

摘 要

新消费概念最早由国务院 2015 年在《关于积极发挥新消费引领作用加快培育形成新供给新动力的指导意见》提出，表明新消费对于经济发展增速的作用。新消费时代，消费主力群体年轻化，消费需求多元化，用户从基础的功能性消费转向品质消费、体验消费、个性化消费。新渠道与新场景的叠加交汇催生了新消费品牌。本文以新消费品为研究对象，主要研究了新消费品在新时代背景下的品牌策略，用科学的研究方法，分析在新时代新消费模式的出现是迎合消费者需求的产物，深入剖析其营销特点、品牌策略，在其改变人们生活的购物习惯、消费理念以及个性化需求的同时存在那些缺陷，进而分析总结提出树立产品和企业形象、创造自身品牌的价值和文化、拓宽品牌全渠道等建议和策略，有助于提高提升新消费品品牌策略的水平，促进新消费品形成优秀的品牌策略，促进新消费品整体的盈利和提升。

关键词：新消费品；品牌策略；营销

ABSTRACT

The concept of new consumption was first proposed by the State Council in 2015 in the "Guiding Opinions on Actively Playing the Leading Role of New Consumption and Accelerating the Formation of New Supply and New Power", indicating the role of new consumption in the growth rate of economic development. In the new consumer era, the main consumer group is becoming younger, and consumer demand is diversified. Users are shifting from basic functional consumption to quality consumption, experiential consumption, and personalized consumption. The intersection of new channels and new scenarios has given rise to new consumer brands. This article takes new consumer goods as the research object, mainly studying the brand strategy of new consumer goods in the context of the new era. Using scientific research methods, it analyzes that the emergence of new consumption models in the new era is a product that caters to consumer needs. It deeply analyzes its marketing characteristics, brand strategy, and the shortcomings that exist while changing people's shopping habits, consumption concepts, and personalized needs. Further analysis and summary are provided to propose suggestions and strategies for establishing product and corporate image, creating the value and culture of one's own brand, and expanding brand channels, which can help improve the level of brand strategy for new consumer goods, promote the formation of excellent brand strategies for new consumer goods, and promote the overall profitability and improvement of new consumer goods.

Keywords: New consumer goods; Brand strategy; Marketing

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Chapter One Introduction

As the post-90s began to enter their thirties became the main force of consumption. The Z era has entered the workplace and demonstrated astonishing consumer power. It can be said that the future of the consumer market can be achieved by young people. This new generation of consumers has grown up in a favorable social environment, relieving them of more diverse information and possessing a brand mentality that is different from the past - easy to plant, willing to try, and more inclined to run with new products. At the same time, they have stronger national self-confidence and a sense of identification with local culture. Therefore, the signs of the rise of domestic brands in recent years have become increasingly clear. The emerging industries of new consumer goods generally have the following three characteristics:

Firstly, mature category, high penetration rate, high consumer awareness of the product, and market education has been completed.

Secondly, the industry is monopolized by giants, lacking innovation for a long time and unable to meet the needs of the new generation of consumers. In areas overlooked or overlooked by giants, new consumer goods are showcasing their innovative skills.

And thirdly, in the macro context of upgrading consumer structure, brands that provide goods and meet new market demands are called new consumer brands. Essentially, new consumer brands will inevitably provide new product categories or iterate and upgrade against existing categories. At the same time, they will also have one of the following apparent characteristics: creating new consumption scenarios, building new consumption systems, mainly targeting the new generation of consumers, and applying new marketing technologies or concepts.

There is currently no unified definition of "new consumption". In a narrow sense, "new consumption" refers to new consumption behaviors driven by new technologies such as digital technology, new business models such as online and offline integration, and new consumption relationships based on social networks and new media. Because it has the characteristics of "increment" and "upgrade", fundamentally, "new consumption" should be the common goal pursued by all retail enterprises. However, at present, new consumption is actually led and initiated by the online retail industry, which deeply binds the online retail industry to China's domestic demand growth.

Chapter Two The Concept of New Consumer Goods

When it comes to new consumption, many people may wonder what is the difference between it and traditional consumption? In fact, the changes in the consumer market over the years can be divided into three stages of consumption.

