

# *Research on Brand Marketing Strategy of Meilanchun Liquor Industry in the Context of New Media*

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**Abstract:** With the continuous development of Internet technology and new media platform, the brand marketing strategy of enterprises has ushered in unprecedented opportunities. At present, the liquor market is facing many challenges. In the context of new media, the traditional marketing methods can no longer meet the people's growing demand for beautiful consumption, and the single brand marketing strategy has been unable to adapt to the development of the new era. How to inject new vitality into brand marketing in the opportunities brought by the new media context, enhance brand awareness and reputation and increase customer loyalty is an important topic in the development process of Meilanchun liquor industry. According to the existing brand marketing situation of Meilanchun liquor industry, this paper analyzes the marketing problems of Meilanchun brand, and puts forward the brand marketing optimization strategy of Meilanchun liquor industry in the context of new media, aiming to help the sustainable development of Meilanchun liquor industry.

## 1. Introduction

In today's era of rapid development of technology and rapid dissemination of information, the emergence of new media technology determines that wine enterprises want to maintain the market competitiveness, they must re-examine and improve the brand marketing strategy, make reasonable use of the resources around, and create tailored brand marketing strategy<sup>[1]</sup>. From the current trend of China's economic development and consumption upgrading, as the representative of the traditional real economy, the internal market competition is gradually intensifying. How to improve the brand awareness and market share in this fierce market battle will determine the survival and development of enterprises. In the future development, if Meilanchun brand wants to stand out in the fierce market competition, it is necessary to change the traditional marketing mode, keep pace with The Times, use new media technology, combine the development of the enterprise, innovate the marketing mode, and build a diversified enterprise brand marketing system<sup>[2]</sup>. At the same time, to survive and develop, enterprises must attach importance to brand culture, innovate brand culture and enhance the brand competitiveness by increasing the publicity of brand culture. Only in this way can we expand the brand effect and expand the marketing and promotion<sup>[3]</sup>. To sum up, the

optimization of the brand marketing strategy in the context of new media is essential for Meilanchun liquor industry to seek sustainable development.

## **2. Brand marketing status of Meilanchun liquor industry**

### **2.1 Brand image**

A strong brand image is not only the appearance and logo of the product, but also the commitment of the enterprise to the society and consumers<sup>[4]</sup>. As a time-honored liquor brand and the pioneer of sesame-flavor liquor in China, Meilanchun has always paid attention to the high requirements for quality, using high-quality raw materials and traditional brewing methods. Meilanchun brand is not only famous for sesame-flavor liquor, but also famous for its packaging. It uses Jingdezhen ceramics and combines traditional Chinese elements, and is deeply loved by everyone. Meilanchun liquor industry always adheres to integrity and innovation. While inheriting traditional brewing technology, it is also constantly innovating in research and development, and launching different series of products to meet the needs of different groups. In addition, Meilanchun liquor industry has a strong sense of social responsibility, actively participate in social public welfare activities, organize party building activities, improve the brand image at the same time, show the social value of the enterprise, has a positive guiding role.

### **2.2 Brand products**

The brand structure of Meilanchun liquor industry is relatively simple, mainly including conventional products, agent products and customized products. Among them, the conventional products are mainly some classic Meilanchun wine, including "Dragon and Phoenix", "Golden Dragon", including "Golden Dragon", "Green Dragon" and "Dragon bottle", etc. The appearance design of the products mostly adopts the combination of traditional Chinese elements dragon and Jingdezhen ceramics, and each product is endowed with profound and beautiful meaning. Customized products are mainly set up to meet the unique needs of consumers, and they will be unique and customized in combination with the needs of consumers, which has a strong commemorative significance. It is understood that Meilanchun wine industry according to the needs of relevant enterprises or units of exclusive design, the concept into the design and give good wishes, to a great extent in line with the needs of consumers, to have a positive role in the promotion and marketing of Meilanchun brand.

### **2.3 Brand promotion**

Brand promotion refers to the process of building a brand by transmitting positive information and image, whose purpose is to improve brand awareness and influence and establish a good brand reputation. The current brand publicity of Meilanchun liquor industry mainly holds public relations activities, serves as the title business of special activities, and sponsors some local activities, supplemented by online official website publicity. Approaching consumers through offline activities, create user experience, convey brand information and value, and establish emotional connection. Through the online official website to publicize the enterprise recent situation, enterprise value, brand achievements, establish the brand image.

