

Advertising Strategy of Electricity Suppliers and Physical Stores in Scenario Marketing*

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ABSTRACT: In the electronic business platform, from "taobao.com" as the representative of the Web1.0 era, to the "social" shopping mode of the Web2.0 era, and then to the "mobile Internet" concept of the Web3.0 era, the mobile Internet has added new elements of the "scene". In addition to be promoted in electronic business platform, the scenario marketing can also be played for obtaining good results in the physical stores, and it is used in the different platform by the reasonable marketing scene, then it is maintained the uniformity of brand visual design in a variety of terminals.

1 GENERAL INSTRUCTIONS

2016 Tmall "Double Eleven" is not only in sales once again to refresh the record, but also the party is a record high ratings. The biggest highlight of the party is "interactive", in addition to the continuation of the public has always been a favorite "shake red envelopes", even the TV screen was become into a "L" screen, easy to synchronize mobile phone data present information, as mobile data terminal, making the multiscreen interactive "mobile phone + TV + live" further challenges of Internet Entertainment extreme imagination. Cross-screen into the physical stores, instant interaction and other interactive ways of innovation, all were allowed the public to deeply appreciate the profound changes in the traditional media communication model.

In the electronic business platform, from "taobao.com" as the representative of the Web1.0 era, to the "social" shopping mode of the Web2.0 era, and then to the "mobile Internet" concept of the Web3.0 era, the mobile Internet has added new elements of the scene. For examples, Tmall "Double Eleven Red Envelopes Rain", "L screen", teaming up with the WeChat platform, to achieve a cross-screen interactive TV screen and a screen of a mobile terminal, so that the consumers participate in depth, sitting in the home to feel the party's hot atmosphere, creating a scene of a shopping spree.

2 THE CONCEPT AND CHARACTERISTICS OF SCENARIO MARKETING

2.1 Scenario marketing concept

The scene is usually the spectacle in the play or movie, also in a certain time and space (mainly space) a detailed picture of certain task action occurred within or because of the relationship between the characters. That is one horizontal display stage by one specific development process of the actions of the characters and life events in the performance of the content in story. In marketing, the scenario marketing refers to the specific space and time of the consumer through the interaction with the consumer and marketing activities. For example, IKEA will not only make their own store scenario, and simulate them into the family room functions, so that the consumers buy goods while imagining this is the way their home, but also to play the scene to the extreme marketing.

Comparing with the traditional one-way communication, only relying on advertising creative or event marketing, marketing and other hot spots to attract the eyes, the scene is to rely on marketing and consumer interactions, and made effective dissemination of specific consumers into the scene. The geographical location and time of the consumers have become the important factors of marketing success, and realize the concept of instant consumption from two dimensions of space and time.

* This paper is one of the results forms of *Hubei Provincial Department of Education Humanities and Social Sciences Research Guidance Project* (identifier number 16G081).

