

The Analysis of the Success of Ambrosial's Marketing Strategies

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Abstract: A kind of yogurt called Ambrosial has been selling very well in China's market in recent years, and it is very popular among consumers, especially the young. The author aims to analyze the success of Ambrosial's marketing strategies. This paper mainly studies how Ambrosial develops and uses marketing means to continuously attract consumers to buy. This article mainly focuses on secondary data research and combines qualitative and quantitative methods in its study. The result shows that Ambrosial's marketing strategy is mainly reflected in the success of advertising investment and the great influence of the spokesperson. What's more, their poverty alleviation programs have greatly increased their popularity.

Keywords: precise marketing, advertising, big data, Ambrosial, yogurt brand

1. Introduction

At first, there is no yogurt in the Chinese market until one hundred years later, in the 21st century, the dairy called Guangming introduced Guangming 1911 original milk, which is a classic coagulated yogurt reduced by modern yogurt technology [1]. The modern production of yogurt in China began in the 1980s. In the 1970s and early 1980s, the most popular type of yogurt was curdling, made mostly by milk factories everywhere and sold on the street in potbelly porcelain or glass bottles. As a new yogurt brand founded in 2013, why did Ambrosial occupy the market and achieve success so quickly? Ambrosial is a brand owned by Yili, which is a well-known and large-scale firm in China. Ambrosial, China's leading yogurt brand by sales volume, was founded in 2013 and adheres to continuous product innovation and young brand marketing to lead the industry into a new trend [2]. Ambrosial features a thick yogurt texture and more protein content. It is the strict control of quality and nutrition that makes Ambrosial so famous all over the world. At present, the competition in the dairy market is becoming increasingly fierce. Precision marketing, as a marketing strategy, has been given more and more attention because it can effectively reduce the additional cost of products, push marketing information to more accurate audience groups, reduce marketing costs and maximize marketing effects at the same time. Due to precise marketing, Ambrosial's sales reached about 1 billion yuan in the first year after its listing in 2014. In 2015, the annual sales reached nearly 4 billion yuan, with a year-on-year growth of 460% [3]. The growth rate is very impressive. Therefore, it is of great significance to study how Ambrosial's precision marketing optimizes the marketing effects of enterprises. There are certain studies on this topic in academia. For example, Liu Qianqian analyzed the role of color marketing in brand communication, and illustrated that the simple and fashionable blue packaging of Ambrosial has attracted consumers' attention in the complicated market

environment [4]. Liu Li and others analyzed that Ambrosial has advanced with the times under the current market changes, and constantly tried new forms of marketing in connection with the live broadcast format, and constantly approached consumers [5]. Zheng Wenjing focused on the analysis of Ambrosial in cross-border marketing. Zheng Wenjing focused on the inappropriate case of cross-border marketing, that is, the combination with Beijing opera. Through the analysis, it is illustrated that brands that are not related across borders will only end up with a seemingly different look [6]. Previous studies have analyzed more from one aspect of marketing, this paper further analyzes the successful marketing strategy of Ambrosial based on the previous research in the aspects of advertising, brand promotion plan, product quality, and network marketing. Through this paper, readers can gain a better understanding of different marketing strategies and how to effectively use these strategies to achieve the purpose of the enterprise.

2. Successful Advertising

For the significance of advertising in marketing, the first is to convey product information. When the product is ready or has entered the market, it is necessary to provide product information to customers and middlemen, so as to improve the visibility of the enterprise to the product, stimulate customers' purchase desire and mobilize the enthusiasm of middlemen. Customers will pay attention to the product after obtaining relevant information about the product. For middlemen, to purchase and sell the right goods, enterprises also need to provide relevant product information. Therefore, advertising materials play a very important role in the process of transmitting product information. Second, increase the demand for products. Advertising is a powerful means to guide customers to buy and expand demand. Although customers have their own consumption experience and buying habits, they are still largely affected by corporate advertising. If an enterprise uses effective advertising to stimulate demand, it can transform potential demand into real demand, so that the market is conducive to the direction of enterprise development.

2.1. "Running Man"

2.1.1 The Popularity of the Programme

As we all know, "Running Man" has become a hot variety show resource with soaring ratings and constant topics and attention, attracting many advertisers. Ambrosial had spent a lot on advertising in the second season of "Running Man" which was the most popular variety show at that time. The advertising commentary was powerful and appealing, such as "Running man, Running Ambrosial!", "This column is exclusively named by Ambrosial, Greek yogurt." It was a slogan that runs through the program [7]. In addition, Ambrosial is involved in many aspects of the game. When designing the game, the director deliberately used the bottle of Ambrosial yogurt as a prop to increase the interaction between the stars of the product and increase the lens and exposure of the product. For example, in one episode, members of the "Running Man" group were asked to play a game that is similar to building blocks. Those blocks were replaced by the boxes of Ambrosial yogurt and they should use as many boxes as they can to make a tall building. After completing this task, next, they needed to use a strange-shaped straw to drink the yogurt. When they are drinking yogurt, they will always praise the delicious yogurt and make the audience would like to have a try. In addition, Ambrosial's billboards also filled the program.

