

Explore the Success of HEYTEA Marketing

— In-Depth Research on the Innovation and Fashion of Marketing Methods

Ran Jiang^{1,a,*}, and Yunyao Shi²

¹*Faculty of Arts and Science, Queen's University, Kingston, K7L1E5, Canada*

²*Faculty of Humanities and Social Science, Beijing Normal University-Hong Kong Baptist*

University United International College, Zhuhai, 519000, China

a.20rj20@queensu.ca

**corresponding author*

Abstract: HEYTEA, a leading Chinese milk tea industry brand, has achieved significant success through innovative marketing strategies. The company's introduction of a cheese and fruit tea drink revolutionized the beverage industry. 2016 the brand rebranded as HEYTEA to signify its dedication to ongoing development and advancement. HEYTEA prioritizes creating unique flavors that resonate with consumers in order to revolutionize the tea-drinking experience. The analysis emphasizes the importance of social media influencers, especially on new media platforms, in increasing brand influence. HEYTEA's marketing strategy heavily relies on online platforms through collaborations with bloggers and influential individuals who document their visits and endorse the brand. HEYTEA's offline outlets utilize scene marketing to create immersive experiences that engage customers' senses. This study investigates the revival of HEYTEA's happy tea marketing strategy using brand portfolio analysis, supply chain management, and research and development efforts. The case study emphasizes the brand's dedication to innovation and quality. It engages consumers through social media, word-of-mouth advertising, and co-branding with established intellectual property and fashion companies. Moreover, the Urban Cultural Tourism series incorporates local cultural elements into shop design and offerings, promoting stronger community relationships. HEYTEA's success is attributed to its ability to identify development trends, comprehend consumer behavior, explore diverse markets through co-branding, establish regional brand characteristics, and enhance overall consumption. HEYTEA has established itself as a leading player in the fiercely competitive milk tea industry by distinguishing itself from competitors and building a sizable and devoted customer following.

Keywords: HEYTEA, creative marketing strategies, chinese milk tea industry, social media influencers

1. Introduction

1.1. Research Background

2012 saw the birth of HEYTEA, formerly known as ROYALTEA, in China's Guangdong Province. Although it had modest beginnings, it swiftly developed a notable reputation for its unique approach to milk Tea. The brand experienced a substantial shift in 2016 and changed its name to HEYTEA to reflect its dedication to ongoing growth and progress.

HEYTEA, which has its corporate headquarters in Shenzhen, China, has become a leader in the cutthroat market for milk tea. The brand's mission has been crystal clear since its inception: reinventing the tea-drinking experience by providing distinctive and extraordinary flavors that pique consumers' palates. The company's breakthrough was the first cheese and fruit tea drink, which HEYTEA introduced and completely revolutionized the beverage market. The company's remarkable growth trajectory continued in 2021 when it closed a financing round with a whopping \$500 million. With this enormous investment, HEYTEA became one of the most valuable and significant companies in the milk tea market, with an astounding 60 billion Yuan brand valuation. HEYTEA's national phenomenon-level popularity is not only due to its high-quality products but also to its innovative brand marketing methods. HEYTEA has effectively carved itself a unique identity and captured consumers with its excellent marketing strategies, consolidating its status as a cherished and influential brand in tea connoisseurs' hearts nationwide.

1.2. Literature Review

Zhou, Zhang, and Chen found that peaks in talks about online celebrities can be brought about by the influence of important opinion leaders, which encourages multi-level surfing and the transmission of information about online celebrities by consumers. This affects current and future customers' brand knowledge and purchase decisions [1]. It points out the influence of online celebrities on social media, reflecting that new media platforms have become the preferred place for brands to expand their influence.

Zhang illustrates that HEYTEA has been further extensively distributed under the growth of top content communities like Xiaohongshu and Weibo under the advice of several bloggers and opinion leaders through the grass-planting technique. On the one hand, some bloggers would impulsively visit HEYTEA to check in, drink, and share things on social media in order to draw attention to themselves and get recognition. On the other hand, exclusive social media platforms like WeChat have helped HEYTEA become more well-known. Based on the ritualistic nature and usefulness of check-in, users will haphazardly share their experiences with the private group, turning it into free advertising [2]. It can be seen that the Internet publicity method has replaced the traditional advertising and marketing method. This method turns consumers into product promoters at a very low cost. On the one hand, consumers can get vouchers from it; on the other hand, brands can gain more visibility.

Gu pointed out that scene marketing is more prevalent in the offline outlets of HEYTEA. First, HEYTEA is adept at gaining insight into people's "feelings" and strongly emphasizes the "experience" from start to finish. A deeply relaxing experience is especially valuable in the present fast-paced information era. As a result, HEYTEA has dedicated a significant portion of its resources to creating experience-rich shops. In conventional stores, HEYTEA mostly has a straightforward aesthetic, and the freshness that hits the face causes customers to sense the delight of body and mind instinctively. HEYTEA will create diverse themes and activities for themed pop-up shops and different flagship stores, emphasize "scenery of inspiration" with "tea of inspiration," and provide customers with a sensory impact of sight, sound, and taste [3]. It explains another marketing method of HEYTEA,

which is the innovation of the store. Unlike other brand stores, HEYTEA stores have unique styles for different cities and locations.

1.3. Research Gap

HEYTEA's cutting-edge and youth-focused marketing strategies have greatly influenced the milk tea business. The capacity of HEYTEA's marketing strategy to appeal to the tastes and interests of the younger generation is one noteworthy feature. HEYTEA has developed marketing initiatives that connect with this generation by comprehending the changing tastes and habits of the youth population. Young customers who value style, individualism, and following the newest trends have taken a considerable interest in the brand thanks to its focus on visual appeal, trendiness, and social media presence. The marketing strategies used by HEYTEA also demonstrate a thorough awareness of the digital environment and the value of interacting with customers through online channels. The company has been fast to use social media's power, working with influencers and producing interesting content to grab the interest of its target market. Customers can share their experiences and promote the brand naturally since HEYTEA has created a thriving online community by actively participating in discussions and trends on websites like Weibo, Xiaohongshu, and WeChat.

But other than that, few kinds of literature point out other innovative and youthful marketing methods of HEYTEA. HEYTEA's marketing method is innovative and youth-oriented marketing that keeps pace with the times. The innovation of HEYTEA's product marketing methods has existed since the birth of the brand. Relying on the development of digital self-media, HEYTEA has innovatively seized this opportunity and promoted its development through the combination of the Internet and offline stores. In addition, HEYTEA provides us with more innovative and successful marketing methods for young people. These cutting-edge marketing strategies used by HEYTEA not only satisfy young consumers' preferences and needs but also highlight the brand's capacity to remain current and forward-thinking. By consistently pushing the limits of innovation, utilizing digital platforms, and offering immersive experiences, HEYTEA has established a strong reputation as a trendsetter and magnet for the young market, winning their hearts and building a devoted fan base.

1.4. Research Framework

Therefore, this paper will discuss the rejuvenation and innovation of HEYTEA marketing methods. The full text comprises an introduction, case description, specific scheme analysis, and conclusion. The purpose is to use three different marketing methods to explore the rejuvenation and innovation of HEYTEA's marketing strategy from the success of HEYTEA and find feasible solutions suitable for developing and promoting other companies and brands.

2. Case Description

HEYTEA, a well-established brand in the tea beverage industry, has garnered acclaim for its emphasis on providing superior quality tea beverages and its dedication to achieving excellence in supply chain management and investing in research and development (R&D) initiatives. HEYTEA, being the primary brand, provides differentiated products through its civilian versions, extending its market presence and accommodating a wide range of customer preferences. The brand's product portfolio encompasses diverse beverages, including cheese, fruit, pure, and bubble tea, catering to a broad spectrum of taste preferences.

HEYTEA prioritizes the provision of premium tea beverages and places significant importance on its supply chain and research and development (R&D) endeavors.

In relation to brand portfolio, HEYTEA serves as the primary brand and provides distinct product offerings through two consumer-oriented variations of HEYTEA. Happy Tea offers a range of

primary product categories: cheese, fruit, pure, and bubble tea. Happy Mini Tea was introduced in April 2020, focusing on distinctive ingredients and a price point approximately 50% lower than Happy Tea's. The price range of Happy Mini Tea spans from 8 yuan to 16 yuan. HEYTEA's strategic initiative to expand into mid-range and untapped markets is expected to enhance the company's long-term growth potential. The sugar-free sparkling water brand "Happy Mini Bottle," was introduced in July 2020 at an average retail price of 5.5 yuan per bottle. The strong online sales performance suggests that the brand's venture into additional retail channels will enhance its product offerings and create new avenues for growth.

Their supply chain practices strengthen HEYTEA's dedication to maintaining high-quality standards. HEYTEA has enhanced its supply chain advantages and secured a consistent supply of premium raw materials by establishing its plantations and ecological tea gardens. The objective is to achieve a harmonious equilibrium between standardization and the expansion of the supply chain in a manner that accommodates the adaptable requirements of the dynamic tea beverage sector.

HEYTEA strongly emphasizes research and development, ensuring its prominent standing in research and development capabilities and product quality. This commitment to innovation and improvement serves to invigorate the brand. The company exhibits a consistent pattern of product launches, with an average release rate of one new product every 1.2 weeks. HEYTEA has successfully developed and introduced innovative products by leveraging in-house technologies such as frozen milk extraction and fresh coconut processing. These advancements have garnered significant attention and popularity among consumers.

HEYTEA has strategically utilized the burgeoning phenomenon of cultural tourism to enhance its marketing endeavors. The brand employs a strategic approach by strategically situating itself in well-known tourist destinations and attractions, capitalizing on the high volume of visitors to augment brand recognition. HEYTEA offers distinctive cultural-themed experiences and establishes store locations that embody the local architectural style, drawing inspiration from the cultural attributes of various regions. As an illustration, in the city of Beijing, the retail establishments of HEYTEA are characterized by their courtyard-style architecture. In contrast, in Guangzhou, the stores integrate signage that reflects the local Cantonese culture. Happy Tea effectively engages with the local community and tourists through visually appealing exterior displays, establishing a lasting connection and fostering a strong brand association. HEYTEA effectively utilizes the allure of cultural tourism to attract customers and establish a robust brand presence in these specific locations, thereby augmenting their marketing efficacy.

HEYTEA has effectively established a strong brand presence by implementing a comprehensive marketing strategy that integrates both online and offline channels. This strategic approach encompasses several pivotal components contributing to the brand's prosperity. An essential element of Happy Tea's operations involves its brand cross-border collaborations, which have effectively established the company as a pioneering force in co-branded tea beverages. Happy Tea stands out among other tea beverage brands in terms of the number of collaborations established, boasting partnerships with 59 distinct brands. These collaborations not only enhance the brand's exposure but also allow Happy Tea to demonstrate its brand identity and expand its customer base to previously untapped segments. Furthermore, HEYTEA has effectively leveraged the potential of brand merchandise. Happy Tea has developed a range of merchandise encompassing various themes, such as cups, tote bags, and phone cases. This strategic approach has enabled the company to create socially engaging and appealing products that resonate with consumers. In addition, the brand has successfully integrated physical pop-up stores and digital social media platforms to enhance its overall reach. HEYTEA demonstrates its superiority in social media presence compared to its competitors, as evidenced by its 758,000 followers on Weibo and an impressive cumulative read

count of 11.77 million from WeChat promotions in 2020. This achievement further establishes HEYTEA as a brand that embraces innovation and forward-thinking strategies.

3. Specific Case Analysis of HEYTEA

HEYTEA, a well-established brand in the tea beverage industry, has garnered acclaim for its emphasis on providing superior-quality tea beverages and its dedication to achieving excellence in supply chain management and investing in research and development (R&D) initiatives. HEYTEA, being the primary brand, provides differentiated products through its civilian versions, extending its market presence and accommodating a wide range of customer preferences. The brand's product portfolio encompasses diverse beverages, including cheese, fruit, pure, and bubble tea, catering to a broad spectrum of taste preferences.

3.1. Self-Media Platform Promotion Combined with Customer Check-in

HEYTEA acknowledges the inherent capabilities of self-media platforms and effectively leverages them to engage with customers and promote its brand in a streamlined manner. HEYTEA establishes a robust online presence and effectively interacts with its target audience through popular platforms such as Weibo and WeChat.

HEYTEA disseminates visually appealing content across multiple self-media platforms, including high-quality images, videos, and captivating narratives. The company exhibits diverse tea beverages, highlighting their exceptional visual appeal, unique flavor profiles, and immersive HEYTEA encounter. Through strategically utilizing visual information, HEYTEA captures customers' attention and stimulates their interest in its products. Consumer check-ins are a strategic approach that HEYTEA employs to facilitate consumer engagement and generate excitement. The company actively promotes and encourages customers to visit its physical locations and share their experiences on various social media platforms. Customers visiting HEYTEA stores not only serve as a means of expressing their satisfaction with the company's beverages but also assumes the role of brand ambassadors as they generate content that showcases their fondness for the brand.

HEYTEA recognizes the significance of cultivating brand loyalty and fostering a sense of community. Customers are encouraged to employ specific HEYTEA-associated hashtags when sharing their experiences on social media platforms to facilitate the brand's monitoring and engagement with such posts [4]. In order to express gratitude for the support received from customers, it is advisable to actively interact with them through actions such as liking, commenting on, or reposting their contributions. HEYTEA establishes a strong rapport with its clientele and fosters a loyal community by engaging with them on various self-media platforms. Moreover, HEYTEA employs various social media platforms to implement diverse marketing strategies. These promotional activities may include giveaways, in which consumers have the opportunity to enter and potentially win high-quality goods or complimentary beverages. There are also user-generated content competitions, where participants are encouraged to submit creative images or videos featuring HEYTEA products. HEYTEA promotes consumer engagement, enhances brand recognition, and establishes a robust online presence by incorporating these interactive elements.

HEYTEA effectively leverages the impact of social media and word-of-mouth marketing by employing customer check-ins and actively promoting their self-media platforms. HEYTEA fosters a community of tea enthusiasts and advocates for the brand by creating visually appealing content, encouraging customers to share their experiences, and actively interacting with consumers across multiple platforms. Implementing this integrated strategy between HEYTEA and its consumers fosters a heightened emotional connection, reinforcing brand loyalty and facilitating the company's sustained growth.

3.2. Co-Branded with Fashion Brands and Well-Known IP

HEYTEA has successfully implemented co-branding initiatives with renowned fashion companies and prominent intellectual properties (IP) to pursue innovation and uniqueness continuously. The collaborations have effectively expanded HEYTEA's customer demographic and enhanced the organization's standing.

HEYTEA merges the realms of tea beverages and fashion through strategic partnerships with fashion brands, resulting in a unique and captivating range of products. The collaborations with various partners enhance the aesthetic appeal, refinement, and contemporary appeal of HEYTEA's beverage offerings, thereby attracting a novel customer segment with a penchant for fashion and a desire for novel encounters [5]. Fashion companies collaborate with HEYTEA to create exclusive package designs, unique merchandise, and visually appealing promotional materials. They contribute their expertise in design and aesthetics to the discussion. The brand HEYTEA has evolved beyond being solely a beverage, as it has become a notable fashion statement due to the integration of fashion and Tea.

HEYTEA has partnered with renowned intellectual properties (IP), including popular cartoon characters, celebrities, famous franchises, and fashion enterprises. Through leveraging the fan base and reputation of the intellectual property (IP), these agreements facilitate HEYTEA in expanding its reach to a broader audience and stimulating interest in its products. HEYTEA generates enthusiasm and curiosity among its fan base by featuring beloved characters or personalities on its packaging or through strategically designed promotional campaigns. Enthusiastic consumers eagerly anticipate the opportunity to experience the unique amalgamation of their beloved intellectual property with HEYTEA's high-quality beverages. Co-branding campaigns yield mutual benefits for both HEYTEA and its partnering entities. These collaborations offer HEYTEA additional avenues for brand promotion, expansion into untapped customer segments, and cultivating a progressive and innovative corporate image. The fashion companies and their intellectual property partners are strategically broadening their market presence and strengthening their association with a prominent and innovative beverage company, thereby gaining access to HEYTEA's loyal customer base.

These collaborative partnerships often have a limited supply and set timeframes, creating a sense of urgency and exclusivity among customers. Customers exhibit higher levels of engagement and are motivated to perceive themselves as collectors of exclusive merchandise due to the limited availability of these goods. HEYTEA effectively utilizes various marketing channels, such as social media, in-store displays, and internet platforms, to generate excitement and enthusiasm surrounding their partnerships, amplifying their influence.

