



A Study of Marketing Strategies Based on the Daydream Program of the Internet-famous Brand HEYTEA

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Abstract. HEYTEA is a highly regarded tea beverage brand. Its Daydream program is a unique marketing campaign that has created a buzz on social media for its stylish, dreamy, and interactive nature. The paper is based on the marketing strategy of the daydream program of the Internet-famous brand HEYTEA to gain insights into its effectiveness in attracting the target audience and increasing brand awareness. The paper will analyze the marketing tactics of the Daydream program, including online and offline promotion methods, social media communication strategies, and user engagement experiences. The impact of these strategies on brand awareness and consumer behavior will then be evaluated. The case study of the program will be explored for its inspiration and value to brand marketing. Finally, this paper will summarize the strengths and limitations of the marketing strategies of the HEYTEA Daydream program and make some suggestions to help other brands better utilize Internet marketing strategies in the digital era to enhance brand influence and consumer loyalty.

Keywords: HEYTEA; Daydream Program; Marketing Strategy; Internet-famous Brand.

1 Introduction

1.1 Overview of HEYTEA

As the founder of cheese freshly brewed tea, HEYTEA originated in 2012 in an alley on Jiu Zhong Street in Jiangmen, Guangdong Province, China. On May 28, 2013, HEYTEA (Shenzhen) Enterprise Management Co., Ltd. was established with a registered capital of 213,000,000 RMB. In August 2022, HEYTEA was selected as the No. 1 in the Top 15 New Tea Drinks Brands in China in the first half of 2022, released by Ai Media Gold^[1]. On September 23, 2022, HEYTEA, as a retail pioneer, topped the Top 10 Tea Drink Brands in China 2022 with a brand index 978.6.

1.2 The Current State of HEYTEA's Marketing

HEYTEA sells its original cheesy tea as a selling point. The pricing range of the product is 20-40 RMB, which means that it belongs to the high-end tea beverage category in

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F. Cao et al. (eds.), *Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023)*, Advances in Economics, Business and Management Research 276,

https://doi.org/10.2991/978-94-6463-368-9_95

terms of the distribution of tea beverage brands. Whether it is the brand name, logo design, or the design of each shop, HEYTEA conveys a minimalist aesthetic, and simple yet distinctive designs are often more accessible for consumers to love. Inspired by ancient Greek and Roman currencies, the logo features the side face of a small man preparing to drink a beverage, and its simple yet recognizable design reflects HEYTEA's pursuit of modern tea consumption aesthetics. Simplicity, inspiration, and coolness are at the core of HEYTEA's culture. HEYTEA's marketing methods include hunger marketing, co-branding, and online marketing. Among them, hunger marketing is the primary marketing method that takes advantage of the law of market supply and demand as well as the herd mentality and comparison mentality of consumers to reduce the supply of products spontaneously and at the same time, with the help of various means of publicity, prompts consumers to queue up to buy the products [2]. In the early days of HEYTEA's starvation marketing operation, consumers might have to spend one to two hours in line to buy a cup of HEYTEA's tea drinks, and many customers spent so much time in line out of curiosity. Because HEYTEA stores are always in a queue, some consumers have begun to question the fact that HEYTEA pays people to queue up, thus increasing the heat in the stores, and such questioning has impacted HEYTEA's carefully maintained brand image. As the level of digital management improves, HEYTEA has begun to implement online queuing, which has dramatically shortened the queuing time for consumers. In terms of co-branding, in addition to co-branding with food, apparel, and furniture brands, the boundaries of co-branding are gradually expanding to toiletries, games, and animation, as well as various types of apps [3]. By co-branding with many brands, HEYTEA tries to gain a more significant potential user base in more consumer scenarios while IP-sizing its popular products. The high frequency of co-branding reveals HEYTEA's vision to increase brand awareness. However, excessive co-branding is also likely to kill consumer curiosity.

