

Case Name

Naixue and Fantasy Collaboration - Naixue Leverages Jay Chou – Liu Hao

Theory

A theory of brand co-creation

Keywords

Metaverse; Digital virtual products; Music theme marketing

Background Information

Driven by digitalization and social media, brand marketing has transformed from simple advertising promotion to more complex interactive experiences. By co-branding with Fantasy in September 2023, Naixue took advantage of Jay Chou's colossal fan base and created a significant market response with meager endorsement fees. This strategy reflects a keen insight into market trends and demonstrates a new brand cooperation model.

Marketing Strategy

Naixue collaborated with Boohee to create a virtual space called “Fantasy Music Universe” using the digital rights to the Fantasy album. Consumers can enter this virtual space and get a virtual key chain by purchasing co-branded milk tea or peripheral products and scanning the code. In this way, Naixue cleverly combined Jay Chou’s image with brand activities, using Jay Chou’s influence but not directly using his name, avoiding high endorsement fees. At the same time, this innovative digital product marketing strategy also keeps up with emerging trends in the market, such as the metaverse and digital experience.

To further attract consumers, Naixue arranged decorations with the theme of the Fantasy album cover in stores across the country and enhanced the exposure of the co-branded activities through online and offline advertising. Jay Chou’s songs and related visual elements played in the store provide consumers with an immersive shopping experience.

Outcomes

On the launching day of the new product, Naixue sold 1.46 million cups of co-branded milk tea and 100,000 co-branded thermos cups, with single-day sales exceeding 32 million yuan, setting a new record. This marketing campaign increased sales and enhanced the brand's innovative image in the minds of young consumers. It was widely disseminated through social media and word-of-mouth, increasing brand exposure, no matter positively or negatively.

Implications & Challenges

Although this marketing campaign was a commercial success, it also sparked discussions about brand integrity and transparency. Using the image of a public figure without working directly with them may impact the brand's long-term credibility. In addition, the quality of virtual products' experience and technical support must be continuously optimized to meet consumer expectations and ensure the stability and consistency of the digital experience. In the future, Naixue needs to pay more attention to these aspects to maintain its market leadership and consumer trust and satisfaction.

This marketing strategy demonstrates the application of AI and digital technology in modern marketing. It highlights achieving business goals through innovative thinking and strategic cooperation in a highly competitive market. This case teaches us that while pursuing technological

innovation, we must also pay attention to maintaining brand integrity, which is one of the imperatives for winning the long-term trust of consumers.

案例名称

奈雪的茶与范特西联名 - 奈雪的茶借势周杰伦 - 刘昊

理论依据

品牌共创理论

关键词

元宇宙；数字虚拟产品；音乐主题营销

背景资料

在数字化和社交媒体的推动下，品牌营销已经从简单的广告推广转变为更为复杂的互动体验。奈雪的茶在 2023 年 9 月，通过与范特西联名，实现了借势周杰伦的巨大粉丝基础，以极低的代言费用，创造了显著的市场反响。这一战略不仅体现了对市场趋势的敏锐洞察力，同时也展示了品牌之间合作的新模式。

营销策略

奈雪的茶与薄荷 APP 合作，利用获得的范特西专辑数字使用权，创造了名为“范特西音乐宇宙”的虚拟空间。消费者购买联名奶茶或周边产品并扫码即可进入此虚拟空间并获得虚拟钥匙扣。通过这种方式，奈雪的茶巧妙地将周杰伦的形象与品牌活动结合，利用周杰伦的影响力，但未直接使用其名字，避免了高额的代言费用。同时，这种创新的数字产品营销策略也紧跟了市场上的新兴趋势，如元宇宙和数字化体验。

为了进一步吸引消费者的参与，奈雪的茶在全国范围内的门店布置了以范特西专辑封面为主题的装饰，并通过线上线下广告推广活动，增强了联名活动的曝光率。门店内播放的周杰伦歌曲和相关的视觉元素，为消费者提供了沉浸式的购物体验。

成果

新品上市首日，奈雪的茶售出 146 万杯联名奶茶和 10 万个联名保温杯，单日销售额突破 3200 万元，刷新历史记录。此次营销活动不仅增加了销量，也提升了品牌在年轻消费者心中的创新形象，并通过社交媒体和口碑传播获得了广泛的传播，不论是正面还是负面的影响，增加了品牌曝光量。

挑战与反思

尽管这次营销活动获得了商业上的成功，它也引发了关于品牌诚信和透明度的讨论。利用公众人物的形象而不直接与之合作可能会对品牌的长期信誉造成影响。此外，虚拟产品的体验质量和技术支持需持续优化以满足消费者的期待，确保数字体验的稳定性和连贯性。在未来，奈雪的茶需要更加注意这些方面，以维持其市场领先地位并保持消费者的信任和满意度。

这种营销策略不仅展示了 AI 和数字技术在现代营销中的应用，同时也突出了在高度竞争的市场中，如何通过创新思维和战略合作来实现商业目标。通过此案例，我们可以学到，在追求技术创新的同时，也要注意保持品牌诚信是赢得消费者长期信任必须要考虑的点之一。