

## **Case Name**

### **The Chinese Mamori-Hangzhou Faxi Temple**

## **Theory**

Product Innovation; Differentiation; Market Segmentation

## **Key words**

Chinese Mamori; Buddhist Characters IP; Online shopping service; Social Media Sharing

## **Background Information**

1.Yushou, or Mamori in Japanese, means “the Talisman of Protection”. It is typically placed inside a brocade pouch, containing a prayer, religious inscription, or invocation. People can buy them in Shinto shrines and Buddhist temples. There are many kinds of Memory, but they all expire in one year. Japanese believe that Memory is an essential item full of spiritual energy and is helpful to make wishes come true. As a necessary item in Japanese people's lives, more and more young Chinese people living in the big cities would like to have Mamori to comfort themselves who are under extreme life pressures and emotional stresses.

2.Every Chinese New Year, many people pray at the most famous Buddhist temples for happiness and health for the coming year. At the same time, they also make offerings to the temples by purchasing Buddhism books or ornaments. Lingyin Temple is the most well-known temple in Hangzhou City, Zhejiang Province. However, there is another Buddhist temple with a long history, beautiful seasonal sceneries and well-preserved ancient buildings, and that is Faxi Temple. Compared with other famous local temples, how Faxi Temple promotes traditional culture of Buddhism and inspires more young people to get to know the religion is the key to keep a sustainable development.

## **Marketing Strategy**

1.Learning from the Japanese Mamori, Faxi Temple cooperated with a famous design company to launch new products inspired by well-known Buddhist characters. Unlike the stereotype of religion before, the products are designed for improving wealth, relationships, luck and education. These products are the Chinese Mamori that pleased Chinese young people and made them feel closer to the religion.

2.In 2019, to increase the exposure on social media and trigger customers to share their experiences, Faxi Temple launched an online shopping service called Faxi Mamori. It provided the exclusive service of “Online Enlightenment”. The searching volume surely increased, and that made Faxi online shopping the hottest religious topic of the year.

## **Outcomes**

1.While becoming a popular tourist destination via social media, Faxi Temple offered online services to increase revenue and raised awareness. It encouraged customers to share their experiences on social media for word-of-mouth marketing and developed and raised percentages of younger customers. It differentiated from other well-known temples in marketing.

2.Since Mamori expires in one year, there is one repeat customer in every five of them. It made the repurchase ratio significantly high. More and more young locals pay their trips to Faxi Temple to buy Mamori which makes Faxi Temple the most popular

destination in Hangzhou.

### **Implications & Challenges**

After localizing the Mamori design, other local temples started to make similar products.

What should Faxi Temple do to face the situation?

## 案例名称

### 杭州法喜寺御守产品

## 理论依据

产品创新;产品差异化理论;目标市场细分

## 关键词

中式御守; 佛教人物形象 IP; 线上购物服务; 社交媒体分享

## 背景资料

1. 御守, 或日语中的 Mamori, 意思是“守护”符, 通常会放在一个锦囊中, 包含祈祷、宗教铭文或召唤的意思。在日本的很多神道教神社和佛教寺庙中都可以买到御守。御守有许多不同种类, 但其有效期只有一年。日本人认为, Mamori 是一种充满精神能量的物品, 能够帮助实现愿望, 所以御守也因此成为日本人生活中必不可少的物品。在中国大城市生活的年轻人希望拥有御守, 作为一种安慰以缓解巨大的生活和情感压力下。

2. 每年中国春节, 很多人都会去本地最受欢迎的寺庙祈福, 希望在来年能够幸福健康。同时他们也会通过购买佛教书籍或者饰品的方式对寺庙布施。在浙江省杭州市, 最为人熟知的寺庙就是灵隐寺了。但还有一家佛教寺庙, 有悠久历史, 一年四季风景优美, 古代建筑保存良好, 它叫法喜寺。如何在众多佛教寺庙中脱颖而出, 推广传统佛教文化, 激发更多年轻人去认识宗教则是法喜寺维持下去的根本。

## 营销策略

1. 借鉴日本的御守文化。法喜寺与知名设计公司合作, 以大众熟悉的佛教人物形象为设计灵感推出佛教周边产品。一改往日宗教的刻板印象, 这些产品以提升财富、人际关系、运势、学业为设计内容, 做成中式御守来迎合中国年轻人的喜好, 拉近了年轻人与宗教之间的距离。
2. 在 2019 年为了提高在社交媒体的曝光度, 并激发用户的使用分享和购买体验, 法喜寺开设了名为“上天竺御守”的线上购物服务, 同时为购买者提供法喜寺的线上专属“开光”服务, 增加了法喜寺在网络平台的搜索量, 成为年度最火的宗教话题之一。

## 成果

1. 法喜寺在通过社交媒体成为受欢迎旅游目的地的同时, 开设线上购物服务, 即增加了销量, 又提高了知名度。鼓励客户在社交媒体发送创作内容, 进行口碑营销, 开拓并提高年轻客户群体份额, 与其它知名寺庙形成品牌差异化竞争。
2. 由于御守有效期一年, 每五位购买者中就有一位复购者, 产品的复购率非常高。越来越多的游客专程到法喜寺购买御守, 使得其成为杭州本地年轻人最喜欢的热门目的地之一。

## 反思与挑战

法喜寺借鉴日本的御守, 进行产品设计本土化后获得了好的反响。其他本地寺庙也开始做类似的祈福御守。面对这样的情况法喜寺应该如何做?