

# Brand Marketing Strategies in New Media: A Case Study of Cha Panda's Osmanthus Sweet Fermented-Rice Tea Milk Campaign

Zhenzhen Guo

College of Communication, Universiti Sains Malaysia, 50088, Kuala Lumpur City Centre, Malaysia

**Abstract:** *This paper presents a comprehensive analysis of the application and impact of Integrated Marketing Communications (IMC) in the marketing campaign of Cha Panda's Osmanthus Sweet Fermented-Rice Tea Milk. The study begins with an overview of the tea beverage industry's steady growth and the intensifying competition within the market. It then delves into the brand introduction of Cha Panda, highlighting its innovative approach to product development and the challenges it faces in maintaining a competitive edge. Utilizing the STP marketing model, the paper outlines Cha Panda's strategy in segmenting the market, targeting specific consumer groups, and positioning its brand effectively. The core of the analysis focuses on the creative and message strategies employed by Cha Panda, including co-branded marketing with China National Geographic, leveraging short video and live streaming platforms, and the product creation strategy that resonates with the seasonal and cultural themes. The media strategy and IMC tools used in the campaign are also discussed, emphasizing the integration of online and offline channels to maximize brand exposure and consumer engagement. The paper concludes with an assessment of the campaign's impact on brand awareness, sales figures, and overall market performance, providing insights into the effectiveness of IMC in the context of a new tea beverage brand. The findings of this study offer valuable lessons for brands seeking to enhance their market presence through strategic marketing communications and highlight the potential of digital platforms in driving successful product launches. The use of this template is encouraged for the submission of manuscripts to ensure adherence to publication guidelines and to facilitate a streamlined production process.*

**Keywords:** Integrated Marketing Communications, Tea Beverage Industry, Brand Positioning, Social Media Marketing, New Product Launch, Marketing Campaign Impact.

## 1. Introduction

### 1.1 Industry Market Introduction

The tea beverage market has maintained steady growth in the past few years, and the scale of the industry is gradually expanding. For the new tea beverage market, data from the China Chain Store and Franchise Association shows that at the end of 2022, the total number of new tea drink stores was about 486,000, an increase of more than 28% from the end of 2021 (Teoh et al., n.d.). According to the trend forecast, the new tea drink will continue to maintain the growth trend in the next few years. Although the tea market has broad development prospects, the competition is also becoming more and more fierce. Therefore, tea brands need to pay more attention to the needs of consumers, provide differentiated and innovative products and services, and strive to enhance brand value and market share.

### 1.2 Brand Introduction

Cha Panda, founded in 2008, Cha Panda's business stores cover 330 cities in China, from the volume point of view, has officially entered the industry's TOP 3 ranks. It has the same number and size of stores as its competitors Heytea and Guming. It is a new tea brand that is creating a surprise life, hoping to express and present more possibilities of new tea drinks through product development and trend play and is committed to providing consumers with a surprise experience that is more than just a cup of tea.

At the same time, Cha Panda continues to explore cooperation in various fields, collide with contemporary avant-garde culture and cutting-edge forces, realize the rejuvenation of

new tea drinks, and bring unique personality values to the ideal life. The brand vision of Cha Panda is to make young people fall in love with Chinese tea. Cha Panda products are diversified in form, divided into the fruit tea series, sweet fermented-rice Series, milk tea series, and cold brew tea series. The products are diversified, and the forms are diverse, which is in line with the self-positioning of Cha Panda's innovation.

Cha Panda has sufficient product research and development capabilities, Cha Panda attaches importance to new product research and development and has a professional research and development team and equipment, which can continuously launch new products that meet consumer tastes according to market demand. Cha Panda also attaches importance to service quality and has established a perfect customer service system, which can solve consumers' problems and needs and enhance consumers' shopping experiences.

### 1.3 Challenges

After the rapid development of the new tea consumption market in the past few years, it has made a big breakthrough. All kinds of new tea drinks emerge one after another, the homogenization phenomenon is serious, and the industry competition is becoming more and more fierce. In the face of such fierce market competition, Cha Panda must pay attention to the frequency of new product launches and the development of various activities, so that consumers can contact new things, to attract the attention of the target audience and create a differentiated image.

In addition, young consumers have put forward new requirements for products and marketing, and Cha Panda wants to target the young market, but also continue to upgrade

products and marketing so that consumers can feel the brand's innovative ability to obtain better market feedback.

