

Social Media Promotion on Foreigner's Love of Bing Dwen Dwen: A Case Study of Olympic Winter Games Beijing 2022 Mascot Marketing Success

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ABSTRACT

Bing Dwen Dwen is the mascot of the Olympic Winter Games Beijing 2022. It is a product based on the panda and adds the characteristics of the Winter Olympics. It was very popular that there were out of stock so some people feel so said because they did not have Bing Dwen Dwen. During Beijing Olympics, a Japanese journalist who is very fond of Bing Dwen Dwen appeared on social media. His name is つじおかぎどう. Chinese net friends though called him YI Dwen Dwen to express his love for Bing Dwen Dwen. His figure always wears badges about Bing Dwen Dwen and is always willing to be showing his badges about Bing Dwen Dwen when cameras caught him. By taking the media environment of Bing Dwen Dwen's sales success as an example, it is argued in this article that the whole media promotion with so many accounts sharing a video about how he was fond of Bing Dwen Dwen on social media is the key for the mascot popularity. Besides, he introduced Bing Dwen Dwen on his country's TV station. His behavior caused a lively discussion among the general public. Many people were infected by his fondness for Bing Dwen Dwen. More people want to buy Bing Dwen Dwen because of him. This mechanism of culture and media content exchanges makes an impact on Bing Dwen Dwen's sales and marketing success. During the Olympic Winter Games Beijing 2022 there was a widespread failure to buy Bing Dwen Dwen. Many people wanted to buy Bing Dwen Dwen but have not been able to do so due to lack of stock.

Keywords: Media Impact, Social Media, Mascot popularity, Japan Journalist.

1. INTRODUCTION

This article is going to discuss the topic of the impact of social media promotion of foreigners' love of Bing Dwen Dwen on Bing Dwen Dwen's sales and marketing success. It will use three approaches to explore this topic: interactive analysis, case study, and user-produced content. In the past, the impact of social media on the sale volume of items was often studied to demonstrate the media impact on certain public judgment [1-3]. However, few people have linked the sale volume of items to social media and the content of social media communication. The Olympics mascot originated in the 1972 Munich Olympic Games [4]. Its significance lies in advertising cities where the Olympics are held. At the same time, It also has the effect of setting a festive mood. With the development of the times, there are more and more social media using online communities' channels as promotion platforms [5, 6]. The number of people using social media is increasing, social media is gradually affecting

people's lives. People will be surprised when they meet foreigners who are avid fans of their country items. People were impacted by his emotions when this Japanese journalist YI Dwen Dwen appeared on social media. He quickly became popular on social media. With these emotions plus the Olympics mascot setting a festive mood, people will want to buy Bing Dwen Dwen even more. In China, people did not pay much attention to the relationship between the Bing Dwen Dwen sell like hot cake and YI Dwen Dwen is in favor on social media. Some scholars have been doing social media research to give examples of the proceeding situations.

The success of Dwen Dwen's promotion and its interaction between China and Japan leads to a case of significant marketing strategy. To understand this, four notions together with the successful development of the Japanese intellectual property industry. This article will go through the relationship between people's love for Bing Dwen Dwen and their love for pandas. Then it will focus on the social media impact on the Bing Dwen

Dwen fanatic. By doing so, more details on how domestic and foreign attitudes are generated by the participatory construction of Bing Dwen Dwen's cultural and marketing impression management. Finally, this article will end the discussion on the interaction between the Chinese domestic cultural and marketing development of Bing Dwen Dwen with the Japanese journalist (つじお かぎどう) Yi Dwen Dwen.

