

"HuanYin" Antrodia Cinnamomea Health Product Sales Package Design System Research

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ABSTRACT

"Huanyin" is a high-quality brand of health care products in Chinese Taiwan. Currently, Antrodia cinnamomea products are mainly sold in Chinese Taiwan. Antrodia cinnamomea is a unique Antrodia cinnamomea fungus in Chinese Taiwan. Its main functions are cancer suppression, health care, and body strengthening. The word "Huanyin" is taken from "Shanhaijing". Gu is a divine beast with only one eye but three tails. According to records, raising a Gu can ward off evil spirits, and eating it can strengthen the body. By studying the development history of the brand, sum up the corporate culture, which reflects the design concept of its classical charm. The choice of packaging materials and calligraphy fonts has become an important factor in designing packaging, creating a core brand culture, and developing high-quality health products. To promote the sales of Chinese Taiwanese products in the mainland, and to integrate cross-strait culture, which is closely connected with the design management methods contained in the enterprise.

Keywords: Health care product packaging; Design management; Brand sales; Brand promotion.

1. INTRODUCTION

1.1. Research background and current situation

The article starts from the research background and current situation of the subject, combined with the actual project "Huanyin" Antrodia Cinnamomea health product sales packaging design, firstly expounds the theoretical background of the subject, and then summarizes the overall domestic and foreign current situation of Antrodia Cinnamomea product packaging and sales, and analyzes its current existence. The problem. Secondly, the purpose, practice and theoretical significance of the research are expounded. Finally, according to the research conclusions of the paper, combined with the design, the theoretical knowledge and practical cases are compared and analyzed.[1]

The thesis focuses on the brand construction and sales and packaging system design of "Huanyin" Antrodia cinnamomea health products, and focuses on research based on the company's "Huanyin" brand building requirements, related concepts of Antrodia cinnamomea health products, and the current status of product production, consumption, market sales and communication design. [2]

1.2. Project research background and current situation

The word "Huanyin" is taken from "The Classic of Mountains and Seas". In the book, there is a mythical beast in Yiwang Mountain. The body is like a fox, but it has only one eye and three tails. It is called "Huan", and its voice is like Hundreds of animals chirping together, like thunder piercing the ears, shaking the world, raising it can ward off evil spirits, and eating its meat can cure all diseases[3]. The brand has gained inspiration from it. First, it expresses its admiration and love for ancient Chinese culture. Second, Antrodia cinnamomea is a precious Chinese herbal medicine only produced in Chinese Taiwan. Eating it can cure diseases and bless people's health from diseases. Summarize the corporate culture, from product design form to function, combine traditional Chinese herbal medicine with modern packaging design concepts to rejuvenate. Make it easier for the public to accept, and carry out publicity and innovation.

1.3. Research status at home and abroad

Because Antrodia cinnamomea is a species endemic to Chinese Taiwan and does not grow in the mainland, people's awareness of the product is almost zero. Few

people know about *Antrodia cinnamomea* only since the relationship between China and Chinese Taiwan eased in the early 20th century, and they learned about it through tourism networks and other means. The market has not been recognized by most consumers, and the literature on this aspect is not complete compared to the whole, and sales data and user research can only refer to those given in Chinese Taiwan. One part of the understanding of sales and design is from the perspective of designers, which is also recognized by the enterprise, and the other part is based on the reference data of similar brands and the information given by market research and enterprises, combined with design management. The system formulates business strategies from the perspectives of corporate culture, brand concepts, and marketing strategies. Improve business efficiency through design.

1.4. Existing problems

Due to the irregularity of the health care product industry, the health care product market has low barriers to entry, many health care product companies, small scale and low market concentration. At present, the sales of the existing *Antrodia camphorata* health care product brands are not optimistic.

