchants

Description



E-commerce giant Alibaba.com is running a new campaign to highlight the opportunities for merchants on its platform. The company has partnered with Tracks & Fields to license different songs by Berlin Aires.

Alibaba.com is a Chinese multinational e-commerce company with headquarters in Hangzhou, China. It was founded by Jack Ma and Simon Xie in 1999. The name “Ali Baba” comes from the folk tale of Aladdin and Alibaba (Arabic: علي بابا), which they considered to be an inspiring story of entrepreneurship.

The company's parent Alibaba Group went public in 2014, being the largest IPO in history. Alibaba currently has more than 16 million active users from over 240 countries and regions around the world, with their largest market being China. With its expansion to India, it is now a global platform for wholesale trade as well as consumer retail of household goods and apparel products.

The new campaign highlights different benefits for merchants on the platform, told in memorable and personal short stories. The brand needed music specifically matching each of the story. Songs that underline the "human" approach in explaining unwieldy terms like "dropshipping", but won't steal the spotlight in the short duration of each of the ads.

Several songs by Berlin Aires, chosen for each of the stories, matched these requirement perfectly, and make the ads even more engaging for their audiences.

Watch 3 of the ads here:



