

Research on the Marketing Planning of Daily Chemical FMCG Brands in the New Media Environment—Taking Unilever as an Example

Li Huining

School of Information Technology in Education, South China Normal University, Guangzhou, China

1486884762@qq.com

Keywords: New Media; Daily Chemical FMCG Brand; Brand Marketing Planning; Unilever

Abstract: The development of the mobile Internet has incubated a new form of media, new media, and has completely changed the way and form of people's access to information. In this context, enterprises are gradually realizing that new media is becoming another important marketing channel after TV media. As the world's leading daily chemical brand, Unilever's brand marketing and development are exemplary in the industry. In the era of new media, Unilever has further made full use of many characteristics of new media, successfully developed brand marketing channels, and implemented a series of brand marketing strategies based on it. Taking Unilever as an example, this paper hopes to provide lessons for the marketing planning of daily chemical fast-moving consumer goods (FMCG) brands in the new media environment through research on its new media brand marketing planning and provide certain concepts and practical support for other brands in the same industry.

1. Introduction

The development of information technology and mobile Internet has enabled people to have a more convenient, more efficient, and more personalized way of obtaining information. With the help of mobile terminals and Internet information systems, the dissemination of information has become more diverse. Different from traditional TV media or print media, the efficiency of information dissemination in the new media environment is extremely high, and it also exhibits the characteristics of interest selection and fission-type communication. For information acquirers, people actively participate in the process of dissemination and sharing of information, which greatly increases the interactivity^[1]. New media not only brings convenience for audiences to obtain information, but also brings brand new effects to corporate brand marketing, word-of-mouth marketing has become a typical way of brand marketing with the help of private domain publicity and social media in the new media environment. Compared with traditional brand marketing methods, new media brand marketing allows marketing audiences to actively participate in the marketing process, fully stimulating their creativity and initiative. The marketing of daily chemical FMCG brands is precisely an activity that needs to directly contact the market audience and pay close attention to its feedback. How to make full use of these advantages to help brand marketing in the new media environment is one of the research goals of many daily chemical companies and brands^[2]. Unilever, a company that has been established for nearly a century, has experienced a series of challenges from scratch and achieved great success. With the rise and development of new media, Unilever keeps pace with the times and actively uses new media to delve brand marketing channels, providing support for the realization of brand marketing needs such as its own brand value enhancement, brand interaction, and consumer interaction. In this paper, Unilever's brand marketing strategy in the new media environment is the main body of analysis, hoping to provide some inspiration for the marketing planning of daily chemical FMCG brands.

2. The Overview of New Media and Its Marketing Concepts

2.1. New Media and Its Characteristics

New media refers to the brand-new media form that emerges after TV media and print media. The new media mainly relies on digital media technology, mobile Internet, intelligent terminal technology, etc., and takes intelligent interactive terminals such as tablet computers and mobile phones as carriers and interactive channels to provide information transmission, interaction, personalized expression, and other services for the audience. The new media can provide personalized content for the audience, and at the same time provide the audience with the interactive communication status of relatively equal, which makes the media communication process richer and more vivid. Typical new media include Microblog, WeChat, WeChat official account, search engine, Zhihu, Xiaohongshu and other platforms ^[2].

New media mainly presents the following characteristics:

(1) Fragmentation

The mobile Internet has made the amount of information present an explosive growth trend, which makes the information only expressed in fragmented form, so that it can effectively cater to the audience's time allocation habits, and further obtain information more widely to achieve more efficient information convey.

(2) Efficient dissemination

The information in the mobile Internet era can be shared and disseminated more conveniently with the help of the Internet and social tools, which enables the generation and dissemination of information can be carried out anytime and anywhere with higher dissemination efficiency.

(3) Strong interaction

With the help of mobile terminals, the audience is involved in the generation and dissemination of content. This feature enables the media and the audience to communicate and interact effectively with the help of new media, significantly enhances the initiative of information exchange and also provides an effective channel for the media to obtain the needs of the audience.

(4) Community characteristics

New media users can spontaneously form interest communities according to their personal preferences and organize audiences together in small groups with certain common characteristics based on social networks. This community-based feature makes the interaction and communication of interest smoother, and further enhances the mutual stickiness between audiences.

(5) Stronger connectivity

In the era of new media, new media platforms based on mobile Internet have not only appeared as media, but also have connectivity with traditional media and other new media platforms, which further expands the audience's information acquisition and greatly enriches the content classification of new media.

2.2. Brand Marketing in New Media

New media brand marketing plans and executes brand marketing activities based on new media platforms. Compared with traditional brand marketing methods, brand marketing activities in the new media environment can make full use of the interests and characteristics of the audience and can significantly improve the marketing effect through precise targeted marketing of big data ^[3]. Its core purpose is to build the first impression of its own brand on the audience, clarify the brand positioning, and further shape the brand image through many marketing forms and channels to carry out brand promotion. Typical new media brand marketing forms include Microblog marketing, microfilm marketing, search engine marketing, e-commerce marketing, and so on. New media brand marketing has the following typical characteristics:

(1) Low cost

Thanks to the low use cost of the Internet, the capital investment in the process of content production, publishing, dissemination and tracking of new media marketing has been reduced. At the same time, due to the various forms of content dissemination, the richness of content has been greatly

improved, thus reducing the cost of a single release in return ^[4]. In addition, the technical cost of new media marketing is relatively low, and most of them are performed by existing platforms, which do not require companies to invest too much money to participate in technical upgrades.

(2) Broad creative space

The plentiful and diverse forms of new media, coupled with its efficient interaction, make the content and forms of marketing present exuberant. The participation and interaction of the audience makes viral marketing, interactive experiential marketing and other methods continue to emerge, and makes full use of the vast creative space to make creative and marketing channels present a diversified development trend ^[4].

(3) High value of public function

The social attributes and efficient communication chain of new media make it have a very high value of public function. In the era of new media, brand marketing and corporate publicist can often be interrelated and synergistically linked. It is an important idea of new media marketing to take into account the maintenance of public relations in the process of implementing key activities and handling key events.

(4) Lack of an objective evaluation mechanism

Although new media marketing has many superior characteristics, it is difficult to clearly provide directional decision support for brand marketing because of its early start, lack of standardization in development, and especially the difficulty in accurately quantifying the communication mechanism of new media. Especially, how to achieve a dynamic balance between cost and effect has become a big obstacle for new media marketing practitioners ^[5].

3. Unilever Brand Marketing Strategy

3.1. Overview of Unilever

Unilever was founded in 1921. At first, it mainly produced beverages and soaps. With the development of nearly one hundred years, Unilever has gradually developed independently after Mergers and Acquisitions, and now it has become the leader in the field of daily chemicals, which cannot be separated from brand marketing. Through multi-brand operation strategy, Unilever has established many valuable sub-brands under many categories and branches and has successfully established many brands with a scale of more than one billion by using its own unique brand marketing methods and strategies, while Unilever itself ranks among the top 500 in the world by 30% ^[6].

3.2. Brand Marketing Strategy

(1) Highlight the core value of the brand

Establishing brand value has always been the core of Unilever's brand marketing ^[6]. Through a comprehensive survey of consumers, Unilever has established a consumer demand model, and precisely positions the brand, highlights its core value, and insists on strategic development around the established brand value based on the results of the survey.

(2) Improve product functionality

Unilever's products are based on functionality ^[6]. For daily chemical brands, product function is always the core, and whether it can solve problems for consumers has become an important reference for consumers to choose brands. For example, the powerful anti-dandruff of the Clear, the clothing care performance of Comfort, and the hair repair performance of Lux are all industry benchmarks.

(3) Brand emotional marketing

Unilever is also good at brand emotional marketing. By constructing application scenarios close to consumer groups, consumers have emotional resonance with brands. For example, the family care series, Unilever has shaped the image of family health protection shield, which makes the OMO become popular.

(4) Sub-brand joint marketing

The main goal of Unilever's brand marketing is sub-brands, but in order to further form brand

barriers, so that brands can support each other, Unilever uses sub-brand joint marketing to achieve the invasion of multiple related subdivisions and formed the joint advantages of sub-brands by point-surface strategy ^[6].

(5) Knowledge Marketing

To further enhance consumers' confidence and trust in sub-brands, Unilever actively uses knowledge marketing to inject more domain knowledge into its products, which not only makes consumers have a certain understanding of the industry knowledge, but also enhances their trust in brands and maintains their vitality.