### **3. Meilanchun liquor industry, brand marketing problem analysis**

#### **3.1 Brand competitiveness needs to be improved urgently**

The rapid development of liquor brands in various provinces and cities and the emergence of various alcoholic drinks lead to the increasing competition in the liquor industry. Taking Taizhou as the main sales place of Meilanchun wine does not have great advantages in the external market, which leads to low brand awareness and weak market competitiveness, which affects the sales of the overall products, and has become a great resistance and serious challenge for the development of Meilanchun liquor industry. Therefore, if the marketing plan of Meilanchun brand can segment the market according to the needs of different consumer groups in the market, and then determine the target market and target customers, formulate exclusive marketing content, and enhance the competitiveness of the brand, then it can reduce the marketing cost and make the marketing effect more significant. For example, the unique brewing technology of Meilanchun wine contains rich characteristic bacteria, which makes the brewed liquor rich in a variety of trace elements that are beneficial to human body, which can effectively prevent a variety of diseases. If Meilanchun Wine Industry can combine this characteristic with the demand of contemporary consumers in pursuit of health to carry out accurate brand marketing and promotion, then the market competitiveness of Meilanchun brand will be greatly enhanced in the market segment in pursuit of health demand.

#### **3.2 Single brand communication channel**

In this era when traffic is king, the products with more traffic can attract more consumers' attention and thus become more popular with consumers. With the continuous development of new media, the publicity of major brands is not limited to traditional media such as newspaper radio and television, but also uses new media platforms such as TikTok, Kuaishou, Weibo and WeChat for publicity. Meilanchun wine in the brand promotion strength is not enough, has strong limitations. It is understood that Meilanchun liquor industry mainly through sponsorship activities, appreciation meetings, cooperation with enterprises and other ways of brand promotion. In the context of new media, Meilanchun liquor industry has also gradually begun to try to use new media platforms for brand publicity, and adopts a combination of online and offline marketing methods. For example, Meilanchun has registered an official account on Tiktok, but its account has been cancelled, and there are almost no accounts related to Meilanchun on other new media platforms. Therefore, Meilanchun liquor industry has not had a correct understanding and effective application of brand new media marketing, and the media advertising promotion is basically zero. It only relies on sponsoring the local related activities in Taizhou for offline brand promotion, which has a small communication scope and weak influence, and cannot achieve the ideal publicity effect.

#### **3.3 Insufficient empowerment of brand culture**

With the rapid development of The Times, things will continue to pass by, but the culture can be passed on from generation to generation. As a time-honored Chinese liquor, its brewing technology is an intangible cultural heritage, and it has accumulated rich wine culture. The biggest feature of Meilanchun liquor brands is the unique sesame flavor. Therefore, Meilanchun liquor industry puts too much emphasis on the unique sesame flavor in the brand publicity of Meilanchun liquor, and the publicity of wine culture is minimal. For example, in the search on various media platforms, the most common information entry is that Meilanchun wine has a unique sesame flavor, and is the pioneer of sesame flavor liquor in China. The focus of the flavor is the sesame flavor. Therefore, Meilanchun liquor industry focuses on brand publicity on sesame flavor, which leads to the lack of

cultural empowerment of Meilanchun brand, and fails to build an emotional bridge with consumers through the profound implication of culture, and enhance the loyalty of consumers.

#### **4. Meilanchun liquor industry brand marketing optimization strategy**

In the context of new media, in order to maintain its competitive advantages and sustainable development, Meilanchun liquor industry needs to pay attention to the use of new media platforms and relevant technologies and resources to build and promote the brand. At the same time, it is necessary to formulate unique brand marketing strategies according to the existing problems of the brand marketing, build the personalized development of the brand, increase the brand awareness and competitiveness, and improve the market share of the brand.

##### **4.1 Segment the Meilanchun brand market**

According to the investigation and analysis of Meilanchun liquor industry, we believe that the market aspect of Meilanchun brand still needs to be further subdivided and improved to determine the target market and target customers. The reason for dividing the market is that consumer demand is different. From the perspective of consumers, only the goods are willing to buy them if they meet their own needs. Wendell Smith of the United States once said: "There are different customers in a market, they have different needs and seek different interests. Companies must segment the market, rather than just focusing on product differences." Therefore, Meilanchun liquor industry must segment the market, meet the specific consumer needs in a specific market, and enhance the competitive advantage of the brand.