2.1.2 The Right Spokesman

It is a systematic project for enterprises to choose spokespersons, which should not only consider the personality, image and positioning of the brand but also control the investment and risk of selecting

spokespersons, so as to achieve the expected effect. On top of pure ROI, brands also need to consider what unique “brand personality” they have to impress stars. Ambrosial’s marketing plan for “Running Man” is not only a communication strategy that is implantable in the game but also a celebrity endorsement that echoes the entertainment program. Back in Q2 of 2015, when “Running Man Season II” was released, Yili Ambrosial signed Angelababy, who has become popular among “Running men”, as the brand image spokesperson. In the Q4 quarter of the same year, Yili Ambrosial continued to sign Angelababy as the brand spokesperson, on the basis of which Li Chen, the core figure of “Running Man”, was also recruited and upgraded to the dual spokesperson strategy. Angelababy and Li Chen, who are regular guests on “Running Man”, have appeared in separate commercials for Ambrosial, and they also co-starred in a commercial for Ambrosial. At the same time using two “Running Man” stars as image spokespersons, in addition to the popularity of star spokespersons to further improve the brand awareness, also represents Yili in the running male marketing strategy began to upgrade [7]. The ads tapped into the popularity of “Running Man”, a reality TV show, and the “Running Man”, opening a big market for Ambrosial. Since “Running Man” already has a large share in the reality show market, coupled with the endorsement of the two stars, their fans will greatly increase their favorable feelings toward the product, and, out of curiosity about the product, will also buy the yogurt. In this way, Ambrosial has great popularity and user groups in the yogurt market. With the increase in the user groups and the promotion of brand awareness, Ambrosial’s brand communication strategy has achieved great success. Members of “Running Man” often hold a bottle of Ambrosial yogurt during the recording of the program. For example, they often say “Do you want to drink yogurt”, “Do you know why I drank Ambrosial for me in the last segment” and “Ambrosial gives me strength”. During the launch of “Running Man”, the number of visits to the official Weibo page of Ambrosial reached the maximum of one day, and the total reading volume of the topic “Running Ambrosial” reached 11 million times, which undoubtedly kept the participation of Ambrosial yogurt in the program at a high level.

2.2. Advertising on “The Voice of China”

As the network’s exclusive title for the third season of “The Voice of China”, Ambrosial has a great publicity effect. For the promotion of Ambrosial — this new brand, high platform coverage is crucial. Tencent Video has a huge number of active users, and the network click rate and attention of “The Voice of China” are constantly rising. Through the massive user resources of the Tencent video platform, it has created the largest popularity for Yili’s new brand — Ambrosial, in the shortest time. For Internet users watching “The Voice of China”, when they turn on Tencent Video to watch the show, they will see a 15s-long Ambrosial video advertisement, shot by the students of “The Voice of China”, accompanied by the slogan “The Voice of China, Good Greek yogurt, I want you” [8]. The announcement strengthened people’s impression of “Good voice, good yogurt”. With the third season of “The Voice of China” being viewed more than 100 million times on Tencent, Ambrosial has already attracted a large number of fans [8]. “The Voice of China” project has a total broadcast volume of more than 4 billion. As a single program, “The Voice of China” has broken the Internet industry record in many performances on Tencent Video. This also helps Ambrosial realize the network crowd mass exposure coverage. Many netizen have commented that “The Voice of China” program has helped popularize the Ambrosial brand. Also, to maximize exposure, Ambrosial makes full use of Tencent’s Wechat red envelope platform resources to achieve marketing innovation: let users watch live audio while grabbing the Wechat red envelope provided by Ambrosial. These red envelopes may be a small fee for Yili company, but consumers are very easy to be attracted by such activities, businesses can attract new customers and maintain old customers through such activities, which can be said to kill multiple birds with one stone. The data indicated that Ambrosial has achieved the best collision between “The Voice of China” and “Good Greek Yogurt”, reaching the high

frequency of Ambrosial when there is a good voice [8]. Statistics show that the interactive activity of “Listen to good voice, drink Ambrosial yogurt and grab millions of Wechat red envelopes” has attracted nearly 5 million consumers to participate, and the number of interactions has exceeded 58 million, which is a number that ordinary interactive activities of enterprises can not reach. For the Ambrosial and Tencent video good voice cooperation, Yili president Zhang Jianqiu said, “at present, the overall effect is relatively satisfactory.” [3]. Especially Eliamuzzi, as a new product, the product awareness has been greatly improved in a short period. Tencent Video’s big platform, multi-touch points, and strong interactive advantages can effectively help brands achieve rapid reach and comprehensive coverage.”