#### 1.4 Issues with the Campaign

##### 1.4.1 Seasonal marketing timing

Spring is a season of flowers in full bloom, and for many Chinese mainland products, the arrival of spring is a great seasonal marketing opportunity. If Cha Panda seizes the opportunity of spring marketing, it can strengthen consumers' differentiated cognition of Cha Panda and establish an emotional connection between consumers and Cha Panda.

According to data from the food platform Meituan APP, more than 50% of brands in the tea beverage market will launch spring-limited new products in 2023, which are also the brand's main products during this period. By incorporating spring seasonal ingredients into their tea drinks, brands create a "one-bite into spring" experience for consumers (Basu et al., 2022).

Therefore, Cha Panda needs to seize the opportunity of spring marketing and actively launch new spring-limited products to create a unique consumption experience for consumers.

##### 1.4.2 Return to the new market.

Nowadays, consumers face many brands launching new products, and the simple "price war" has gradually returned to rationality. Therefore, many new tea brands have set off a "return fever" and have arranged the upgrade and return of classic products, thereby capturing the expectations and nostalgia of users, giving birth to the driving force of discussion and dissemination, and triggering a new wave of consumption.

Before launching the promotion of new products, Cha Panda conducted in-depth user research and market analysis, using big data to check consumers' preferences, and the feedback results found that consumers are more inclined to love the sweet fermented-rice series products launched in 2019.

Therefore, it was decided to upgrade and improve the existing sweet fermented-rice series, and in April 2023, it launched a new product – The osmanthus sweet fermented-rice tea milk. Cha Panda has optimistic expectations for the sales of this new product, believing that it has considerable marketing value and the potential to become a popular product.

## 2. The Campaign Introduction

**Duration:** April 4 - April 25, 2023

**Theme:** The osmanthus sweet fermented-rice tea milk new product launch campaign.

Cha Panda integrates offline and online channels to carry out the return new product launch promotion campaign. With the aid of the spring new product launch event on the Douyin platform, it cooperates with influencers, mainly conducting content marketing in the form of online short videos and live broadcasts. In addition, it collaborates with the popular IP,

China National Geographic, supplementing with offline exhibitions and in-store marketing. This constitutes the main marketing strategy for this return new product launch campaign, aiming to achieve its marketing objectives (Sohu News, 2023).

**Marketing Objectives:** Campaign ROI of 5:1; Online e-commerce Live reached 12 million GMV (Gross Merchandise Volume) in a single Live; New product sales in offline shops exceeded 80,000 units in week 1; Increased brand sales.

**Communication Objectives:** Optimize Douyin platform data, including completion rate, interaction volume, and followers; Optimize the data of the WeChat platform, including the number of readers, interactions, and followers; Improve brand awareness and image.

### 2.1 STP of Cha Panda's Marketing

The STP marketing model (Segmentation, Targeting, and Positioning) is one of the most common strategic methods in modern marketing (Annmarie Hanlon, 24 C.E.). Applying STP to the marketing strategies of Cha Panda allows us to understand more clearly the starting point of its marketing strategies.

#### 2.1.1 Market Segmentation

Market segmentation involves dividing the market into consumer groups with different needs, behaviors, or characteristics.

Cha Panda believes that the novelty of new tea beverages matches young people's pursuit of individuality and fashion. To retain "Generation Z" consumers, it is necessary to focus on consumer research and create new brand memory points. In this marketing campaign, the audience of Cha Panda was segmented, targeting "18-35-year-old women" and young consumers who like modern Chinese tea beverages (Cha Panda brand, 2023). This type of consumer is open to new experiences, adventurous, and eager to share. By accurately targeting the consumers, Cha Panda guides them to share, like, and forward new products on various social media platforms, increasing the brand's online exposure.

#### 2.1.2 Market Positioning

Based on the analysis of market segmentation, Cha Panda has identified three important groups, and the physical stores provide different service modes for these three groups. This has also paved the way for the rapid expansion of Cha Panda in recent years.

**Student consumer group.** Many tea shops position the student group as the mainstream target consumer group, and Cha Panda is no exception. Since students like affordable, high-quality tea, the pricing of the product must be reasonable, and the selection must be diverse.

**White-collar consumer group.** White-collar consumers, usually like the refined atmosphere, and the design of the store environment and the uniqueness of the product are crucial for

increasing their stickiness to the brand.

High-end consumer group. If the target customer is a high-end group, then a spacious and private store environment is a must. Accordingly, the taste and packaging of the product must be high-grade. (Cha Panda, 2020).

