



Research on Nongfu Spring Brand Content Marketing Strategy

Hanyang Dai

College of Humanities, Donghua University, Shanghai, 201620, China

200250330@mail.dhu.edu.cn

Abstract. Unlike general commercial advertising marketing, Content marketing is a special marketing tool that provides value instead of promoting products directly and has not been widely used in brand marketing. Nongfu Spring, a leader in the PRC's bottled water and beverage industry, has been applying brand content marketing for a long time and has achieved very good benefits. Excellent content marketing cases appear in the company's slogans, documentaries, public service advertisements, and packaging. For further study, content marketing in the company's cases, how this content marketing works, benefits from the content marketing, and limitations and problems are discussed in the paper. Therefore, ensuring truthful and transparent content, the new orientation of contents, new forms of content expression, channel expansion, and retro come up and may be considered by the company as the suggestions of the problems and limitations. The conclusion summarizes the principles of Nongfu Spring's content marketing strategy and affirms the success of the company's strategy, and stresses the importance of improvement.

Keywords: Nongfu Spring, Content Marketing, Marketing Strategy.

1 Introduction

1.1 Research Background

Content marketing is a kind of marketing approach where companies create and share valuable, interesting, and relevant content with their target audience. Instead of directly promoting their products, they focus on providing information or entertainment to engage their customers [1].

Nongfu Spring Co., Ltd. is a leader in the PRC's bottled water and beverage industry [2]. Except for the key water sources, the company's brand content marketing has also played a very important role in achieving such a position in the industry.

In the case of Nongfu Spring, their advertising is quite unique. They don't just showcase their aquatic products directly. Instead, they produce documentaries that explore water sources and how water is obtained. They also collaborate with non-celebrity public figures for public service films that aren't directly related to their products. Moreover, their advertising messages emphasize values rather than solely

introducing products. It seems like Nongfu Spring is indeed using content marketing strategies. They're creating content that informs and engages their audience rather than simply pushing their products. By doing so, they aim to build trust, establish themselves as experts, and create a positive brand image.

1.2 Literature Review

According to Vinerean, by publishing or distributing text, photographs, videos, and other types of content, content marketing goes beyond traditional marketing strategies and mainly focuses on giving customers value in the form of pertinent information and ideas. As a result, content marketing is altering how businesses sell and interact with their target market [1].

Xie found that Nongfu Spring has launched a sequence of content advertisements and brand image techniques since 2015. In June 2015, its online video advertisements and packaging design garnered attention, garnering praise on Sina Weibo and making an international appearance with its packaging design, which received an international design prize. After that, Nongfu Spring also started a series of micro-documentary commercials and international collaborations using emotive marketing techniques to appeal to customers' minds. Nongfu Spring overcame the negative effects of the previous "standard door" public relations problem and reclaimed the top spot in the sector through brand strategy in recent years. It is clear that methods for brand image, packaging, and advertising that appeal to consumers' emotions can help businesses grow and establish a solid reputation in the marketplace. Nongfu Spring sets itself apart from other companies by using the advertising format of micro-documentary and the cutting-edge concepts of content marketing to establish an emotional connection with customers while other competitors continue to utilize beautiful but empty advertising phrases to advertise their products [3].

Lyu found that the soft publicity of documentary advertising has a unique advantage over commercial advertising in assisting enterprises to carry out crisis public relations and in-depth publicity of brand concepts, and the delivery channel of this documentary advertising has confirmed the characteristics of contemporary content marketing and user experience first. The "de-advertising" of documentary advertisements will bring audiences a movie-watching experience similar to obtaining useful information, listening to stories, and acquiring knowledge when watching documentaries, and the attention obtained is naturally higher than that of traditional commercial advertisements. Monitoring results show that the advertising effect of the Nongfu Spring documentary is very good [4].