Last but not least is online marketing. On the one hand, HEYTEA has attracted new customers by issuing coupons and vouchers online. On the other hand, cooperation with internet celebrities and consumers' spontaneous photo-taking has significantly increased HEYTEA's brand awareness and influence. High-value packaging and the positioning of high-end tea drinks undoubtedly enable HEYTEA to create more brand-added value.

1.3 HEYTEA and the Daydream Program

On 20 October 2017, HEYTEA launched the daydream program, inspired by the "third space" concept proposed by Starbucks CEO Schultz, which is the space between home and office. Through the Daydream program, HEYTEA wants to turn its shops into tea shops that can provide consumers with a new way of socializing, which means that consumers can spend time alone in a shop and enjoy the pleasure of interacting with others. This concept requires a clever arrangement of seating space in addition to the shop's ambiance [4]. For example, in HEYTEA's Guangzhou store, the designer designed the long table tops to rise irregularly like hills, bringing in the imagery of clouds and peaks, and the mountainous white curved tops also look like a sprawling dome

enveloping the four fields. The many aesthetically designed and creative stores are undoubtedly the perfect place for consumers to take photos, and the popularity of these concept stores is also a sign of the success of the daydream program of HEYTEA [5]. The concept stores are also a sign of the success of HEYTEA's daydream program. HEYTEA has captured the psychology of consumers who like to take photos, so it not only provides consumers with HEYTEA products to take photos of but also provides a great place to take photos, which is a two-pronged approach that HEYTEA stores are taking to try to retain as many customers as possible [6].

2 Analysis of the Daydream Program

2.1 Strengths

The Daydream program stores are located in famous commercial districts in first-tier cities, where the high traffic volume can bring more potential customers to the store. At the same time, the high-end store design also fits the high-end positioning of the product, thus creating more brand premiums [7]. On the one hand, HEYTEA's Daydream program resonates with consumers and gradually increases brand loyalty among regular customers; on the other hand, the hustle and bustle of customers in the stores also create a sense of curiosity and a herd mentality among those who do not know about HEYTEA, which in turn attracts more new customers.

In the tea drink industry, HEYTEA is undoubtedly a high-end tea drink leader, but HEYTEA's price is still relatively affordable and moderate compared to many high-end coffee drinks. Consumers can spend less money in a HEYTEA store than coffee drinks to get the same or even more consumer superiority and a better consumer experience. By utilizing the open leisure waiting area in the store, customers can engage in daily entertainment, office work, and socializing. HEYTEA utilizes the store space to redefine the tea beverage consumption experience.

2.2 Weaknesses

First of all, the hunger marketing model used by HEYTEA in the early days has brought some negative impacts; always waiting in line for a long time makes some customers lose the enthusiasm to buy HEYTEA's products, and the fire in the Daydream program stores further reduces the consumption desire of consumers who want to buy HEYTEA's products. Secondly, the location of stores in famous business districts has led to high store rents, and the casual waiting areas set up by the Daydream program often take up most of the space in the stores. Considering design, maintenance, and promotional costs, it can be seen that the cost of opening a store for HEYTEA is often higher than that of similar tea beverage brands.

2.3 Opportunities

Combining high-end store design with brand image, HEYTEA is in a higher position in the minds of consumers. Considering that the domestic new-style tea beverage industry is still on an uptrend, there is still much room for the future growth of HEYTEA's consumer population. HEYTEA has captured a large tea market share through previous promotional campaigns and cultivated many loyal and regular customers. Digital development also brings new opportunities for HEYTEA. According to the Tea Industry White Paper statistics for 2022, online orders accounted for more than 70%. With the continuous development of the Internet, the transformation from offline to online is the inevitable development trend of the tea industry.