### 2.1.3 Market Positioning

The latest brand positioning of Cha Panda is "good tea as the base, creating freshness". According to Yi Rui, the marketing manager of Cha Panda, in the current era of increasing diversification and individualization, consumers' tastes and aesthetic demands for beverages are constantly changing. The brand positioning of Cha Panda determines that they will focus on product innovation in the future. This new brand positioning strategies has determined the direction of future products (Red Star News, 2023).

Cha Panda's osmanthus sweet, fermented rice tea milk has adhered to the brand positioning strategies of Cha Panda. In this case, the launch of the new product is completely consistent with seasonal characteristics. In China, spring is a season when all kinds of flowers are in full bloom, and the theme of "osmanthus" fits the seasonal hot spots. Cha Panda combines seasonal hot spots with a new product image to create a fresh product concept.

## 3. Creative and Message Strategies

### 3.1 Creative Strategies

Creative marketing is a key action to amplify the value of product innovation (Blakeman, 2018). Cha Panda used the following four creative strategies for this campaign, namely co-branded marketing, short video marketing, live streaming marketing strategies, and product creation strategies.

#### 3.1.1 Co-branded marketing strategies

Cha Panda and IP China National Geographic jointly organized the Spring Flower Food Season. The new products were showcased at an offline exhibition, and customers visiting the exhibition were allowed to try them out for free. This co-branded marketing strategy will unite Cha Panda's new products and Gansu Province, the geographical landscape of the seven-color Danxia scenic area. Not only the shape of the product replicates the IP image of the beautiful scenery so but customers have a sense of a strange experience with the new product. This also effectively enriched the cultural connotation of the product, attracting more consumer attention and increasing the exposure and sales of the brand.

#### 3.1.2 Short video marketing strategies

Cha Panda uses the Douyin platform for short video marketing, providing a large number of promotional short videos for new products. According to the characteristics of the target audience of this campaign, it was cleverly designed in terms of geography and content.

Geography: Among the 1000 influencers in this cooperation, most of them are influencers who love sweet tea, such as

Guangzhou, Shanghai, Shenzhen, and other southern provincial capitals.

Content: The focus is on the face value of the new product and creative drinking two aspects.

Through the high frequency of short video promotion, brand awareness was expanded and the brand recognition of users was enhanced. By cooperating with influencers in key regions and targeting video content, Cha Panda accurately controlled the psychology of users, making the advertising more accurate and improving the communication effect of the ads.

#### 3.1.3 Live Streaming Marketing Strategies

Influencer live streaming enhances users' trust and word-of-mouth for the brand through personal traffic value and increases users' awareness and goodwill through the real experience and interaction of the experts, bringing more exposure and sales conversion for the brand (Du, 2021).

Influencer Anchor: On the day of the new product launch, Influencer Anchor opened a live broadcast session with the theme of "Dingding Cat's Stall Diary" and cooperated with the head influencer of the tea drinking category, "I'm a little fat ah". Because this influencer has already had successful cooperation with Cha Panda, users have consciously established an emotional link between the influencer and the brand, forming a consumer decision psychology of "buy when you see it".

Scenario-based Live: In addition to the high degree of fit with the brand's celebrity anchors, the live broadcast used spring camping and night market car stall scenarios, successfully creating a sense of relaxed and pleasant interaction.

#### 3.1.4 Product creative strategies

In addition to the new product itself, Cha Panda also made creative designs in the surrounding details of the new product to echo the theme, such as a cinnamon ring straw set and cinnamon cup holder. The design draws on the shape of the osmanthus flower, refining the texture for recombination. In terms of color, the use of a gold and white simple collocation highlights the sweet temperament of the product. In addition, the brand logo is paired with a simple text describing the product's characteristics to deepen consumers' imagination of the product's taste. (Newstom, 2023).

In addition, these product peripherals are designed to provide material support for users to spontaneously take photos and punch cards, and share User-generated content. It also helped to raise the buzz around the campaign and buzz around the campaign. (Jntimes, 2023).

### 3.2 Message Strategies

The key message of this marketing campaign is to highlight the brand's resonance with consumers, using nostalgia marketing and other means to raise consumer expectations in the early stages of the campaign, conveying to consumers that the brand values consumer feedback and describing to consumers the unique selling points of the Osmanthus sweet

fermented-rice tea Milk.

