

Case Name

Theme IP-Meituan 'Kangaroo Ears' – Yi Wanying

Theory

Social identity theory

Keywords

Brand IP; Kangaroo Ears; Consumer memory; Emotional marketing; Meituan

Background Information

As China's leading online food delivery platform, Meituan's highly competitive market environment and growing consumer expectations drive it to continuously seek innovative market strategies to enhance its brand image and competitive advantage. Meituan introduced "Kangaroo Ears," a creative design for riders' uniforms to improve brand visibility and recognition.

Marketing Strategy

1. Creatively add kangaroo ears to riders' uniforms.
2. Promote the "Kangaroo Ears" image through social media platforms and offline advertising so that it can grow to be a visual focus.
3. Increase consumer engagement by combining with seasonal marketing activities such as "The First Cup Of Milk Tea In Autumn"
4. Combine with pop culture elements to make the brand image younger and establish an emotional connection with young customers.

Outcomes

This marketing strategy successfully increased consumers' awareness of the Meituan brand, making the "kangaroo ears" a strong memorabilia in their minds. The supplemental seasonal marketing activities increased consumer engagement and the brand's market share.

Implications & Challenges

Although the "kangaroo ears" design has improved brand recognition, Meituan needs to update its marketing strategy to maintain constant consumer interest in the long run. In addition, ensuring all marketing activities are consistent with the brand's core values and avoiding confusion about its image is a challenge that Meituan needs to face in its future development.

案例名称

主题 IP-美团外卖“袋鼠耳朵” – 易婉莹

理论依据

社会认同理论

关键词

品牌 IP；袋鼠耳朵；消费者记忆；情感营销；美团外卖

背景资料

美团外卖，作为中国领先的在线外卖平台，其高度竞争的市场环境和消费者的日益增长的期待驱动了其不断寻求创新市场策略以增强品牌形象和竞争优势。“袋鼠耳朵”是美团外卖在骑手制服中推出的创新设计元素，旨在提升品牌的可视性和辨识度。

营销策略

1. 创造性地在骑手制服上加入袋鼠耳朵设计。
2. 在社交媒体和线下广告中推广“袋鼠耳朵”形象，利用其作为视觉焦点。
3. 结合季节性营销活动如“秋天的第一杯奶茶”，提升消费者参与度。
4. 联合流行文化元素，使品牌形象年轻化，与年轻消费者建立情感联结。

成果

这一营销策略成功地加深了消费者对美团外卖品牌的认识，使得“袋鼠耳朵”成为消费者心目中的强烈记忆点。季节性营销活动的结合进一步提升了消费者的参与度和品牌的市场份额。

挑战与反思

尽管“袋鼠耳朵”设计提高了品牌的识别度，但长期来看，美团外卖需要不断更新其营销策略以保持消费者兴趣。此外，如何确保所有营销活动都与品牌的核心价值观保持一致，避免造成品牌形象混淆，是美团外卖在未来发展中需要面临的挑战。