

# ***Researching Brand Cross-border Marketing Tactics in the Age of New Media: for Instance, Consider the "Coconut Cloud Latte" from Luckin Coffee***

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**Abstract:** Users may access more advertising and marketing channels as new media technology advances, and they can obtain information from multiple brands whenever and wherever they want. In addition, the consumer industry has been oversaturated with new brands, making it difficult to distinguish oneself from the many other comparable companies. How established businesses can maintain the transformation of their traditional image and attract young consumers has also emerged as a critical challenge in this environment. Since "anything can be co-branded," more and more brands are choosing cross-border co-branding for product marketing and promotion. As a result, unexpected sparks between different brands may result. Thus, cross-border co-branding has developed into a potent remedy for helping both new and established brands get traction. This essay examines the inspiration this cross-border marketing provides by using the most recent beverage, the "Coconut Cloud Latte," which was introduced by Luckin Coffee and Coconut Group this year.

## **1. Overview of Cross-Border Marketing**

As the "Generation Z crowd" becomes the primary source of current consumption, brands are introducing more cutting-edge marketing strategies. Words like "face value economy," "punk culture," "new munchkins," and "entertainment" have become crucial marketing buzzwords, making the recent phenomenon of "crossover marketing" the most well-liked kind of advertising among young people. In order to increase the brand's or product's commercial worth, many brands collaborate to develop a new product under the influence of both parties [1]. The essence of cross-border marketing is mutual benefit and win-win; through cross-border co-branding in the new media platform to create public opinion topics, different brands will have different tones but also other consumers, so that the use of the chemical reaction between the brands to make the rapid fermentation of public opinion [2].

Creating a gimmick becomes crucial in marketing; the ultimate goal is to realize cash. Otherwise, the heat brought by the topic will be short-lived. To achieve short-term sales conversion, or long-term brand image building, to achieve a win-win situation for both sides [3]. However, it also

can not be too hasty; too hasty hype can only bring the cart before the horse, not conducive to the long-term development of the brand, and the need to stimulate the creativity and participation of users to achieve the brand topic fission effect [4].

## **2. The Brand Foundation of Cross-border Marketing of Coconut Cloud Latte**

### **2.1. Long-Established Brand: Coconut**

The Coconut brand was established in 1956 in Hainan. It became a famous trademark of Hainan Province through the creation of its representative product - Coconut Coconut Juice, which is also a sizeable domestic manufacturer of natural plant protein drinks and a well-known manufacturer of canned fruit juice. Since its debut, the Coconut brand has never been co-branded with another company's products. This has solidified its status as the market leader in coconut water beverages, together with standard quality assurance and price performance.

With the changing consumer trends, coconut milk is questioned by the new generation of consumers due to vulgar advertisements, and the brand's reputation continues to decline. Faced with the strong attack of new drinks such as HEYTEA and NAYUKI, the old brand Coconut lacks innovation in packaging and consumption scenarios and cannot attract young user groups [5]. The joint venture with Luckin Coffee is also the first co-branding in 34 years, which is conducive to creating a younger group of the Coconut brand and achieving growth in brand value.

### **2.2. New Generation Brand: Luckin Coffee**

Moreover, Luckin Coffee is different from Starbucks and other established coffee brands. From its inception in 2017 till today, it has adopted a differentiated approach by giving users "coupons" for a long time, disguised to reduce the product's price. Moreover, adhering to their brand positioning and the pursuit of high quality, cost-effective, highly convenient user experience, as of the end of 2021, the number of Luckin stores will go up to 6,024 [6].

In 2021, Luckin's raw coconut latte brought Luckin back from the dead from the debt storm, and 2022 is precisely the first anniversary of the natural coconut latte after the robbery and rebirth of Luckin Coffee wants to create another product sales champion. Given that Coconut is a "from small to large" brand and that Luckin users are primarily concentrated in first- and second-tier cities, the combination of the two brands can help Coconut grow down the market and encourage the third- and fourth-line population to develop the habit of drinking coffee.

## **3. Analysis of Coconut Cloud Latte's International Marketing Plan**

With the introduction of many new tea brands, the competition is increasing; the brand's marketing strategy also needs to be inventive and adaptable, and the classic marketing model can no longer attract young groups [7]. This time, Luckin Coffee and the coconut tree joint launched the coconut cloud latte to a "theatrical embarrassment" to start marketing.

### **3.1. Dramatic Preview**

Everything is said with a mosaic poster officially released by Luckin Coffee at noon on April 8, 2022, along with the text, "Countdown to 3 days, the first co-branding of this cooperative brand in 34 years." The poster mosaic but too obvious; many netizens see that the co-branding is Coconut, so in the comments section, flirt with the poster mosaic: "This mosaic, that we pretend not to know." At the same time, Hainan Coconut Group's official synchronous release of preheating posters, and

nominally suspenseful signs, directly lead to the "real hammer." The company's primary goal is to provide the best possible service to its customers. The next afternoon, Luckin Coffee official released a microblogging: "Please let me quiet performance finished, really will thank." In this wave of official "awkward performance," the dramatic effect directly pulls full. At the same time, Hainan Coconut Group forwarded this microblogging and participated in the interactive comments: "Forget it, tomorrow continue to "act." Luckin Coffee replied: "tree brother, we belong to the broken can break down.