###### **4.1.1 Segmentation of the market according to the consumer income level**

According to the income level of consumers, it can be divided into high-end wine, middle and high-end wine and low-end wine. High-end wine is mainly for state banquets, business cooperation, banquets and enterprise customization; middle and high-end wine is mainly for most consumer groups, using some large well-known supermarkets as sales locations to become the main battlefield for expanding market share; medium and low-end wine can be used in some restaurants, local restaurants and local supermarkets, as a way to open the market and improve the popularity, so that more consumers have the opportunity to understand and taste sesame-flavor liquor and become the potential consumers of Meilanchun brand.

###### **4.1.2 Market segmentation by region**

According to the region can be divided into Taizhou district, Jiangsu province, eastern China and foreign regions. Meilanchun brand originated in Taizhou and has a high popularity in Taizhou. In addition, Meilanchun liquor industry is located in Hailing District, Taizhou, with the most unique brewing technology and the most abundant categories, so Taizhou can be used as a center to radiate to the surrounding areas. Jiangsu province and the eastern region have a large population and a relatively developed economy, mainly engaged in a variety of high-end, high-end Meilanchun wine. For foreign regions, Meilanchun, which is different from foreign liquor, so that foreign consumers can taste the sesame liquor, which is only made in China.

###### **4.1.3 Market segmentation by age and gender**

According to the age and gender of consumers, it can be divided into young, middle-aged and elderly, male and female groups. Seizing the characteristics of young people seeking stimulation,

our marketing focus can be on some high concentration of sesame-flavored liquor; the elderly group pays more attention to physical and mental health, so focusing on the promotion of a variety of trace elements beneficial to human body. Male groups are the main target customers of the liquor market, but there are few liquor products suitable for women and tailored for female consumers. Meilanchun brand can seize this opportunity to innovate and develop some liquor with low strength and sweet taste, so as to explore the market for female consumers.

## **4.2 Build a new media marketing matrix**

With the continuous development of new media, many enterprises have begun to enter the new media platforms for online marketing. But this kind of blindly following the trend often does not achieve the ideal marketing effect, and even will backfire. Therefore, when using new media resources for marketing, it is necessary to make brand new media strategic layout according to the characteristics of different new media platforms, and build a new media marketing matrix suitable for the development of enterprises. For Meilanchun liquor industry, it is necessary to abandon the concept of "blooming everywhere", fully understand its own brand and product positioning, clarify the advertising rules and budgets of the major new media platforms, and select the new media platforms that are in line with its actual situation. At the same time, official accounts can be set up on some new media platforms for operation, pay attention to the conversion rate of fans to consumers on each platform, and build an appropriate new media marketing matrix<sup>[5]</sup>.

### **4.2.1 Interactive media platform**

This kind of new media platform mainly includes MicroBlog, WeChat public account, Xiaohongshu, bilibili, etc., which can carry out different content and advertising according to its characteristics and audience. Meilanchun liquor industry can carry out the social hot topics that attract public attention, increase the degree of discussion, and improve the influence and popularity of the brand in the eyes of the audience. When with the help of hot topics, it is necessary to accurately find the combination with their own brand and clever brand marketing<sup>[6]</sup>. For example, MicroBlog has a large number of users, mainly among young people. Its content covers many hot topics in reality. It can be skillfully combined with hot topics to trigger interactive discussion among consumers and improve brand awareness.

### **4.2.2 Live streaming platform**

At present, the more popular live streaming platforms include TikTok, Kwai, etc. All the major brands have registered their exclusive accounts on their platforms for live streaming. Live broadcast selling goods can be said to be a kind of online shopping. Different from buying on the e-commerce platform, you can understand the information of products more comprehensively and truly in the broadcast room and offer more discounts. Therefore, many consumers are willing to come to the broadcast room to buy goods. Meilanchun liquor industry can use the live broadcast platform to combine and match the products, give consumers different benefits and discounts, and increase the sales of the products.