4. Research on Unilever's Brand Marketing in the New Media Environment

4.1. Typical Features of Unilever's New Media Brand Marketing

(1) Story Marketing

In the era of information explosion, the audience's experience is quite limited. In brand marketing, Unilever firmly grasps the public interest, and uses eye-catching public events or stories to package and embed the brand. Dove, a brand owned by Unilever, made a short film called "Evolution" in its brand marketing activities. In a one-minute video, it recorded how an ordinary female face became a face comparable to a supermodel through makeup artist, photographer, post-production and so on. The last letter of the advertisement is thought-provoking: "no wonder our perception of beauty is distorted" ^[7]. This way not only attracts attention, but also conveys the core idea of the brand "pursuing real beauty" to the outside world.

(2) Multi-channel marketing

Multi-channel marketing is another marketing model Unilever excels at. Based on the e-commerce channels, Microblog, WeChat official platforms, Xiaohongshu and brand applications of Unilever's various sub-brands, the distribution of marketing content presents a comprehensive and three-dimensional feature. The multi-channel marketing idea has greatly increased the marketing coverage, and at the same time, it has further consolidated the brand's image of insisting on innovation and keeping up with the trend.

4.2. Unilever's New Media Brand Marketing Strategy

(1) Strengthen the interaction between brands and consumers

Interaction is one of the most typical characteristics of new media. Unilever makes use of the interaction of new media to further strengthen the interaction between brands and consumers. In the marketing process of Cornetto, by building an interactive channel with Alibaba, consumers can get the platform consumption red envelope by scanning the package QR code. This digital interactive form has become the diversion point of the brand's ice cream product sales in the peak season in 2017. In 2018, Unilever cooperated with Tmall to promote the "Bottoms Up" public welfare activity. Through the "drinkable book", the activity preached the necessity and scientificity of clean water filtration, it not only conveyed the concept of healthy drinking water but shaped the positive public image of the brand ^[7].

(2) Accurate acquisition mechanism of consumption information

To further capture the consumption habits and needs of consumers, Unilever has established an accurate acquisition and response mechanism for consumer information. First, the online store channel is used to instill content into the audience, and product information and promotional activities are released. Secondly, through the analysis of the browsing clicks and conversion volume of online channels to make clear consumers' interests, actual needs and shopping restrictions. Third, through online channels including self-owned shopping malls and third-party flagship stores, page design and guidance tools can be applied to promote consumption conversion rate. Finally, according to the actual situation of consumers' shopping, the pre-marketing work is rated, and guidance is provided for the follow-up marketing activities ^[8].

(3) Viral marketing

In the process of brand marketing, Unilever actively uses viral marketing to encourage consumers

to participate in the construction of private domain flow independently. When Clear brand conducts marketing activities, it sets up the activity of "bringing the old with the new" and obtains the promotion link through online purchase. Consumers can transfer the promotion link to personal Microblog, WeChat and other platforms. Once a consumer opens this link, regardless of consumption or pure attention, the communicator can get a certain bonus of points, which can finally be used to exchange daily necessities. This snowballing marketing makes its brand influence expand rapidly.

5. Enlightenment of the Research Case on the Marketing Planning of Daily Chemical FMCG under the New Media

China started late in brand marketing of new media, and its awareness of brand building and protection is relatively weak. As far as China's daily chemical enterprises are concerned, only by actively establishing their own brand image and enhancing their brand value can they gain the initiative in the process of value chain. Unilever's many new media brand marketing cases are undoubtedly successful. Based on these successful experiences, we can also get some enlightenment.

(1) Value interaction with consumers

One of the biggest characteristics of new media is interactivity. The traditional relationship between consumers and brands is one-way, consumers can only accept it passively in the process of brand operation and development. Under this one-sided rigid promotion mode, the brand side can't get the opinions and demands of consumers efficiently, and consumers can't get a sense of participation, which leads to negative emotions towards the brand [9].

