

# Analysis of New Media Marketing Methods Taking Bing Dwen Dwen as an Example

Meitong Zhou<sup>1,\*</sup>

<sup>1</sup> East Campus, China Agricultural University, Beijing, 100083, China

\*Email: meitong.zhou@ucdenver.edu

## ABSTRACT

The intensification of new media competition makes marketing strategies crucial. This paper mainly analyzes the advantages and disadvantages of hunger marketing and the progressive relationship between gain marketing, "persona" marketing, and improving the sense of presence in traffic marketing. Furthermore, take the Beijing Winter Olympics mascot- Bing Dwen Dwen, as a marketing case to analyze the combined effect of hunger marketing and traffic influence. The research process uses demand curves to show the impact of hunger marketing demand results and uses a marketing relationship diagram to show the interaction of hunger marketing and traffic marketing. Results show that Hunger Marketing and Traffic Marketing combine together may have positive impact for the sellers. The research has reference significance for the selection of enterprise marketing methods.

**Keywords:** Marketing, Traffic, Demand

## 1. INTRODUCTION

### 1.1 Background

Internet development and information popularization have led to the rapid rise of the new media industry. There are a large number of competitors in the industry. Most of the products and services provided by competitors are the same, and the product competition is very fierce. Therefore, it is vital to take suitable marketing approaches.

### 1.2 Related research

This paper presents hunger marketing strategies in satellite spectrum management to address unpredictable user needs. Moreover, a two-stage dynamic game model based on starvation marketing is proposed to achieve the optimal balance between spectrum utilization and inter-cell interference [1]. When there is effective word of mouth, such a strategy can convince the market of the quality of a company's products. This study demonstrates that word of mouth plays a crucial role in catalytic signaling mechanisms. The study informs hunger marketing [2]. In this paper, two different scenarios are studied based on the two-phase pricing model of hunger marketing strategy: centralized and decentralized systems. Studying the Impact of Hunger Marketing

Strategies on Supply Chain Pricing [3].

Using the SOR theory, this paper studies how external stimuli affect consumers' purchasing behavior under the influence of internal mechanisms. Through a questionnaire survey of Chinese online consumers, external stimuli positively impact impulse buying behavior. The authors suggest that the reason that promotional time frames do not significantly impact perceived value may be due to the rapid increase in the frequency of real-time commerce [4]. This article aims to study the psychological state of luxury consumers by discussing new drivers, forms, and consequences of luxury consumption [5]. The article examines the value created by teenage users spending money in a social virtual world (SVW) and ultimately finds that, among teens, virtual purchases promote status hierarchies among peers. The results also revealed social hierarchies and discrimination among users [6]. According to Liu Siyao's psychological analysis of luxury brands and consumers, she explains why more and more people are willing to pay higher prices for luxury goods. At the same time, the author also uses Hermes as an example to show how to price luxury goods from the producer's perspective. Moreover, make suggestions for young people's consumption concept [7].

### 1.3 Objective

This paper will introduce hunger and traffic marketing and take Bing Dwen Dwen, a successful marketing case during the Winter Olympics, as an example to introduce the joint role of hunger and traffic marketing. The research has reference significance for the selection of enterprise marketing methods.

## 2. HUNGER MARKETING

Nowadays, people have started to pay attention to the development of business. According to the survey results of IBIS Worlds, the annual growth rate of the number of enterprises in the United States will be 0.4% from 2017 to 2022, and the number of enterprises has already reached 8 million [8]. The vast number of enterprises makes the market almost no longer exist in a monopoly market like De Beers in the 1980s. Marketing strategies can help enterprises benefit as much as possible in the competitive market. *Hunger marketing* is a marketing strategy primarily focusing on the emotions of human beings. By reducing the product supply, the product's value in the minds of the group is improved. In addition, the sense of hunger can increase people's desire for demand, thereby increasing the demand, such as limited edition clothing and pre-sale mechanics. However, there are always advantages and disadvantages to hunger marketing. Although hunger marketing brings many benefits to businesses, it also carries many risks.

