Research on Enterprise Brand Promotion Innovation in the Digital Age: A Case Study of Aveeno

Yuan-Yuan YANG

South China Business College Guangdong University of Foreign Studies, No. 181, Liang Tian Road, Baiyun District, Guangzhou, China
642283335@qq.com

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Abstract. The mobile Internet has changed people’s life and consumption habits. Under the background of the digital age, 5G, Internet of things, big data, cloud computing and other digital technologies are changing rapidly, so that the trend of integration of digital and commercial, especially brand promotion is irresistible. The new generation of consumers growing up in the digital environment are constantly rising in their sense of autonomy. They are more pursuing the consumer experience that highlights themselves, is interesting and trendy, is personalized, and has a high cost performance ratio. Only by insight into market changes, reaching target users through all channels, optimizing user experience, and winning users' favor and satisfaction, can enterprises ultimately complete consumption transformation and enhance brand value. This paper taking Aveeno as an example, analyses its brand promotion and innovation strategy under the background of the Internet in the digital era, finds out the problems and puts forward suggestions for improvement, which can be used as reference for other enterprises.

Literature Review

The concept of brand originated from the wine industry in the 19th century. At that time, brewers in order to highlight their products in whiskey barrels engraved distinctive signs, in order to attract consumers to buy, it can be seen that the brand was originally born to help consumers distinguish between different producers of products.

Brand Promotion, also known as brand communication, refers to a series of communication activities between brands and customers to establish the expected brand knowledge structure and stimulate customer response in the hearts of customers. Specifically, through a set of efficient brand communication combination tools, such as advertising, public relations, etc. Enterprises can make the brand familiar to the vast number of consumers, thereby improving brand awareness, reputation, brand loyalty, and lay a solid foundation for enhancing the competitiveness of enterprises. Successful brand promotion plays an important role in product marketing. Each brand promotion is essentially a long-term investment in brand equity, which can maximize customer satisfaction and loyalty.

With the advent of the digital age, the way of brand promotion is also constantly innovating. In 2013, Professor Philip Kotler put forward the concept of marketing revolution 4 in the digital age. With the constant updating and development of this trend, the new retail market driven by big data will gradually change from the incremental market to the stock market. The digital marketing mode will become the general trend of brand promotion for all enterprises. Learn to use data analysis tools to truly restore the AIPL link journey of consumers, 360 degrees to sketch the portrait of consumers, then use this as the basis for all-media application activation and integration of online and offline channels, and finally conduct a comprehensive upgrade of product experience, to achieve online and offline homogeneity and price, so that consumers can achieve better consumer experience, is the product of enterprises in the digital age. Challenges to brand promotion.
A Case Study of Aveeno Brand Promotion

In 1945, Albert and Sidney Musher, found that fine grinding oats had moisturizing effect on skin through experiments on raw cereals, which led to the birth of Aveeno brand. In 1999, Johnson & Johnson purchased Aveeno. Since then, Aveeno has started to fully develop the products of baby skin care and adult body skin care products, and the product line is more diversified than the parent company. In 2016, it formally announced the introduction of Aveeno brand to China as the largest natural skin care brand in North America. Aveeno has enjoyed 73 years of good reputation in the world. It has been the world's top selling brand in Amazon. At present, the company's global sales volume is 6 billion yuan.

According to the digital age, Aveeno used innovation brand strategies when enter in Chinese market, it including four strategies: brand positioning, communication, brand experience and brand communication.

Brand Positioning Strategy

In 2010, Aveeno first entered the Chinese market on the sea of Hai Tao, a natural purchasing agent. In terms of ingredients, the product has been certified by FDA as an effective skin care ingredient, and has also been certified by the National Eczema Association. In 2016, with the Aveeno brand entering the domestic market formally, the company positioned the brand as "Oats Brilliant, Natural Care". Through consumers’ recognition of oat explosives, the company achieved brand recognition of products and achieved product effectiveness. Aveeno established its brand positioning as "Oat Skin Care, Natural Care." This accurate positioning is consistent with the first recognition of the performance of its products by consumers, and soon let consumers know, remember and spread word-of-mouth.