2. FOUR NOTIONS OF IMPACT OF SOCIAL MEDIA PROMOTION OF FOREIGNER'S LOVE OF BING DWEN DWEN ON BING DWEN DWEN'S SALE

2.1. The relationship between people's love for Bing Dwen Dwen and their love for pandas

As a national treasure of China, the panda has always been loved by the Chinese people [7]. For the past many years, China has also been implementing Panda diplomacy [8]. Panda diplomacy refers to the diplomatic efforts of mainland China through the gift or touring exhibition and commercial lease of pandas. The panda has a certain influence in the international arena. This shows that Chinese people still love pandas. Chinese people's love for pandas can be seen everywhere. On TIK TOK, just type in the word panda and you will see a large number of videos. TIK TOK is a social media, people can share videos about their daily life or other content on TIK TOK. TIK TOK is short video-based. It was popular for saving time and other factors. For example, the user whose account name is Chengdu Research Base of Giant Panda Breeding released a video about a panda playing snowball on February 23. The publisher called this video that the panda does Bing Dwen Dwen yourself. This account has 4.816 million followers. In this account, all videos receive 63.352 million likes. This video harvested 17 thousand people's likes. There are several responses with a high number of likes in the comments section of this video: you are Bing Dwen Dwen oneself. No need to do, you over a layer of sugar is Bing Dwen Dwen. People are fully aware of pandas' relationship with the Bing Dwen Dwen. People like Bing Dwen Dwen that designed after the panda. Comment Bing Dwen Dwen in the video about pandas prof of Bing Dwen Dwen's hotness. To a certain extent, the title of this video has guided the public discussion on a hot topic. In all the videos released by this account, the number of likes for this video is relatively high. The hot topic that Bing Dwen Dwen attract people's eyes. Pandas and Bing Dwen Dwen be loved by people. This account published a video on August 14, 2021. This video is about the daily life of the keeper and the panda. This video harvested 1.47 million people. There are several responses with a high number of likes in the comments section of this video: What to study to raise pandas? When can a large number of pandas be produced? I want to raise at home. I want to sleep with it

every day, it is too cute. The reason these comments received likes is that they represent what people are thinking. Chinese people will have a strong affection for pandas because of their cute appearance. The Chinese people's love for pandas has never been temporary. For a long time pandas have attracted everyone with their cute appearance as national treasures, and people love them even more with their cute demeanor. There is a saying spread on the internet: people can't even buy a Bing Dwen Dwen. The comments in the video about Bing Dwen Dwen are almost about its love rather than being angry that people can't buy it. This result is because of Bing Dwen Dwen's love, pandas' love. Bing Dwen Dwen's look comes from the panda. Bing Dwen Dwen is composed of two parts in total. Its internal shape is derived from the panda, and the external plastic shell signifies ice and snow. It has strong panda characteristics on it. Bing Dwen Dwen has a pair of black ears, black eye rings, black limbs, and a whitetail. Even the black lines on the back of the panda are completely restored. These are the characteristics of a panda. The love in its palm represents peace, warmth, and hope. On Twitter, a boycott Olympics has occurred. Some accounts are sharing boycott Olympic comments. An account named spicy panda of the account always resists boycotting the Olympics. The purpose of these statements is not only to boycott and bash the Winter Olympics but also to bash China. Spicy panda uses cartoons to the United States of wielding "its deceiving propaganda weapon to stain the Olympics". After the survey showed that In 281 retweets, it was fake accounts that were retweeting. Spicy panda posted a lot of content about the Winter Olympics and actively promoted the Winter Olympics, but didn't gain a lot of attention. Spicy panda's actions are certainly a defense of China and a promotion of the Winter Olympics. Spicy panda is fighting against the boycott of the Winter Olympics in the wrong way. China's official account shows information about the Winter Olympics and shares the mascot Bing Dwen Dwen on Twitter. The Australian Strategic Policy Institute's International Cyber Policy Center Albert Zhang said that China's state media presented evidence of the mascot's popularity and, by extension, that of the Games'. According to his investigation, there are very many fake accounts promoting the Winter Olympics and Bing Dwen Dwen. He thinks this is to show the popularity of Bing Dwen Dwen and thus better promote Winter Olympics. He come up with China's propaganda strategy by promoting the Winter Olympics through fake accounts. People's long-standing love for pandas has lead to a trend of favoring for Bing Dwen Dwen that is based on the familiarity with pandas and how rare such species are.

2.2. The impact of social media on people's lives

Social media has influenced our lives unknowingly because people spend a lot of time using social media.