2.2 Characteristics of scenario marketing

In the book *Age of Context: Mobile, Sensors, Data and the Future of Privacy*, the author Robert Scoble said that the scenario marketing focuses on the technical level, and the "five force" are mostly technical means. Then the author thinks that the technology is not only the scene fully play the marketing role. A professor, School of Journalism, Renmin University of China, Peng Lan believes that the scene includes four basic elements of space and environment, real-time state, life inertia and social atmosphere. Based on the existing viewpoints, I point out that there are four characteristics of scenario marketing (Fig.1): (1) Interest orientation. In the mobile Internet era, the scene is set to build a relationship between the users for solving their own problems, and it is the connection between the brand and the users, the connection between the all users. The product itself is not so important, and to connect the user relationship is more important. So in a sense, the meaning of the phone, is no longer a simple communication tool, then it is a camera, and the media is to obtain advice, so it is a social platform, showing that interest is more important than the product. (2) Technical support. In Robert repeatedly stressed that the "five force" and almost all technology related. From intelligent mobile phone to the tablet computer to the sensor, GPS, smart bracelet, glasses, the progress of science and technology for the mobile Internet has brought essential power at any time, the product renewal quickly also help people a powerful and unconstrained style ideas can be realized. The city which built in WiFi, two-dimensional code, LED screen, it makes the scenario marketing can be generated at any time in a virtual state. (3) Big data. According to data released by the global network equipment CISCO in 2015, it is expected in 2019 the global internet wireless data traffic will reach 292 billion GB. The Internet let everyone escape; at the same time, big data will our privacy information are exposed, including hobbies, social atmosphere, purchase experience, otherwise we enjoy in the science and technology bring us convenience at the same time, the risk is inevitable to bear the. The scene would fit the appropriate information, but also have a big data port, these data will serve the information collection of the next round, result will be more accurate positioning, advertising content of different target consumers to achieve the same brand see at different time and in different places is different, to maximize promote marketing communication effect. (4) Positioning system. Location has the function of mobile terminal, so consumers can get the location of the surrounding environment, the implementation of advertising information accurate delivery and promotion at the same time, with the consumer marketing program, click the content delivery purchase behavior

trajectory, advertisers will also obtain consumer complex behavior data, which can make the advertisers advertising enhanced cash flow ability, and can realize the data asset value, forming a virtuous circle. For example, white and black cold medicine according to the correlation between weather and disease index, combined with the monitoring of weather forecast and the Baidu index on the "cold" relevant keywords, can get a set of dynamic index; then according to the geographical location information of the user in the Ecco (ECCO shoes) banner advertising added to store away reminder, the ad click rate up to 65.9%, successful shops attracted the actual passenger flow, bring direct conversion.

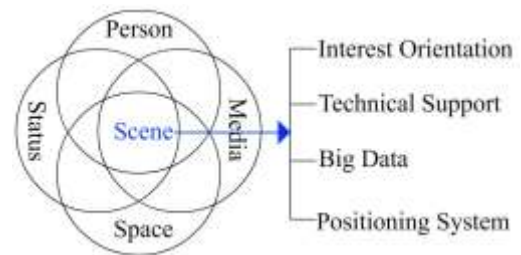


Figure 1. Characteristics of scenario marketing.

3 UNIFORMITY OF VISUAL DESIGN FOR A VARIETY OF TERMINAL PRODUCTS

Uniformity, in my opinion, it is a mutually exclusive and contradictory relationship, but it is also complementary. Because of the harmony between the two, they are the so-called aesthetic. If the physical form in the formation of the lack of contrast would be boring, and the lack of consensus will be chaotic, so both are indispensable, but need to be reconciled.

Visual uniformity is achieved through the visual level, scale, color, texture, layout, etc. For example, we enter the physical stores Dior, the mark Dior and diamond pattern are the visual characteristics of the brand, whether bags, clothing and accessories, the visual elements are always in their products and store furnishings reflected. Visual uniformity can improve the product's brand image, to a certain extent; reduce the user's cognitive cost.

3.1 Implementation of visual design uniformity

In the face of different sales terminals, visual designers need to control the visual design of a variety of terminal products. We need to have the same understanding of the product design strategy and the overall view, in between the various system nuances, responsible for the terminal designers must maintain close communication, ensure on different devices and platforms (even in different stages of development in each end) to establish a balance point, and at the same time, the designers can also use the play the advantages of different platforms, so that products are the best in different terminal. (1)