Since the birth of the health care product industry, it has been facing the issue of integrity. And with the continuous development of the health care products industry, this crisis has become more and more obvious, and there is no fundamental solution. *Antrodia cinnamomea*, as a unique fungus in Chinese Taiwan, has no clear positioning in the hearts of mainland users and is not well known by people. Unlike *Cordyceps sinensis*, ginseng, *Ganoderma lucidum* and other products, it has been considered a good choice for maintenance and longevity since ancient times. It is difficult for a new thing to be quickly recognized by most people, especially edible items, and its price is relatively high, and few people are willing to pay for it.

2. DESIGN RESEARCH AND ANALYSIS

2.1. Investigation and analysis

In this chapter, the six aspects of research are: enterprise research, product research, consumer research, market research, marketing research and design research to finally determine the design goals, and provide a solid basic theoretical basis for the subsequent design scheme, from the design system. In the system, firstly, the creation concept, material selection, structure and shape design of "Huanyin" *Antrodia cinnamomea* health care products are sorted and analyzed. Secondly, based on this, through in-depth understanding of the brand, combined with local unique culture, consider price, channels, etc. A variety of factors affecting product sales were compared and analyzed. It lays the groundwork for the design concept

and scheme determination in the following chapters[4]. In the research and analysis of similar products, understand the operation strategies of mature companies, how to quickly increase market share, product competitiveness, etc., so as to quickly adjust themselves.

2.2. Enterprise research

Since its establishment, Chinese Taiwan Fukang Shun Biotechnology Co., Ltd. has been adhering to the concept of inheriting *Antrodia camphorata* and benefiting the public, and established a large-scale *Antrodia camphorata* basswood tending base in Chinese Taiwan. Successfully developed the entity of *Antrodia camphorata* cultivated by basswood. After unremitting efforts, it has developed into a leading Chinese Taiwanese enterprise in the *Antrodia camphorata* industry. It has established a sales network in Asian countries, and sold well in China, Japan, the United States, Malaysia and other countries, and has obtained strict market access. Licensed, and successfully entered the European and American markets, and effectively provide consumers with safe and high-quality *Antrodia camphorata* products. First, it is pure *Antrodia camphorata* fruiting body, which is obtained by supercritical low temperature extraction. Compared with various states such as granules and capsules, dropping pills dissolve quickly and easily. Absorption is the best form of taking. The final product has high stability of ingredients and can act quickly after taking it.

2.3. Product research

Through the investigation, it is not difficult to find that *Antrodia cinnamomea* has no concept in the impression of most users, but its similar product, *Ganoderma lucidum*, has become a well-known precious Chinese herbal medicine. *Ganoderma lucidum* is a kind of fungal medicine that can be harvested all year round, it has the effect of invigorating qi and calming the nerves, relieving cough and relieving asthma, but the antioxidant activity and triterpenoid content are compared with *Antrodia camphorata*.

2.4. Consumer research

Health care product companies can cater to consumers' different purchasing motivations through diversified marketing strategies, thereby promoting the release of consumers' purchasing power. According to the survey, more than 40% of the respondents will take the initiative to buy health care products for themselves or their family members, and they say that they will be influenced by external factors to produce purchase behavior, and only 14.7% of the respondents have no purchase situation at all. Consumers buy health products mainly to meet their health needs, so product function is the most important factor. However, in the actual

purchase process, the functional homogeneity of various products is relatively serious, and it is difficult to select products based on the strength of their functions, while brands are more easily identified by consumers and become the main consideration in their purchasing decisions. With the improvement of Chinese consumers' awareness of health care, the consumption of health care products has become more and more common, and has gradually shown a rigidity.