Hunger marketing can increase purchases and product prices. It is marketing by promoting the scarcity of products. Increasing people's willingness to buy by marketing the scarcity of product supply can increase prices while increasing sales. Take Hermès as an example. Hermès, one of the most famous luxury brands, has always adopted a typical hunger marketing. Except for the few stores that have little stock, most styles of bags need to be ordered in line. The classic Birkin and Kelly bags usually take three to five years. Moreover, many products are exclusive, and not everyone can buy the style they want at Hermès. In this regard, Hermès' official explanation is that all Hermès bags are handmade and cannot be mass-produced. According to Brehm's "psychological resistance theory" [9], if a specific product is difficult to buy because of the scarcity of production, this restriction on purchasing will stimulate consumers to have a stronger desire to buy. Hermès uses the subscription system to emphasize the scarcity of products so that consumers have higher expectations for product prices and are willing to spend more money to buy Hermès. The image below is an explanation of this point.

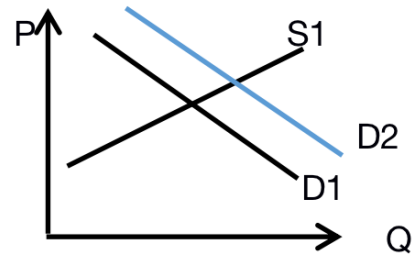


Figure 1 The changes in supply and demand

In Figure 1, the horizontal axis in the figure represents quantities of demand (supply), and the vertical axis represents the product price. The solid line in the figure represents the supply (S1) and demand (D1) curve in an ideal state (no trade) in a competitive market before the implementation of hunger marketing, and the intersection is the equilibrium price. After hunger marketing, people's willingness to buy increases, so the demand curve shifts upward (as shown by the dotted line D2), and the equilibrium price and quantities increase.

However, hunger marketing has highly demanding on brands and products, and if a company implements it improperly, it may backfire. Many types of hunger marketing can lengthen a product's sales cycle. Hermès products are a long process from ordering to delivery, which will prolong the time for companies to recover their investment, which requires the brand to have sufficient capital reserves. This kind of hunger marketing is more suitable for a brand with a long history and a well-developed company like Hermès. It is not suitable for a new brand that urgently needs to recover its investment and prove itself. In addition, hunger marketing has higher requirements for stuff quality. Product scarcity is created by hunger marketing. Therefore, consumers have high expectations for products. Coupled with the difficulty of purchasing and the high price, if consumers think that the product does not meet expectations after receiving the product, it will produce reverse psychology for the brand, which will hurt the brand's reputation. Therefore, before carrying out a hunger marketing strategy, companies need to ensure that they have the confidence to take risks.

## 3. TRAFFIC MARKETING

Since entering the 21st century, Chinese people have begun to pursue entertainment, so traffic stars emerge as the times require. "traffic stars," which is the Chinese term for hyped celebrities who drive high digital traffic. Traffic has become the standard for measuring the commercial value of young artists in China. Therefore, traffic is of great significance to young artists in China. To increase the popularity of the artists, the agent will use many marketing methods. This paper will analyze the marketing methods of traffic stars from three aspects: bundled marketing, "persona" marketing, and enhancing the sense of presence.

### 3.1 Gain marketing

Gain marketing refers to linking several unrelated products together to carry out unified network marketing, using the respective advantages of the products to drive the sales of one or several other commodities to achieve the purpose of obtaining maximum benefits. Gain marketing is a way for the public to understand artists. If people want to be well-known traffic artists, she/he first need to let the audience remember the artist's name and appearance. However, it is difficult for an artist to arouse public interest when anonymous. According to Miller and Mangan's research on information and coping styles [10], individuals generally tend to expose themselves to information that already meets their interests, needs, or existing attitudes, while Avoiding information that contradicts them. Therefore, agents often associate the artist with people or things of public interest so that the public is willing to learn about the artist. A widespread way is to market the resemblance of appearances with a celebrity or speak up for many people's social issues. Since using the artist's name as an example may easily lead to social controversy, the paper will give an example of the popular character Lena Belle of Shanghai Disneyland. Lena Belle debuted in Shanghai Disney in 2021 as a new character and became famous as soon as she came out. The reason why she can gain attention is inseparable from Disney's bundled marketing. First of all, as the new IP image of Disney's famous Duffy family, it could have gained the attention of Disney fans. In addition, Disney has bundled Lena Belle with the famous IP image Star Dew, also of the Duffy family. They often appear hand in hand in Shanghai Disneyland. Many fans of Star Dew have to pay attention to the existence of Lena Belle. To achieve the purpose of letting more people know Lena Belle.