According to Hou's analysis, in order to create emotional engagement and communication with consumers, Nongfu Spring adopted the brand's emotional image strategy through successful social media, emotional advertising and packaging design. Impression from consumers of the "skippable advertisement" setting quickly improved because of the increasing status of consumer autonomy. Also the audience's emotional resonance was stimulated by the micro-documentary stories regarding the water supply, manufacturing method, design concept, employees, and other elements. At the same time, a strong humanistic vibe and the brand's concern for the environ-

ment are reflected in Nongfu Spring's packaging design, which incorporates regional characteristics. Through the use of AR technology and moving text, a series of packaging and NetEase cloud music have collaborated to give consumers the opportunity to create more vivid consuming scenarios and emotional experience environments. It has been discovered that the emotional marketing strategy is one of the key elements in Nongfu Spring's ability to keep atop the market. Nongfu Spring is sure to be a success as the company fully embraces the brand goal before delivering it to customers, leaving a lasting impression on them [5].

1.3 Research Gap

Most of the existing studies are related to the advertising strategy of Nongfu Spring, and most of them are aimed at a specific advertising or a specific advertising type; few articles have studied the overall advertising and marketing strategy of Nongfu Spring over the years.

The concept of content marketing is not clearly defined to some extent; it also causes almost no articles to analyze the advertising strategy of Nongfu Spring from the perspective of content marketing, except some scholars mentioned the concept of emotional marketing strategy, which can be related to content advertising. Also, few studies focus on the current or the latest advertising and marketing content and strategy of Nongfu Spring.

1.4 Research Framework

The paper will first discover and raise the most impressive content advertisements Nongfu Spring launched. Then, the paper will focus on content marketing in the cases and how each advertisement works from the content marketing perspective. After that, the paper will illustrate the inspiration and benefits of the content ads. Finally, reasonable suggestions about content marketing improvement and what kind of ads to launch in the future will be mentioned.

2 Advertising Case Description

2.1 Slogan

In 1998, advertisements for Nongfu Spring began appearing on CCTV, and the purified water slogan "Nongfu Spring is a little sweet" was launched. Twenty years later, Nongfu Spring launched another slogan, "We do not produce water, we are only nature's porters", and these two are definitely the most memorable advertising slogans from Nongfu Spring [6].

2.2 Documentary

In 2015, Nongfu Spring released an ad video, "What You don't Know about Nongfu Spring from Water Source to Product". The AD is presented in a documentary form. Nongfu Spring zeroes in on introducing its water source, technical process, packaging of products, and factory design. All the water sources, factories, and natural scenery were captured in real life. In 2016, Nongfu Spring released a sequence of four advertisements specially filmed for its 20th anniversary. The yearly series of commercials takes the shape of micro-documentary as well. The heroes of the short film take on the roles of regular Nongfu Spring employees as a result of the introduction of the water source. The quality assurance of Nongfu Spring is provided by these brilliant ordinary personnel, who range from Tibet sales representatives to Wuling Mountain water quality inspectors. They share their tales to customers in a way that may be common but not mediocre [3].

2.3 Public Service Advertisement

In the late 1990s, Nongfu Spring launched a public service advertising campaign of "every bottle of Nongfu Spring donates a penny for children in poor mountainous areas" [7]. In 2001, when Beijing applied for the 2008 Olympic Games, Nongfu Spring took advantage of this favorable opportunity to carry out an advertising campaign on the body of the mineral water bottle, "Drink Nongfu Spring, donate one penny to the Olympic bid." On behalf of consumers, Nongfu Spring contributed nearly 5 million RMB to Beijing's bid for the Olympic Games [8]. During the Chinese New Year of 2022, Nongfu Spring launched a public service advertisement, "A Lunch of Family Reunion," with a famous swimmer who won the Olympics before, conveying best wishes to consumers that "As long as we have a home in our hearts, reunion can be achieved no matter how far we are" [2].

2.4 Packaging

The most classic packaging of Nongfu Spring features the original water source of the company, QianDao Lake, the best water source in China.

These days, Nongfu Spring has also introduced a mineral water product called "Changbai Snow" and begun to emphasize advertising the new water source. The brand continued to release two documentary-style commercials, "Every Snowfall is an Unexpected Surprise" and "Mothers in Changbai Mountain", to communicate to consumers the brand promise that "The quality of the water source defines the quality of life" and the product characteristics of "Changbai Snow" [2]. Through innovative packaging, such as the special edition for the Chinese year of the "Tiger", series of Chinese zodiac, and the wildlife from Changbai Mountain, "Changbai Snow" has further marketed itself to consumers [9]. Moreover, "Changbai Snow" has won a number of prizes for its inventive packaging and promotion [2].

