

Research of Brand Positioning Strategy and Advertisement of Jiang Xiaobai

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Abstract

With the change of times, the traditional liquor industry is facing the transition period. Aiming at the blank market of the liquor industry -- young people, Chongqing liquor brand Jiang Xiaobai was born, which swept the country in a short time and achieved excellent communication effect. Based on the theory of brand positioning, this paper analyzes the brand positioning strategy of Jiang Xiaobai, as well as the appeal strategy and communication strategy of three advertising works such as the advertising video of Jiang Xiaobai's Late Night canteen Taobao, and explores the way of marketing communication.

Keywords

brand positioning, Advertising strategy, Jiang Xiaobai, Characteristic marketing.

1. Introduction

As one of the six distilled spirits in the world, Chinese liquor has a long history [1]and a wide range of categories. Many excellent and prominent liquor brands have emerged in the long history, such as Sichuan Yibin Wuliangye, Guizhou Moutai wine, etc. According to statistics, there are more than 30,000 liquor brands in the domestic liquor market. In 2016, Jiang Xiaobai, as a new generation of liquor brand, opened the door of the liquor market at one stroke by accurately implanting in youth movies and TV dramas such as Hot Pot Hero, Little Separation, Passing By Your Whole World, Good Mr. And so on. Its market popularity has been climbing all the way, and it is undoubtedly a dark horse in the liquor industry. Wearing black-rimmed glasses and wearing a blue scarf, the image of "Jiang Xiaobai" is deeply rooted in the people's heart. The brand concept of "I am Jiang Xiaobai, life is simple" strongly connects with the young group.

2. Jiang Xiaobai brand positioning strategy analysis

The importance of brand positioning for a brand is self-evident, without correct brand positioning, brand communication is difficult to find the right road, product promotion effect is greatly reduced, and even affect the enterprise operation. Jiang Xiaobai, a liquor brand from Chongqing, takes "youth" as its overall product positioning, builds a full coverage network with the help of social media platforms, and makes innovative and accurate positioning in terms of product audience, price, characteristics and marketing methods. After four years of market exploration, it finally achieved great success in 2016.

2.1. Target audience positioning

Before 2012, there was an extreme shortage of liquor brands targeted at the young market. Although Chinese liquor brands had discussed the problem of liquor youth transformation a long time ago, the period from 2002 to 2012 was a period of vigorous development of Chinese liquor. The current prosperity made the liquor industry ignore the necessity of breakthrough

development, and the transformation and upgrading lacked fundamental impetus. With the development of Chinese liquor industry entering the mature stage, the market orientation has changed fundamentally, from the product as the core to the consumer as the core, the traditional liquor brands gradually committed to the shackles, it is difficult to enter the young market. The main reason is that young people find it difficult to accept the old, heavy and inherent brand image of traditional liquor brands. Many young people have stereotypes about liquor such as "drinking on formal occasions", "middle-aged people love to drink" and "drinking in business negotiations", while young people drink alcohol to relax and entertain themselves. And most of the younger generation of consumer groups think that traditional liquor spicy throat, easy to go to the head, the degree is too high, easy to get drunk headache, vomiting [2]. Therefore, if Chinese baijiu wants to enter the young market, it has to rebuild a new, relaxed and entertaining brand, so Jiang Xiaobai came into being.

Jiang Xiaobai's brand targets the post-80s and post-90s, specifically men aged 20-40 and women aged 25-35. This group is the dominant market force and occupies a large share in many industries. In the past, Chinese baijiu industry has focused on "big" scenes, more tied to traditional culture and table manners, promoting status and quality of life, and mostly participating in more formal scenes [3]. However, young people are young and fashionable, pursuing individuality, yearning for freedom, simple and real. Therefore, in Jiang Xiaobai, liquor no longer has a heavy sense of history and heavy sense, and is no longer stuck in the complicated wine table culture. Instead, it is precisely positioned on the "small", constructing four scenes of "small gathering", "small drinking", "small moment" and "small mood", and wine has become a real emotional cathartic [3]. After drinking Jiang Xiaobai at a party, young people will be tipsy to the right point. They can chat freely, laugh freely, and also take the opportunity to express their feelings or enjoy their sadness. This is a unique wine culture belonging to young people. Jiang Xiaobai accurately connects with the life style of the young generation and echoes its simple and personalized life attitude, thus occupying the young market in a relatively short time.

