



# Marketing strategies' analysis of Mystery boxes Lucky Bags----take Rolife as an example

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**Abstract.** Compared with traditional way of purchasing commodity, buying Mystery Boxes has more uncertainty. Normally, Mystery Boxes' buying in online official channels cannot choose specified styles. As the market of Mystery Boxes developed, some online dealers find uncertainty of Mystery Boxes, they sell some specified styles. The official channels of Mystery Boxes' selling get some challenges, some countermeasures are also given accordingly. This article gives some Marketing strategies' analysis of Mystery boxes' Lucky Bags and give some improve methods.

**Keywords:** Marketing, Strategy, Analysis, Mystery boxes Lucky Bags.

## 1 Introduction

### 1.1 Configuration of Rolife Mystery Boxes and Why Rolife popular

Mystery Boxes are generally plastic-made toys with a sense of design and collection value [1]. Types of Mystery Boxes are diverse: snack Mystery Boxes, clothing Mystery Boxes etc. [2] The difference between the Mystery Boxes and the ordinary commodities is that customers who buy Mystery Boxes do not know the style of boxes after paying and opening the boxes. For example, Rolife Mystery Boxes normally have 13 styles: 12 ordinary styles and 1 secret style. Generally, one set of Mystery Boxes has 12 small boxes, and if one person buys one set of Mystery Boxes, the styles of every small box will not be repeated. The configuration of secret style is 1:144. One large box includes 12 sets. Secret style is randomly in one set. One large box only has 1 secret style. If one person buys a set of Rolife Mystery Boxes, the probability of getting one secret style will be increased compared with buying one small box. Compared with other Mystery Boxes brand which co-branded with famous cartoon IP (intellectual property), Rolife has its own styles: e.g., Nanci, Suri etc. Specially, series of Nanci are good at making figures of Chinese traditional styles. Nowadays, Nanci Mystery Boxes are very popular among young people because of their special figures.

## 1.2 The current situation of Rolife Mystery Boxes

The advertisements of Rolife said that you don't know the styles of Mystery Boxes unless you open it. The configuration of secret styles in Mystery Boxes is just for enjoyment. However, not every style in every series is popular to everyone. For example, the styles which are popular in most customers are called "Hot Style", the styles which are unpopular in most customers are called "Thunder Style". Although every single Mystery Boxes in one specified series has same price in online official channels and Mystery Boxes' chain store in shopping mall, the price of every style is different based on the style's popularities in online dealer or online secondary trading Apps. For example, some online dealers which can choose specified styles or online secondary trading Apps Xianyu, price of *Hot Style* are higher than one Mystery Boxes' price in tag, price of *Thunder Style* are lower than Mystery Boxes' price in tag. Specially, price of Mystery Boxes' secret style will be increased because of their scarcity. For example, price of secret style "Chang'e in Nanci first series' Mystery Boxes called "Jinxihexi" (today and another day) was used to be 1000 yuan. And the price of this series' Mystery Boxes is 59 yuan/each. Although Rolife Mystery Boxes are very popular, the market price of Rolife Mystery Boxes in secondary trading Apps and online dealers will gradually decrease.

## 2 Marketing strategies of Rolife Mystery Boxes

### 2.1 Marketing strategies of Rolife online Official channels

Rolife Mystery Boxes have some Official Online Store in Taobao, TMall and JD. Rolife has official applets in WeChat. Besides that, most of Mystery Boxes' Chain Store and some bookstores in the shopping mall also sell Rolife Mystery Boxes.

Generally, Rolife will release some advertisement of new arrivals in Weibo and other social medias, give some pictures of new arrivals and provide some promotions of new arrivals. Besides that, before official first release, Rolife will show new arrivals in live broadcasting room. Customers can buy new arrivals fastest at Rolife's online official channels and WeChat applets. The availability of new arrivals at Mystery Boxes' chain store and other channels will be slower, compared with official channels. Normally, official channels will give some time-limited promotions activities when new arrivals first launched. For example, if a customer buys one set of Mystery Boxes when newly first launched, he will get one limitative FIGURES. In later promotional festivals such "double 11" and "618", the discounts are similar to those when first launched one new series of Mystery Boxes. Besides that, Rolife's live broadcasting room in online official channels will provide unboxing activities. Unboxing activities means that after pay for orders, customers choose the Mystery Boxes, anchors open the boxes. Customers will know the style of Mystery Boxes when they watch the broadcasting. After live broadcasting, Rolife will ship the Mystery Boxes which customers chose to their address. Rolife's live broadcasting room will provide some special promotion activities and some special gifts: some unsaleable key rings and postcards. Rolife's live broadcasting room will provide some chances of