3 Analysis of the Case

3.1 Content Marketing

Since its birth, Nongfu Spring has paid great attention to the communication of ideas and the dissemination of enterprise spirit in advertising. From content marketing, Nongfu Spring has been committed to creating high-quality advertising products with deep spiritual and conceptual content marketing for many years.

Most of Nongfu Spring's ads tell stories, not products. In the documentary "A Man's Island", Nongfu Spring focus on the "island master", a special type of worker of the company, who points the camera at an ordinary employee of Nongfu Spring and records stories about him and the water. Nongfu Spring uses content narration and a beautiful lens to tell the story, constantly emphasizing the strictness and persistence of the enterprise staff from the details. Nongfu Spring's series of advertisements together tell a complete story of the company. Over the years, Nongfu Spring's main advertisements have focused on three areas consumers care about raw materials, production processes, and health. The content narrative advertisement in the details, just as there is a clear division of labor, introduces several important links in the production process of water products. For example, "One hundred and twenty Miles" tells about the detection and selection of water sources, "A Man's Island" tells about the maintenance of water sources, "From water sources to products" introduces the production of water and the health of products, and "The Last Mile" tells about the transportation and distribution of finished water. The series of advertisements is like a complete waters product production and transportation line, a whole company story, and great content marketing [10]. The public service videos like "As well as we have a home in our heart, reunion can be achieved no matter how far we are" and "A Lunch of Family Reunion" launched these days tell stories as well, advocating and enlightening some traditional Chinese virtues [2].

Nongfu Spring has created lots of images as a part of content marketing. The most obvious thing is its packaging, which usually features the wildlife of its water sources. The recent new product, called "Changbai Snow," has broadened its appeal to consumers through new packaging, using the ecology of Changbai Mountain to suggest that the water is of high quality. Examples include the limited edition for the Chinese year of "Tiger", the series of zodiac, natural scenery of Changbai Mountain with colors of silver and blue mainly[9]. It is worth mentioning that Nongfu Spring launched a zodiac series image and launched a limited zodiac packaging water every year. The characters are all special animals from China, like the endangered Amur tiger. Such packaging symbolized vitality and hope to consumers [11].

And the most important embodiment of content marketing is that Nongfu Spring's ads never promote products directly. Instead, it has some specific, meaningful function or raises some value or spirit. "Every time you buy a bottle of Nongfu Spring, you will donate a penny for the children in poor areas", in the public service advertisement, the true story of the children in poor areas appears. The "Penny Charity Event" of Nongfu Spring has been held for eight years since the first one. Nongfu Spring truly raised and donated a large sum of money to help the poor children. "Pen-

ny” public welfare marketing has entered the history of classic Chinese marketing events and has become a model. Nongfu Spring’s “Penny” public welfare activities have ended, but the concern for public welfare has been internalized into a kind of corporate spirit; the company has been continuously launching a variety of public service advertisements and public welfare films, to help more people, convey love and hope [12]. Also, the slogans from Nongfu Spring always emphasize value. “Nongfu Spring is a little sweet” is the company’s most impressive slogan for nine years [13]. It doesn’t mean the water product is really sweet. Nongfu Spring tried to advocate for people to pay more attention to the natural quality of water sources, as experiments proved that high-quality water was exactly “a little sweet”. Similarly, the slogans of Nongfu Spring after that all have the same purpose, like “We do not produce water, we are only nature’s porters” and the current slogan, “What kind of water breeds what kind of life”. Nongfu Spring stresses the importance of drinking natural, additive-free water and advocating a healthy lifestyle [14].

3.2 Content Marketing Working Mechanism

Some kinds of content marketing directly contact the consumers. Such as the public service advertisements like “Drink Nongfu Spring, donate one penny to the Olympic bid” on the bottle package or the campaign “Every bottle of Nongfu Spring donates a penny for children in poor mountainous areas”. Nongfu Spring posted a public service campaign on bottled water products so that consumers can easily get the information and get involved in welfare activities. Such donations don’t need consumers to donate themselves, but only buy the water products and let the company on their behalf, making the way easier and more accessible. The packaging also connects directly with consumers. When they are about to choose a water product from the supermarket shelf, packaging will be the first thing they see before becoming aware of the brand. Packaging is gradually playing an important role in providing information and functions to consumers. There is no doubt that packaging is a strategic tool for attracting consumers’ attention and communicating with them, and perceiving the product and its quality [15]. Nongfu Spring’s packaging was impressive, especially the current Zodiac series. Endangered animals’ big and vivid characters can quickly seize consumers’ eyes.

