

VIPKid Joins BrandZ's Top 100 Most Valuable Chinese Brands Five Years After Its Founding



VIPKid Founder and CEO Cindy Mi spoke on a CEO panel at BrandZ's summit in Beijing on May 6, 2019.





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SAN FRANCISCO--VIPKid, a global education technology company, is proud to announce it was chosen as the 94th most valuable brand in the BrandZ Top 100 Most Valuable Chinese Brands report released by WPP and Kantar. VIPKid is joined by other globally recognized brands such as Alibaba, Tencent and JD.com.

The BrandZ ranking measures value based on a deep understanding of what motivates consumers, how to fulfill their expectations and how to build powerful and valuable brands that consumers and investors love.

David Roth of WPP explained, “The threshold to enter the BrandZ China Top 100 has more than doubled in 2019, demonstrating the continued pace of growth for Chinese brands increasingly recognized as leading the way in innovation. Against a backdrop of heightened competition and disruption, building stronger brands is what it takes to stay in the game.”

“It’s an honor to be included on this list of outstanding brands,” said VIPKid Founder and CEO Cindy Mi. “To be recognized after only five years in the marketplace is a testament to the dedication of our team to our mission and vision of building a global classroom.”

Ms. Mi was also invited to speak on a roundtable at BrandZ’s summit on May 6th in Beijing. Joined by other CEOs and leaders, including Haier President and Vice Chairman Yunjie Zhou and Kantar CEO Eric Salama, and speaking to an audience of over 1,000 executives, government officials, investors and media, Ms. Mi explained how VIPKid has maintained a global mindset while scaling quickly in a competitive and evolving market.

Doreen Wang, Global Head of BrandZ at Kantar, added, “Whether going abroad or expanding domestically, the potential for brand growth is huge for China’s most valuable brands. But

realizing it requires the knowledge and expertise needed to surmount new challenges. This report highlights the importance for Chinese brands to build difference in the domestic and global marketplace.”

First launched in 2011, the report combines rigorously analyzed market data from Bloomberg with extensive consumer insights from over 3.7 million consumers around the world, including opinions from nearly 290,000 Chinese consumers on over 1,100 brands. Notably, the total value of the top 100 brands in China increased 30% this year, the highest annual rise since the ranking was launched. The full BrandZ report along with charts and videos can be found [here](#).

About VIPKid

VIPKid is a global education technology company that connects children with the world’s best teachers for real-time online English immersion learning. VIPKid’s mission is to inspire and empower every child for the future. VIPKid envisions a global classroom that empowers students and teachers through personalized learning, connects cultures across the world and ignites a passion for lifelong learning. It believes that education is not one-size-fits-all, rather, all students are unique and the world is within their reach when connected with great teachers capable of personalizing learning and sparking curiosity.

Founded in 2013 and formally launched in 2014, VIPKid has become China’s market-leading online education startup, attracting investment from Tencent, Coatue Management, Sequoia Capital, Sinovation Ventures, Yunfeng Capital, Matrix Partners, Learn Capital, Northern Light VC and Bryant Stibel, among others. The VIPKid platform currently connects over 600,000 paying students with over 70,000 teachers in the US and Canada.

About Kantar

Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organisations succeed and grow.

About WPP

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