Brand Communication Strategy

With the rise of the new generation of 90 consumers, the concept of parenting and the past of new mothers have changed greatly. They have a modern scientific concept of parenting, and are willing to give their children respect and try, hoping that their children can grow up independently and happily. Aveeno is a brand of mother and infant products. It aims at target consumer groups. It adopts a direct and effective full channel communication strategy: through deep cooperation with Tmall, Jingdong, koala and other cross-border electricity providers, it delivers a value concept on its official website and Tmall's overseas flagship store, such as "long-term Moisturizing and daily protection." At the same time, based on this communication concept, a series of brand promotion strategies have been formulated: using AIPL of data bank to operate accurately for the crowd; establishing Aveeno flagship store, which has greatly improved the ability to optimize the operation of flagship store data in the large data environment; using the support of off-site media, making comprehensive use of digital flagship store, data bank, off-site media information, etc., to create more. Opportunities to contact consumers, pass brand value to consumers, strengthen communication with consumers, and make the brand image more vivid.

Brand Experience Strategy

A number of scientific studies have shown that 0-3 years old is the development period of various senses of a baby. Aveeno grasp the physical development characteristics of babies during the critical period of growth. By planning the activities of Tmall gathering day, we set up the five sense experiencing art museum with the appearance of giant oatmeal at the Taigu Hui and Shanghai K11 shopping Art Center in Shanghai. The five senses set up in the exhibition hall include "touch, smell, smell, listen and see" to provide oatmeal for visitors in the exhibition hall. Special features, set up the natural oat origin with the essence of the product—the natural oat field background AR photographic wall at 49 degrees north latitude, so that mothers and babies can smell the fragrance of natural oats and so on. Through emphasizing the idea of "love, moistening and not greasy" in "five senses" parenting experience hall, it further emphasizes the brand's unique symbols, key components of products and conveys product characteristics to consumers. In addition, Aveeno has
established different experience stores, such as smart mother and baby room, flash shop, to provide consumers with more interactive experience and strengthen the construction of brand new retail.

**Brand Communication Strategy**

Good brand communication effect is inseparable from good brand spokesperson. Aveeno endorses products through stars to increase the brand's reputation and reputation. By inviting famous foreign actress Jennifer Hong and popular hot mom to become the brand spokesperson, let more fans who love them know the brand. At the same time, Aveeno also carries on the soft advertisement implantation in the popular movies and TV dramas such as My First Half Life and Mr. Moon Sister-in-law. It carries out the integrated marketing communication through the hot TV series, and increases the Aveeno brand's exposure and secondary dissemination.

Aveeno makes use of the above four brand promotion and innovation strategies, integrates online and offline activities resources, and carries out brand exposure in different occasions, which to some extent increases the brand's popularity and influence.

**Analysis of Aveeno Brand Promotion Effect and Existing Problems**

Despite the above brand promotion strategies, Aveeno brand's popularity and reputation have achieved leap-forward growth. However, with a questionnaire survey conducted by the author using the Internet social platform, it is found that there are still some problems in Aveeno brand promotion, which can be optimized and improved.

This survey was completed through the questionnaire star platform. A total of 115 valid questionnaires were collected. 102 women (88.7%) and 13 men (11.4%) participated in the questionnaires. Among all the participants, there were 10 people under 20 years old, accounting for 10.5%; 2 people aged 30-40 years old, accounting for 1.75%; 1 person aged 40-50 years old and above, accounting for 0.88%; the largest number of people aged 20-30 years old, accounting for 99 people, accounting for 86.84%. Following is a summary chart of some of the data consumers have received from the survey questions:

**Figure 1. Have You ever Known or Purchased Aveeno’s Products?**

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heared but not buy</td>
<td>7.83%</td>
</tr>
<tr>
<td>Know &amp; buy</td>
<td>9.50%</td>
</tr>
<tr>
<td>Never heard</td>
<td>82.61%</td>
</tr>
</tbody>
</table>

**Figure 2. What Kind of Skin Care Products do you Like to Buy?**

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy from overseas</td>
<td>36.52%</td>
</tr>
<tr>
<td>Other online store</td>
<td>10.43%</td>
</tr>
<tr>
<td>Online Aveeno’s store</td>
<td>75.65%</td>
</tr>
<tr>
<td>Offline shopping store</td>
<td>51.30%</td>
</tr>
</tbody>
</table>
From the survey data, we can find that:
(1) 82.61% of the respondents had never heard of Aveeno, and only 9.5% had heard of it.
(2) In the purchase channel, more than half of respondents prefer offline stores. And then they liked buying from online flagship store.
(3) In the field of skin care products, consumers pay more attention to the cost-effectiveness of products, followed by efficacy and brand awareness.
(4) In terms of promotion methods, 80% of the respondents paid more attention to the discount activities of online official flagship stores and offline promotions and experiences.

