

Case Name

Sanya "Sauce-flavored Latte" – Joint promotion of Luckin Coffee and Kweichow Moutai – Tian Ji

Theory

STP theory

Keywords

Cross-border cooperation; Co-branding; Social media & Public opinion

Background Information

1. Luckin Coffee has increased its market share in recent years by taking advantage of its small store model with convenience, fast speed, and high cost-effectiveness. It has also invited celebrities such as Chang Chen, Tang Wei, Liu Haoran, Xiao Zhan, Jackson Yee, and Eileen Feng Gu as brand ambassadors and has gained many loyal young consumers. It plans to expand to 15,000 stores by the end of 2023.\
2. New brands such as COTTI COFFEE, Manner Coffee, NOWWA, and Xingyunka are lined up one after another. COTTI COFFEE, created by members of the founding team of Luckin Coffee, has increased and is competing fiercely with Luckin Coffee in site selection, products, and marketing. They launched a price war of 9.9 yuan for coffee, which not only raised the threshold for new entrants but also caused a significant reduction in the profit margins of both brands.

Marketing Strategy

1. Keen user insight, innovative taste and flavor
Luckin Coffee accurately targets young customers, and its innovative products, such as Creamy Dreamy Latte, Velvet Latte, Brown Sugar BoBo Latte, Coconut Latte, and Big Cheese Latte, are widely praised by consumers. The Sauce-flavored Latte combines sauce-flavored liquor with coffee, which not only meets consumers' demand for novel flavors but also broadens the boundaries of the coffee market.
2. Use the influence of the leading brands of both industries for cross-border cooperation
Kweichow Moutai holds the highest level of the liquor industry and is known for its "sky-high prices," which keep many young people away. Through cooperation with Luckin, Kweichow Moutai has achieved brand rejuvenation, improved its tonality, and eliminated the price war with COTTI COFFEE. The co-branding has a good blessing effect on both parties' traffic, sales, brand, and channels.
3. Multi-channel collaboration to maximize brand exposure
Luckin Coffee has made "Sauce-flavored Latte" a hot topic in the market through large-scale advertising, social media promotion, cooperation with celebrities, and inviting Online celebrities and bloggers to taste the product. Related issues have been raised one after another. Traditional media, social platforms, KOLs, and consumers participated in a lively discussion; even professional testing agencies and public security law enforcement departments participated. Whether positive or negative public opinion, Luckin Coffee has made complete preparations and plans and has become a cheerful voice for the brand through rapid public relations guidance.

Outcomes

1. From August 6 to September 5, 2023, at 4:00 p.m., the public opinion related to Moutai and Luckin Coffee's co-branded "Sauce-flavored Latte" accumulated 512,000 articles,

and short video platforms became the leading public opinion field, with 23,000 related articles.

2. The first-day sales of the Sauce-flavored Latte exceeded 5.42 million cups, and the first-day sales of the single product exceeded 100 million yuan. By the end of 2023, 45.83 million cups of Sauce-flavored Latte were sold, bringing more than 900 million yuan in revenue to Luckin Coffee.
3. Luckin Coffee will open 8,034 new stores in 2023, and domestic stores will reach 16,218 by the end of 2023.

Implications & Challenges

Products and services are marketing. Innovative design can create products that bring their topic traffic. Brand cross-border cooperation is also an effective means of innovation. Both parties can share resources, advantages, and values to win consumers' attention. Social media has become an important marketing channel in the current market environment. The timely interaction and guidance of brands are particularly critical.

案例名称

“酱香拿铁”——瑞幸咖啡与贵州茅台的联名推广 - 田吉

理论依据

STP 理论

关键词

跨界；联名；社交媒体；舆情

背景资料

1. 瑞幸咖啡以小店模式，利用便捷、快速、高性价比的特点在近些年市场份额不断提升，并且邀请了张震、汤唯、刘昊然、肖战、易烊千玺和谷爱凌等明星作为品牌代言人，获取了大批忠实的年轻消费者，并计划于 2023 年底拓展至 1.5 万家门店。
2. 库迪咖啡、Manner Coffee、挪瓦咖啡和幸运咖等新品牌鳞次栉比。尤其是由瑞幸咖啡创始团队成员打造的库迪咖啡增速迅猛，在选址、产品和营销上与瑞幸咖啡贴身肉搏。双方发起了咖啡 9.9 元的价格战，在提高了新进入者的门槛的同时，也致使双方利润空间大幅压缩。

营销策略

1. 敏锐的用户洞察力，创新口感风味
瑞幸咖啡精准锁定年轻客群，推出的厚乳拿铁、丝绒拿铁、陨石拿铁、生椰拿铁、生酪拿铁等创新产品广受消费者的好评。而酱香拿铁将酱香型白酒与咖啡跨界融合，既满足了消费者对新奇口味的需求，也拓宽了咖啡市场的边界。
2. 利用双方行业头部品牌的影响力，跨界联手、各取所需
贵州茅台是白酒行业的天花板，被冠以“天价”之称，令许多年轻人望而却步，但通过与瑞幸的合作，贵州茅台实现了品牌年轻化。而对于瑞幸咖啡来说，与贵州茅台合作提升了自身的品牌调性，有助于其摆脱与库迪咖啡的价格战。联名对双方的流量、销量、品牌和渠道都有较好的加持。
3. 多渠道协同发力，实现最大化的品牌曝光
瑞幸咖啡通过大规模广告投放、社交媒体推广、与明星合作以及邀请网红、博主品鉴等方式，使“酱香拿铁”迅速成为市场热议，相关话题此起彼伏。传统媒体、社交平台、KOL 与消费者大联欢，甚至专业检测机构和公安执法部门都参与进来。无论是正面还是负面的舆情，瑞幸咖啡都做好了充分的准备和预案，通过快速公关引导成为品牌的正面声量。

成果

1. 2023 年 8 月 6 日-9 月 5 日 16 时，茅台与瑞幸联名“酱香拿铁”相关舆情声量累计 51.2 万篇/条，短视频平台成为最主要的舆论场，相关声量 2.3 万篇/条。
2. 酱香拿铁单品首日销量突破 542 万杯，单品首日销售额突破 1 亿元。截至 2023 年底，酱香拿铁单品售出 4583 万杯，为瑞幸带来超 9 亿元营收。

3. 瑞幸咖啡 2023 全年净新开门店 8034 家，截至 2023 年末国内门店数量达 16218 家。

挑战与反思

产品和服务本身即是营销，通过创新设计可以创造出自带话题流量的产品。品牌跨界合作也是创新的有效手段，双方可以共享资源、优势和价值，博得消费者的关注。当前的市场环境，社交媒体已经成为重要的营销渠道，品牌方的及时互动和引导尤为关键。