### 3.2 "Persona" marketing

After some people can recognize the appearance and name of the artist, "persona" becomes particularly important. "Persona" marketing refers to a role positioning given to an artist by an agent or company, and the artist needs to play his role in all public places. For example, Lena Belle's character is a forest adventurer who likes to make friends, so she needs to be alive and friendly. Personality marketing aims to create differentiation, make artists more memorable, and have a more three-dimensional image in the public's mind. Psychological research [11] suggests that people use some cues before making trustworthiness decisions, including personas. Artists often use pure lover characters, foodie characters, and academic bully characters. A good character label will make it easier to gain public trust. In addition, some cute characters will shorten the distance between artists and the public, making it easier to gain public favor. However, character marketing also faces certain risks. Personas can make the public more

sensitive, and the study also shows that victim-sensitive groups hold more negative expectations when they receive negative news [12]. The study of audience expectation shows that it will have more negative effects once the character design collapses. Lena Belle received much dissatisfaction when she revealed that she was not warm enough to the audience.

### 3.3 Enhancing the presence

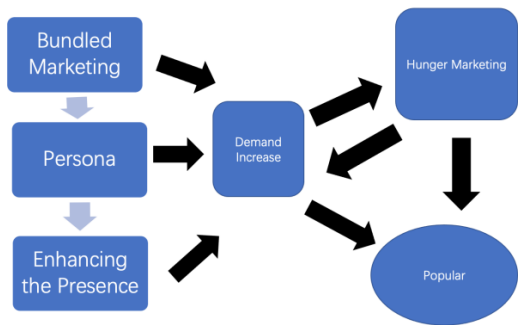
Enhancing the presence of artists is an aid to traffic marketing. Ways to enhance the present include the number of hot searches and trends on social platforms and mainstream media recognition. Nevertheless, these all require artists to have a certain degree of popularity, and only with popularity can they be listed on the hot search and recognized by the mainstream media. Therefore, the premise of enhancing existence senses that gain marketing and personal marketing have accumulated particular popularity for the artist. Moreover, enhancing the artist's presence can improve the artist's nationality. For example, since Lena Belle was born in September 2021, the number of hot searches on Weibo has exceeded 110 within three months. High exposure significantly increased the public's attention to Lena Belle. In addition, according to Gao Yuan's research on building national identity through media rituals [13], mass media has become the central platform for building national identity. Therefore, for young Chinese artists, the recognition of mainstream media like CCTV helps to gain more public recognition.

## 4. THE COMBINED EFFECT OF TRAFFIC AND HUNGER MARKETING-- TAKE BING DWEN DWEN AS AN EXAMPLE OF WHY IT BECAME POPULAR

The 2022 Beijing Winter Olympics has brought significant attention to the mascot Bing Dwen Dwen. During the Beijing Winter Olympics, Bing Dwen Dwen was not only loved by domestic and foreign athletes but also made many people crazy. Originally priced at less than 150 RMB (\$23.6), Bing Dwen Dwen was sold for 107 pounds (\$123.4) in the UK market and was priced at 55,000 yen (\$461.5) in Japan, and it was sold out in only 1 second on the official Olympic website in China. Even NBA star Morant said he could not buy Bing Dwen Dwen. However, two years before, when Bing Dwen Dwen was launched, there was no situation that it could not be bought. Bing Dwen Dwen has become so popular now because the organizers use hunger marketing while marketing Bing Dwen Dwen as a traffic star during the Winter Olympics. This paper will use a diagram to show the combined effect of traffic and hunger marketing in the case of Bing Dwen Dwen.