HEYTEA enhances its brand image and attractiveness through strategic partnerships with renowned intellectual property (IP) and fashion enterprises while providing customers with distinctive and exclusive experiences. By means of these collaborations, HEYTEA manages to differentiate itself in a saturated market, attract novel clientele, and cultivate a reputation as a company that adeptly amalgamates tea beverages with the domains of fashion and popular culture.

3.3. Launched the Urban Culture and Tourism Series

HEYTEA has carefully begun the Urban Culture and Tourism Series in recognition of the enormous potential of cultural tourism. HEYTEA can give its consumers a distinctive and immersive experience by fusing the cultural characteristics of various cities and well-known tourist attractions with its delicious tea drinks in this series.

Every Urban Culture and Tourism Series store is purposefully created to represent the regional architectural architecture and cultural quirks. HEYTEA creates visually stunning and culturally immersive retail spaces by drawing inspiration from the place's historical, artistic, or famous features

[6]. For instance, HEYTEA outlets in Beijing could have a courtyard-style architecture that perfectly encapsulates traditional Chinese design. In Guangzhou, the shops may have decorations and signage that honor the Cantonese culture of the area and the city's rich history. Beyond aesthetics and architecture, the Urban Culture and Tourism Series covers other topics. HEYTEA also combines cultural components throughout its menu selections. The company releases unique tea tastes or mixes influenced by regional ingredients, customs, or cuisine. HEYTEA's beverage selections are given a distinctive twist by adding local tastes, allowing customers to discover and appreciate other locations' varied culinary and cultural history.

In addition, HEYTEA has a comprehensive strategy to give its clients an immersive experience as part of the Urban Culture and Tourism Series. The shops are intended to provide more than simply a place to sip Tea. Customers may fully immerse themselves in the local culture and interact with the brand at these meeting places and centers of cultural exchange. HEYTEA may put on exhibitions, workshops, or performances highlighting local creative industries, musical traditions, or customs, boosting tourists' cultural experience. HEYTEA draws clients and builds a strong brand presence by embracing the charm of cultural tourism in particular areas. The Urban Culture and Tourism Series forges a bond between HEYTEA and the neighborhood, strengthening brand recognition. Furthermore, HEYTEA's carefully considered shop placements in well-known tourist hotspots guarantee a consistent flow of guests, including locals and tourists, looking for unique experiences and cultural immersion.

The Urban Culture and Tourism Series helps preserve and promote regional cultures and improves HEYTEA's marketing effectiveness. HEYTEA aids in promoting and preserving regional customs, arts, and cuisines by exhibiting the distinctive cultural characteristics of each city. This strategy sets HEYTEA apart from its rivals and reinforces its dedication to becoming a socially and culturally sensitive business. HEYTEA offers an alluring blend of tea brews and regional cultural experiences through its Urban Culture and Tourism Series. It enables clients to explore the distinctive tastes, buildings, and traditions of numerous locations while also indulging in exquisite and revitalizing drinks. HEYTEA's drive to develop fully realized cultural experiences is evidence of its passion for innovation, client happiness, and the appreciation of diversity.

4. Summarize the Experience of Marketing Methods

4.1. Seizing the Mainstream Development Trends in Society

Cao mentioned that many small and medium-sized enterprises do not have a correct understanding of the importance of network marketing and are still using traditional marketing methods, and it is difficult for enterprises to create good benefits [7]. In social development, new trends inevitably emerge with the continuous accumulation of material foundation. These trends can be hot topics, new perspectives, or even new industries. These new development trends are built upon certain foundations and possess the potential for sustainable growth. Seizing such development trends offers unlimited possibilities for enterprises. In the development history of Chinese social media, Yang pointed out that after 2015, Chinese social media entered a period of prosperity [8]. HEYTEA, for example, officially joined China's first social media platform, Weibo, around 2015. In the subsequent development, Weibo witnessed HEYTEA's success. Therefore, enterprises need to identify emerging industries in their marketing strategies. Businesses need to have a proactive and flexible stance in order to capitalize on development trends effectively. This calls for ongoing market dynamics, consumer behavior, and technical improvement monitoring and analysis. Enterprises may spot new trends early on and coordinate their strategy to take advantage of them by remaining informed and performing rigorous market research. Enterprises should have insight into the new trend of social development, grasp the new trend of social development, and adapt to social development.