Both from the online and offline preparatory activities, Cha Panda used a unified language and voice in the overall link that "reback", and repeatedly prompted the brand message to consumers through different media. Online, Cha Panda social media stage background color scheme with the new color tone, is also in the ultimate message of the event, in addition offline, whether the event exhibition or stores, laying the posters, site layout, copy, and other warm-up activities unified to convey the central idea of the event.

## 4. Media Strategies and IMC tools

### 4.1 Media Strategies

Media strategies is the skill of choosing and using media wisely. It includes media selection and media mix strategies (Katz, 2019). The brand established the campaign's objectives through in-depth market research and analysis and then implemented marketing based on the objectives.

Cha Panda selects the appropriate media based on the habits, preferences, and media exposure of the target audience. Then, according to the different characteristics of WeChat, Douyin, and other media channels. The creative and content production was targeted with the presentation of graphics, short videos, and live streaming. Finally, content marketing is combined with key messages such as the seasonal and nostalgic characteristics of the new products and the advantages of upgraded and improved flavors and designed packaging. At the same time, it is essential to ensure coordination and consistency between different media, as well as to track and evaluate results to achieve better brand awareness and communication.

### 4.2 IMC Tools

#### 4.2.1 Online tools

##### A) Douyin

Douyin has a vast user base. As of 22 February 2023, Douyin had 1.06 billion registered users (Douyin, n.d.). Remarkably, it is trendy among young people and mobile internet users. Cha Panda chose to promote Douyin to reach its target audience better. It is trendy among young people and mobile internet users. Douyin's short video advertising format has a powerful visual impact and communication effect. Douyin also offers a variety of advertising features, such as the ability to place precise ads. Finally, compared to traditional media, Douyin's advertising costs are relatively low. For Cha Panda, the limited budget can be used to achieve brand exposure and promotion on Douyin more efficiently and achieve a higher ROI (return on investment).

Cha Panda uses the following functions on the Douyin platform:

1) Location-Based Ads: Ads are placed based on users' geographic location information to target audiences and provide personalized promotional content more accurately.

2) Short Video Ads: Showcasing the advantages and features of products in short video content and providing links to purchase, promoting users to spend directly on the platform.

3) Live e-commerce: Presented in the form of Live, anchors interact with users and showcase products through live streaming. The content of the live broadcast includes product introduction, demonstration, and sharing of user experience to attract the attention of users and stimulate the desire to purchase.

4) Influencer Collaboration: Douyin Xingtong Plaza is a Douyin marketing collaboration platform designed to connect brands and influencers, facilitate partnerships, and achieve marketing goals. The platform provides a centralized place for brands to select the right content creators to collaborate with for marketing purposes.

5) Douyin Data Analytics: The Douyin Cloud Graph platform is a data analysis and marketing tool provided by Douyin to help marketers better understand and analyze Douyin's user data to develop more accurate marketing strategies.

##### B) WeChat

WeChat is one of the largest instant messaging social platforms in China, with a vast user base. The platform offers a wealth of features, including WeChat Public, Mini Programs, Moments, Group Chats, and more, in addition to basic communication functions. At the same time, the social relationship chain between users of the WeChat platform is very tight. Users can establish connections with friends, colleagues, etc., and share and spread information through friendships and group chats (Plantin & De Seta, 2019).

Cha Panda uses the following functions in the WeChat platform:

1) Mini Programs: In Mini Programs, Cha Panda has its own shopping mall, where users can complete a series of processes such as online ordering and payment. During the campaign period, Cha Panda set up a pop-up teaser ad on the order page of the Mini Programs mall to warm up the new product campaign.

2) Group Chats: Through social marketing, the company will publish information about new product promotions and live Douyin previews on the existing members' Group Chats and encourage users to participate in the activities.

3) Moments: Based on the social attributes of WeChat, we use the strong social relationship chain among the company's employees to publish posters and text to preview new products through Moments. In addition, users will share photos and tasting experiences of new products in Moments.

##### C) Database Construction

As a company committed to providing big data technology products and services for global enterprises, Yonghong Technology can provide end-to-end big data services from application solution consulting, data warehouse construction, data visualization and analysis, and deep data application to data platform implementation.



Cha Panda through cooperation with Yonghong Technology, built a one-stop big data analysis platform, integrated, and summarized the existing system data, and the data to do standardization, and standardized processing, so that the data can be traced, comparable, early warning, and the formation of a set of perfect data management system. The data system is connected to the headquarters management system, and the data aggregation and analysis system of each store, which in turn promotes the level of Cha Panda relying on data for operation, management, and decision-making, realizing the data to empower business growth, data to promote performance growth.

