

Accurate Perception of Market Demand: A Solution to Homogeneous Marketing of Holiland

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Abstract: People live in the era of the internet, and information spreads rapidly. People's demands for quality of life are gradually increasing, and they are also paying more attention to product innovation in their diet. However, due to the targeted push of big data and fierce competition among brands, many brands have encountered the serious problem of product homogenization. This article takes Holiland as a case study to analyze its marketing strategy of breaking homogenization marketing and breaking away from traditional brands and becoming a trendsetter. Starting from a youth-oriented marketing model, create a brand image that young people love more. This study analyzes the current marketing model of the brand, providing some reference value for the future development of Holiland, and also providing suggestions for breaking the homogenization of marketing methods in the food industry. At the same time, the author provides two suggestions, namely, in terms of visual assets and localized products, both need to be refined.

Keywords: Holiland products, homogeneous marketing, single case analysis

1. Introduction

The entry threshold for Chinese desserts is low and the market is saturated, so it is difficult to bridge the gap from being unknown to being widely known in order to achieve a turnaround. As the dessert industry matures, but competition also intensifies, every enterprise is looking for ways to develop itself. According to data from China Report Hall in previous years, the market size of China's baking industry has reached 235.8 billion yuan in 2020, and will reach 265.7 billion yuan in 2021 [1]. In recent years, in addition to the well-known Daoxiang Village, Bao Shifu Pastry, Holiland, and Yuanzu. Happiness pancakes and other brands, as well as some emerging new brands that have sprung up through new media promotion, such as Xuanma Food and Huamuzi. But in the end, they did not escape the "cage" of homogenization. The same online marketing live streaming methods make consumers visually fatigued. And due to the pandemic, the food industry has been hit hard. So in such a challenging situation, the difficulty of breaking homogenization is becoming increasingly high. Many brands use both online and offline channels for marketing, effectively attracting a portion of customers, but many are only temporary profits, and many brands are replaced by other competitive products due to their lack of brand uniqueness. At the beginning of its establishment, Holiland was mainly a Western pastry brand located in the northwest region. Its design and taste were very

innovative at that time, and the price was also very affordable. The consumer group was mainly aimed at ordinary consumers. However, with the rapid development of society, Holiland was not able to escape being replaced. However, in the near future, Holiland has returned to the public's attention with a new design and style, and its stock price has also doubled. Through other research reports, it can be concluded that the success of Holiland is inseparable from its control over trends, which can capture hot topics and put them into practice. Coupled with the brand's innovation, it has emerged from other brands.

Based on practical and theoretical backgrounds, this article conducts research on the marketing model of Holiland and analyzes how it has successfully transformed from a simple and affordable appearance to a youthful internet celebrity brand in today's market with numerous competitors.

This study analyzed the current strengths and weaknesses of Holiland, and conducted in-depth analysis on the theoretical basis of its strengths and weaknesses. For example, the reasons for the current success of Holiland and the potential development risks in the future. The content revolves around the relationship between Holiland and homogenization, introduces the overall environment, analyzes the current problems of homogenization in the dessert market, and restores the development process of Holiland, analyzing its advantages and disadvantages.

2. The Development Path of Holiland

Holiland was born in Lanzhou in 1992 and its headquarters were relocated to Beijing. Currently, it is a large-scale food specialty chain enterprise brand with over 100 million fixed assets, over 7000 employees, and three holding companies including Beijing Holiland Enterprise Investment Management Co., Ltd., Beijing Holiland Industry and Trade Co., Ltd., and Beijing Holiland Trading Co., Ltd. Its founder and current CEO Luo Hong. Holiland originally sold old cakes, such as wife cakes and ice porridge, in the northwest. Later, the partners separated and established dozens of products (Sweet Fragrant Product, Haofuli). In its subsequent development, Holiland has attached taste labels to popular products, such as rich and delicate. Due to the explosive popularity of semi cooked cheese, innovative flavors began to emerge. Collaborate with various IPs, inspired by regional characteristics, to transform the image of the cake. Holiland has become the most successful case of the "youthfulness" of today's old brand. However, as a giant in the dessert market, Holiland has a market share of less than 10%. In 2023, Holiland had a market share of less than 10%. As of now, Holiland has opened nearly a thousand chain stores in more than 80 first and second tier cities across the country and established a huge chain management system. From October 2021 to September 2022, in less than a year, the sales of Holiland's Tmall flagship store reached 349 million yuan, with sales of nearly 5.7 million yuan Item [2]. From the demand side, baking consumers are mainly concentrated in first tier cities, and young women born in the 1980s and 1990s are still the main consumers. With the increasing acceptance of baked goods by Chinese consumers, this group has a high level of consumption ability and willingness to accept a rich food culture, like and try different products and flavors, pay attention to consumer experience, and are willing to pay for their appearance [3,4].