Using new media to enhance the interaction with consumers and paying attention to emotional communication and demand communication with consumers is one of the brand marketing strategies that FMCG brands should practice. Through the interactive platform, the brand's ideas and values are publicized, and at the same time, through affinity marketing, Microblog, WeChat and other tools are used to generate emotional interaction with consumers. Once this relationship is established, it can not only enhance its brand loyalty, but also get objective and true feedback [9]. Especially with the formation and development of self-media, brands should actively cooperate with opinion leaders to further enhance the influence of brand public opinion.

(2) Select the appropriate communication channel

Different channels of new media have their own characteristics, so appropriate communication channels should be selected for promotion in the marketing process, instead of large-scale all-round abuse. New media is essentially based on traditional information dissemination channels, so new media marketing should not be completely centered on new media but should be combined with traditional brand marketing channels to make up for the lack of marketing channels to further promote brand marketing.

(3) Value the construction of marketing ecosystem

The increase in interaction with consumers has enabled companies to obtain sufficient information, and consumers have greatly increased their favorability of brands at the same time. Under this benign development trend, brands should actively establish a marketing ecosystem, build interaction and consumer group gathering channels through various social platforms, form a healthy and efficient new media ecosystem, and further strengthen the stickiness and loyalty of consumers and brands. This positive and healthy marketing activity can greatly help the establishment of brand advantage [10].

(4) Maintain sensitivity to the development of new media

New media is a brand-new channel different from traditional media. However, with the development of technology, the development of new media is not bound to remain the same, which requires enterprises and brands to always maintain sensitive to the development of new media and technology [10]. China's new media is in a period of rapid development, and its influence of public opinion is increasing. Only by closely following the development of new media and mastering the advantages and disadvantages of various new media channels and technologies can we gain sufficient autonomy and mobility in the process of brand marketing.

6. Conclusions

Brand marketing plays an important role in the development of daily chemical FMCG brands. With the development of new media, enterprises and brands possess powerful tools for efficient interaction and content transmission with consumers. However, in the new media environment, how to make use of new media to perform brand marketing is the focus of brand marketing research among many daily chemical FMCG brands. Taking Unilever's new media marketing strategy as the goal, this paper grasps many characteristics and methods of its new media marketing, and then sums up a series of inspirations of brand marketing planning of daily chemical products facing new media. Although the development and research of new media marketing in China started late, its potential is beyond doubt. For FMCG brands, only by choosing new media channels reasonably according to their own brand characteristics, can the brand marketing effect be maximized, and then help to enhance the brand value.

References

- [1] Yu Chengjin. Analysis of Unilever's New Media Marketing Strategy [J]. Marketing Industry, 2019(42):42+45. (In Chinese)
- [2] Liu Xiu. Analysis on the Value Trend of New Media Marketing in China [J]. Commercial Economics Research, 2020(13):63-66. (In Chinese)
- [3] Wang Rong. Discussion on Brand Marketing Strategy under the Background of New Media Era [J]. Modern Marketing (Management Edition), 2020(07):140-141. (In Chinese)
- [4] Deng Qian. New Media Marketing Research: Review and prospect[J]. Scientific Decision, 2020(08):67-88. (In Chinese)
- [5] Li Kan. New Media Marketing Strategy Transformation Method Based on "Internet +" Era [J]. China Market, 2019(17):130-131. (In Chinese)
- [6] Zhang Guangqi, Song Wei, Tian Mengxue, Chen Xiaohuan. A Comparative Study of Localization Communication Strategy of P&G and Unilever [J]. Advertising Overview (Theoretical Edition), 2019(05):62-70. (In Chinese)
- [7] He Guojun, LAN Ningning. On the New Thinking of Brand Marketing Strategy in the New Media Era [J]. China Management Informatization, 201,24(20):125-126. (In Chinese)
- [8] Sun Yi. Communication Strategy of Brand Marketing in New Media Era [J]. New Media Research, 2017,3(03):63-64. (In Chinese)
- [9] Xie Yuan. Unilever's New Media Speed Up [J]. Successful Marketing, 2011(01):69-70+68. (In Chinese)
- [10] Yu Xia, Cheng Shan. Local Daily Chemical Brand Communication under the Network Communication Environment-Taking the Cosmetics Brand Zogu as an Example [J]. Brand (Theory Monthly), 2011(06):1-2. (In Chinese)