The countdown for the next two days is also a picture of both sides insisting on "self-guided," with Luckin Coffee releasing a preview of the new product with the text: "No face but also to send." Coconut Group replied at the same time: "Everyone cooperates. Tomorrow's work still has to continue." To increase attention, Luckin Coffee even directly launched the final version of the packaging design of the co-branded drink in Little Red Book to be decided by online voting by netizens [8]. These two days of continuous preheating led to an increasingly intense discussion among netizens, who were curious about the authentic taste of this new product.

### 3.2. Official Announcement Point Detonation

On April 11, 2022, Luckin Coffee officially shelves, and the coconut brand co-branded a new product - coconut cloud latte. The day is to beat workers to work on Monday, but also on the occasion of the first anniversary of the birth of the explosive raw coconut latte. Coconut cloud latte in the recipe uses cold-pressed coconut milk to maximize the retention of the original flavor of coconut meat, and the use of the new technology of molecular ring embedding with coconut milk instead of the conventional milk cover appeared in the tea market to create a rich and delicate, dense taste of coconut cloud foam. 0 sugar 0 phyllo health slogan is in line with the current positioning of young people's tea, together with the classic publicity Slogan. "This cup, drink from the small to the atmosphere," so consumers can drink without burden.

Luckin Coffee and Coconut Tree Group firstly released many articles on Weibo, Xiaohongshu, and other channels, including paper bag voting, the correct way to drink, Weibo lottery activities, KOL videos, and so on. At the same time, "Coconut Goddess" Xu Dongdong tweeted her new posture of Coconut Cloud Latte, and micro-blogger @Spicy Little Fresh Meatomi also released a small video, deliberately drinking Coconut Cloud Latte with a straw, imitating Xu Dongdong's classic posture of the ad.

### 3.3. Virus Transmission

The critical reason that led to the viral spread of Coconut Cloud Latte in various group chats, circle of friends, and Little Red Book was the matching bags and cups of Coconut Cloud Latte, which were personally designed by the famous Chinese packaging designer Pan Hu, the earthy design of Coconut Word version with the new trendy elements of Luckin Coffee, both of which combined with the earthy tide, bringing a strong visual impact and continuing the "The combination of the two brings a strong visual impact and continues the design style of "earthy to the extreme is trendy." This earthy visual has become a symbol of the brand, and the distinctive design style takes advantage of consumers' curiosity, turning the Coconut Word cup sleeve and paper bag into a "social currency" that young consumers are eager to follow. The combination of the two creates a strong visual impact and continues the design style of "earthy to the extreme is trendy."

Following consumption, internet users took part in secondary creation by posting images or griping that retailers did not provide cup sleeves and paper bags, which sparked a heated debate. Over 130 cups were sold in a single store on April 12, and over 660,000 cups were sold overall on the first day of Coconut Cloud Latte, setting a record. Luckin Coffee launched an official microblog

featuring a prize for images of the sun. The CP comic version poster for Luckin and Coconut was released simultaneously, waiting online for internet users to adopt the moniker. This series of operations made the heat ferment, and netizens initiated a wave of random sunlight photographs in their circle of acquaintances. The traffic out of the process kept expanding.

According to the pertinent data statistics, the official brand in the public domain core channel recalls releasing 45 tweets. The channel mainly consists of Xiaohongshu, Jieyin, microblogging, and general number; Xiaohongshu receives the most involvement, with up to 70,000 interactions every week. The padding probably brought on a high realization, and the new Coconut Cloud Latte's weekly sales increased to 4.96 million cups. Up to 81 million in total were sold.

## **4. Motivating Factors for International Marketing in the Age of New Media**

### **4.1. Win-Win Co-Branding is the Finest Co-Branding**

If you want to copy Luckin Coffee 2021 pop, you need to come up with enough marketing gimmicks, and the debate and coexistence of the topic of the coconut group is the ideal candidate [9]. The two products are co-branded with a degree of similarity and relevance. However, a particular risk is effectively managed to produce the following popular product.

This example of co-branding illustrates the win-win concept, which also demonstrates that when companies select a partner, "meeting each other" is the best goal. For co-branding, we need to choose a brand or IP that is highly compatible with our tone and values so that both parties' consumer groups will complement one another and fit together, which will help both parties' user bases grow; if the sales networks of both parties are complementary, they can also widen the sales channels; and if the brand image and concept of both parties fit together, which will also help improve the brand image [10]. The new co-branded products can boost sales through the proliferation of subjects, producing a remarkable linkage effect of "1+1>2."

### **4.2. Personalization is the Most Acceptable Formal Microblogging Strategy**

A gap exists between consumers and many functions of official microblogging operations because the language is too "formal." The most effective approach is to "speak human" first. This needs to provide the brand personality traits; we need to let consumers believe the brand has a temperature, not a frigid one [11]. Luckin Coffee formally employs "thanks," "I really will thank," and other network languages to gradually close the gap with netizens during the preheating stage of the new product. The brand combines divine operations such as setting up suspense, netizens' dramatization, and official Twitter self-exposure to make the communication vivid and thrilling. Second, it must match the target market's tastes, and this collaboration is a fantastic match for young people seeking fun, personality, high value, and social traits.

## **5. Conclusion**

The success of this collaboration also shows that cross-border marketing is still a boon for brands to carry out innovation, and both sides' potential, topic contrast power, and product vitality are crucial factors that make this partnership possible. Luckin Coffee is a new brand that has shifted its focus from marketing to product, and one gradually learns about the power of new media marketing.

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