

Unveiling the Impact: A Comprehensive Analysis of Entertainment Marketing Strategies with Yili Low-lactose Nutrition Milk Case Study

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Abstract: This paper embarks on an in-depth exploration of the distinct features within the realm of entertainment marketing, with a specific focus on scrutinizing the strategy selection and implementation effectiveness of Yili Low-lactose Nutrition Milk as a case study. By delving into a detailed analysis, the objective is to provide a comprehensive understanding of the potential influence exerted by entertainment marketing on both enterprise brand construction and the enhancement of market share. This research endeavors to offer valuable insights that extend beyond the surface, thereby contributing meaningful guidance for the future formulation of more innovative and efficacious marketing strategies. Through this examination, the paper aspires to shed light on the intricate dynamics and nuanced considerations that underpin the success of marketing initiatives in the contemporary business landscape.

Keywords: entertainment marketing, marketing strategy, Yili Low-lactose Nutrition Milk, brand

1. Introduction

With the increasingly fierce competition in the global market, companies are quickly recognizing the importance of incorporating entertainment elements into brand promotion. As an innovative means of promotion, entertainment marketing can not only break the shackles of traditional advertising but also attract and retain consumers' attention deeply [1]. In the digital age, the rise of social media and the rapid development of science and technology have provided rich development platforms for entertainment marketing, enabling enterprises to interact with target audiences in diversified and creative ways [2].

This paper aims to point out the importance and characteristics of entertainment marketing strategy, through the case analysis of Yili Shuhua Milk, including the specific application in different entertainment strategies, to provide a reference for other companies in the entertainment marketing strategy [3].

2. Definition of Entertainment Marketing

Domestic scholar Li Yifeng put forward his view in "Five Strategies of Entertainment Marketing". Entertainment marketing is a marketing way to establish a connection between products and customers' emotions with the help of entertainment elements or forms, to achieve the purpose of selling products [4].

The so-called entertainment marketing belongs to a form of experiential marketing. Its accurate definition is to establish contact with consumers' emotions through various forms of entertainment activities to achieve interaction and integrate entertainment factors into products or services, to sell products and to establish loyal customers.

3. The Characteristics of Entertainment Marketing

Entertainment marketing is a marketing strategy that integrates entertainment elements into products or services to attract consumers' attention, improve brand awareness and increase sales. This strategy has several characteristics.

3.1. Entertainment

Entertainment is the most important core element of entertainment marketing. Entertainment focuses on indirect guidance to users through entertainment techniques to package the information businesses want to convey. In terms of operation methods, it pays attention to arousing users' curiosity through videos or other creative ideas and creating gimmicks to get more traffic and attention [5]. Let consumers forget their role in the consumption process under the influence of cheerful psychological emotions, to be manipulated by emotions to quickly make purchase decisions.

3.2. Interactivity

In the long exploration of the market economy, more and more businesses have found that entertainment is the element that can best promote interaction with consumers. In entertainment marketing, businesses, media and consumers continue to participate and interact in trinity, which will give consumers a unique entertainment experience with the improvement of participation degree, Consumers will focus their emotions and attention on their emotional changes, thus deepening their attention to enterprises and products [6].

3.3. Integration

Integration refers to the use of an entertainment marketing strategy, to reasonably choose and use a variety of media combinations and media content to communicate to achieve a good publicity effect. For example, the Internet, TV, radio, newspaper and other media can also be used to carry out corresponding activities such as ground promotion and publicity performance offline [7]. In terms of content, diversity and integration should also be pursued, to achieve maximum effect through multi-directional integration.

3.4. Individuation

In the increasingly diversified today, how to meet the various preferences and tastes of different audiences is also a problem that enterprises and businesses need to think about, which is reflected in the personalized marketing characteristics of entertainment marketing. When planning entertainment marketing activities, it is necessary to deeply understand consumer psychology, pay close attention to social issues choose a higher degree of topics and figures to borrow and endorse, combine the trend

events with their content, find the grafting position of entertainment and enterprises, to carry out marketing activities in line with the audience's psychological expectations [8]. The use of different media and content for different groups of people is not only the internal requirement of entertainment marketing but also a test of the experience and ability of enterprises and planners.

4. Case Study—Yili Low-Lactose Nutrition Milk Entertainment Marketing Strategy

4.1. Background and Target

With the improvement of people's living standards, consumers' demand for dairy products is increasing day by day. Shuhua milk, as a high-quality dairy product, aims to meet consumers' demands for taste, nutrition and health. To expand its brand awareness and increase its market share, Shuhua Milk decided to adopt an entertainment marketing strategy.

4.2. Strategy Formulation

Target audience: In the past, diabetic patients could not drink milk due to lactose intolerance. In recent years, with the introduction of Shuhua milk and Ansugan, the problem of sugar people drinking milk has been solved [9].