Brand color: color is one of the most important means of successful use of each product, and it is the most easy to attract users, so the success of the product are often clever use of its unique brand color. The use of color to stimulate the user's vision, enhance the memory of the product, so that color in the user's mind to form a strong language. For example, Coca-Cola's passion red, Tencent's technology blue, Yahoo's wisdom purple let people deepen the brand recognition. (2) Layout: the uniformity of the format can be a good user experience in the Terminal product to perceive the product to convey to the user's understanding of the unconscious experience. For example, Pinterest, which is the world's largest photo sharing site. Pinterest is used in the form of a waterfall flows to show the pictures without user page, the new image is continuously and automatically loaded in the bottom of the page, allowing users to continue to find new pictures. This unique style of the format in the terminal can be a good reflection of the characteristics of the product. In addition, some products can also be left / right through the text, the size of the font layout, such as the design of the multi terminal unified design. (3): I think this sign marks each platform need to reach a consensus, the icon is too diverse that is not conducive to the development of product brand image, will consume unnecessary resources, if the product is in the rapid development of the situation, the icon agreed not only will not affect the overall appearance but also improve efficiency. The Google icon has been leading the trend, the new version of the icon to follow the simplified principle, to avoid too distracting icon to the user's attention and interference. (4) Brand graphic: in the multi terminal interface design of a product, sometimes it might be the product of brand symbols, graphics, fonts and other elements combined with the design, so that users have a certain brand awareness of the brand can also reflect the visual uniformity of multi terminal. Like the above example's example, the brand of LOGO is mainly a red square, Misaki Sato scholar and brand symbol defined in the design of this brand is a square red block, red, and in the design of multi terminal when appropriate, will join the red box, and other elements, but also a good embodiment of multi terminal visual uniformity method.

3.2 Different terminal characteristics

Comparing with the physical store, electricity supplier sensitive parameters, highlighting the hardware; artistic dimension, flat presentation; advertising information in the picture of the same kind of goods contrast obvious, evaluation mechanism, communication between buyers. Brand image (influencing factors) this, the electricity supplier's page design, music, customer service

personnel; store decoration, background music, store odor, sales service, other customers. In the product packaging, product packaging is easily affected by the electricity supplier logistics influence is not beautiful; the physical stores absolute paper bags and plastic bags. In the electricity supplier product introduction, product content to data, a detailed list of ways to present, and the physical stores is relying on salespeople to answer questions for customers. Promotional techniques can be applied to membership, buy one get one, back to cash coupons and other promotional means. Shopping time business no time limit, while the physical stores by store Business Hours limited. User experience, the electricity supplier initiative to ask customer service, the purpose is strong, but the customer service time is limited, the physical store consumers passive access to product information, sales promotion methods will affect their decisions. Customer interaction this, the electricity supplier has purchased consumer feedback evaluation, buyers show solid photos, store on-site consumer evaluation and response to the product. Return service, electricity supplier return channel is convenient, can be done directly at home, and the physical stores will need to go to a special service point to replace or return.

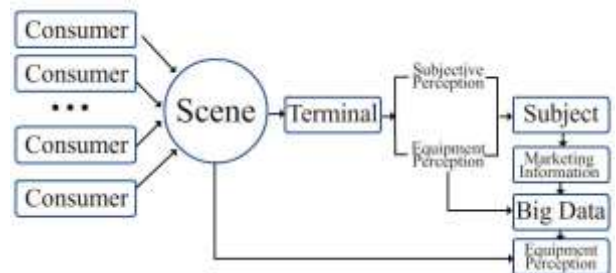


Figure 2. Scenario marketing process.

4 WITH THE BRAND IN THE PHYSICAL STORES AND ELECTRICITY SUPPLIER OF DIFFERENT DESIGN STRATEGIES

Qiaohu series is belonging to Japan's largest Benesse Corporation Education Group. They cooperate with China Welfare and China Child Welfare operation, for preschool children to publish the family learning products, including books, picture books, readers, parents DVD images of teaching materials and teaching aids (toys). The protagonist of "tiger" image is a prototype design for the tiger boy image; the protagonist "Kiki", is a prototype design for the rabbit girl image; "bell" is a prototype design for the goat girl image, tiger's sister, is "flower" a tiger is 3 years younger than the tiger, the same prototype design for the image of girls. Qiaohu did not enter the Chinese market in the physical store, and it is by phone or e-commerce platform for users. But with experience and understanding of China consumer market, they decided to adopt the line of "stereo sales mode, the physical stores with the electricity

supplier both for consumers to buy more. In this section, we will take "Qiaohu" as an example to analyze the different design strategies of the same brand image in the physical stores and electricity supplier.