Other content marketing does not directly expose consumers but influences them indirectly. The documentaries launched by Nongfu Spring were sure to infect the audience. The Nongfu Spring documentary Ads have a strong sense of immersive reality. For example, in the documentary series introducing the water source, with the expansion of the production base, it is proposed to find a better water source, thus expressing the spirit of perseverance. On the one hand, the documentary lets consumers feel the quality assurance; On the other hand, it highlights the sense of mission of the brand. Suppose it is just a general flat narrative without highlighting the difficult process of finding water. In that case, it won’t be easy to arouse the resonance of consumers and can not establish an emotional connection with consumers. The stories expressed in these documentaries can touch consumers for a long time [16]. Slogans also influence consumers imperceptibly. There is no rigorous scientific evidence that

the water from Nongfu Spring is sweet, but natural water is sweet in the minds of ordinary consumers. Al Rees and Jack Trout point out that the essence of locational thinking is to accept ideas as reality and then reconstruct those ideas to one's desired position [17]. Nongfu Spring highlights the characteristics of "a little sweet" to emphasize the core concept of natural water. By emphasizing the taste, the company triggers the association of natural water in consumers' hearts and further produces contact with consumers [18].

3.3 Benefits of Content Marketing

The increase in sales and revenue is the most direct benefit. The slogan "Nongfu Spring is a little sweet" has far exceeded the impact of the advertisement itself, which has helped Nongfu Spring complete the strong rise of the brand [13]. It helped the brand acquire a significant increase in sales in the year it launched [19]. Also, the public service advertisements help Nongfu Spring increase sales and donate much money. In these years, Nongfu Spring has continued to donate money to public welfare undertakings, reflecting the commercial value of public service advertisements. If the charity has lost successful business support or has no commercial role for the enterprise, it won't be easy to continue the charity activity. This is a win-win process for enterprises and recipient groups, which continuously provides the impetus for corporate public welfare, but also a process to increase the value of public welfare capital [12].

In addition to direct benefits, content marketing has more intrinsic value. Research shows that content marketing in corporate public service advertising significantly impacts brand trust. When consumers perceive that a company's public welfare activities are closely related to consumers themselves, consumers will have more trust in the brand. On the one hand, consumers will pay more attention to the brand's public welfare activities and believe in its content marketing publicity out of their trust in the brand they choose or like. On the other hand, consumers have altruistic psychology, so participating in public service campaigns can satisfy their do-good psychology to a certain extent. Consumers are highly involved in the brand's participation in public welfare activities, which can also enhance the humanistic care of the brand, improve the added value behind the brand, and deepen the brand loyalty of consumers [20]. The Special slogans set up a distinct image for the brand; the most impressive slogan, "Nongfu Spring is a little sweet," even makes the unknown brand famous now [18]. The packaging from Nongfu Spring was also widely liked by consumers, especially the current "Changbai Snow"; the awards it gained are also based on customer affection and image value [16].

Integrating all content marketing, Nongfu Spring provides consumers with a spirit or value of the company: Natural is the healthiest. That connects many consumers with Nongfu Spring and forges Nongfu Spring, which now has the first market share of bottled aquatic products in China.

3.4 Problems and Limitations

Content marketing is not like advertising, and it's more about storytelling than bluster. Namely, a company that tries to show the world that it's really a star should have good content to prove and show that it is [21]. So content marketing is more difficult than creating a regular commercial. Although Nongfu Spring did well in the area, some limitations and problems remain.