3. Advantage Full Contact Precision Marketing

3.1. Adhere to Market Demand

Holiland closely adheres to market demand in its business model: this is reflected in its direct move of the "front store, back factory, on-site production" model to the store, which gives customers a great sense of freshness. More importantly, it can design products according to customer needs and win customer favor. This business model has many advantages. Firstly, it attracts customers and increases customer flow. Pastry shops with on-site baking, whether passing through the store or outside, will be attracted by the on-site baking process, thereby stimulating people's desire to purchase and taste,

bringing more customer flow to the store. Secondly, this business model can ensure the quality of the raw materials used for production. The products baked on site not only facilitate the selection of some defective products, but also ensure the freshness of the pastry. In addition, it can also increase additional income from selling fresh desserts.

3.2. Deriving Surroundings and Upgrading Stores

Starting from upgrading its offline stores, Holiland has been continuously collaborating with well-known IPs, collaborating with excellent design studios in China, and upgrading its own product online visual, presenting a novel and personalized brand image that has regained the love and attention of young people. For example, in previous New Year's Eve, Holiland introduced a limited edition of red mahjong sweaters, T-shirts, and stockings around the perimeter [5,6].

From co-branded anime IPs to brands, Holiland has transformed packaging and visual design by following each other's styles time and time again, triggering spontaneous communication among young people and achieving success in the industry. It is worth noting that Holiland, by adapting to popular styles, extensively covers the aesthetic needs of the audience, not overly individualistic or avant-garde, but suitable for all ages, in line with the positioning of the baking chain enterprise for the vast audience [7]. Holiland attaches great importance to store design and spares no effort in creating themed concept stores, providing customers with an immersive shopping experience. In August 2022, Holiland's first store in Changsha was decorated in pink, with the theme of "pink me", bringing imaginative baking aesthetics; The Lab concept store in Shanghai Hongqiao creates a wonderful space atmosphere; Wuhan "Market" store, building personalized trends and creating a unique market; The "Holiland Travel" themed store in Shanghai has launched 25 new series of products, bringing a sweet taste experience while inviting travelers to touch the boundaries of time and space and talk about the future. Every carefully designed concept themed store closely caters to the personalized needs of young consumers who love trends, making the brand image more diversified and stimulating consumer desire [7].

3.3. Strong Product Innovation

Holiland has become one of the fastest growing brands in the dessert industry. The brand is always able to use its own characteristics, conform to the characteristics of the big data era, establish its own official microblog, official account, small red book and other media community platforms, and use the combination of hot topics, fashion items, desserts and pastries to constantly innovate and attract young customers [8]. For example, in April 2020, the study launched the Ahuatian Air Box in collaboration with Ahuatian, and the sales of this model reached 338351 units in the Tmall online flagship store; In June of the same year, in collaboration with RIO Cocktail, Snow Melt Cheese was launched, and the sales of this model at Tmall's online flagship store reached 744537 pieces. In the face of today's multi-dimensional competition, Holiland has chosen to launch new stores and cross-border cooperation, which has successfully aroused customers' curiosity on the one hand, and on the other hand, created vibrant items. Having both appearance and taste has widened the gap with similar products and enhanced competitiveness.

4. Disadvantages

4.1. Insufficient Retention of Visual Assets

Since 1992, the logo of Holiland has been updated several times. However, in the application of brand vision, it can be found that its logo is not completely unified and standardized, making it difficult to retain visual assets, form a unified style, and form memory points in the minds of consumers. This

may not be a good impact on the brand in the long run. Visual symbols should not only be reflected in the brand logo but more importantly, in product design, symbolization should be reflected. Upon closer observation, it can be observed that the logo of Holiland has been constantly changing. In recent years, collaborations such as co-branding have led to the logo and style constantly changing with the latest trends. Almost every popular style in every time period is reflected, such as "trend collage style" and "cyberpunk style". Holiland will leave a young and personalized impression on consumers, but without its unique features, the blurry style cannot retain visual assets and cannot continue to add value to the brand and play a role in inheritance. So in the process of brand upgrading, the authors need to rationally identify and diagnose the visual assets of the brand, think about the changing and unchanging parts, and keep the core while keeping up with the times.

4.2. Insufficient Localization Strategy

Baked desserts mainly consist of Western pastries. When Western pastries became popular in China, they were widely loved by consumers, marking the beginning of the development process of Western desserts occupying the Chinese baking market. Holiland products continue the main styles and flavors of Western desserts, attracting a large number of consumers. But with the continuous development and progress of the domestic baking and dessert industry, various types of products with good taste, suitable for Chinese people, and affordable prices have been produced based on the actual taste preferences of Chinese people, such as Bao Shifu pastry and Daoxiangcun. The unique competitive advantage of Western style desserts no longer exists, and desserts and pastries suitable for Chinese people are more popular among Chinese consumers. Consumers are deeply influenced by cultural self-confidence and family and country feelings. They especially favor China-Chic design in baking food and other catering categories, and pay more attention to the comprehensive expression of product quality and aesthetic design. From this, it can be seen that combining marketing innovation with the actual situation of localization in China is one of the core elements to increase the market share of future baked goods.