2.2. Product price positioning

Based on Jiang Xiaobai's innovative target consumer positioning, the price of its products differs greatly from that of traditional liquor brands. Most of the traditional Chinese Baijiu brands are expensive. According to the official flagship store of Wuliangye on Taobao platform, a bottle of classic Wuliangye is priced at 2,899 yuan for 52° C 500ml, while the eighth generation of Wuliangye is priced at 1,499 yuan for 52°C 500ml. Other bottles of the brand's cheaper secondary line are also priced at 278-798 yuan. Flying Moutai wine, as it is known, is even more expensive. Such a level of consumption is obviously difficult for young consumers to reach, and does not conform to Jiang Xiaobai "small gathering", "small drink", "small moment", "small mood" of the "small" series of consumption scenes [6].

According to the official flagship store of Jiang Xiaobai's Taobao platform, so far there are nine series of Chinese Baijiu products, including "Fruit Cube", "Adult Soup" rice wine, "Drink for three" and "drink for one", with prices ranging from 13.5 yuan to 200 yuan per bottle. The most expensive 200 yuan bottle is a 500ml bottle for the 2023 Year of the Rabbit. Other wine capacity of more than 100 yuan is also 500 ml, very high cost performance, not expensive and do not lose grade, but also very in line with the overall consumption level and consumer psychological demands of Jiang Xiaobai consumer groups, in line with the positioning characteristics of Jiang Xiaobai itself. It is well known that distiller's yeast is used in the traditional liquor brewing in China. Jiang Xiaobai uses the small distiller's yeast to make wine. The brewing cycle of the small distiller's yeast is shorter, but the liquor production rate is much higher than the fragrant Chinese Baijiu of the large distiller's yeast, so its price is also lower. In addition, its simple and

generous, no packaging box product packaging also let Jiang Xiaobai in the pricing of a greater margin of space [2].

2.3. Product characteristics positioning

Jiang Xiaobai product characteristics positioning is also very accurate, ingenious.

2.3.1. Brand name

From the brand name. "Jiang Xiaobai", the brand name is simple and popular, the brand originated from the mountains and rivers of Chongqing, the name comes from the "river brewing, the small distiller's yeast liquor" this allusion, means the Yangtze River brewing small liquor, give a person a simple and generous, fresh and refined feeling [4]. At the same time, the names of the protagonists in many popular movies and TV series are also such a "something small something" structure, such as Xiaoming Wang, the hero of the classic Japanese anime "Card Captor Sakura", Xiaobei Mo in "My Own Swordsman", Xiaoxian Zeng in "iPartment", etc., popular and friendly, like a young man around every consumer, which adds the characteristics of the brand [4]. He is easily, effectively and naturally integrated into ordinary young people who pursue a simple life in the form of a common name [3].

2.3.2. Taste of Jiang Xiaobai

From the taste of Jiang Xiaobai series wine. In the past, the liquor enterprises were mainly characterized by the flavor of Moutai, Luzhou Lao Jiao, etc., while Jiang Xiaobai took a new path, focusing on the pure and fragrant taste of liquor. As mentioned above, Jiang Xiaobai uses ditty to make wine. This standardized production process and stable quality ensure that Jiang Xiaobai's liquor is sweet in the entrance, long in the end, and has a unique taste of slightly bitter. Most of the brand's target consumers, the younger generation, are not used to the old traditional Chinese Baijiu, which they find spicy, difficult to swallow and prone to getting drunk and vomiting. Therefore, the unique taste positioning of Jiang Xiaobai fully caters to the orientation and interest of its target consumers, and the positioning of liquor with light fragrance is gradually clear.

2.3.3. Product packaging

From its simple and generous packaging. Traditional traditional liquor brands mainly tend to luxuriant and expensive packaging, its packaging boxes are often thick and luxurious, large areas of gold, red and other bold color matching. The design style of Jiang Xiaobai liquor is strictly in accordance with the simple and personalized packaging design route and style, mainly using frosted glass to make the bottle body, aluminum alloy to make the bottle cap, simple but not yet advanced sense. In terms of the selection of packaging patterns, Jiang Xiaobai adopted the image of an ordinary post-80s boy wearing black-rimming glasses, a blue scarf and a casual suit. A series of elements are close to the target consumers and narrow the distance with the younger generation. In addition, Jiang Xiaobai has no packaging box, naked bottle sales of green business philosophy and principles [5], further close to its brand positioning, can save production costs at the same time, more seize the attention of consumers.