False Content Event. Authenticity is always paramount regardless of how rich and meaningful the content is. Companies need to remain ethical and honest with the public, who inevitably hate being lied to and manipulated. Therefore, content marketing must ensure that content is authentic and transparent in order to build trust and maintain customer loyalty [22]. These days, a peach-flavored drink from Nongfu Spring uses elements of Japan's Fukushima in its packaging design, promoting that the raw materials come directly from the region. After the launch of the product, because of nuclear contamination in Fukushima, Japan, the safety of the product was questioned by the public; Nongfu Spring affirmed that no raw materials came from Fukushima, Japan. The incident undoubtedly involved false content marketing, and Nongfu Spring's share price suffered somewhat [23]. Even if the content on the packaging is beautifully designed and informative, it should never involve false content, which can have disastrous consequences.

New Content Covered by the Classic Ones. Nongfu Spring's slogans have undergone several changes, but the most impressive one is still "Nongfu Spring is a bit sweet", which was proposed when the company was founded [13]. Some members of the public think that the advertisements after that, such as "We don't produce water, we are just the porters of nature" and "What kind of water breeds what kind of life", although further expanded in expression, are relatively similar in content and meaning, which tends to make them less memorable as changing the advertisements all the time may lead to a lack of memorization from the public.

Lack of Differentiated Content Marketing among Different Products. Content should ideally be personalized because consumers want personalization. They want to feel special and respected as individuals. When personalized messages contain strong emotions, customers are likelier to form a deeper relationship with the brand [22]. Nongfu Spring started with pure and natural water, then launched high-end mineral water and drinking water designed for infants and so on, and also developed a lot of different soft drinks. However, in the case of the continuous enrichment of products, different content marketing for different products is relatively weak; for example, different water products do not have their own slogans or content publicity for the target consumers.

Presentation Weakness. Many public service ads fail to eliminate the didactic and instructional approach and lack creativity and artistic impact [7]. Nongfu Spring's content has always been rich and lively, but the presentation may be a bit disadvantageous today. For example, in documentary expression, in order to be able to present the complete story, the content of the time is very long; in Nongfu Spring, one episode of the documentary can reach more than 10 minutes. In these days of short videos, many people don't have the full patience to watch such a long video. Similarly, because documentary and public service films are relatively boring, they lack a competitive edge in a world where entertainment videos are prevalent.

Content Time-Sensitivity. There are a number of time-sensitive examples of content marketing launched by Nongfu Spring. For example, some content may be old-fashioned and not fully adapt to the youthful market of today's era, like some long-time documentaries, which may be out of place in today's wave of media dominated by fragmented browsing and PSAs with clichéd content. Another example is that many public service programs launched by Nongfu Spring, such as the "Olympic bid" and the "penny campaign", were popular during the event and for several years. Still, after a period of time after the event, the public's attention declined rapidly. They were unable to achieve the long-term effect of the demand for public services and marketing effect [7].

4 Suggestions

4.1 Ensuring Truthful and Transparent Content

With content marketing as the core, the brand should avoid excessive and exaggerated publicity, eliminate all ambiguous information that may mislead consumers, and avoid a recurrence of the Fukushima white peach incident. The company also should take the initiative to disclose the necessary information. For example, Nongfu Spring's previous public welfare donation program was questioned for authenticity, so they had to take the initiative to disclose the detailed list of donations to dispel the rumors. Nongfu Spring can set up a special information disclosure section online to facilitate consumers to understand the brand information they want.

4.2 New Orientation of Contents

Today's bottled water is not only competing among various water products but also directly competing with various beverages. To some extent, people's concept of drinks has turned to the pursuit of health (sugar-free, low-carbon), the pursuit of taste, and choices in different types of beverages in different directions. Nongfu Spring can try to lay different routes so that consumers of the brand impression not only stay in the past "nature porters", but also realize that it has become a diverse, passionate, dedicated representative of the brand to bring consumers a new and different strong emotional resonance [16].

4.3 New Forms of Content Expression

Nongfu Spring's content has long been focused on showing heritage and sedimentation with a relatively serious style to provoke people to think. The path of brand rejuvenation is worth continuing to explore. The distance and documentary sense of the documentary can be weakened by relatively artistic means of expression, and the youthful atmosphere can be used as a backdrop to bring new experiences to the audience while maintaining the theme of youth [24]. Documentary advertising mainly relies on the content's cultural temperament or emotional value to capture the public's attention. Nongfu Spring's long-standing records and public service announcements have established a good brand image in the minds of the public. In the current new era, the brand can consider the further development of youthfulness, making the contents more diverse and rich [25].