was not only loved by domestic and foreign athletes but also made many people crazy. Originally priced at

less than 150 RMB (\$23.6), Bing Dwen Dwen was sold for 107 pounds (\$123.4) in the UK market and was priced at 55,000 yen (\$461.5) in Japan, and it was sold out in only 1 second on the official Olympic website in China. Even NBA star Morant said he could not buy Bing Dwen Dwen. However, two years before, when Bing Dwen Dwen was launched, there was no situation that it could not be bought. Bing Dwen Dwen has become so popular now because the organizers use hunger marketing while marketing Bing Dwen Dwen as a traffic star during the Winter Olympics. This paper will use a diagram to show the combined effect of traffic and hunger marketing in the case of Bing Dwen Dwen.



**Figure 2** The correlation and logic flow of different topic

Firstly, Figure 2 shows the combined effect of hunger and traffic marketing. The shape of Bing Dwen Dwen is a panda in sugar coating. Cao Xue, the head of the design team, said that the design was inspired by the Chinese famous "national treasure" panda and traditional food sugar-coated haws. Pandas and sugar-coated haws have transformed Bing Dwen Dwen from an ordinary IP image into a link for the spread of Chinese culture. Moreover, the identity of the Olympic mascot is representative. Pavlos and Andriotis' research [14] on the value of souvenirs indicated that souvenirs have additional spiritual value to consumers. Therefore, pandas, sugar-coated haws, and the Olympics make Bing Dwen Dwen more valuable. Otherwise, after the famous men's single-figure skater Yuzuru Hanyu challenged the Axel quadruple jump (4A), the topic of Bing Dwen Dwen's challenge to 4A quickly appeared on Weibo, Twitter, and other social platforms. As a famous Japanese player, Yuzuru Hanyu has colossal attention and popularity. According to statistics, Yuzuru Hanyu ranked in the top three in the attention of social platforms in various countries during the Winter Olympics. By tying Bing Dwen Dwen with Yuzuru Hanyu, the organizer increased the public's likeabilities for it.

From the perspective of persona design, Bing Dwen Dwen's related topics on social platforms include "falling," "short legs," "stuck in the crack of the door," etc. These behaviors highlight that Bing Dwen Dwen is cute and stocky to fit the overall image of the panda. In addition, entries such as "sweeping snow" and "challenge

4A" can embody Bing Dwen Dwen's liveliness and hard work to symbolize the indomitable will and inspiring Olympic spirit of the Winter Olympic athletes. Therefore, Bing Dwen Dwen became more vivid in people's hearts, which enhanced the public's love for Bing Dun Dun.

The celebrity effect of award-winning athletes can increase people's willingness to buy Bing Dwen Dwen. In terms of popularity, the organizers send each winning athlete a Bing Dwen Dwen with a golden garland (Jin Dwen Dwen). In addition, the Winter Olympics is the most famous winter sports competition globally, which has attracted the attention of mainstream media in various countries. As the mascot, Bing Dwen Dwen was naturally recognized and reported by the mainstream media. Credibility in the mainstream media can enhance Bing Dwen Dwen's status in the public mind.

At this point, the sponsor chooses to use hunger marketing. The official Olympic flagship store in China adopts a strategy of limited edition Bing Dwen Dwen. First of all, Bing Dwen Dwen has enough popularity. Unlike it two years ago, the marketing of Bing Dwen Dwen during the Winter Olympics has given it a good fan base. The marketing methods of these traffic stars have significantly increased the public's love for Bing Dwen Dwen and willingness to buy, thereby increasing the demand for Bing Dwen Dwen. People's demand for Bing Dwen Dwen has dramatically increased, making the implementation of hunger marketing feasible. In addition, the scarcity created by hunger marketing makes it impossible for the vast majority of consumers to buy Bing Dwen Dwen. While enhancing the public's willingness to pay, more people are willing to buy Bing Dwen Dwen. The cycle of increased demand and hunger marketing has made Bing Dwen Dwen even more popular.