5. Suggestions

5.1. Increase Visual Assets While Enhancing User Stickiness

According to the increasing demand for photos, 70% of respondents will use visual content to interact with the audience daily or multiple times a day [9]. Holiland needs to decide on a final version of the logo and continue to use it. Innovations can cater to the preferences of the public on the product, but a unified and fixed logo needs to be achieved. In addition, Holiland can also use colors and patterns to leave a deep impression on the public.

By referring to the Mixue ice cream & tea. The beverage brand uses red and white as the main colors of its brand logo, and uses a snowman holding a scepter as its signature image. In addition, the adapted "Oh! Susanna" will be used as the brand theme song, which once became popular throughout the internet, and in a brainwashing form, it will imprint the brand of Honey Snow Ice City into the public's mind. Recently, Honey Snow Ice City teamed up with Haochuan Animation to produce an animation called "Snow King Arrives". The protagonist of this animation is the iconic snowman image of Honey Snow Ice City. In fact, this case of using brand cartoon images to create animations appeared several years ago. The Haier Brothers "was an animation produced at the expense of a company back then. The Haier Brothers is well-known and has become a childhood memory for a generation, while also further enhancing the brand's influence. The main content foundation of Haier's new media derivatives is the Haier Brothers IP image and the business needs of the Blue V Alliance, which have derived products such as Haier Brothers stationery and Blue V public relations calendar. The main audience group of derivatives is Haier Brothers cartoon fans and enterprise new media

operators. The main monetization channels are third-party e-commerce platforms or community direct sales [10]. Haier Brothers uses this brand image to make derivative products, it not only attracts the attention of some consumers but also enhances visual exposure. Holiland can also emulate this approach to retain the brand's visual assets in the minds of users, allowing them to associate the brand with similar items, subtly enhancing user stickiness.

5.2. Increase Localized Products and Seize Emotional Consumption

Holiland should focus more attention on Chinese pastries, replicate more classic old pastries, capture people's emotions, and provide a stable reputation for its brand image. Relying on the attributes of domestic products, integrating brand value emotions into marketing activities, such as using Chinese visual elements to design posters. The joint event with Wang Laoji on New Year's Day in 2023 symbolizes good luck for the new year. Utilize the hot topics of the Spring Festival to attract consumers, and prepare for the polarization of consumers' attitudes towards herbal tea cakes early on, launching other joint branded desserts full of New Year flavor. This indicates that while being younger, Holiland has not lost the foundation of a domestic brand, but has instead worked hard to create a deep foundation, form brand memory points, and integrate traditional culture into the brand selection and dissemination process, inspiring the cultural confidence of the new generation of young consumers in China, which is strongly advocated in the current market. In its early days, Holiland produced a Chinese style pastry that replicated the old cream cake of the 1990s and became popular when it first started selling. The main reasons for the popularity are people's nostalgia for past life and the curiosity of young people. Since then, however, Holiland has not produced such pastries and has focused most of its attention on the innovation of pastries. However, contemporary young people are deeply influenced by cultural self-confidence and family feelings. They especially favor China-Chic design in baking food and other catering products, and pay more attention to the comprehensive expression of product quality and aesthetic design. They are more willing to buy "home-made" pastries to taste the taste of previous pastries. This experience will bring them a sense of transcending time and space, and they will associate it with their previous lives. So more emotional products are harmless to the development of Holiland.

6. Conclusion

This paper starts with breaking the homogenization of marketing, taking the precision marketing of the Holiland brand as an example, and analyzes the brand's insight into new market trends, realizing the importance of brand youthfulness. Both in terms of a consumer group and brand lifecycle, Holiland has its own advantages to break the barriers brought by homogeneous marketing. At the same time, it has carried out reforms in three major aspects of brand rejuvenation: products, marketing methods, and channels. Firstly, changing the appearance to create a popular model and combining two positioning lines to create a celebrity effect can stimulate consumers to generate sustained purchasing desire; Secondly, high-intensity joint branding can tightly attract the attention of young consumers while emphasizing the upgrading of store experience and decoration, establishing a novel brand image.

Behind success, it is necessary to be prepared for danger in times of peace. Youth oriented marketing is destined to only solve phased problems, and maintaining a state of "keeping up with the times" at all times may also cause aesthetic fatigue. The quality that cannot be guaranteed can also affect word-of-mouth. Maintaining excellent brand recognition is also essential, while avoiding a single model of operating Western style pastries. Combining domestic market orientation and mainstream consumer psychology to increase localized products and seize emotional consumption,

so that the company can create a more recognizable brand and create value for society. This is also what Holiland should do next.

The research can not only provide more reference ideas for the marketing model of Holiland, but also provide reference methods and innovative ideas when other enterprises fall into homogenization marketing difficulties, thereby increasing economic benefits and achieving long-term development.

Authors Contribution

All the authors contributed equally and their name were listed in alphabetical order.

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