Social media can promote an item quickly. People are more likely to buy an item when they are frequently immersed in the environment rendered by social media [9, 10]. Social media affects people's daily lives. People will buy something because it is promoted on social media. People will buy something when a celebrity promotes it. People will buy something because it is promoted by a celebrity on social media. The impact of social media on people's lives is also reflected in the economy. These two forms of Bing Dwen Dwen, the dynamic Bing Dwen Dwen easier to spread on social media. Dynamic slide images are often more attractive than static images. The dynamic Bing Dwen Dwen is more able to convey emotional values to people. In social media, the static Bing Dwen Dwen is a limit to the emotions it can convey. The dynamic Bing Dwen Dwen has more interactive, people's emotions are no longer a one-sided output. This will attract people more. In social media, the more views it has, the wider it spreads. For example, in TIK TOK the user whose account name is

Olympic Winter Games Beijing 2022 release a video about a person with a Bing Dwen Dwen to introduce the Olympic Games Beijing 2022 competition venue and so on. This video title is Watch the first gold medal with the Olympic top star Bing Dwen Dwen. This account has more than 2 million fans and more than 30 million likes but this video only has more than 9 thousand likes. This video already uses hot topics but still does not get more people like it. There are several responses with a high number of likes in the comments section of this video: How about getting on a perimeter? I want Bing Dwen Dwen, I dream of it, I can't get it my hair will fall out. These reviews are monochromatic in their emotion and do not see the value in themselves other than to express the emotion of wanting to own Bing Dwen Dwen. The static Bing Dwen is a limit to the emotions it can convey. This account published a video on February 21, 2022. This video is about the dynamic Bing Dwen Dwen interaction with YI Dwen Dwen. This video harvested 38 thousand people's likes. There are several responses with a high number of likes in the comments section of this video: Can you open two doors for Bing Dwen Dwen next time? Can Bing Dwen Dwen still be allowed to appear regularly in the future? In this video people's attention is no longer singular. There is a liking for the dynamic of Bing Dwen Dwen's behavior, but also the interaction with it. Among all the videos in this account, this video has more likes.

2.3. The foreigner's love of own country things whether more likely to stimulate the enthusiasm of the countrymen

The countrymen will be more like things in their own country than foreigners because of different cultures and so on. People will feel more surprised when they meet foreigners who are avid fans of their country items. They

may be more attention to these items than before. In China, Panda diplomacy has long been a diplomatic tool that cannot be ignored. Panda is the national treasure of China not only loved by the Chinese but also loved by foreigners. Panda diplomacy includes gifts and commercial leases of pandas. In February 1972, China's president Zhou Enlai presented two pandas from Baoxing, Sichuan to American president Richard Milhous Nixon. More than 8,000 American spectators braved the rain to greet the two pandas when these two pandas from Beijing to National Zoological Park (Smithsonian National Zoological Park). This is the most famous panda diplomacy event in Chinese history. Pandas carry with them a diplomatic mission. That's why it is loved by foreigners as a Chinese specialty animal. The Chinese are also proud of pandas' diplomatic mission and the love it receives from foreigners. There are a large number of posts expressing the pride of the Chinese people because foreigners love pandas on Chinese social media Zhihu. For example, the user whose account name is only three minutes from SAI LEI released a post about How popular are pandas abroad. This post mentions that as long as the word panda is mentioned abroad, foreigners will be excited to talk to you all afternoon. There are even people who come from far away to China just to spend a whole day watching pandas in zoom. This passage may have been exaggerated. The feelings expressed in this passage are strong pride. This strong sense of pride and Chinese love for pandas has created a cognitive bias in some people. Some Chinese people take it for granted that all foreigners love pandas because of the pandas' diplomatic mission and pandas' cute appearance of the panda. Perhaps a tiny move by a foreigner will be infinitely magnified. This situation leads to a result: The more you like pandas the more blindly confident you are, and the more blindly confident you are the more you like pandas. To a certain degree, foreigners' love for pandas comes from the Chinese imagination. Pandas have long become the animal that can represent China in people's hearts.

