

Exploring the Rejuvenation of Maotai Marketing Strategy in the Context of New Media

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Abstract: Chinese liquor brands are actively seeking ways to rejuvenate their brand marketing. With the rise of new media, liquor brands have also begun to pay attention to the consumption needs of young consumers and pay more attention to brand innovation and fashion sense. Therefore, liquor brands need to explore new brand marketing strategies to adapt to the needs of young consumers. Among them, new media is an important platform for brand marketing rejuvenation, including social media, short video platforms and e-commerce platforms. Brands such as Maotai have already enhanced their brand connection with young people by launching a series of youth-oriented marketing campaigns on these platforms. Through new media platforms, brands can build awareness, interact with consumers, and build brand loyalty. This paper will take Moutai as an example and analyze the problems and deficiencies of the rejuvenation of Chinese liquor brand marketing strategy through literature analysis, case study and information research methods, aiming to provide suggestions for the rejuvenation of China's liquor brand marketing strategy and summarize the experience to provide a feasible path for China's liquor brands to enter the youth market. The aim is to provide suggestions for the rejuvenation of Chinese liquor brand marketing strategy, summarize the experience and then provide a feasible way for Chinese liquor brands to enter the young market.

Keywords: rejuvenation; Maotai strategy; new media

Overview of the current status of new media development in China

In recent years, with the rapid development of new media, its impact on brands has become more and more significant. New media has had a profound impact on brands, bringing more opportunities and advantages as well as higher demands and challenges.^[5] Brands need to actively embrace new media and continue to explore and innovate with the help of new media. Brands need to actively embrace new media, continuously explore and innovate, and leverage the power of the new media platform to achieve sustainable brand development and enhancement.

Overview of the current status of liquor brand development in China

●Current situation in the liquor market

The liquor market, as an important part of China's alcohol market, has shown steady growth. According to market research organization Yi Guan Zhiku, China's liquor market reached 94.86 billion yuan in 2019, up 11.7% year-on-year. Among them, high-end liquor performs particularly well, with high-end liquor sales exceeding 50 billion yuan in 2020^[6]. At the same time, consumer consumption upgrading has also promoted the continuous expansion and quality improvement of the liquor market, and liquor categories have gradually been enriched, from the traditional strong-flavored liquor to the continuous emergence of new varieties such as clear-flavored and rice-flavored, which provides consumers with more choices.

●Problems of liquor industry

The liquor is one of the traditional alcoholic beverages characterized by Chinese characteristics, and brands such as Moutai and Wuliangye, which are national liquors, enjoy great reputations at home and abroad. However, with the upgrading of consumption and changes in consumer attitudes, the liquor industry is facing many problems. Brand competition in the liquor industry is becoming increasingly fierce. At present, China's liquor brands are numerous, and the competition is fierce. Large liquor enterprises enhance their brand scale through mergers and reorganization; small enterprises compete for market share through low-priced strategies. In this situation, some brands are beginning to lose competitiveness, making it difficult to maintain market share, and even more difficult to realize brand upgrading and

transformation^[7].

Consumption upgrading accelerated, and liquor consumer demand changes. With the upgrading of economic development and consumer attitudes, the needs of liquor consumers are also changing. Consumers no longer only pursue the price and brand of liquor, pay more attention to product quality, health and environmental protection^[8]. At the same time, the younger generation's acceptance of liquor is not high, and the consumption power is gradually shifting from the elderly to young people. This also means that the liquor industry needs to adjust the product structure and market strategy to better meet consumer demand and improve market competitiveness.

The environmental problems of the liquor industry need to be solved urgently. The production process of the liquor industry produces many pollutants, such as wastewater and waste residue, which seriously affect the environment. In order to solve the environmental problems, the liquor industry needs to invest a lot of money and energy to strengthen the construction of environmental protection facilities, promote green production methods and reduce environmental pollution. This is not only the need for sustainable development of the industry, but also the embodiment of corporate social responsibility.

The Rejuvenation of Moutai

●Introduction to the Moutai brand

Maotai is a famous Chinese brand of liquor produced in the town of Maotai in Zunyi, Guizhou Province, Sichuan Province, China. The brand is known as the “national liquor” and is widely used in China for official occasions and important events. Moutai wine is renowned worldwide for its unique brewing process and high quality. It is made from high-quality glutinous rice, alpine water and a special brewing formula, and has a strong aroma and fresh taste. The alcohol content is usually around 53%. Founded in 1951, Moutai Liquor has developed over the decades to become one of the leading companies in China's liquor industry. Nowadays, Moutai Wine enjoys high popularity and good reputation in the global market, and is an important representative of Chinese wine culture^[9].

●Maotai brand development status

Moutai is the top brand of Chinese liquor, possessing a wide domestic and international consumer market and a high degree of popularity. In recent years, Moutai's sales at home and abroad have been showing a trend of rapid growth, and the prices and market shares of its products have been steadily rising^[10]. However, with the development of the times, young people's consumption ability and consumption concepts continue to improve, and they have become a force to be reckoned with in the market. Realizing the importance of young consumers for brand development, the Maotai brand has started to rejuvenate its marketing strategy. By launching youthful product styles, cooperating with stars, bloggers and other young representatives, and building brand image on new media platforms, Moutai is actively exploring new brand marketing methods to attract more young consumers' attention and purchase. The rejuvenation of the marketing strategy of the Moutai brand not only helps to expand new markets and enhance brand influence, but also enhances the brand's sense of fashion and brand image, and realizes the enhancement of brand value. Therefore, the rejuvenation of the Moutai brand's marketing strategy is an important initiative in line with the trend of the times and market demand.

●Ice Cream Marketing Strategy Analysis

The product was launched against the backdrop of Chinese consumers' growing demand for high quality food. Through cross-border cooperation, Moutai Group and Mengniu Dairy combined the strengths of the two brands to launch a product with freshness and character, aiming to satisfy young consumers' demand for different tastes. Through the cooperation with Mengniu Dairy, Moutai Group has extended its advantageous products into the ice cream sector, expanding its product line and enhancing the brand differentiation^[11]. Secondly, the product is made of Moutai wine flavor, which is unique. In terms of marketing, the product adopts a combination of online and offline marketing mode, with online spokespersons and Maotai distributors as the main channels, and widely publicized through social media, which has attracted the attention of consumers. We can see that the product adopts the following marketing strategies:

●Evaluation of the strategy effectiveness

In terms of marketing effectiveness, “Maotai flavored ice cream” received widespread attention and buzz after its launch. According to a newspaper report, sales of the product continued to be high in supermarkets and convenience stores in many places that month, and at

one point there was a stock-out situation. On social media, the topic of the product also attracted a lot of discussion and retweeting, and the readership of related microblogging topics has exceeded 10 million. Overall, the “Moutai Flavor Ice Cream” launched by Moutai with Mengniu , both brands were innovative and experimental in terms of product design, like packaging design、 advertising and activities ways. Although the product is a limited-time niche product, it has played a positive role in the transformation of Moutai’s brand to become rejuvenation.

Summary

To adapt to the needs and preferences of young consumers, liquor brands should launch more youthful products to meet the diverse needs of young consumers. This does not mean sacrificing product quality and price, but rather making rejuvenation adjustments in product design, packaging design, and marketing strategy, so that the products are more in line with young people’s aesthetics and consumption habits, and improve the market competitiveness of the products.

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