draw lottery, which only available for customers who place an order. Specially, different official channels and live broadcasting rooms of Rolife have different promotion activities. In general, marketing strategies of Rolife are similar to those of other Mystery Boxes' brand, both brands use Hunger Marketing [3]. Rolife will set up 1 secret style in each series of Mystery Boxes. Based on this situation, some customers who are willing to get 1 secret style will buy several one-set Mystery Boxes repeatedly. Even some customers will buy a box of Mystery Boxes (12 sets). In order to stimulate some potential customer buy one set Mystery Boxes, Rolife will give customers who buy one set Mystery Boxes a limitative FIGURE besides first released. Although customers can buy the limitative FIGURES in secondary trading Apps and other online dealers, the prices of limitative FIGURES always are very high.

## **2.2 Advantages and disadvantages when buying Rolife's Mystery Boxes online**

### **Advantages.**

The first virtue of buying Mystery Boxes in official channels is that customers can get the first batch of products. Secondly, official stores will be launched some limitative not for sale products. The number of limitative not for sale products in stock is limited. Most customers who in order to get not for sale products will buy new arrivals when first launched. The most important is that almost no quality issues are occurred when customers buy Mystery Boxes in Official Stores. Even if there are quality problems, the after-sales process will be simpler than other channels. However, the style of Mystery Boxes purchased through official channels are completely random.

### **Disadvantages.**

However, it's not good thing for some customers, because they are only fond of some specified styles in one series of Mystery Boxes. Whether purchase in online official store or other official channel, the styles of Mystery Boxes cannot be specified. Based on this situation, buying Mystery Boxes in online official stores is not the best choice. Besides that, the duration of discounts in online official stores is limited. Even through some series' Mystery Boxes which launched for a long time, no discounts for these series unless in some promotion festival.

## **3 Some challenges of Rolife official channels**

### **3.1 Dealers and specified styles**

Normally, the price of Rolife Mystery Boxes whether buying in online official stores or in shopping mall is similar to the price in tag. For example, if Mystery Boxes' price is 59 yuan in tag, the selling price is 59 yuan. Because of Mystery Boxes' uncertainty, customers cannot choose specified styles in one series of Mystery Boxes when buying in online official stores and other official channels. Most customers only are fond of some styles in one series of Mystery Boxes. In order to avoid uncertainty when buy-

ing Mystery Boxes in official channels, they will buy some specified styles in some online dealers. Some dealers will give lower price compared with that of official channels. Although the dealers' shipment speeds are slower than official channels, most customers decrease risks to get the style which they are not fond of, especially to the *Thunder style*.

### 3.2 Changes of Mystery Boxes' price

Date when Mystery Boxes first launched passed a long time, the freshness of customers will decrease. Take some online dealers as an example, when new arrivals of Mystery Boxes released, the price of single Mystery Boxes in online dealers are 3 to 5 yuan lower than that of in official stores. However, 2 to 3 months later after new arrivals of Mystery Boxes released, the price of single Mystery Boxes in online dealers are about 15 yuan lower than in official stores. However, 1 years later after new arrivals of Mystery Boxes released, the price of single Mystery Boxes is close to 2/3 price of single Mystery Boxes' price in tag.

In addition, the price of specified style sold by dealers will also decrease gradually. Take secret style as an example, when new arrivals of Mystery Boxes first released, the price of Mystery Boxes' secret style is approximately equal price of one sets of Mystery Boxes in some online dealers or secondary trading Apps. However, after 2 to 3 months, the price of secret style will decrease 1/3. After half years, the price of secret style equals about 1/2 price when the new arrivals first released. After 1 year, the price of secret style is approximately 150 yuan to 200 yuan, which approximately equals to 30% in dealers and secondary trading Apps when first released. (See Fig.1).

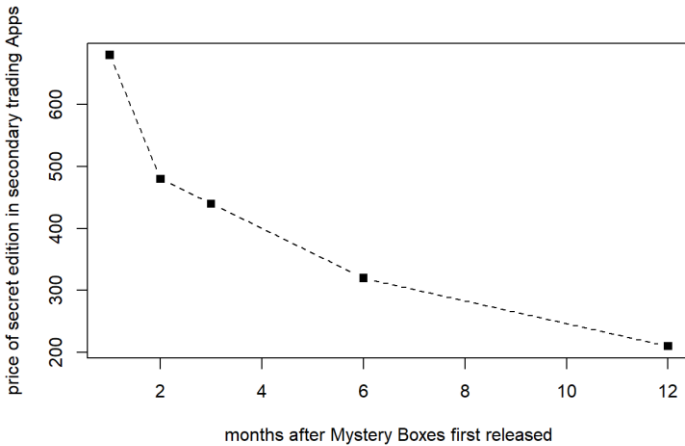


Fig. 1. Price changes of secret edition in second art trading Apps.