2.4. Did social media publicity about the YI Dwen Dwen increase Bing Dwen Dwen's sale

YI Dwen Dwen is a Japanese journalist whose original name was. He is known by Chinese netizens as YI Dwen Dwen because he likes Bing Dwen Dwen very much. YI Dwen Dwen covered the Winter Olympics as a Japanese journalist. His love for Bing Dwen Dwen was exposed to Japanese TV stations. To a certain extent, his emotion has led Japanese fans to love Bing Dwen Dwen. Japanese people have long been fond of pandas. Naturally, they will love the panda-based Bing Dwen Dwen. According to YI Dwen Dwen: A Japanese journalist brings goods for Bing Dwen Dwen's fantasy drift (Big Business in Sports), During the Beijing Winter Olympics, YI Dwen Dwen was responsible for the morning news, reaching the live site at 3:00 a.m.

every day, meeting with the director at 5:00 a.m. on the day's content. Starting the live broadcast at 7:00 a.m. on the dot until 8:00 a.m., moving around several venues to do various Olympic news interviews, especially recently there were more projects on the mountain. He could only return to his residence at 11:00 p.m. and could only rest for three hours a day. He used the TV station to spread his love for Bing Dwen Dwen and to show Bing Dwen Dwen. In addition to traditional Japanese television, he is also featured on social media such as TIK TOK. Morning news and social media influence people of different age groups. His presence and love for Bing Dwen Dwen influence Japanese of all ages.

The massive spread of videos about Yi Dwen Dwen on social media has influenced people's attitudes towards Bing Dwen Dwen to some extent. The increase in the sale of Bing Dwen Dwen has anything to do with him. The spread of social media plays a big role because without the spread of social media, people would not know about Yi Dwen Dwen and would not be influenced. Bing Dwen Dwen's sales growth cannot be achieved without Yi Dwen Dwen. Yi Dwen Dwen's popularity on social media is also an integral part of the whole process. People often use social media in their lives. Social media has an impact on people's consumption, as people will buy something because it's popular with everyone else. Bing Dwen Dwen is the mascot of the Olympic Winter Games Beijing 2022, it has a close relationship with the Olympic Winter Games Beijing. Bing Dwen Dwen is a panda wearing a plastic shell. This plastic shell means The shell shape of its head comes from the ice sports helmet. Let everyone more easily think of the Olympic Winter Games in Beijing. It is also shaped like an astronaut. It is used to pay tribute to the development of China's space industry. The dynamic Bing Dwen Dwen is always imitating a skater that rotates, jumps, and so on. This causes it to often fall and causes people to laugh. This brings to mind Olympic Winter Games in Beijing. People are more easily brought into the festive atmosphere because of Bing Dwen Dwen association with the Olympic Winter Games. Social media expands its publicity and increases people's love for it even more deeply than increasing sales. The Japanese journalist Yi Dwen Dwen becoming famous on social media will increase Bing Dwen Dwen's sales. Chinese people will pay particular attention to Olympic Games Beijing 2022. The all-country immersed in the holiday atmosphere of the Olympic Games. All these notions work together as the sales and marketing strategies which have been proved to be successful. According to the sales data, by the end of February 9th, 2022, the total number of pre-sales of the Chinese New Year edition of Bing Dwen Dwen reached 400,000 pieces and sales exceeded 20.29 million yuan [11].

3. CONCLUSION

This study has presented a complete discussion on the impact of social media promotion on foreigner's love of BING Dwen Dwen's sales with three main conceptions, which are The impact of social media on people's lives, the foreigner's love of own country things whether more likely to stimulate the enthusiasm of the countrymen and Did social media publicity about the event increase Bing Dwen Dwen's sale. As people frequently use social media, social media's rendering of the holiday atmosphere deeply affects people and increases their love for Bing Dwen Dwen, improving Bing Dwen Dwen's sales. Yi Dwen Dwen's appearance has inspired people even more people to love Bing Dwen Dwen. The above conclusions can be drawn from the changes in the length and number of people using social media and the understanding of Yi Dwen Dwen. In the future, social media is increasingly driving the growth of goods sales. In the modern society, the Internet social platform is growing rapidly. People are gradually becoming inseparable from social media. The "celebrity effect" is becoming more and more obvious on social media. The Bing Dwen Dwen sales success shows that social media interaction with particular historic or celebrity effect is the essence of marketing and product image construction. For marketing strategy analysis in the future, mastering the essence is a highly recommended approach to better increase product sales and marketing success.

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