2.5. SWOT analysis

As an imported product, there are few companies of the same type in China, and most of them are in their infancy. Entering the market in the early stage of the industry is conducive to establishing an excellent image in this field of enterprises. Secondly, as a company with decades of marketing experience, product experience and For Chinese Taiwanese companies with professional R&D teams, their sense of smell and sensitivity are their advantages. For the health care industry, safety and reliability are the most important things. As a national treasure of Chinese Taiwan, Antrodia cinnamomea is unique, precious, regional and rich in medicinal value [5]. In recent years, the health care product market has gradually improved, and people's demand for health care has also increased year by year. Especially the liver is very important for consumers to maintain good health

There are fewer companies with competitive advantages in the market and fewer manufacturers. There are not many cases that we can refer to and compare. It is an opportunity and a challenge. Cross-border e-commerce platforms are a new opportunity for the health care products industry. Although it is not long, online shopping has increased during the epidemic, and people rely on online shopping. bigger.

3. MARKETING STRATEGY AND MARKETING PATH

Without words, the action is not far; the enterprise is without words, and the action is not far. A company without culture and connotation is difficult to go for a long time. Antrodia cinnamomea is a product with a long history and a cultural heritage. Through research to understand the growth environment of the product, product background, understand the local characteristics of Taiwan, the construction background of the enterprise and its development history, combine the two, It is integrated into the packaging design and product modeling design, and conveys this concept to users, so that it can generate a sense of identity, and impress every consumer through the design of the heart. For example, Wuliangye once filmed a short film with the theme song "Love until the spring tide is rolling in", although he was talking about his winemaking process, but through a beautiful love short film interpretation, people remember

the lyrics while conveying the corporate culture, and also remember With this brand, and in these years, although Pepsi Cola is already a well-known brand, every year during the Chinese New Year, big-name stars from all walks of life are invited to interpret a touching story about going home. Favorability has been greatly improved. In terms of story description, there are actually many successful cases of public service advertisements in Thailand, which are a kind of cultural expression. It is the transmission of enterprise spirit. Generally speaking, corporate culture can be divided into three levels: material level, system level and spiritual level, as shown in (Figure 1) . The material layer refers to the external manifestation of the company's logo, product packaging, etc. The spiritual layer refers to the corporate culture, one is the rigid rules and regulations, and the other is the company's internal atmosphere, which is automatically generated during the daily operation of the company. In terms of marketing, what should be considered is the spiritual layer of the enterprise, which plays a crucial role in the establishment of brand culture, is an important manifestation of user recognition and loyalty, and is an indispensable aspect for the formation of enterprise and social benefits.

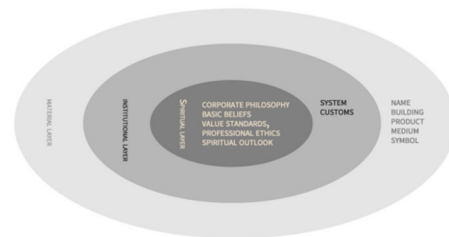


Figure 1. Corporate culture chart (source: author self drawn).

From ancient times to the present, Chinese people have the habit of consuming health care products, and there are many forms and types of health care products on the market. Physical health is the premise of everything. On the one hand, health products can play a role in prevention and health care, and on the other hand, from a psychological point of view, they are also a kind of psychological comfort for consumers. The sales of health care products can be studied from the perspective of the product itself, or from the perspective and psychology of consumers, to clarify the needs of users, to determine what users like, and to look at consumption issues from the perspective of consumers. Only then can sales plans and products be made. To be recognized by the market and users. Secondly, it must have its own characteristics, it is not easy to be imitated, and there is differentiation, so it will not be replaced by competitors.

4. CONCLUSION

"Huanyin" is a high-quality brand of health care

products. Currently, it mainly sells Antrodia camphorata products. Antrodia camphorata is a unique mushroom in Taiwan, China. Its main function is to inhibit cancer health care and strengthen the body. The word Yaoyin is taken from "The Classic of Mountains and Seas", and it is a mythical beast. According to records, feeding it can ward off evil spirits, and eating it can strengthen the body. By studying the development history of the brand, the corporate culture is summarized, and the design concept of its classical charm is concentrated. The choice of packaging materials and calligraphy fonts has become an important factor in designing packaging, creating a core brand culture and developing high-quality health care products, to promote product sales, which is closely related to the design management method contained in the enterprise.

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