

Research on New Media Marketing Strategy of Food Enterprises: Take Haoshi Bread as an Example

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Abstract: This article aims to analyze the marketing strategy of Haoshi Bread in the new media environment and its unique advantages. First of all, starting from the precise fit between brand positioning and the target audience, Haoshi Bread adheres to the concept of "making bread only with real ingredients", successfully shaping the brand image of high-end baking, and creating protein-rich quinoa toast bread in response to the trend of healthy eating, meeting the demand of consumers for healthy food. Secondly, the article discusses the innovative application of diversified marketing methods of Haoshi Bread, including cooperation with video platforms, cross-border co-branding, social media interaction, etc. These strategies not only enhance the market influence of the brand but also enhance the interaction and participation with consumers. Finally, the article emphasizes the prominence of the advantages of HAW's bread products in the new media environment. Through the combination of digital management and modern technology, product quality is comprehensively controlled, which has won consumers' trust and love. Through these strategies, House Bread has achieved remarkable results in new media marketing, providing valuable references and inspiration for food enterprises.

Keywords: Haoshi Bread; New Media Marketing; Brand Positioning; Diversified Marketing; Product Advantages

1. The Market Background of New Media Marketing of Food Enterprises

1.1 The impact of Policies and Situations on the Food Industry

In recent years, with the increasing attention to food safety nutrition, and health, the

government has issued a series of relevant policies and regulations to strictly supervise the production, processing, sales, and other links of the food industry.[1] These policies not only protect the rights and interests of consumers but also promote food enterprises to continuously improve their own quality standards and management levels. At the same time, the development of the economic situation has also brought opportunities and challenges to the food industry. On the one hand, the improvement in residents' income level has made consumers have higher requirements for the quality and variety of food and are willing to pay higher prices for high-quality food; on the other hand, the market competition is increasingly fierce, and food enterprises need to constantly innovate and expand the market in order to be invincible in the competition. Changes in policies and situations have had a profound impact on the food industry, especially in terms of health trends, policy support, consumption upgrading, etc., which have provided development opportunities for enterprises such as Haoshi Bread and promoted product innovation and market expansion. For instance, the strict regulations on food additives have forced enterprises to seek natural and healthy alternatives, leading to the emergence of products like Haoshi's 0 - 0-additive bread series. [2]The support for small and medium-sized enterprises in the food sector has also encouraged startups like Haoshi Bread to invest in research and development and expand their production capacities.

1.2 The Trend of Mass Food Consumption

Health: Consumers' attention to healthy diet has promoted the growth of demand for low-sugar, low-fat and low-calorie products. The "Haoshi Quinoa Toast Bread" launched by Haoshi Bread is a response to this trend. The product achieves 0 sucrose, 0 added pigments, and 0 trans fatty

acids, while maintaining high protein content and meeting the market demand for healthy foods.

Medium and short-term guaranteed products are popular: Haoshi Bread focuses on making medium and short-term guaranteed products with a shelf life of 60 days, which is in line with the current consumer market's trend of pursuing freshness, nutrition, and health. [3]The success of Haoshi Small Bread is due to a clear grasp of consumption trends, which has promoted the development of medium and short-term guarantee products.

Product innovation and diversification: Through continuous technological innovation, Haoshi Bread has launched a variety of industry hot products, such as "Haoshi Lactic Acid Bacteria Bread" and "Haoshi Breakfast Toast Bread". [4]These products not only satisfy consumers' pursuit of high-quality food but also promote the technological progress and product upgrading of the whole industry.

1.3 The Integration of Food Enterprises and "Internet +"

In the Internet era, food enterprises actively explore the integration model with "Internet +". On the one hand, many food enterprises have expanded their sales channels through e-commerce platforms, realizing online and offline integration and development. [5]For example, some well-known food brands have opened official flagship stores on Taobao, JD.com, and other e-commerce platforms, which has improved the sales scope and sales of their products. Haoshi Bread has also opened an official flagship store on major e-commerce platforms and has improved the popularity and sales of its products through the promotion activities of the e-commerce platform. At the same time, it actively uses the emerging sales channel of live e-commerce to create immersive live broadcasts through cooperation with brand spokespersons, which enhances the interaction with consumers and the brand The market influence of. On the other hand, food enterprises use Internet technology to carry out brand promotion and marketing activities.[6] For example, advertising, product promotion, and interactive marketing through social media, short videos, and other platforms have attracted a large number of consumers' attention. House Bread actively carries out marketing activities on social media. By releasing interesting videos,

pictures, and other content, it has attracted a large number of fans' attention and interacted with fans, which has improved the popularity and reputation of the brand.