4.4 Channel Expansion

Nongfu Spring's channels are more concentrated on TV and offline, and the company can try to partly shift its focus to social media, especially short video platforms, to increase exposure and penetration. New media's huge traffic and click rate can bring considerable conversion rates. Its rival, Ganten, has sponsored a large number of online variety shows in recent years in order to increase its exposure. Most variety shows sponsored by Ganten have achieved good ratings, bringing it a considerable conversion. Sponsoring variety shows allows young consumers to see brand content from another angle and builds an emotional connection with them [26]. However, Nongfu Spring has hardly made any progress in this regard, so maybe it can take it as a chance to refer to the strategies of competitors and broaden the promotion channels, but because Nongfu Spring's content marketing attributes and style are relatively unique, different positioning of the enterprise's practice cannot be completely copied too easily, maybe there is need for companies to refer to and reasonably learn from the rivals or make personalized changes.

4.5 Retro

Sentimental retro is very common in some brand marketing (especially fashion brands), and this approach may also be applied to the content marketing of the Nongfu Spring [27]. For example, the once well-known "Nongfu Spring is a little bit sweet" can be replaced by a more recent expression in the new era, such as "Nongfu Spring is still sweet", which will re-launch this impressive advertising slogan, triggering the reproduction of the memories and resonance with the consumers.

5 Conclusion

5.1 Key Findings

Content marketing is a means different from general commercial advertising marketing. Although content marketing is still not widely used by companies, there is no doubt that it has great potential, and Nongfu Spring sets a good reference for all other enterprises. The company tells stories, creates many images, and has some specific, meaningful function or raises some value or spirit to apply content marketing in the brand marketing strategy. Some kinds of content marketing directly contact the consumers, like advocating for them to raise money by buying water products or attracting them with impressive packaging. Other content marketing influences consumers indirectly, like infecting them with real documentaries or inspiring slogans. And they finally translate into certain benefits, like the increase in sales and revenue as the most direct one and intrinsic value as making the consumers have more trust in the brand. Although Nongfu Spring did well in the area, some limitations and problems remain, like previous false content events, situations like new content covered by the classic ones, lack of differentiated content marketing among different products, presentation weakness, and content time-sensitivity. In order to combat these problems, Nongfu Spring may consider taking measures such as ensuring truthful and transparent content, finding new orientations of contents and forms of expression, and expanding channel and retro.

5.2 Business Value

Most companies are not applying content marketing at the moment and are generally stuck with commercial advertising applications, and this has resulted in both a very crowded commercial advertising track and a content marketing advertising space with little to no competition, such as few companies are willing to combine business with public service, and few companies are willing to spend money on long documentaries. But the persistence and results of Nongfu Spring's content marketing over the years prove this direction's unlimited potential. Perhaps this can provide different ideas for later companies or brands eager to make transformational marketing upgrades.

5.3 Limitations

Because so many factors can affect revenue and so many marketing strategies that companies adopt simultaneously, there's no first-hand evidence linking some revenue directly to content marketing. Also, the issues related to consumer attitudes and brand trust are based on previous scholarly studies and surveys and relatively lack realistic first-hand data; relevant marketing researchers can conduct consumer surveys on the overall content marketing of Nongfu Spring in the new era.