In general, when freshness decreases gradually, and most customers get their favorite styles of Mystery Boxes. The popularity of Mystery Boxes' series will decrease, the price of Mystery Boxes will decrease.

## 4 Marketing strategies of Mystery Boxes' Lucky Bags

### 4.1 Introduction of Mystery Boxes' Lucky Bags

Besides traditional ways of selling Mystery Boxes, Rolife also provide some Lucky Bags for customers. Lucky bag marketing is actually a delicate behavioral economics [4]. The most attractive thing about the lucky bag is the temptation of throw a sprat to catch a herring [5]. Normally, official channels of Rolife will provide Lucky Bags with different prices, such as 99yuan, 199yuan, 299yuan. The configuration of Lucky Bags in different prices will have different numbers and different IPs' Mystery Boxes. The price of Mystery Boxes' Lucky Bags is higher, the total prices of Mystery Boxes which customers get will be higher. But no matter how high the price of the Lucky Bags is, it is unavoidable that there will be many Mystery Boxes of unpopular IP in them.

### 4.2 Pros and Cons of Mystery Boxes' Lucky Bags

For consumers, the biggest selling points of the lucky bag are low price. Besides that, sellers will put some limitative FIGURES and some not for sale products. For some customers who missed the limited figures and these not-for-sale items, the lucky bag is a good way for them to get these products. For merchants, Mystery Boxes' Lucky Bags are a way to give back to customers.

Actually, Lucky bags are a means for merchants to clear their warehouses. Most customers will get many unsalable series' Mystery Boxes.

## 5 Conclusions

### 5.1 Disadvantages of Mystery Boxes' Lucky Bags

In long run, using Lucky Bags' Marketing will have more harms.

1) The merchants will configure more unsalable IPs' Mystery Boxes in order to clear their warehouse. Base on this situation, customers who buy Luck Bags will not satisfied according to their expectation.

2) Because of special characteristics of Mystery Boxes, those can not be returned or exchanged unless some quality problems. Customer satisfaction is reflected from the customer's expectation before purchasing the product and the perceived benefit and total cost after receiving the product. This evaluation is subjective,4so it is easy to cause dissatisfaction among some buyers.

3) The most obvious is that the reputation of brand will be worse.

4) The merchants will lose some current customers and some potential customers. The Lucky Bags' marketing strategies do not attract more customers, it is more likely to loss more current customers and potential customers, on the contrary.

## 5.2 Methods of improvement

In order to decrease and avoid disadvantages, 4 strategies should be used in the future. 1) Send questionnaires to customers, collect data, and summarize the advantages and disadvantages of each round of blind box marketing. When each customer who buy Mystery Boxes' Lucky Bags received their products, the sellers can provide some surveys which include some rewards such as some coupons. If customers choose satisfied with the buying experience, the sellers can ask what part is satisfied. If customers choose dissatisfied with the buying experience, the sellers can ask what part is satisfied. Besides that, customers can give some suggestions for Lucky Bags' selling. After collecting the data and suggestions, the seller can change their marketing strategies of Lucky Bags in the future.

2) According to the different time period and the preferences of different target customers, change the configuration of Mystery Boxes' Lucky Bags during a certain sales period. Try to make the configuration of each Lucky Bags equally. Segment and target customers to different groups and use different pricing methods in different Lucky Bags' configurations after collect and analysis surveys. For example, merchants can give different IPs' classifications and give different price according to market research and marketing analysis. For different target customers, merchants can use different marketing strategies. For popular IPs' Mystery Boxes' Lucky Bags, the merchants can provide limited stock and give higher price; for unpopular IPs' Mystery Boxes' Lucky Bags, the merchants can give lower price; for random IPs' Mystery Boxes' Lucky Bags, the merchant can configure popular and unpopular IPs' Mystery Boxes, but the merchant cannot put too much unpopular IPs' Mystery Boxes.

3) Don't make misleading and exaggerate propaganda

In order to stimulate some potential customers to buy Lucky Bags, the sellers will select deliberately some shows of customers who get higher quality products. Some customers think this behavior is misleading and exaggerate propaganda. The sellers should avoid this kind of propaganda.

4) The sellers should give more direct ways of promotions. For example, give 20% off when buying 2 Mystery Boxes in some certain days. Alternatively, the sellers can provide more attractive products.

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