2.1 Concept

Firstly, it is the first stage, which is the era where we believe that channels are king and media are king. what do you mean? In fact, most people believe that as long as they open a large-scale store and spend a lot of money hiring celebrities and spokespersons, they can gain a continuous stream of consumers and franchisees. At that time, it was true that as long as we did a good job in both channels and media, there would be endless money to be earned.

However, with the continuous advancement of time, the e-commerce industry is constantly improving, and the market is also constantly improving, leading to the emergence of the Consumer 2.0 version, which is the rise of e-commerce represented by Alibaba's Taobao and JD.com. The business of traditional offline stores has begun to be impacted. People no longer frequently go to stores for shopping and consumption, but choose more convenient and affordable online e-commerce shopping. For example, as we all know, Han Du Yi She has gone from being an inconspicuous brand to becoming a representative of Han Feng Kuai fashion brand. Not only that, Han Du Yi She has also achieved the dazzling result of being the top seller in the industry for 7 consecutive years. For example, the three squirrels known to every household have become food industry giants with a market value of over ten billion yuan solely relying on the small category of nuts.

Then, with the continuous improvement of consumer demand, the version of consumption 3.0 appeared. In fact, it is now consumption. We can find that microblog, WeChat and Tiktok have become essential software for people's daily leisure and entertainment. Behind this, it actually represents the rise of social e-commerce, shifting from people searching for products in the past to people searching for products today. And this stage also brings consumers a new sense of experience.

2.2 Characteristic

What are the specific characteristics of new consumption? New channels and new media: In fact, current channels are not just traditional consumption channels, but have a broader definition.

Today's merchants or brands can directly establish contact, communicate, and understand with consumers. Consumers can also make corresponding purchasing behaviors while engaging in leisure and entertainment. Channels are no longer just sellers, they can also be disseminators, and media can also be sellers.

So what is a new product? In fact, we can find that businesses now attach great importance to product content, and consumers are increasingly influenced by product content. For example, the marketing case of Jiangxiaobai that we know is actually the most typical example, such as WeChat official account and Zhihu's many payment knowledge. Actually, they all represent the emergence and formation of product content and content knowledge

Not only that, new consumption will also pay more attention to the role of people. In the past, the core of consumption may have been products, but now the core of consumption has shifted to people. How should we seize traffic under new consumption is the most crucial,

For the consumer goods industry, if you only replace or upgrade at a certain stage, then you are not truly a new consumer product. For example, traditional consumer goods are mainly sold in supermarkets, while you sell them in emerging channels such as Tiktok, The little Red Book Live. This kind of replacement or upgrade is easily achievable for traditional consumer goods.

The so-called "new population", "new products", "new media", and "new channels" of new consumer goods are all "pseudo new". The reason why new consumer goods can be called new consumer goods is that the "way of driving growth" is different from traditional consumer goods. If new growth drivers for new consumer goods are not found, other 'new' products are just superficial.

Chapter Three Analysis of New Consumer Goods' Brand Strategy

Brand strategy is a series of enterprise management and marketing methods that can generate brand accumulation, including all elements such as 4P and brand identification. The reason why new consumer goods can be called new consumer goods is that the "way of driving growth" is different from traditional consumer goods. If new growth drivers for new consumer goods are not found, other 'new' products are just superficial.

3.1 Brand Launch Using Traffic Thinking

In the view of many people, traffic is a fixed resource, so traffic can only be purchased. This concept needs to be changed. The previous approach was to gain insight into the catalyst habits of the target audience, and then artificially set various technical orientations for pursuit and investment. You don't need to be so troublesome today. You only need to produce content that the target audience may be interested in, and then hand it over to the media algorithm, which will automatically help you find the target audience.

Good content can generate traffic. And with only spending money, we are increasingly unable to buy high-quality traffic. Because in the media environment dominated by big data and algorithms, the distribution mode of traffic is undergoing changes. In such media as Tiktok, The Little Red Book, we hardly need to consider where consumers are and what the catalytic habits are. If we make good content, we will naturally have good results.

Purchasing traffic has evolved into generating traffic. When we want to have traffic, we not only need money, but also content. All traffic that requires algorithm allocation relies on a large amount of content. The new consumer goods company needs to transition from a simple sales company to a content production company.

3.1.1 Creating Super Single Product

For both new and traditional brands, establishing an asymmetric competitive path for brands through the strategy of breaking new ground with super single products and attacking cities with single product series is an effective shortcut for brand growth.