2.4 Threats

In addition to the new-style tea drink industry, other brands have launched numerous offline stores with brand characteristics. It is no longer a novel idea for the new tea industry to attract consumers through stores. The design of HEYTEA's Daydream program stores often focuses more on aesthetics and inspiration than how consumers feel. Each store requires a significant investment of capital to design and build [8]. The gradual shift of consumers from offline to online has also reduced the effectiveness of HEYTEA's unique Daydream program stores, and consumers buying HEYTEA's tea products are most focused on the taste of the tea itself. If it is limited to the new tea drink, HEYTEA has to face stiff competition from its peers. Because of the emergence of various new tea drink innovations, HEYTEA is still facing a big challenge in cultivating stable customer brand loyalty.

3 Marketing Strategy Optimization

3.1 Control of Product Quality

Consumers widely seek HEYTEA mainly due to its high-quality products, which are the basis of marketing. Therefore, all innovative and inspirational attempts must be based on ensuring the high quality of the product. HEYTEA, as a new style of tea industry leader, naturally by other tea companies pay close attention to the original characteristics of the tea will be a large number of imitations once launched, in the long run, will lead to its tea no longer have differentiation. HEYTEA can combine each Daydream program store to launch a special tea drink that matches the style of the store, maximizing the use of the advantages of store design to promote so that customers will have the feeling of being in the store when they taste the drink and will be the customer's memories of tasting the tea drink with the store.

3.2 Increase Customer Brand Loyalty

The leading consumer group of HEYTEA is the young group, and the general character trait of the young group is the pursuit of individuality and the courage to try new things.

At present, all kinds of new and innovative tea drink products are also endless, which is a great challenge to maintain consumer brand loyalty. With its prominent position in the new tea industry and substantial financial resources, HEYTEA has launched the Daydream program, which promotes store design concepts that try to resonate with consumers. However, these concepts were not fully realized in the later stages of actual operation. Customers enter these stores mainly for the novelty of the experience, and the over-emphasis on distance and connection in the design of the space is a slight disappointment to fans who want to experience the culture in a HEYTEA Daydreaming Program store. HEYTEA needs to re-examine whether its design concept can resonate with consumers rather than, with the help of various marketing strategies, let themselves slowly be reduced to a flash in the pan of the Internet-famous brand.

3.3 Strengthening Digital Management

With the current development of artificial intelligence, HEYTEA has significantly benefited from the development of AI in ordering, tea production, and service. However, since HEYTEA 's tea production is currently done manually by in-store staff, there is still a possibility of utilizing digital technology to improve efficiency in tea production. HEYTEA could introduce tea-making equipment allowing it to make various tea drinks simultaneously with very few employees, and it would continue to reduce customer queuing times and make the Daydream program stores less crowded and back to their original design concept.

3.4 Changing the Marketing Mindset

Early HEYTEA quickly became famous through hunger marketing, slowly being branded as an Internet-famous products label in recent years with many Internet-famous products negative news constantly. Internet-famous products have gradually become synonymous with poor quality and shoddy manufacturing. HEYTEA needs to change the image of its brand in the minds of consumers as soon as possible and can change the marketing strategy and sales methods to make the brand elements of HEYTEA and its actual delivery of the consumer's feelings in line with the reality of the situation does not match the corporate culture will only make the more expectant consumers feel disappointed. Under the premise of serious homogenization of tea drink products, HEYTEA wants to solidify its position as the industry leader and must strive to maintain its good brand reputation^[9]. Therefore, HEYTEA must strictly control the quality of its products to ensure food safety^[10]. As the company continues to add new stores, it should also upgrade its management mechanism and product quality assurance measures.

4 Conclusion

By launching the Daydream program, HEYTEA attempted to build a new type of social space for new tea drinks, which has a particular significance for other brands in the

industry. The Daydream program has generated much attention with its highly aesthetic and personalized store design. It attracts many customers to the store to take photos and thus allows consumers to spontaneously advertise for it and then use the Internet to arouse curiosity. HEYTEA wants consumers to have a different spatial experience whenever they enter the store. However, if they feel crowded and noisy every time they enter the store, then the concept of empathy with consumers cannot be realized, and consumers will not have the desire to learn more about HEYTEA 's cultural core. Making consumers like HEYTEA after entering the store is crucial for HEYTEA 's Daydream program.

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