2.4. marketing mode positioning

The positioning of marketing methods of Jiang Xiaobai is also worth discussing. The rich and useful marketing methods of this brand are worth learning for many brands to some extent. The marketing methods mainly include the following four kinds.

2.4.1. Social media

The Jiang Xiaobai brand is adept at using social media for promotion. The Internet social media platform used by Jiang Xiaobai is Weibo, which is easy to cause viral spread due to its convenient information release, fast transmission speed, high efficiency and low cost. The key marketing on Weibo is to create targeted hot topics, such as "late night wine talk", "Not alone

when drinking", "Meet Jiang Xiaobai" and other topics, to attract fans to interact. Moreover, its humorous, lonely and sad sentence has been reprinted madly in Weibo, even forming "Jiang Xiaobai Body". Every forwarding brought by these words on the heart of Network users is free publicity for the product. In addition to Weibo, Jiang Xiaobai opened a special emotional column similar to a radio station on his wechat public account -- the midnight hotline "Night Wine Talk Conference". The topics revolve around young people's work, emotions and life, and the scenes are all related to wine, so as to further build a favorable impression of the brand through the emotional interaction between the host and young people [6].

2.4.2. IP marketing

Jiang Xiaobai brand IP creation covers video and animation fields [4]. The animation I Am Jiang Xiaobai can be said to be an important step for the brand in IP marketing. In addition, in 2016 and 2017, Jiang Xiaobai also launched the "Wine of Youth", "Hello Chongqing" and other videos, most of which are youth and love themes suitable for young consumers, so as to narrow the distance between the brand and consumers and expand the communication effect. IN addition, Jiang Xiaobai also further built its own IP. In 2016, the brand established "Jiang Xiaobai Youth Culture Festival". After that, many activities such as Jiang Xiaobai JOY IN BOTTLE international graffiti competition and Just Battle international street dance competition were held successively, gathering street dance, hip hop and other popular street culture forms among young people. Continuously build a framework for Jiang xiaobai IP, which enriches the product IP connotation [5]. In 2017, Jiang Xiaobai began to hold her own concerts, which have become a major entertainment phenomenon by 2020.

2.4.3. Offline activity

Jiang xiaobai brand has held many large-scale offline activities. In addition to the two large events mentioned above, Jiang Xiaobai has held many offline events. "City wine Dating Conference" is an important part of its offline marketing activities. In 2012, the year of the legendary "end of the world", Jiang Xiaobai held the first "City wine Dating conference" with the theme of "on the day of the end of the world, I have you by my side" [4], invited local famous media and selected 1000 fans to participate. In the summer of 2018, Jiang xiaobai held the "Bistro" activity, which toured 95 cities in China and promoted 250,000 cups of MIX, causing a new trend among young people [2]. In addition, in recent years, Jiang Xiaobai has held the "Jiang Xiaobai brand drunk Confide the truth interactive party" activities, 2000 bottles of wine in the gymnasium and other activities.

2.4.4. Film and television advertising

Jiang Xiaobai as a grassroots brand, in order to open the popularity, at the beginning must choose a certain cultural IP combination of publicity, advertising placement has become the only choice. From 2015 to 2016, Jiang Xiaobai carried out embedded implantation in many popular movies and TV plays. In those two years, the themes of urban dramas were mostly centered on the difficulties of adult life and youth love, such as "To Be A Better Man", "Fleet of Time", "My Old Classmate", etc., which was consistent with the brand positioning. Its target consumers and the target audience of film and television works also overlap greatly, so as to obtain the emotional identification of potential consumers, so as to achieve the purpose of communication.

3. Analysis of Jiang Xiaobai's advertising works

In terms of the shooting of advertising works, Jiang Xiaobai has won unanimous praise in the industry with his unique shooting techniques and creative shooting advertising content. His advertising works have great brand characteristics, perfectly fit the brand positioning, and obtained good communication effect. His advertising and marketing strategy has certain

discussion significance. The following will focus on the promotion video of Jiang Xiaobai's late-night canteen Taobao, the recruitment advertisement and the feature advertisement of "I am Jiang Xiaobai" to discuss the advertising and marketing strategy of Jiang Xiaobai.

