

HONOR Mobile Phone Brand: Best Performer at Singles Day 2018



Shenzhen, Nov 28, 2018 (IssueWire.com) - Missed Black Friday and Cyber Monday deals for mobile phones this year? Don't worry, there are still promotional offers till the end of 2018. With the Christmas season almost upon us, many brands will offer festive deals. Is mobile phone among your wish list? It is better to get the buying list ready before the big day and be smart to choose the right mobile phone brand.

In China, where Black Friday is not that popular, Nov. 11 (also called Singles Day, or Double 11) is the day when all shopping records are broken, and there are no exceptions for year 2018, either. Thanks to the economic growth and astonishing speed of online shopping development, the sales record of the Alibaba shopping platform, as well as JD, are growing year on year with unprecedented pace. Consumers with no brand loyalty ever will never go wrong to choose the top sellers on shopping platforms.

Best Performer in Mobile Phone Category on Singles Day 2018 - HONOR

During the 24-hour online shopping festival of Singles day 2018, HONOR was the top-selling mobile phone brand in both deals and revenue on both TMALL and JD. And HONOR was also the top-selling Android mobile phone brand.

HONOR'S Best Sellers on Singles Day 2018 – HONOR 8X, HONOR 9N and HONOR Magic 2

The rising star [HONOR 8X](#) has sold six million units globally since its debut this September and became the Best Seller on Amazon Germany, France smartphone online sales, GITEX, as well as Amazon India where over 1 million units of HONOR products were sold during Diwali promotional period this year including [HONOR 9N](#), the most popular product on Flipkart's Big Billion Days.

At meanwhile, [HONOR Magic 2](#) was the best seller for RMB 4000-5000 range Android mobile phones on TMALL, JD and Suning. It is undoubtedly the best flagship device of HONOR till now in the year 2018, due to its great performance, rich features and beautiful look.

Popular Feature 1 of HONOR Magic 2: Gradient Colors and 100% full screen

Since its release, HONOR Magic 2 has continued to receive attention from the industry and consumers. The sales performance is in full swing. In the pre-sale on November 1st, it was sold out on the whole platform in just 5 minutes. The offline experience store was also long queued. Subsequently, the first sale on November 6 was quickly snapped up by consumers.

HONOR Magic 2 continues the hot trend in the past, and its 9 cutting-edge black technology are deeply recognized by consumers. Among the many selling points of HONOR Magic 2, the gradient colour which is similarly applied on [HONOR 10](#) or [HONOR 9](#), and 100% comprehensive screen are most popular among consumers.

HONOR Magic 2 uses three gradients with a sense of romantic technology: Gradient Black, Gradient Blue and Gradient Red, once again leading the fashion trend.

Popular Feature 2 of HONOR Magic 2: Kirin 980 Chipset, and Ultimate Gaming Experience

For geek users, the HONOR Magic 2 equipped with the [Kirin 980](#) chip can meet all performance requirements and has not disappointed consumers in terms of application startup speed and fluency.

In addition, for users who love to play games, the Kirin 980 equipped with the HONOR Magic 2 is undoubtedly the most attractive big selling point. HONOR Magic 2 uses the latest flagship chip, the Kirin 980, with powerful performance and energy efficiency. During the game, the mobile phone will not become stuck or hot, and the resolution is very clear. In a report released by the authoritative game evaluation agency Gam-bench, the Kirin 980 has an excellent real experience in the game, far exceeding the Android machine equipped with the Snapdragon 845.



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