

Case Name

Want Want Group's Chinese traditional fashion co-branded products - launch products related to brand culture other than beverages and food

Theory

Target market; Positioning; STP

Keywords

Innovation; Co-branded; Traditional Chinese fashion; Internet

Background Information

1. More and more consumers, when purchasing goods, the primary consideration is no longer the basic food and clothing and cost performance but being fashionable and amazing enough to highlight their personality. Otherwise, the product will be unattractive to consumers. According to Maslow's hierarchy of needs theory, the "Chinese traditional fashion" is the pursuit of the hierarchy of needs for respect and self-realization after the physiological and security requirements are met. Therefore, a wave of traditional Chinese fashion has been set off today.
2. Many enterprises are unsatisfied with promoting their core products today. They are more willing to expand their reputation by co-branding with other products. Many enterprises will co-brand with some seemingly unrelated products.
3. Influenced by social media and online popularity, many enterprises have begun to launch their official accounts to accumulate popularity on the Internet, participate in online social reviews, attract fans, and start live broadcasting. This mode provides an extensive and low-cost channel for enterprises to interact with their fans to stabilize the inherent consumer groups and improve the popularity of enterprises on the network.

Marketing Strategy

The brand image "Wangzai" of Want Want Group is widely known. In the Internet era, Want Want Group interacts with its fans and consumer groups through its official social media account, "Wangzai Club." For young consumers, Want Want Group launched its Chinese traditional fashion "Wangzai" doll blind box online, and attracted a large wave of attention through fan forwarding and lottery. In addition, on different festivals, Want Want Group publicized the products around the festival through its own social media account. For example, on Chinese Valentine's Day, Want Want Group launched the Want Want Group's Lactic Acid Bacteria Drink Love Bag. The whole bag is shaped like a peach heart filled with one of the core products of Want Group, lactic acid bacteria drinks, and put forward the slogan "Boys, be the most romantic boy on the Chinese Valentine's Day". This kind of little creativity and co-branded products launched by the enterprise through festivals and hot events quickly won the favor of young consumers, especially fans on social media. In addition, Want Want Group also entered the fashion industry, jointly launched Chinese fashion style clothes with famous designer TYAKASHA, promoted them through online pre-ordering and offline clothing stores, and held the fashion week of Want Want Group brand in Shanghai. The whole dress adopts red and white color matching,

which not only conforms to the aesthetic taste of Chinese fashion cultural clothing, but also conforms to the cultural image of the enterprise brand. This not only aroused the curiosity and attention of many fans online, but also allowed their young consumer groups to visit and interact offline through the fashion week, significantly improving their brand awareness.

Outcomes

Promoting this co-branded product has eliminated the inherent image of food enterprises. Want Want Group has integrated enterprise brand culture and famous doll image into toys, clothing, and accessories, which has changed the stereotype of consumers on food enterprises, especially young consumer groups, and has accumulated a large wave of online fans through social media, including many potential consumers. In addition, when launching these national fashion co-brand goods, Want Group adopted online lottery and pre-purchase to ensure that its co-brand goods will not accumulate due to excessive production, control costs, and improve the utilization efficiency of funds.

Implications & Challenges

This marketing strategy does not apply to any food brand. Like Want Want Group or White Rabbit Group, these groups with distinctive brand images are efficient. Because when developing co-branded products, these groups with outstanding brand images can quickly develop product styles and adapt to many other products. Secondly, before investing in co-branded products, they can determine whether this investment is feasible through marketing and targeting our target groups, for example, whether our social media account has many fans and consumers to decide whether to develop co-branded products. These enterprises can guarantee they will not overproduce, over-invest, and control manufacturing costs through online pre-ordering and lottery.

案例名称

旺旺集团的国潮联名商品-推出与企业文化相关的除饮料食品外的其他商品

理论依据

目标市场；定位；STP

关键词

创新；联名商品；国潮；互联网

背景

1. 现代的消费者选择商品的时候，已经逐渐从考虑基本的温饱和性价比，慢慢过度到对产品是否足够的时尚和惊艳，是否能够凸显出自己的个性的上面。否则，对于消费者来说，产品便是毫无吸引力的。按照马斯洛需求层次理论，人的需求从低到高依次分为生理需求、安全需求、社交需求、尊重需求和自我实现五种需求。很显然，“国潮”是人民在生理、安全需求得到满足后，对尊重和自我实现需求层次的追求。因此，当今社会掀起了一阵国潮的流行文化。
2. 越来越多的企业都不在满足于推销自己的核心产品，他们更愿意通过和其他商品进行联名从而扩大企业的知名度，很多企业会跟一些看起来完全毫无关系的商品进行联名推销。
3. 受社交媒体和网上流量的影响，企业开始通过推出官方的账号在网上积累流量，参与网上的社会评论，吸引粉丝，开始直播。这种模式提供了一个广泛且成本较低的渠道与自己的粉丝进行互动，从而稳定固有的消费群体并且提高企业在网络上面的知名度。

营销策略

“旺旺”的品牌形象-“旺仔”家喻户晓。在互联网时代，旺旺集团通过自己的官方社交媒体账号“旺仔俱乐部”与自己的粉丝和消费群体进行互动。针对于年轻消费群体，旺旺集团在线上推出了自己企业的国潮“旺仔”公仔盲盒，并且通过粉丝转发和抽奖的方式从而吸引了一大波流量。并且在不同的节日，旺旺集团通过自己的社交媒体账号对新的节日周边商品进行宣传，例如在七夕节，旺旺集团则推出了旺旺乳酸菌爱心包。整个包的形状就是一个桃心并且塞满了旺旺集团的核心产品之一乳酸菌饮料，并提出“男生，在七夕节，做最浪漫的仔”的口号。这种通过节日和热门事件推出企业的各种小创意和联名商品迅速赢得了年轻消费者群体的好感，特别是社交媒体上的粉丝群体。除此之外，旺旺集团还进军时尚界，与著名设计师 TYAKASHA 联名推出国潮风格的衣服，通过线上预购的方式和线下服装旗舰店的方式进行推销，并在上海举行了旺旺品牌的时装周。整个衣服都采用了红白配色，既符合了中国潮流文化服饰的审美也符合企业品牌的文化形象。这一举动不仅在网上引起了一大波粉丝的好奇心和关注度，并且在线下通过时装周的方式可以让自己的年轻消费群体进行参观和互动，极大提高了自己品牌的知名度。

成果

这个联名商品的推广，改变了食品企业的固有形象。企业把大量用在电视广告或者赞助开销上面的用在联名商品的开放上。旺旺集团将企业品牌文化和著名的公仔形象融入到玩具，服装和饰品，改变了消费者对食品企业的刻板印象，特别是年轻消费群体，并且通过社交媒体的方式时刻更新动态积累了一大波在线的粉

丝，这些粉丝包含了不少潜在消费者。并且在推出这些国潮周边商品的时候，旺旺集团采取了线上抽奖和预购的方式，保证自己的周边商品不会因为生产过多导致的累积，从而控制成本，提高资金的利用效率。

反思与挑战

这种营销策略并不是适用于任何食品品牌。像旺旺集团或者大白兔集团，这些拥有鲜明的品牌形象的集团就极为适用。因为在开展联名商品的时候这些拥有鲜明品牌形象的集团可以快速地制定出联名产品的风格并且可以适应众多国潮商品。其次，在进行联名商品的投资之前，要通过市场细分和市场定位来确定这项投资是否可行，例如官方的社交媒体账号是否拥有大量的粉丝和消费者来判断是否开发联名商品。这些企业可以通过网络预购和抽奖的方式来保证不会过产，不会过度投资和控制制造成本。