

Case Name

JJ Lin and his "Little Miracle" – Li Mengran

Theory

A theory of brand co-creation

Keywords

JJ Lin concert; Miracle Coffee; flashmob

Background Information

1. JJ Lin JJ20 World Tour

To commemorate the 20th anniversary of his debut, Singaporean singer JJ Lin launched a world concert tour starting in November 2022, covering more than 30 cities in Asia, North America, and Europe. At the concert, each audience member received a gift kit, including a light stick and a drink voucher for the Miracle Coffee flagship store in Singapore.

2. Miracle Coffee

JJ Lin started a coffee brand in 2017, headquartered in Taiwan, China. It focuses on high-quality coffee, tea, and desserts. Its flagship stores are located in Singapore and Taipei. JJ Lin is a "coffee stall" in cities of mainland China where it is touring, such as Guangzhou, Beijing, Nanjing, Chengdu, Hangzhou, etc. The coffee is priced from 28-38 yuan.

Marketing Strategy

1. Branding strategy - celebrity effect

On March 16 and 17, 2024, JJ Lin held a concert in Hangzhou and selected the famous atrium on the first floor of the Longhu Tianjie Shopping Mall in Binjiang District for a four-day flash mob event. On the first day of the event, within 15 minutes after the opening of the online reservation, 2,100 downtown-only special orders were sold, 38 yuan for each cup. In the afternoon of the 16th, JJ Lin went to buy coffee to advertise for the flashmob event. Due to the influence of the idol, even though Miracle Coffee is not cheap, the flashmob quickly attracted an enormous amount of fans to order coffee from the coffee shops and share the moment like what their idol did on social media platforms. On the 17th, 3,500 cups were sold within 3 minutes after the mini APP had been put online. The total revenue during the event was expected to exceed 1 million yuan.

2. Joint marketing - expand brand influence

The flagship store in Singapore is located on the first floor of the Marina Bay Sands Art Museum. Fans with "special offer" cards can go to the service center on the B1 floor of the Mall to apply for a real-name membership card and recharge their account with coffee coupons. Then, they can use the electronic coupon and enjoy a free drink.

In coffee shops in mainland China, the flashmob coffee stall gives away a miracle souvenir passport. The idea is that you can not only stamp the passport with the peculiar stamp of each city but also follow the mall's social media account and enjoy discounts on other stores by showing the souvenir passport.

Outcomes

1. Miracle Coffee increases the number of users and store revenue

For the Singapore flagship store, fans who go there to exchange free drinks can become potential customers. Therefore, desserts in the store can be sold to customers as well

For domestic flashmob coffee stalls, customers can make online reservations through the WeChat mini-app, which increases the number of active users. In addition, an online virtual city stamp campaign was launched. Users can light up that city's stamp by uploading the city's coffee receipt. By collecting a certain number of stamps, they can exchange coffee coupons, imperceptibly enhancing customer loyalty.

2. Increased mall membership and popularity

In Singapore, you must register first as a member of the Sands Mall with a real identity to exchange coffee since your email and mobile information will allow the shop to promote its products.

In China, it is convenient for the mall where the flashmob coffee stall is located to do other relevant promotions, which can increase its popularity for checking in.

Implications & Challenges

1. Coffee quality assurance and new product promotion

Consumers are willing to pay for over-priced coffee, but that doesn't mean they are dumb. Miracle Coffee still needs to maintain coffee quality and constantly release new products.

2. The idols themselves need to maintain positive image

Now most customers are fans of JJ Lin, So the idol must have a positive influence to keep up continuing consumption. Once the idol gets a poor reputation for some reason, the coffee shop business will collapse instantly because it has no other core competence.

案例名称

林俊杰和他的“小奇迹” – 李梦然

理论依据

品牌共创理论

关键词

林俊杰演唱会；Miracle Coffee；快闪

背景资料

1. 林俊杰 JJ20 World Tour

从 2022 年 11 月开始，为了纪念出道 20 周年，新加坡歌手林俊杰推出了世界巡回演唱会，覆盖了亚洲、北美洲、大洋洲、欧洲，超过 30 个城市的行程。在演唱会现场，每一个观演人收到的伴手礼中包含一只荧光棒，一张新加坡小奇迹咖啡旗舰店的饮品兑换券。

2. Miracle Coffee

林俊杰在 2017 年创立的咖啡品牌，总部位于中国台湾，主打高品质咖啡、茶饮和甜品。其旗舰店位于新加坡和台北，内陆以“咖啡车”的形式，在林俊杰巡演的城市，例如广州、北京、南京、成都、杭州等巡回快闪，产品定价从 28-38 元不等。

营销策略

1. 品牌传播策略—名人效应

2024 年 3 月 16 日和 17 日，林俊杰在杭州举办演唱会，并选定人气较高的滨江区龙湖天街商场 1 楼中庭进行为期四天的快闪活动。活动首日，在线上预订开放 15 分钟内，卖出 2100 单城市限定特调，单杯定价 38 元。16 日下午林俊杰本人前往购买咖啡，为快闪活动造势。出于偶像本身的影响力，即便 Miracle Coffee 定价不便宜，但瞬间吸引大众粉丝线下消费，并在社交圈分享偶像同款咖啡。17 日线上小程序开放 3 分钟，售出 3500 单。预计活动期间，总营收收入超过 100 万元。

2. 联合营销—拓展品牌传播

新加坡的旗舰店位于滨海湾金沙艺术博物馆一楼。拥有专属兑换卡的粉丝可以前往金沙商场 b1 层服务中心办理实名制会员卡，然后咖啡券充值进账户中。随后，到咖啡店核销电子券，即可享受一杯的免费饮品。

在国内，快闪咖啡车赠送小奇迹护照，一方面可以在护照本上加盖各个快闪城市独有的印章；另一方面通过关注该商场的社交媒体账号，凭借护照享受商场内其他餐饮门店折扣。

成果

1. Miracle Coffee 增加关注用户和门店营收

对新加坡旗舰店来说，前往门店兑换免费饮品的粉丝同样是潜在消费用户。所以在门店搭售其他甜品供顾客选择。

对国内快闪咖啡车来说，消费者可以在微信小程序进行线上预订，增加了小程序活跃用户数。并且开设了线上虚拟城市印章的活动，用户在上传该城市的小票就能点亮专属城市印章，集齐一定的数量即可兑换咖啡券，无形间增强了消费者黏性。

2. 商场注册会员和人气增加

在新加坡，兑换咖啡必须先实名注册金沙商场的会员，因为留有邮箱和手机信息，方便该商业体做其他促销信息的推送。

在国内，方便快闪咖啡车所在的商场做其他餐饮促销，增加了打卡热度。

挑战与反思

1. 咖啡品质保证和新品推广

消费者愿意为不平价的咖啡买单，不代表能一直被割韭菜。Miracle Coffee 仍然需要考虑如何保证咖啡品质和持续推出新品的能力。

2. 偶像自身保持正向输出

目前消费者大部分是林俊杰个人粉丝，偶像要具有正向的影响力才能推动持续消费。一旦偶像变成劣迹艺人，咖啡店因为没有其他核心竞争力，也会在一夜之间崩塌。