

Case Name

Xi Bei-I Love Oat

Theory

Parasite Marketing; Marketing Positioning; Emotional Marketing

Keywords

Culture Matrix; Super-Symbol

Background information

1.Xi Bei Oat Noodle Village is a leading catering enterprise of Northwestern Chinese cuisine that started as a street-side snack shop in Inner Mongolia. From its humble beginnings, it has evolved into a chain of large-scale restaurants located in malls, with a decor style transitioning from traditional Northwest mud-brick architecture to a bright and relaxed layout that highlights its leisurely and trendy characteristics.

2.One of Xi Bei's signature dishes is oat noodles, or "You Mian" in Chinese. As an UN-recommended top ten healthy food, oat noodles are made from oat flour and provide ten times the dietary fiber of rice, enjoying high market recognition. However, due to the relative obscurity of Northwestern cuisine, the word "you," meaning oat, is frequently mispronounced as "xiao". In 2013, Xi Bei Oat Noodle Village faced stagnant growth, needed a clear brand image and market positioning, and urgently needed to establish a foothold in the fiercely competitive catering industry. To make the brand more stable and enduring, Xi Bei must use language that the market could easily understand, creating a foundation for acceptance and popularity.

Marketing strategy

Xi Bei plays on the word "You" in English to match the pronunciation of the Chinese character "筱" in its signature product, buckwheat noodles. This clever use of wordplay turns Valentine's Day, a holiday originating from Western culture and now a global cultural phenomenon, into Xi Bei's exclusive celebration. Xi Bei creates a scene within this cultural context, planning the "I Love Buckwheat Noodles - Kiss for Discount" promotion at the Xi Bei Buckwheat Noodle Village. For every couple who dines at Xi Bei and kisses each other, the restaurant will offer a discount on their bill. The deeper the kiss, the greater the discount, with the most challenging moves earning up to 34% off.

Outcomes

This marketing campaign has dramatically increased customer satisfaction and boosted hotel occupancy rates and overall revenue through guest word-of-mouth promotion. Taking advantage of this opportunity, Marriott International has expanded this model to China and other Asian countries, as seen with the launch of the "Beautiful Mountains, Luxurious Travels in China" campaign in 2019 in the Central and Western regions of Marriott International, and activities such as combining local cuisine culture with bike tours at JW Marriott Phu Quoc Emerald Bay Resort & Spa in Vietnam. This approach is continuing to be implemented across the Marriott International brand.

Implications & Challenges

A brand is a parasite on top of a super cultural mother organism. Creating super symbols is based on the inherent dramatics of the brand, which is the cultural mother organism. The longer

the lifespan of the cultural mother organism, the longer the brand ritual that parasitizes it can last. What Xi Bei should do next is to persist and repeat. The value of creativity lies in repetition; repeating for 50 years can make it an immortal brand asset.

案例名称

西贝-I Love 莜

理论依据

品牌形象；市场定位；情感营销

关键词

文化母体；超级符号

背景资料

西贝莜面村餐饮集团是中国西北民间菜的餐饮龙头企业，从内蒙古的一家街边小吃店发展而来。西贝莜面村从街边酒楼性质的餐厅，发展为商场大店，装修风格也从西北土窑的特色转变为明亮轻松的布局，突显休闲、时尚的特点。莜面是西贝的拿手好菜，莜面就是燕麦面，是联合国推荐的十大健康食品之一，其膳食纤维是米饭的十倍，并且市场认可度很高。由于西北菜肴比较小众，“莜 you”字并不为人熟悉，常常念做“筱 xiao”。2013 年，西贝莜面村增长乏力，没有清晰的品牌形象和市场定位，急需在激烈的餐饮市场竞争中立足。要想使西贝这个品牌走得更稳更远，只有使用能被市场容易理解的语言，才有被市场接受和流行的基础。

营销策略

西贝将特色产品莜面中“莜”字的中文发音与英文中的“You”谐音，将西方的情人节变成西贝的专属节日。情人节是来源于西方文化，已经成为全球的文化母体。西贝在这个文化母体上创造场景，策划出西贝莜面村的“I love 莜-亲吻即刻打折活动”。每对情侣来西贝用餐，只要亲吻彼此，西贝就会给账单打折。吻得越深，折扣越大。如果能创造出高难度动作，最高可以给到 6.6 折。

成果

自 2016 年开始，西贝的“亲吻即刻打折活动”已经连续三届，一届比一届场面火爆，累计参加人数更是超过 300000+。人们纷纷走进西贝的餐厅，用各种各样的吻，表达对自己所爱的人最真挚的情感。这样独特的体验，使西贝成为他们美好记忆的一部分，品牌和消费者之间的成功的联系在一起。

挑战与反思

品牌是寄生在超级文化母体的。创作超级符号是基于品牌与生俱来的戏剧性，这就是文化母体。文化母体的生命力有多长，寄生在其上的品牌仪式就能举行多久。西贝接下来要做的就是坚持和重复，一个创意的价值就在于反复地重复，重复 50 年就能成为不朽的品牌资产。

Xi Bei Oat Noodle Village's photos:



Figure 1. Xi Bei Oat Noodle Village

(<https://baijiahao.baidu.com/s?id=1758343853006952286&wfr=spider&for=pc>)



Figure 2. "I Love Buckwheat Noodles - Kiss for Discount" promotion post
<https://baijiahao.baidu.com/s?id=1691205145818836644&wfr=spider&for=pc>

Reference list:

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