As Cha Panda relied on the results of the data analysis to find the right direction for this spring on the new campaign, making the campaign the first single-day live breaking billion benchmark case.

#### 4.2.2 Offline tools

##### A) Store

Cha Panda in the early stage of the campaign, offline activities were carried out in the campaign warm-up, to raise consumer expectations of the campaign, the campaign marketing period, the brand combined with the advantages of the huge chain of stores offline, the central screen in more than 7000 stores nationwide unified display of new products listed co-branded materials (Newstom, 2023).

Data makes everything connected in the era of digital operations combined with offline services to form a complete user experience of the tea beverage brand extremely important. Online and offline marketing not only can increase customer stickiness through dual contact, but also increase the interactivity and entertainment of the stores, making the brand more vigorous in the hearts of users.

##### B) Exhibition

On April 5, 2023, the day of the new product's Live on Douyin, co-branded China National Geographic held the "Spring Flower Food Sounding Exhibition" at the Hangzhou Exhibition Center and conducted a free tasting event. Which combined Chinese cultural elements and scenic beauty photos to map out the unique emotions of the brand's return to new products (Meili city, 2022).

Using the exhibition to build an experiential site with the users, this unique experience triggered many Douyin experts and Weibo bloggers to hit the site.

Experience marketing is now a major tool to expand user attention and stimulate consumption. In the theme of the exhibition, through the close interaction with the user, the scene guides the audience to search for attention to the day of the Cha Panda's Douyin live, "face to face" Share new products, close the distance between the brand and the user.

## 5. The Impact of the Campaign

In the impact assessment, there are metrics for each channel, such as search volume for offline conventions that lead to online live streaming; sales volume for offline stores and online live streaming; and growth metrics for WeChat and Douyin platforms such as interactions and followers. These metrics can help calculate the campaign's impact, also known as the closed-loop approach (Schultz, 2004).

In addition to these metrics, it is essential to use various measurement and evaluation tools. From the Douyin backstage and Feigua data as well as the Douyin ranking, many Influencers' video promotions as well as live streaming undoubtedly made Cha Panda's exposure and attention on the Douyin platform increase significantly, and also improved the business conversion rate, with the single live streaming GMV of the new product launch exceeding 20 million RMB, breaking the Douyin platform record for tea beverage brands.

According to the WeChat back office and the Youwang data platform, the number of followers has increased by over 15,000. This not only indicates an increase in the number of users, but also an increase in interest and interaction with the brand.

The backend database of the stores showed a 90% increase in-store sales, indicating a significant increase in the brand's market performance and sales through the return of the new products to the market.

Overall, the campaign achieved an ROI of 9:1, far exceeding the target. These figures prove the brand's increased influence and market competitiveness and provide a good foundation for further business development and brand building.

**Table 1: The Campaign Date Results**

Channel	Indicators	New Product Launch Day 1	New Product Launch Week 1	New Product Launch Week 3
Online	Douyin growth volume	The first video of the new product has more than 2000 likes. 50% increase in visitors to Douyin account homepage.	Live broadcast averaging 20,000 viewers. Douyin beverage products ranked first in search volume.	The video play rate increased to 60%; the account added 70,000 followers. The cumulative number of new videos played on all platforms exceeded 100 million times.
	WeChat growth volume	WeChat tweets read up to 100,000	/	Accounts of over 15,000 new followers; the first growth in the number of followers on the WeChat public number of tea beverage brands
	Live Sales	GMV Over 20 million RMB; Douyin ranked first in GMV for food service businesses	/	150% increase in sales compared to the same period last year:
Offline	The exhibition Leads to Online E-Commerce Live	Douyin Live search volume reached 46,000	/	/
	Store Sales	New product sales occupy the first place in-store product	New product sales exceeding 100,000 units;	Sales increased 90% compared to the same period last year

		sales;	New product sales accounted for 30% of the total product sales in stores	
--	--	--------	--	--

Sources: Feigua Data, Douyin Ranking, Douyin Store Sales, WeChat office, Youwang Data, Interviews (2023).

## 6. Conclusion

The return of Cha Panda's osmanthus sweet, fermented rice tea milk, through online and offline preheating activities, short video and live broadcast content marketing, and creative marketing strategies in cooperation with IPs, has achieved success in product promotion. It is worth mentioning that in this event, the cooperation between Cha Panda and Douyin, as part of "Douyin Heartbeat New Season", and the joint branding with China National Geographic magazine, effectively enhanced the cultural connotation of the product and brand exposure.