4.2. Transform Consumption Behavior into Advertising Behavior

Customers do play a key part in brand marketing and business PR. Gao, He, and Wang pointed out that the essence of online cultural consumption is sharing, and after the consumer carries out the online cultural consumption behavior, it represents the success of the seller's sharing [9]. Businesses may leverage the power of customers' impulsive suggestions and produce huge amounts of organic publicity by enhancing the customer experience and encouraging good emotional connections. HEYTEA's offline check-ins and customers' voluntary sharing of their experiences on social media are two excellent instances of how pleased consumers may become brand ambassadors and spread the word about the company's goods and services to their friends and larger networks. Their articles may contain images, testimonials, or films that emphasize their satisfying encounters. These pieces of user-generated content have a lot of weight since actual consumers create them, may reach a large audience, and draw in prospective new customers. This unplanned word-of-mouth advertising is priceless since it is genuine, affordable, and extremely effective. Customers voluntarily become brand ambassadors and spread the word about their preferred goods or services because they are motivated by their passion and delight. Delivering outstanding customer experiences and forging deep emotional bonds with clients is crucial to maximizing consumer publicity. Brands may encourage consumers to become ardent promoters by constantly offering top-notch goods, first-rate customer support, and unforgettable experiences. Customers share their good experiences in a real and approachable way as part of this strategy, which goes beyond conventional marketing efforts and leverages the power of authentic storytelling.

4.3. Explore Diverse Fields

Chang reveals the reason for the brand's co-branding. The first is that contemporary young consumers prefer novelty items, the second is that limited editions are catalyzed by hunger marketing, and the third is social [10]. Because of its success with brand co-branding, HEYTEA has been able to go outside its beverage line and become connected with various keywords, including fashion, gaming, movies, television shows, jewelry, and more. This accomplishment exemplifies the value of strategic partnerships in enhancing brand perception and boosting brand influence. HEYTEA has led co-branding projects in China, inventing collaborative product introductions that have attracted much interest and praise. In order to reach new client segments, increase its reach, and improve brand impression, HEYTEA has partnered with well-known businesses or significant IPs. Through these partnerships, HEYTEA has successfully differentiated itself from its core beverage products by establishing itself as a trendsetter and lifestyle brand. Utilizing the partner brands' existing brand equity is one of the main benefits of brand co-branding. When HEYTEA partners with businesses in the fashion, gaming, film, television, or jewelry sectors, it gains some beneficial qualities and connotations connected to those fields. Due to this affiliation, HEYTEA can appeal to a wider audience's interests and tastes, drawing both beverage lovers and followers of the partner companies. Projects using brand co-branding excite and novelty among customers. The jointly created goods and partnerships stand out in the market, arousing interest. This distinctiveness promotes customer involvement, raises brand awareness, and enhances demand. Being the first in China, HEYTEA's creativity in co-branding initiatives has helped it become a leading brand.

Cross-promotion and cross-marketing opportunities are also made possible by brand co-branding. HEYTEA may enter new markets and reach a larger audience by utilizing the partner brand's channels and consumer base. This exposure and partnership strengthen HEYTEA's image as a brand that goes beyond its core product by increasing its brand influence and market placement.

4.4. Create Regional Characteristics of the Brand

HEYTEA has developed goods that have a strong emotional connection with local communities by utilizing China's varied cultural identities and distinctive geographical features. By adding local symbols like the terracotta warriors in Xi'an and the gigantic pandas in Sichuan, HEYTEA creates a deep emotional connection with the local ethnic communities. This plan brings to light a crucial component of enterprise strategy: organizations with product sales as their primary line of business do not necessarily need to pursue rigid standardization and uniformity throughout their offerings. Instead, they can adjust the environment and embrace regional traits to produce distinctive goods.