3.1. Taobao promotional film

Jiang Xiaobai late night canteen Taobao promotional film in the form of a story, the scene structure for a man named Jiang Xiaobai opened a tavern, the man in about 30 years old, wearing a casual shirt, suit braces pants, wearing black glasses. Many customers come and go to his tavern, including those who have been fired from the company. He mixes a drink called "Chicken blood" with tomato juice, lemon juice, and chili sauce, saying, "Don't be disappointed, life is not as good as you imagine." When he meets a girl who is sad about her love, he mixes a drink called "Not so bad" with Jiang Xiaobai plus blue and orange liqueur and Baileys Sweet, writing "Who has no story in his heart, but has learned restraint". The advertisement appeal of this promotion film is very obvious. It starts with the most common setbacks encountered by young people in life, including career and love problems, so as to enable the audience to immerse themselves in the characters and create life scenes that fit the target consumers, so as to achieve the purpose of communication. At the same time, the image of the tavern owner named Jiang Xiaobai in the film is the same as the brand image created by the brand IP, which makes the brand real human and three-dimensional. From the point of view of communication appeal, the advertisement is a Taobao promotion film, exquisite fit scenes, real popular stories are easy to attract the attention of consumers on the Taobao home page. Moreover, the combination of Jiang Xiaobai and other bartenders in the film is also more suitable for the application scene of Taobao, so as to achieve the dissemination purpose of one-stop shopping.

3.2. Job advertisement

Jiang Xiaobai's job advertisement is also worth discussing. His job advertisement changed the style of traditional job advertisement and adopted the method of documentary. He interviewed several people who had left Chongqing for work and finally returned to Chongqing. The most they said was that they missed their hometown and their families, so they finally decided to go back to work in their hometown. At the end of the advertisement, the copywriter points out that the intention of the film is "home is ordinary warmth, Chongqing also has room for your dream", "Every year you miss home, it is better to go home every day, Jiang Ji winery invites you to come back to work", which is obscure but can let the audience understand the theme of its recruitment. Starting from the appeal of people in Chongqing who go out to work and miss their relatives at home, the job advertisement inspires the emotional resonance of the target audience -- people in Chongqing who are looking for jobs, so as to achieve the purpose of communication. In addition, Jiang Xiaobai's inspirational commercial "I am Jiang Xiaobai" also conveys the brand's overall image. The form of "I am Jiang Xiaobai" is actually more like MV. It takes the music that easily arouses the resonance of the young generation as the background, and matches the real life scenes of contemporary young people, such as breaking up, being fired from the company, poor performance, etc., which truly fits the life of the target consumers and conveys the brand concept.

3.3. Feature advertisement

"I am Jiang Xiaobai" in the form of a music video, to show its target consumers - ordinary young people's lives, with the original songs, lyrics deeply popular. The short film is mainly composed of four short stories interspersed and serialized. The middle-aged taxi driver who dreams of photography but is scolded by passengers, the young man who is frustrated in his career, the young girl who is frustrated in his study, the high school girl who is abused by school, and the man who works abroad and refuses to give up his music dream show their plight in line with the lyrics "under a cloudless sky, there is a haze". But each of them did not give up their ideas,

drinking Jiang Xiaobai for a short time to relax, they decided to escape the situation, cheer up. The taxi driver filled up the gas tank and decided to take his camera to more places to photograph all the beautiful things. He went to Sichuan Province to photograph the changing face, and Guizhou Province to photograph the mountains and rivers. The young man quit his job and decided to go outside. The girl who was bullied burned the souvenir items of old feelings boldly and decided to study hard for college; The man with the dream of music, after the end of the work boldly go to the street to play guitar singing, the passers-by heartfelt appreciation. With the lyrics "I am Jiang Xiaobai, want to be very simple, crying and laughing, over the mountain, I want to describe the future, is destined to be extraordinary". In the end, each of them went on the life path they wanted to live. Jiang Xiaobai brand uses such a short film to point out its positioning for the young generation. Young people are the generation with the most setbacks. They are ordinary people, but ordinary people have the right to control their life if they strive to live a positive life.

4. Conclusion

To sum up, only clearly positioned brands can form specific consumer preferences, and to a certain extent, they can be regarded as the symbol of cultural preferences and enable customers to obtain emotional satisfaction. The only way to stand out from the competition is to be different, and positioning is one of the most effective means of strategic differentiation. Jiangxiaobai has its own unique marketing strategy. Starting from brand positioning, Jiangxiaobai has won a large number of target consumers with its unique and accurate brand positioning, and occupies its own position in the market, becoming the representative of China's young liquor brands, showing a strong development trend.

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