During the event, Cha Panda collaborated with top product influencers on Douyin for live broadcasts, further enhancing the product's topic popularity. In the live broadcast, Cha Panda bundled osmanthus sweet fermented-rice tea milk with other products, effectively promoting repurchase by users in the live broadcast room, ranking at the top of Douyin's group buying sales list, and achieving a substantial increase in sales (Sohu News, 2023).

However, there are certain limitations to Cha Panda's product promotion marketing strategies.

1) Cha Panda pays too much attention to the use of online marketing strategies and neglects some offline marketing strategies. From the analysis of Cha Panda's segmented market groups, its target audience is not only teenagers but also white-collar groups in first- and second-tier cities. These high-income groups do not have much time to pay attention to Douyin live broadcasts and do not have time to buy new products in real-time. Cha Panda should tailor meticulous marketing strategies for this group, such as ground promotions in office buildings or high-end office buildings, or setting up milk tea pop-up stores, etc.

2) Cha Panda's product promotion lacks comprehensive promotion strategy. The intensity of the promotional activities is indeed great, but if the product's exposure reaches a certain level and there is no corresponding promotional strategies, it will lose some potential consumer groups. Cha Panda should formulate certain promotional policies according to the rhythm of marketing activities and marketing budgets, such as the half price for the second cup, or buy two get three cups of promotional policies, which can to some extent further increase the sales of Cha Panda.

## References

- [1] Basu, A., Bishnu Murti, A., & Chandra Mandal, P. (2022). Plant-Based Milk Consumption in India: Motivators, Deterrents and Marketing Strategies in a Competitive Market. *Journal of International Food & Agribusiness Marketing*, 0(0), 1–23. <https://doi.org/10.1080/08974438.2022.2084198>
- [2] Blibli. (2023, April). Cha Panda osmanthus Osmanthus sweet fermented-rice tea milk stuffed milk green. <https://www.bilibili.com/video/BV1NM41137d7/>
- [3] Cha Panda. (2020, January 21). Who are the target consumer groups of Cha Panda? <https://www.hlsjmw.com/news/199.html>
- [4] Cha Panda. (2023, April 14). Weibo Forwarding Lottery Activity of Cha Panda. <https://m.weibo.cn/status/4890486185657983>
- [5] Cha Panda's brand. (2023, February 3). The Brand Position of Cha Panda. <https://m.jiamengfei.com/article/1778>
- [6] Douyin Official Website. (n.d.). Douyin. (2023, February 22). Customer volume topics. Retrieved 20 June 2023 from <https://m.douyin.com/zhuanti/>
- [7] Jntimes (Ed.) (2023). Leveraging the platform activities + creative live broadcast, what did Cha. Panda right! <https://bit.ly/3orxiNY>
- [8] Katz, H. (2019). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*. Routledge.
- [9] Li, Chengdong. (2022, October 24). Dolphin Society Morning News. <https://xueqiu.com/1363266695/233358397>
- [10] Meili city (Ed.) (2022). Direct broadcast "superior" breakthrough again. <https://bit.ly/3OGxrYw>
- [11] <https://bit.ly/3OGxrYw>
- [12] Newstom (Ed.) (2023). Cha Panda to create new marketing "three axes", so that micro-discounts can also achieve sales turnover. <https://bit.ly/3BTOG0S>
- [13] Plantin, J. C., & De Seta, G. (2019). WeChat as infrastructure: The techno-nationalist shaping of. *Chinese digital platforms*. *Chinese Journal of Communication*, 12(3), 257-273.
- [14] Red Star News. (2023, April). Cha Panda Announces New Brand Positioning. Sina Finance News App. <https://finance.sina.com.cn/tech/roll/2023-04-22/doc-imyrhpf4224965.shtml>
- [15] Sohu News. (2023, April 27). Cha Panda Creates New Product Marketing. [https://m.life.china.com/2023-04/27/content\\_202866.html](https://m.life.china.com/2023-04/27/content_202866.html)
- [16] SOHU (Ed.) (2023). Tiktok life services become a key marketing position, how to achieve the tea. beverage brand to break the wall out of the circle? <https://bit.ly/45zaIDs>
- [17] SOHU (Ed.) (2023). New tea beverage brand Cha Panda and Yong Hong Technology to achieve. digital iterative upgrade. <https://bit.ly/45vdao>
- [18] Teoh, M. F., Ahmad, N. H., Abdul-Halim, H., & Kan, W. H. (n.d.). Digital business model innovation among small and medium-sized enterprises (SMEs). *Global Business and Organizational Excellence*, n/a(n/a). <https://doi.org/10.1002/joe.22200>
- [19] Teoh, M. F., Ahmad, N. H., Abdul-Halim, H., & Kan, W. H. (n.d.). Digital business model. innovation among small and medium-sized enterprises (SMEs). *Global Business and Organizational Excellence*, n/a(n/a). <https://doi.org/10.1002/joe.22200>
- [20] Tai meiti (Ed.) (2021). While on the shelves and off the shelves, alcohol can make the new tea. drink "high"? <https://bit.ly/3MzwvCn>