References

1. Vinerean, S. (2017). Content marketing strategy. Definition, objectives and tactics. *Expert Journal of Marketing*, 5(2),92–98.
2. Nongfu Spring Official Website. Annual Report of Nongfu Spring Co., LTD. 2022.12.31. www.nongfuspring.com/financialinfo.html.
3. Xie, N.(2021). Analysis on emotional advertising, packaging and brand image strategies of Nongfu Spring. *Business News* (19),13-15.
4. Cao Y M. (2023). Research on network marketing strategy of Nongfu Spring. *Mall modernization* (01), 26-28.
5. Hou, Y.(2022). Research on the Application of Emotional Marketing Strategy in the Brand Development Process of Nongfu Spring. *Proceedings of the 2022 4th International Conference on Literature, Art and Human Development (ICLAHD 2022)*.
6. Zhao, Y.(2021). On Values and Views of Life in Advertising Communication -- A Case study of Nongfu Spring. *World of Sound Screen* (11),89-90.
7. Li, J. (2019). Difficulties and Countermeasures of Public Service Advertising in the Context of New Era. 2019 International Conference on Politics, Economics and Management.
8. Wu, M. & He, Z.(2023). Public Service advertising helps enterprise brand communication. *Wealth Today* (13),155-157.
9. Hu, Y. (2022). Analysis of Nongfu Spring Brand Marketing Strategy Based on Changes in Consumer Behavior During the Epidemic. *Highlights in Business, Economics and Management*, (2), 269-276.
10. Zhang, H.(2023). The optimization strategy of narrative marketing advertising. *All-media Exploration* (05),130-131.
11. Nongfu Spring Official Website. Annual Report of Nongfu Spring Co., LTD. 2016.12.31.
12. Wu, C.(2007). Balance between public welfare and business: Business Wisdom of Nongfu Spring public welfare Marketing. *The Advertiser* (08),21-22.
13. Yu, O. and Ma, M.(2018). The influence of Nongfu Spring advertising slogan on brand communication. *Journal of Journalism and Research* (10),241.
14. Xie, L.(2022). Nongfu Spring brand positioning analysis and enlightenment. *Journal of Economic Research* (25),80-82.
15. Ahmad, N., Billoo, M. and Lakhan, A.(2012). Effect of Product Packaging on Consumer Buying Decision. *Journal of Business Strategies*(06), 1–10.
16. Li, Y. (2023). The rejuvenation of brand communication strategy research under the new media environment (A master's degree thesis, lanzhou university of finance and economics). https://kns.cnki.net/kcms2/article/abstract?v=6rsav1Ief6DIgVI_RLe4esL-16Zz vYjsXRozpe2kEkvmk2NuprJHmGoqvXEs_SxZF6Xq0Cywmh-X7L WXjmla TE1iD XX3yQ QAMhZlo BJW1O JSLEiCZUXhEyMG4 8z52BbIJf 4e38ZZX so=&uniplatform=NZKPT&language=CHS.
17. Al, R. and Jack, T.(2002). Positioning [M]. Wang Enmian, Yu Shaowei, trans.Beijing: China Finance and Economics Press, 2002:10.
18. Wu, J.(2023). Nongfu Spring: The Advanced Road of Nature porters. *International Brand Observation* (01),63-66.
19. Lyu, J. (2023). The farmer mountain spring value creation studies (master's degree thesis, Harbin university of commerce). https://kns.cnki.net/kcms2/article/abstract?v=mFW-2yKNQdov_ew2Y_7t-Xwm7PpIaaXU5Hmt rvKtq 1A5xk XtBkk XZYXq GpF2 XSN QKo xpQseSqU11JSEa72dPl6VkBO_msR98tlemDGLkUi2jPZ2XTIIWDItu7FSKj-UlhJJNy7J0QM=&uniplatform=NZK PT&language=CHS.

20. Shi, X. (2022). Deepen the Chinese market to create a prosperous future for the beverage industry. *Consumer Daily*, A01.
21. Solomon, S. (2013). Content Enjoys a Glorious Reign. *Marketing Health Services*, 33(2), 8-9.
22. Kee, A. W., & Yazdanifard, R. (2015). The Review of Content Marketing as a New Trend in Marketing Practices. *International Journal of Management, Accounting and Economics*, 2(9), 1055-1064.
23. China News Network, Nongfu Spring shares fell sharply, 2021.6.28, 2023.7.14, <https://m.weibo.cn/1784473157/4653074662033769>
24. Bai, G. (2022). The record type creation concept and the development strategy of the commercial explore (a master's degree thesis, university of henan).
25. Zhang, Z., Wang, P. & Wei, Z.(2023). Research on Youth marketing Strategy of local brands: A Case study of cross-border marketing Communication. *Zhongguancun* (03),108-109.
26. Qing, Y. (2023). Culture is sold in the Hundred year Mountain: A record of Zhou Jingliang and his mineral water kingdom. *Management of State-owned Enterprises* (09),94-96+9.
27. Li, F. and Mo, D.(2022). Retro and Nostalgia: Marketing path Selection under Different psychodynamic mechanisms. *International Brand Observation* (23),14-15.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