Therefore, understanding super single products can start from three dimensions: first, market harvesting. Super single products must be products that support sales, especially in the early stages, which must harvest a large number of user groups. Second, category brand items. Super single products can drive brand growth, and even the product itself can replace the brand, which means that the product can anchor a specific perception, such as the mention of bubble water will remind you of the vitality forest. Third, super derivative. Transforming a super single product into a true brand also requires the ability to derive, that is, expand the product range and bring long-term brand growth. Through the entire product camp to counter challenges from imitators or followers, gradually establish brand barriers. Therefore, super single items are products that can bring explosive sales growth, exert brand influence, and also form asymmetric brand competition.

Creating super items is the best shortcut to brand growth. The consumer community believes that the logic behind it can be broken down from three aspects: product selection, marketing, and sustainability.

Create an ultimate piece around user pain points. Finding user pain points can be achieved through data analysis, research, and observation of consumers; Mining information from suppliers and channel providers; Learn from innovative categories at home and abroad. In addition, brands can also learn about popular trends by observing the innovation dynamics of leading enterprises, attending industry conferences, and other ways. After understanding the pain points of users, it is next necessary to determine whether a category is suitable for developing new products. It can be judged from two dimensions: category involvement and brand differentiation. Categories with high brand differentiation and low involvement are suitable for launching online, such as "size free/sensual underwear" in the clothing field.

Build a marketing closed-loop under DTC mode through omni channel mental grass planting, private domain operations, and consumption and purchase. The current era of human centered consumption is characterized by an outdated "goods for people" model that focuses on goods. Therefore, the new consumer brand abandons the traditional marketing model and adopts the social media marketing approach, focusing on the decentralization and delivery system for drainage and marketing.

Keep Super Item Everlasting. Sharp insight into changes in consumer demand. For example, SK-II once shot an advertisement titled "She Finally Goes to a Dating Corner", which resonated with a large number of female consumers on social media at that time. Many women are labeled as "leftover women", and these women hope to receive more understanding and respect. SK-II has transformed it into a marketing idea, capturing the pain points of women's age anxiety at present, opening up a new topic and exploding in social media. According to data statistics, from April to December 2016, SK-II sales soared by 50% in nine months.

Product co creation to increase user participation. In the new consumer era, the application of product co creation and content co creation has become the best practitioners in the industry, even across industries. User participation in product development and iteration can provide richer content for individual products and enhance the stickiness between the brand and consumers.

Adapt to the market and match the enterprise's strategy. The iteration of hot money must adapt to the market and match the development strategy of the enterprise. The dimensions that match the enterprise's development strategy mainly include group structure, launch timing of popular models, promotion cycle, and focus at a certain time. For example, many new and cutting-edge brands usually adopt a team structure, with a team responsible for a new product, from innovation to launch to iteration. If the recruitment fails, split up the team members to form a new team.

3.1.2 The Rapid Development of We-media E-commerce

The rapid development of the economy has brought great material abundance, and people's needs are no longer satisfied with standardized material needs, but more desire to obtain personalized and spiritual needs. Young people who have witnessed China's prosperity and development since childhood have stronger national self-confidence, and local emerging brands can gain more recognition; This has cultivated a piece of soil for the growth of emerging brands.

With the rapid development of e-commerce and mobile payment, a mature and convenient system of smartphone + mobile internet shopping + efficient logistics has been formed, forming a light, fast, and wide online channel relying on the Internet. Internet marketing carriers such as social networking and short video apps, marketing techniques such as community marketing, online celebrity marketing, and online advertising that integrates product and marketing, as well as touch and reach methods such as content planting, live streaming, and precise targeting, have greatly improved the marketing effectiveness and efficiency of emerging brands.

3.2 Expansion of Popularity

Brand awareness measures people's recognition of your brand, including their 'understanding' of its existence. Brand awareness is not a simple personal indicator, but a concept that involves many different KPIs, from traffic to social voice share. With brand recognition, its competitiveness among similar products is far ahead.

3.2.1 Brand Co Branding

Brand cross border co branding, beauty is an important driving force. Cross brand co branding is a very common form of marketing in recent years, whether it is brand and brand, brand and artist, brand" And IP... for new consumer brands, there is no boundary between cross-border and cross-border.". When brands want to quickly capture the minds of young consumers, cross-border. The social influence of co branding has become a highly effective "weapon", helping brands penetrate different young cultural circles and causing widespread discussion.

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