Appendix



Figure1: Cha Panda brand identity

Source: Wikipedia



Figure 2: Cha Panda co-branded marketing poster.



Figure3: Douyin influencer Live



Figure4: Douyin Scenario-based Live



Figure5: The new product peripheral design

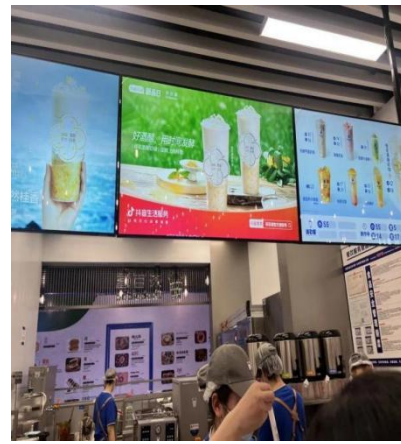


Figure6: Offline shop screen display



Figure7: Co-branded "Spring Flower and Food Sound Show" offline exhibition



Figure8: The new product Douyin short video



Figure9: The new product WeChat Public tweet

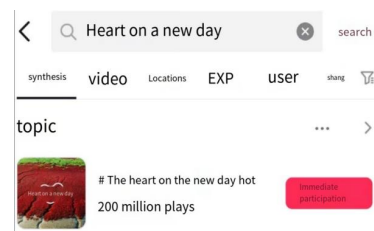


Figure10: The new product Douyin "Heart on a new day" event



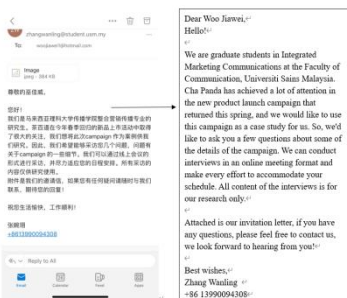


Figure 11: Email invitation letter

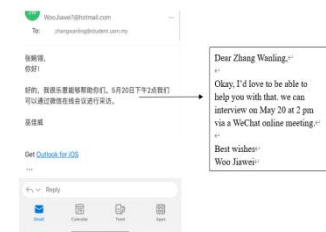


Figure 12: Email Reply Letter



Figure 13: Students letter of certification

<p><b>Interview information</b></p> <p>(1) <b>Time:</b> May 20, 2023</p> <p>(2) <b>Site:</b> Online Meeting</p> <p>(3) <b>Interviewee:</b> Woo Jiawei (Cha panda Marketing Officer)</p> <p>(4) <b>Interviewer:</b> Guo Zhenzhen, Zhang Wanling</p>
<p><b>Interview Dialogue</b></p> <p>(1) <b>Guo Zhenzhen:</b> May I ask if you could briefly introduce the brand of Cha Panda?</p> <p>(2) <b>Woo Jiawei:</b> Sure! Cha Panda is a tea beverage brand based in Sichuan, China. It was founded in 2008 and has since grown to have over 7,000 chain stores across China, covering almost all cities in the country. The logo of Cha Panda features the image of a panda, aiming to create an adorable and approachable brand image for our consumers. Cha Panda combines traditional Chinese tea culture with the popularity of milk tea flavors among young people, creating innovative Chinese-style tea beverages tailored to the tastes of young consumers and offering them unique flavor experiences.</p> <p>(3) <b>Guo Zhenzhen:</b> Cha Panda has received a lot of attention during this spring's return to new products event. Can you briefly introduce this event to us? For example, the duration of the activity, the goal of the activity, the rational behind the implementation of the campaign.</p> <p><b>Woo Jiawei:</b> Of course. This new product relaunch event will run for three weeks from April 4th to April 25th. In China, spring is always a season for product launches. On one hand, it is because spring represents a time of renewal for the Chinese people. On the other hand, there are relatively fewer holidays during the spring season in China, so marketers need to create their own buzz to enhance product marketing. Many tea and milk tea brands, as well as brands from other industries, will introduce new products during this time, and Cha Panda is no exception. However, through market research, we found that our previous seasonal limited-edition product, "Osmanthus Rice Osmanthus sweet fermented-rice tea milk Green Milk Tea," was highly popular and well-received by consumers. The theme of "Osmanthus" also aligns well with the spring marketing concept. Without a doubt, "Osmanthus Rice Osmanthus sweet fermented-rice tea milk Green Milk Tea" is our best product choice.</p> <p>Additionally, we have made some adjustments in terms of brand visuals. Firstly, we have updated the product packaging and innovated the peripheral designs to better align with the theme of this event. This small tip also encourages active interaction among young consumers who enjoy sharing on social media platforms, thereby increasing brand awareness. Our final ROI target was set at 5:1, with a goal of 12 million RMB in GMV for each live streaming session and a weekly sales volume of over 80,000 orders at offline stores. However, the results of the campaign far exceeded our expectations. The ROI reached 9:1, surpassing our target, and the GMV for each live streaming session broke the record for tea beverage brands on Douyin, reaching 20 million RMB. Additionally, the weekly sales volume at our stores exceeded 100,000 orders.