Because Shuhua milk is characterised by good digestion and absorption, Yili Shuhua milk is not only suitable for diabetic patients, but also very suitable for middle-aged and elderly people, there is no milk for the elderly on the market at present, so Shuhua milk is the most suitable milk for middle-aged and elderly people.

The general population with poor digestion of the spleen and stomach is also very suitable for the general population with poor spleen and stomach.

Brand positioning:

Shuhua milk takes "comfortable taste, rich nutrition" as the brand positioning, emphasizing the high quality and differentiation of products [10].

Entertainment elements:

Combine Shuhua milk with entertainment elements to deliver the brand message in a relaxed and fun way to enhance consumers' awareness and liking of the brand.

4.3. Specific Entertainment Marketing Strategies

4.3.1. Film and Television Implantation

Insert Shuhua milk advertisements in popular TV series and movies to make the brand part of the storyline. Combined with the plot, it deepens the audience's impression of the brand and improves brand awareness and exposure [11].

As early as in the Hollywood blockbuster Transformers 3, the characters in the film have the line "drinking shuhua milk", which has become one of the "excitements" for Chinese moviegoers. One viewer even said, "After watching Transformers 3, I don't remember what Bumblebee and Decepticons did, but I remember domestic milk. "Because the camera not only gave the milk packaging close-up, the characters in the film also exaggerated sucking action, and finally even said the name of the milk out loud".

4.3.2. Celebrity Endorsements

As the focus of social attention, stars will attract the attention of the general public, which can encourage people to strengthen brand attention, transfer the personality characteristics of stars or

celebrities to the brand and products, and in turn increase consumers' favorable impression and promote purchase.

For example: Recently, Go for Happiness became very popular, Douban scored in two seasons close to full marks in and has become the ceiling of domestic entertainment show word-of-mouth. Shuhua Milk grasped the situation and signed two spokesmen, Su Xing and Zhang Yuan. Absorbing friendship energy, absorbing milk nutrition.

4.3.3. Themed Activities

Organize online and offline activities with Shuhua milk as the theme, such as tasting sessions, interactive games, etc. Through participating in the activities, consumers can personally experience the delicious taste and nutrition of Shuhua milk, and enhance brand loyalty.

After the signing of two spokespersons, Shuhua Milk held a series of activities such as a lottery and an on-site nutrition festival, which attracted enthusiastic fans.

4.3.4. Cross-border Cooperation

Collaborate across borders with other brands or IPs to launch limited edition products or co-branded campaigns. Leverage the influence and resources of partners to expand the reach of the brand audience and enhance brand image.

Shuhua Milk and Tongrentang Zhima health brand cross-border joint, from products to play, everywhere show warmth, and follow the needs of users, to achieve emotional resonance with the brand. So why will Shuhua Milk choose Tongrentang Zhimao Health as the brand of cross-border cooperation? On the one hand, as a time-honored brand, Zhima Health, which is endorsed by Tongrentang, has a high national popularity and strong brand endorsement; On the other hand, Zhima Health has its place in the field of Internet celebrities, breaking everyone's traditional impression with a new image, and has a high penetration rate for young groups. The high standard of both resonating in the product has become the internal emotional lead of cross-border linkage.

4.3.5. Social Media Marketing

Use social media platforms such as Weibo and WeChat to post interesting and dynamic content related to Shuhua milk. Improve the brand's topic and attention on social media through interaction, sharing and other means. At the same time, short video platforms such as Douyin and Kuaishou can be used for product display and word-of-mouth communication.

On Thanksgiving Day 2020, Shuhua Milk launched a heartwarming experimental video to convey love, giving the brand temperature and making the brand image deeply popular. In the video, the programmer, Courier, travel blogger, and Vlog blogger four different professional perspectives, tell us that we are always full of vision for other people's lives, and envy those bright moments, when the perspective changes, behind it is their countless efforts to pay hard work and sweat, invisibly establish emotional resonance.

5. Conclusion

By implementing an entertainment marketing strategy, Shuhua Milk is expected to stand out in the highly competitive market. Through continuous optimization of its strategy and continuous innovation, Shuhua Milk will further enhance its brand awareness and reputation and win the favor of more consumers. In the future, as the market changes and consumer demand changes, Shuhua Milk will continue to pay attention to industry dynamics and consumer demand trends, and constantly adjust and improve its marketing strategy to maintain its competitive advantage and market-leading

position. At the same time, it will actively explore new marketing methods and channels, and constantly innovate and break through itself to meet the diversified needs of consumers. Through unremitting efforts and the spirit of pursuing excellence, Shuhua Milk will become one of the leaders in the dairy market, bringing more delicious and healthy product choices to consumers.

This paper has not fully reflected the entertainment strategy of Shuhua Milk, for example, it has not mentioned the application in music marketing and combination marketing.

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