HEYTEA acknowledges that each area of China has its unique cultural identity and deeply ingrained customs by embracing the variety of its areas. The business successfully blends these regional features into its products, giving them a localized touch via thorough study and an awareness of local culture. By employing this tactic, HEYTEA is able to capture the distinctive characteristics of each locale, connect with locals, and resonate with consumers who have a personal connection to that particular cultural icon. This localization strategy also helps local populations feel proud of themselves and more unified. The relationship between a company and its clients is strengthened when, like HEYTEA, it recognizes and celebrates the cultural legacy of a particular area. People become more loyal and supportive of the brand because they experience a feeling of ownership and perceive it as a representation of their regional identity. For any enterprise, stimulating overall consumption is a dream come true.

5. Conclusion

HEYTEA generally stands out in the market competition because of its excellent marketing methods and strategies. It has explored a marketing method suitable for new beverage brands, which is a milestone and has won many loyal customers. This paper gives examples of three specific marketing methods of HEYTEA, namely Self-media platform promotion combined with customer check-in, Co-branded with fashion brands and well-known IP, and Launching the Urban Culture and Tourism Series, and summarizes four more comprehensive methods through these specific marketing strategies. Through the marketing strategy of the HEYTEA brand, it can be concluded that the experience and value of most enterprises and brands, such as grasping the trend of social development, such as the current trend of artificial intelligence, or creating multiple characteristics of the brand, For example, launching regional limited-edition products, or actively seeking product co-branding, so as to gain wider popularity and influence.

In the future marketing of the company, as the brand development has transitioned from a period of prosperity to stability and the customer base has been largely identified, emphasizing the consumer's purchase experience becomes crucial. Therefore, HEYTEA needs to focus on marketing that enhances consumers' positive experiences and promotes the good reputation of its products. Based on the prosperity of milk tea brands in the domestic market, HEYTEA can promote public welfare activities, such as providing free drinks to workers. Or carry out environmental-themed activities, such as exchanging old for new and obtaining discounts on purchases with used plastic cups. This marketing method can improve the brand's competitiveness, reflect the brand's focus on environmental issues, and reduce the psychological burden on consumers when making purchases.

Authors Contribution

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

References

- [1] Zhou, Y. F., Zhang, T., Chen. S. N. (2018). *Analysis of Net Red Social Media Communication and Consumer Emotional Tendency——Taking Net Red Brand “Hey Tea” as an Example*. *Business Economics and Management*, (04), 70 -80.
- [2] Zhang, J. J. (2021). *Analysis of the Causes of the “Phenomenon-level” Check-in of the Internet Celebrity Brand HEYTEA*. *Time-honored Brand Marketing*, (09),15-16.
- [3] Gu, F. (2023). *Analysis and optimization research on the marketing strategy of HEYTEA*. *Modern Marketing (Later Journal)*, (04), 49-51.
- [4] Filieri, R., & Xu, Y. (2022). *The new-style Tea in China: The marketing strategy of HEYTEA*. Sage Knowledge. <https://doi.org/10.4135/9781529779653>
- [5] Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2018, August 18). *Research in marketing strategy - journal of the Academy of Marketing Science*. SpringerLink. <https://link.springer.com/article/10.1007/s11747-018-0598-1>
- [6] Xu, X., Wang, G., & Song, K. (2022). *Analysis of HEYTEA's financing strategies and the determinants of its...* [https://www.clausiuspress.com/conferences/AETP/ASSSD % 202022/Y1298. pdf](https://www.clausiuspress.com/conferences/AETP/ASSSD%202022/Y1298.pdf)
- [7] Cao, Y. (2022). *Exploration of the implementation of marketing innovation development strategy in small and medium-sized enterprises[J]*. *Enterprise Reform and Management*, 431(18), 33-35. DOI:10.13768/j.cnki.cn11-3793/f.2022.0992.
- [8] Yang, S. (2017). *Corporate branding perspective: a history of self-media communication*. South China University of Technology.
- [9] Gao, J., Hao, L., Wang, B. B. (2023). *The change of network culture consumption in the Internet era--A review of Research on the Internet and Cultural Production, Promotion and Consumption*. *China Grease*, 48(01), 160-161.
- [10] Chang, W. D. (2022). *Research on symbolic consumption behavior of brand co-branded products*. *Old Brand Marketing*, (05), 12-14.