4.1 *The virtual and actual two-way information platform*

Children's consumption psychology refers to the behavior characteristics of children in the selection and purchase of products, which is mainly affected by their own psychological characteristics. The research on child psychology said the preschool and school-age children during the transition period (4 - 8): the main psychological characteristics of visual perception, memory and thinking, pay attention to the unconscious, will not stability, emotional volatility and impulsive behavior, and the psychological characteristics of imitation. Therefore, in the selection and purchase of children's products usually show the following consumer psychology:

(1) Irrational psychology

Children's understanding of the outside world is mainly based on the form of visual representation, and the lack of the ability to analyze things logically. Therefore, the attention and interest of children's products are mainly focused on the appearance of the product, such as new and interesting shapes, vivid patterns, bright colors, etc. And, according to the characteristics of children's brand of consumer psychology experimental study we learned that 2 to 7 year old young children's brand psychological is vague, so they only to decide whether to buy this product from the visual impression of goods, and do not pay attention to the brand and quality of goods.

(2) Herd mentality

Children's self-consciousness is owed to low level of understanding of their psychological activities, behavior and adjustment ability is relatively low, the lack of independent judgement, thus showing great imitation, conformity in behavior. Reflected in its consumer behavior, children choose to eat, wear, use, play and other aspects are very vulnerable to the outside world, especially the attitude of peers. We often see kindergarten children are carrying a uniform printed with their favorite cartoon image of the bag, but also often see the children in the mall was wearing a cute doll clothes attracted by promotional staff. Tiger store will also hold a series of activities for regular membership, a user feedback to maintain good brand reputation, on the other hand, the large flow of people through the physical stores, tiger the performance of image and scene structures can cause more attention for children; hope their parents to buy a herd mentality.

(3) Seeking the odd mentality

The law of children's cognitive development determines that children's consumption behavior is easily affected by emotion. Children have a naive

psychological characteristic, in their rich imagination to build the kingdom of fairy tales; all things are full of curiosity. Therefore, they touch to complete the overall perception of the world through continuous observation, during this period, tiger image novelty and lovely, packaging and function can cause their strong interest, showing a more obvious novelty and psychological characteristics of qi.

4.2 *Different design strategies*

When the aesthetic experience of children's perception, emotion, imagination and understanding has not yet been fully developed, the understanding of advertising is mainly from the visual language. For these children appeared in the advertisements in the visual language, children will have its unique visual psychology, for young children, mainly from the effects of color perception psychology and graphic perception psychology.

(1) Children's color perception ability

The color is how the children began to perceive the world, children in the children enjoy and watch ads at the mall, see tiger doll, the first visual effect they have is that objects of color, so skillfully used red, yellow and blue three purity, high brightness and color image design of the tiger; no matter is the physical stores or business are very attractive, business image design focus on the dynamic display, you can get the screen in the tiger image in the physical stores, visually greatly increase the child's sense of satisfaction and pleasure, but also realized the uniformity of various marketing methods in visual design.

(2) Children's perception of figure

From the children's perception of psychology, we know that the image of intuition is the main psychological characteristics of children; therefore, the visual image of the tiger becomes an important manifestation of the brand principles. The children of graphics on cognitive development experience from the "process - Slash - arc vertical and horizontal line-vortex line - circle", to the children's mid round is considered to be a basic, more solid graphics. We see the tiger and other characters are designed to circle the main use of this figure has also developed a number of derivative products, not only bring huge profits but also enhance its brand image.

Based on children's psychological and preferences on analysis, explore the outlet, line, electricity, store are how to use the scenario marketing can maximize the different channels of sales advantage, they should not be antagonistic, but complement each other, depend on each other, and then explore a more suitable way of marketing for the brand service.

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