

Scale Your Revenue in China with RedNote



RedNote (Xiaohongshu) is a dominant lifestyle-sharing platform in China with over 300 million monthly active users (MAU) as of early 2026. Primarily targeting young, urban, and predominantly female consumers, the platform serves as a key, trusted source for shopping, travel, and lifestyle recommendations.

A top Multi-Channel Network (MCN) agency based in Singapore and China, specialising in the management of international, non-Chinese KOLs. We provide end-to-end support to drive revenue through e-commerce sales, live streaming, advertising, and strategic partnerships on major platforms including Douyin and Xiaohongshu.

CASE STUDY: 惠师傅 SHAWN WHITNEY

Shawn Whitney is a master of narrative architecture with 14 years of executive experience in film and TV development. Despite his global pedigree, he recognised that the RedNote ecosystem requires a level of specialised navigation that goes beyond standard social media management. Shawn partnered with MCN Asia to transition from a Western expert to a localised authority, ensuring his expertise didn't get lost in translation.



120,000+

AUTHENTIC FANS ON
REDNOTE (小红书)

1,000,000+

TOTAL INTERACTIONS
(LIKES & COLLECTS)

Verified Authority

A LEADING VOICE FOR HIGH-LEVEL CREATIVE
EDUCATION IN THE CHINESE DIGITAL SPACE.

FILM INDUSTRY PEDIGREE: Executive Story Consultant for international features including *Outcast* (starring **Nicolas Cage** and **Hayden Christensen**), *The Moth Diaries*, and *Heartbeats*.

ACADEMIC AUTHORITY: FORMER writing instructor at the **University of Toronto** and **Metropolitan University**; taught mythology at **Humber College**.

LITERARY OUTPUT: A prolific ghostwriter of **over 30 novels** and author of four published series in the sci-fi and fantasy genres.

GLOBAL RECOGNITION: WINNER of Best Screenplay at the **Marbella Film Festival**, Best First Feature at **Victoria Texas**, and the Remi Award at **Houston Worldfest**.

Stop Guessing Your China Strategy

RedNote (Xiaohongshu) is the gateway to a high-value, global Chinese audience, but the platform does not reward trial and error. Leverage our expertise to handle the complexities while you focus on your craft.

**Connect with MCN Asia to scale your revenue
in China with RedNote.**

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