## 5. CONCLUSION

This article first introduces the role of hunger marketing and uses demand curves to demonstrate the positive impact of hunger marketing on the market. The risks and implementation conditions of hunger marketing are also introduced. After that, the paper introduced the marketing methods of traffic stars from three aspects: gain marketing, "persona" marketing, and enhancing the sense of presence. Finally, the best-selling Bing Dwen Dwen during the Beijing Winter Olympics shows the combined effect of hunger marketing and traffic star marketing. We found that hunger marketing and traffic star marketing can synergize to increase market demand, and the increase in market demand can promote the better development of hunger marketing. The success of Bing Dwen Dwen's marketing enlightens most new media companies to use some marketing methods to improve profits rationally. This article can help new media companies explore their own characteristics and find marketing methods suitable for the company's brand and product positioning. However, the details of various



marketing methods require more in-depth research, which is not mentioned in this article.

## REFERENCES

- [1] L. Feng, G. Lin, J. Hua, K. Zhao, N. Zhao, L. Wang, Improving Spectrum Management for Satellite
- [2] Communication Systems With Hunger Marketing, in *IEEE Wireless Communications Letters*, vol. 8, no. 3, 2019, pp. 797-800. DOI: 10.1109/LWC.2019.2893659
- [3] H. Feng, Q. Fu, L. Zhang, How to Launch a New Durable Good: A Signaling Rationale for Hunger Marketing, *International Journal of Industrial Organization*, vol. 70, 2020, DOI: <https://doi.org/10.1016/j.ijindorg.2020.102621>
- [4] L. Yu, J. Zhang, A two-period pricing model with hunger marketing strategy, *Journal of Modelling in Management*, Vol. 13 No. 1, 2018, pp. 81-100, DOI: <https://doi-org.aurarialibrary.idm.oclc.org/10.1108/JM2-02-2016-0012>
- [5] Z. Zhang, N. Zhang, J. Wang, The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce. *Sustainability*, vol.14, no.4, 2022, pp. 21-22. DOI: <https://doi.org/10.3390/su14042122>
- [6] D. Dubois, S. Jung, N. Ordabayeva, The psychology of luxury consumption, *Current Opinion in Psychology*, vol. 39, 2021, pp. 82-87, DOI: <https://doi.org/10.1016/j.copsyc.2020.07.011>
- [7] M. Mäntymäki, J. Salo, (2022). Why do teens spend real money in virtual worlds? A consumption values and developmental psychology perspective on virtual consumption, *International Journal of Information Management*, vol.35, no.1, 2015, pp. 124-134, DOI: <https://doi.org/10.1016/j.ijinfomgt.2014.10.004>
- [8] L. Siyao, Analysis of Luxury Brand and Consumer Psychology, 2021 International Conference on Enterprise Management and Economic Development (ICEMED 2021), vol.178, 2021, pp.44-47, Atlantis Press
- [9] Industry Market Research, Reports, and Statistics, IBISWorld, 2021, <https://www.ibisworld.com/us/bed/number-of-businesses/2898/>
- [10] J.W. Brehm, *A Theory of Psychological Reactance*, Academic Press, 1966
- [11] S. M. Miller, C. E. Mangan, Interacting effects of information and coping style in adapting to gynecologic stress: Should the doctor tell-all?, *Journal of Personality and Social Psychology*, vol. 45, no.1, 1983, pp. 223-236. DOI: <https://doi.org/10.1037/0022-3514.45.1.223>
- [12] Z. Magraw-Mickelson, P. Süssenbach, M. Gollwitzer, The virus of distrust: How one victim-sensitive group member can affect the entire group's outcomes, *European Journal of Social Psychology*, 2021, DOI: <https://doi.org/10.1002/ejsp.2832>
- [13] Y. GAO, Constructing National Identity through Media Ritual: A Case Study of the CCTV Spring Festival Gala, *DIVA*, 2012, <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A579105&dswid=-8912>
- [14] P. Paraskevaidis, K. Andriotis, Values of souvenirs as commodities, *Tourism Management*, Vol. 48, 2015, pp. 1-10, DOI: <https://doi.org/10.1016/j.tourman.2014.10.014>.