### **4.2.3 E-commerce platform**

China's famous e-commerce platforms include Taobao, Jingdong, etc., which have a huge consumer group and cover the widest age range. E-commerce platforms can provide precise services to target users when selling products to meet consumer needs. Meilanchun liquor industry can establish a flagship store on the e-commerce platform, which can not only display and introduce

various series of products developed by Meilanchun brand one by one, but also reduce the marketing cost of enterprises and improve the economic benefits of enterprises. In addition, e-commerce platforms can simultaneously protect the legitimate rights and interests of consumers and merchants, and have a good reputation guarantee. The e-commerce platform provides a good interactive communication platform—online customer service, which is conducive to effective and timely communication and interaction with users, solve questions, increase good customer experience, establish customer relationship, and increase customer stickiness.

### **4.3 Implementation of brand culture strategy**

With the economic conditions getting better and the continuous improvement of living standards, people not only pursue material satisfaction, but also pay more attention to the improvement of spirit. As a representative of sesame flavor, Meilanchun brand has a precious cultural heritage, and its distilled wine brewing process is an intangible cultural heritage, with a rich historical and cultural heritage. Meilanchun liquor industry should learn to make use of the core advantages of wine culture and brewing culture, increase the promotion of brand culture, and pay attention to brand culture marketing.

#### **4.3.1 Tell a good brand story**

For the Chinese time-honored Meilanchun brand, the brand story is not only a story, but also the inheritance of the brand culture. Through the historical origin, brewing technology and cultural inheritance of the brand, establish emotional bond with consumers, let consumers understand the profound heritage of brand culture and establish long-term brand loyalty. For example, the history of Meilanchun wine comes from the Taizhou tribute wine of the Tang Dynasty, the Song Dynasty, and the autumn dew of the Qing Dynasty, and the famous Mei Lanfang, famous porcelain Jingdezhen, and famous wine, with rich stories behind each "name". Mei lanchun needs to tell a good brand story and highlight the unique features, so that consumers can have emotional attachment to the brand and trust the brand more.

#### **4.3.2 Sponsoring of cultural activities**

Sponsoring cultural activities is an important cultural marketing strategy for Meilanchun brand to promote offline and enhance its brand image. On the one hand, social and cultural activities have a wide audience, often including people of different ages, occupations and interests. By sponsoring cultural activities, enterprises can display their brands in a wide range of people to improve the visibility and visibility of the brand. In addition, large-scale cultural events usually attract media attention, and as sponsors, enterprises can directly gain more media exposure, which is conducive to building public relations and increasing brand awareness. On the other hand, by sponsoring cultural activities, enterprises convey their support and contribution to social public undertakings, connect their brand image with social values, enhance their corporate social responsibility while establishing emotional connection with consumers, and improve consumers' preference for the brand.

#### **4.3.3 Output of cultural value**

The use of new media platform to export high quality cultural value is also an important aspect of Meilanchun's brand cultural strategy. The diversification and difference of products make most consumers tired of traditional advertising marketing with brand name as a gimmick. Therefore, Meilanchun liquor industry should pay attention to the output of culture when carrying out brand marketing, and establish a deeper connection with consumers with cultural value. At the same time,

in the context of new media, we should learn to use the visual characteristics of new media, integrate the brand culture with the visual marketing of new media, so that the brand can be printed into the minds of consumers with strong visual impact and distinct personality, and strengthen the marketing effect<sup>[7]</sup>.

## 5. Conclusion

To sum up, the development of Internet technology promotes the gradual diversification of brand marketing, and new media, as an important carrier of the socialization and diversification of brand marketing, is an essential booster for the optimization of brand marketing strategy. How to make reasonable use of new media to develop brand information, output high-quality content, and improve brand awareness has become an important topic of innovation and optimization of brand marketing. By analyzing the current Meilanchun brand problems, combined with the era background of new media, put forward the Meilanchun brand market segmentation, new media marketing matrix building, brand culture strategy implementation to improve brand market competitiveness, break the limitation of brand marketing communication and further increase the intensity of brand culture promotion optimization strategy. The core of Meilanchun brand marketing strategy optimization lies in the rational use of new media related resources and brand culture marketing, and pay attention to meeting the needs of consumers. In addition, with the rapid development of The Times, Meilanchun liquor industry in the actual operation process according to the specific situation of specific analysis, make full use of its own advantages, reasonable use of surrounding resources, expand the market share, to achieve sustainable development.

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