</p> <p>(4) <b>Guo Zhenzhen:</b> Why did you choose China National Geographic for IP collaboration?</p> <p><b>Woo Jiawei:</b> Actually, in China, China National Geographic is a great IP. A large portion of our consumer base consists of young students who are passionate about exploration and learning. Many students are highly interested in China National Geographic. Moreover, China National Geographic has a strong fan base and a powerful brand effect. Through this collaboration, we have enhanced the brand image of Cha Panda, sparked consumers' curiosity about the product, and heightened their psychological expectations for it.</p> <p>(5) <b>Zhang Wanling:</b> What creative and messaging strategies were used for the campaign? How were these strategies communicated through IMC tools?</p> <p><b>Woo Jiawei:</b> The creative side of the campaign focused on co-branding, short-form video marketing, Live streaming and product creative strategies. We co-branded with the popular IP China National Geographic, replicating the beauty of the IP image in the shape of the product, and held an offline exhibition called "Spring Flower Food Sounding Exhibition". This gave customers a sense of quirky experience of the new products and enriched the cultural connotations of the products. In terms of short videos, we used the Douyin platform. This was cleverly designed in terms of geography and content to suit the characteristics of our target audience. Working with 1000 influencers, we expanded brand awareness through a high frequency of short video promotion. For the Live broadcast, we collaborated with influencer, with whom we had previously worked, for live e-commerce sales in the form of Scenario-based Live. In terms of product creativity, we innovated not only the product itself but also the design around the product, such as the cinnamon ring straw holder and the cinnamon cup holder.</p> <p>The message strategies was based on the strengths of the new products and the classic nostalgia and springtime features for the key messages to be output. We unified the language and voice in the overall segment, both online and in the offline preparatory activities.</p> <p>(6) <b>Zhang Wanling:</b> How was the campaign distributed across all the IMC tools and media platforms?</p> <p><b>Woo Jiawei:</b> We used the internet and advertising as the main integrated marketing tools, and we chose Douyin and WeChat as the main social media platforms. These two platforms have a huge user base and are highly relevant and powerful to our target audience. We use Location-Based Ads, Short Video Ads and Live e-commerce on Douyin and Mini Programs, Moments and Group Chats on WeChat.</p> <p>(7) <b>Zhang Wanling:</b> What was the final result of the campaign?</p> <p><b>Woo Jiawei:</b> It is very good. Short videos and live e-commerce broadcasts are very effective, as the strong interactivity of live broadcasts can bring consumers closer together and more easily promote product sales. In terms of the most intuitive sales volume, the new products have sold more than 100,000 units in one week since they were launched, and the shops have accounted for about 30% of the total sales volume of the whole shop since the new products were launched, which is particularly popular among young customers. The single live broadcast of the new product launch broke through 20 million GMV transactions, and also set a new record for the Douyin life service catering industry of a single day live payment breaking through 20 million. It was also good in terms of communication data, with the Douyin topic #HeartUpNewDay #video play accumulating over 100 million. The new product launch tweets on WeChat public number had a cumulative reading of over 100,000.</p>