According to the above survey, the following problems are found in Aveeno’s brand promotion:

1. Target market is not clear and potential consumers are ignored.
   In the process of brand promotion, Aveeno always pays attention to the advertising of infant products, but neglects the promotion and dissemination of adult line products. To a certain extent, it separates consumers’ overall understanding of their products. Many young female consumers either define it as a "mother-to-child brand" or are completely unaware of the brand and the launch of adult line products. The target market is too fine to ignore potential consumers, which is not conducive to the sustained and healthy development of the brand, but also affects the market share of products.

2. Consumption stickiness is insufficient and user loyalty is low.
   In the survey, the author found that Aveeno let many consumers know about the brand through brand promotion and purchase it through the flagship store of the website, but the second repurchase rate is not high. At the same time, the consumer stickiness between the brand and the consumer is insufficient, and consumers do not rely on the brand and emotional identity after purchase. In order to increase customer's consumption stickiness, we should pay attention to customer satisfaction, maintain good relationship with old customers, do a good job in the construction and management of membership system, and ensure the quality of products, exceeding consumer expectations. Only satisfaction can lead to loyalty.

3. The lack of product innovation, trial and experience.
   Aveeno’s China official website has only six product lines, totaling 13 products. In the official
flagship store of Tmall, it is mainly divided into "baby series" and "adult series." It has more than 30 online products, covering baby times moistening, oat nourishing, relaxing soft, adult skin care and so on, but the function difference is not obvious, so that consumers can easily be confused. At the same time, due to the attention to online channels, there are not many offline experience stores, so that consumers can not directly contact products, feelings, lack of experience and trial directly affect the sales of products.

**Suggestions on Aveeno Brand Promotion and Improvement**

Combined with the above analysis and research, the following suggestions are given for the brand promotion of Aveeno, which can be used as a reference for other enterprises in brand promotion.

**Establishing Exclusive Brand Culture and Positioning Differentially**

Mother and infant as a traditional large category, market competition is very large, homogeneous products are many, in order to win the favor of consumers, first of all, we should do a good job in differentiating positioning, establish exclusive brand culture, and deepen consumer trust. Through consumers' preferences and recognition of the brand, ultimately to enhance brand penetration. With the continuous development of information technology, brand owners can convey their own information to consumers through various channels. Consumers will automatically choose to screen, filter and forget when receiving mass information. Therefore, when carrying out brand promotion, enterprises must grasp the characteristics of products, establish brand differences, form their own unique brand culture, and let consumers accept and identify. At the same time, by using brand stickiness, the effect of automatic transmission can be increased by brand differentiation. The biggest difference of Aveeno products is "oat extracts essence." Through product differences, brand differences are established, brand positioning is used, good brand value system and brand management system are improved, and Aveeno's exclusive brand culture is gradually established to lay a good foundation for brand communication.

**Renewing Brand Promotion Channel and Making Sub-Brand Distinction**

With the change of consumption patterns of the post 90s consumer groups, they prefer to get information from new media social platforms such as small red book, know about, micro-blog WeChat, and choose to buy. Aveeno can update brand promotion channels according to changes in consumer consumption patterns. At the same time, in addition to positioning the product as a mother-child brand, Aveeno can set up the original adult line products through sub-brands, so that consumers can re-recognize, in order to differentiate them from the same time, it can also expand the visibility of enterprises and the market share of products.

**Improving Customer Relationship Management and Customer Satisfaction**

Consumer loyalty comes from consumer satisfaction. Establishing a perfect customer value evaluation system, realizing the "customer-centered" relationship management, and establishing a perfect and effective brand customer relationship management system are the key to improve customer loyalty. Aveeno can further understand customers through data analysis tools such as brand data bank, customer operation platform and so on. It also needs to do pre-sale, sale and after-sale service, establish good customer relationship with high quality service, and win consumers' trust by heart.

**References**


