

Case Name

Li Ziqi's Brand

Theory

STP; 4P

Keywords

IP; Traditional Chinese Food

Background information

In 2016, a short video, "Lanzhou Beef Noodles," attracted wide social attention. Li Ziqi skillfully made noodles in the video, standing out among the most humorous content online and becoming the year's most popular video. Its purpose is to "modernize traditional culture, globalize local cuisine," dedicated to inheriting traditional Chinese food, creating food with oriental charm, promoting the spread of Chinese culture, and serving as a model for transforming short video content into commodity sales.

Marketing strategy

1. Based on Sichuan's characteristics and her hometown's environmental conditions, Li Ziqi chose traditional Chinese craftsmanship as the basis for making food and embarked on a differentiated path from other bloggers, creating a utopian lifestyle that modern people yearn for.

2. Li Ziqi has accounts on multiple social platforms but only focuses on shaping her image. She uses video content with different emphases to gather popularity and accurately target marketing to numerous fans who love ancient styles and food. The product positioning of her eponymous online store matches the types of daily videos she releases, meeting the psychological expectations of the target customer base, thus ensuring sustained value growth.

3. Regarding IP building, she signed with MCN agencies and adopted the operation mode of internet celebrities. The professional operation, photography, and post-video editing personnel are responsible for ensuring the quality of the videos, stable and continuous content output, expanding her influence, and building her brand.

Outcomes

As the tags gradually deepened, Li Ziqi's related trademark names were also registered in 2016, such as "Qi" and "Li Ziqi," etc. During this period, Li Ziqi maintained high-quality video output and popularity. In 2018, Li Ziqi opened her first Taobao online store, starting to transform into the online business industry. The store only had five products, but sales exceeded tens of millions, undoubtedly a marketing success story in the e-commerce industry. In November 2019, Li Ziqi's first pop-up store opened in Beijing. As of September 2021, Li Ziqi has 27.67 million fans on Weibo, with a cumulative video play volume of 4.05 billion. She was named "2020 Most Valuable Business Influencer" and "Weibo 2020 Top 10 Influential Food KOL" and is known as the "Oriental Food Life Expert" and "Traditional Culture Communicator."

Challenges/Reflection

Promoting traditional Chinese culture in videos has made Li Ziqi one of China's most

successful cultural exports in recent years. Li Ziqi's success is not only due to her unique charm and opportunities but also to the support of her MCN team and precise operation.

案例名称

“李子柒”品牌

理论依据

STP; 4P

关键词

IP; 中国传统美食

背景资料

2016 年, 一个原创的短视频-《兰州牛肉面》引起社会的强烈关注。视频中, 李子柒非常熟练地制作手工拉面, 在搞笑内容占大多数的短视频网站中脱颖而出, 成为了流量冠军。它以“传统文化时尚化, 地方美食全球化”为目的, 致力于传承古老的中国美食文化, 打造具有东方风情的食品, 助力我国传统文化传播, 同时也是将短视频内容转化为商品销售的典范。

营销策略

1. 根据四川的特点和家乡的环境条件, 李子柒选择了以中国传统工艺作为美食制作的基础, 走上了与其他博主的差异化道路, 营造出令现代人向往的世外桃源般的生活方式。
2. 李子柒在多个社交平台均设有账号, 但她只专注于自己形象的塑造。用于发布具有不同侧重点的视频内容聚集人气, 对众多喜爱古风和美食的粉丝进行精准定向营销。同名网络商店的产品定位与其发布的日常视频类型相符, 满足了目标客群的心理预期, 从而保证持续的价值增长点。
3. 在 IP 打造上, 签约 MCN 机构, 采用网红运作方式。由专业的运营、摄影和后期视频剪辑人员负责保证视频的质量, 稳定持续地进行内容输出, 扩大其自身的影响力, 打造个人品牌。

成果

随着标签逐步深化, 2016 年, 李子柒的相关商标名称也相继被注册, 例如“柒”、“李子柒”等等; 在这期间, 李子柒依旧保持着高品质视频的输出, 维持热度。2018 年, 李子柒在淘宝上开出了首家淘宝旗舰店, 开始向电商行业转化, 店内仅有五款产品, 销售破千万, 无疑是电商圈的营销佳话。2019 年 11 月, 李子柒的第一家实体“快闪店”在北京开张。截至 2021 年 9 月, 李子柒在微博已有粉丝 2767 万, 视频累计播放量 40.5 亿, 被评为“2020 超级红人节年度最具商业价值红人”及“微博 2020 十大影响力美食大 V”, 被称为“东方美食生活家”、“传统文化传播者”。

挑战与反思

李子柒在视频里中对于中国传统文化的传播, 使她成为了近年来最成功的中国文化的输出。李子柒的成功离不开她独特的魅力、机遇的垂青, 也离不开 MCN 团队的加持以及清晰化运作。

Li Ziqi's photos:



Figure 1. Li Ziqi is making beef noodles. (https://www.sohu.com/a/498626976_121123919)



Figure 2. Li Ziqi is farming at her hometown.

(<http://v.cctv.com/2021/10/23/VIDEYtQFYvK8sYZHYZDGffOO211023.shtml>)

Reference list:

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