3. Other Activities Held by Ambrosial

Yili Group’s Ambrosial brand and Youcheng Entrepreneurs Foundation for Poverty Alleviation jointly launched the “You Peace of Mind Program” [9]. The two sides will launch long-term rural revitalization activities by supporting new farmers and expanding agricultural product publicity, to jointly promote the local brand of featured agricultural products, accelerate the formation of featured industrial belts, and build a world-renowned agricultural name card. With brand products to drive brand agriculture, this action is also an Ambrosial brand rural revitalization system another successful case. Drawing on previous successes, Ambrosial aims to “teach people to fish” as well as “teach them how to fish” in the rural revitalization program.

3.1. The Big Advantage of Fruit Raw Material Origin Direct Pick

There are many advantages to origin providing. The source of products is easy to trace, the growth process of products is intuitive and controllable, the cost of quality control of enterprises is reduced. Secondly, direct procurement not only reduces explicit procurement but also reduces many hidden costs that may be caused by personnel problems due to the reduction of transaction links. Ambrosial will continue to strengthen the ability to directly pick products from the origin, commit to promoting the popularity of a number of special producing areas such as Xuwen pineapple, and enlarge the advantages of regional fruits. According to statistics, up to now, Ambrosial has directly picked more than 600 tons of Xuwen pineapple, these high-quality fruits along with Ambrosial yogurt gradually to global consumers [9].

3.2. The Importance of Quality

The brand depends on product quality, and product quality is the guarantee of the brand. If a commodity wants to occupy the market, the first step is naturally to be recognized by the quality, which can be said to be the basic premise; However, the brand is a fundamental direction. For enterprises, it is necessary to establish a scientific management concept, strengthen brand awareness, enhance competition level, and move from relying on products to relying on brands to enter the market [10]. This is more conducive to the competition and development of enterprises. At the end of last year, Ambrosial pineapple yogurt was born, with a veritable sweet harvest of many consumers’ praise. It was a huge hit. The sweet fruit comes from Xuwen pineapple, a good original ingredient in the southernmost part of the Chinese mainland. Ambrosial has always been focusing on the consumer to find quality ingredients. Last year, Ambrosial also produced the “flavor Preference Map Number Insight report” to find the product innovation points of “region + fruit”. After gaining insight into consumers’ demand for healthy, high-quality products with sweet and sweet tastes, Ambrosial set its innovation target on this special agricultural product. In addition to the quality of the fruit, Ambrosial also saw a perfect combination of Xu Wen’s ambitious goal of promoting good Chinese ingredients to the world and Ambrosial’s willingness to implement policies that benefit farmers. After the product

was well received, Ambrosial immediately brought the new product to Xuwen, and made the new yogurt and the place of origin in the same frame, realizing brand linkage. To introduce the Chinese good fruit behind the good taste of Ambrosia to the vast number of consumers. While developing and selling new flavors, Ambrosial helps improve the popularity and sales of agricultural products, which continues the "Rural Revitalization Plan" called by the country. Since this year, Xu Wen pineapple from the origin of Ambrosial has been widely recognized, and Xu Wen also organized the "Sea of Pineapple" global direct harvesting. As the youngest 20 billion yuan brand in China, Ambrosial has always been the leader of domestic yogurt. Through brand channels, Ambrosial has laid a wide market reputation for Xuwen pineapple and brought more possibilities to open the global market [11].

4. Discussion

How can the brand do a good job of network name marketing? How to promote title marketing to co-marketing with media platforms, and finally realize the explosion of Marketing? Ambrosial's case suggests the following: 1. The hot content resources are the foundation, and the content is the most important carrier of brand communication [12]; 2. Set precise marketing themes and transform the influence of the program into the brand's value assets; 3. Realize the maximum bundling of brand and content through deep cultivation and careful operation of content resources; 4. regardless of any form of marketing planning, the product must set up a real tipping point and memory point; 5. Only by choosing the right co-marketing platform can a large platform create more possibilities for innovative Marketing and resource integration [12].

5. Conclusion

The rise of the yogurt brand Ambrosial benefits from its successful marketing strategy. As a newly established brand, it is the most important to expand its popularity. First of all, the advertising investment in popular variety shows has greatly improved his popularity. Then they signed influential stars as long-term spokesmen. Fans of these stars have been paying attention to and buying the brands represented by their idols. Ambrosial has invested part of its income in poverty alleviation projects and worked hard to become a "responsible enterprise", which has won many praises. Their outstanding reputation comes from their persistence in charity work. At present, the paper also has some shortcomings. In the paper, the references are relatively few. In the future, the author will strengthen the ability of information retrieval and conduct more in-depth empirical analysis with more actual data. In addition, the author will also compare the marketing strategies of different brands in order to find more marketing logic from the horizontal comparison.

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