1.4 Changes in the Structure of Consumer Groups in the Food Industry

Age structure: The younger generation of consumers (such as "post-90s" and "post-00s") have gradually become the main consumption force in the food market. They are full of curiosity about new things, pursue fashion and personalization, and have higher requirements for food packaging, taste, experience, and other aspects. For young consumers, Haoshi Bread is more fashionable and novel in packaging design, and constantly launches new flavors to meet the needs of young consumers.

Consumption habits: Consumers' consumption habits have also changed. They pay more attention to the consumption experience and are willing to pay higher prices for high-quality products and services. At the same time, the purchasing decision-making process of consumers is also more complex and affected by many factors, such as brand reputation, product evaluation, social media recommendations, etc. By improving product quality, optimizing services, and actively carrying out marketing activities on social media, Haoshi Bread has improved the reputation and product evaluation of the brand, thus influencing consumers' purchasing decisions.

2. The Unique Model and Effect of Haoshi Bread's New Media Marketing

2.1 Accurate Fit between Brand Positioning and Target Audience

Haoshi Bread always adheres to the concept of "making bread only with real ingredients" and focuses on high-end baking. Its brand positioning is clear, aiming to meet consumers' demand for high-quality baked food. By accurately locating the consumer group, Haoshi Bread has successfully created a variety of hot products, such as Haoshi breakfast toast bread, Haoshi lactic acid bacteria bread, etc. These products quickly became popular as soon as they were launched and became the hot products of the season. In addition, Haoshi Bread has successfully attracted the attention of young audiences and realized effective communication between brands and young consumers through

cooperation with young consumers' favorite TV series and variety shows, such as the cooperation with the iQIYI platform "Ning'an Like a Dream" series.

2.2 Innovative Application of Diversified Marketing Methods

Haoshi Bread dares to innovate in marketing and constantly explores new marketing methods. In 2023, Haoshi's billion-level brand advertising invested in cooperation with Mango TV and iQIYI, the two major head video platforms, landed on three ace programs and four popular dramas. Through scenes, props, game links, and other ways, it was naturally integrated into a variety of shows and dramas and successfully made Haoshi quinoa toast a hit. Haoshi Bread also launched a multi-directional linkage with Jiuyang Soy Milk to launch the "National Breakfast CP" co-branded breakfast gift box to expand the volume and influence of the brands of the two sides. In addition, House Bread actively uses social media platforms to interact with consumers to attract consumers' attention and participation through activities such as flash, guessing, voting, and live broadcasts.

2.3 Prominence of Product Advantages in the New Media Environment

The product advantages of Haoshi Bread have been effectively highlighted in the new media environment. Haoshi's Bread has a rich range of products to meet the diversified needs of consumers. For example, the launched Haoshi's quinoa toast bread has high protein, 0 sucrose, 0 added pigments, 0 trans fatty acids, and other health attributes, which meets the market's demand for healthy food. At the same time, Haoshi Bread also strictly controls the production process, comprehensively combines digital management with modern technology, and comprehensively controls product quality. This persistent pursuit of quality has not only won the trust and love of consumers but also won a good reputation for Haoshi Bread. Through the widespread dissemination of new media platforms, the product advantages of Haoshi Bread have been understood and recognized by more consumers.

3. Analysis of the Successful Case of Haoshi Bread's New Media Marketing

3.1 Planning and Implementation of Social

Media Marketing Activities

Haoshi Bread has carried out in-depth cooperation with the brand spokesperson "Ten Diligent Days" to create an immersive live broadcast with the live broadcast room as the carrier, setting off an interactive boom. Haoshi Bread has carefully planned the "Lianmai/Live Calendar" spanning July/August/September. Each live/Lianmai invites specific guests and tailors creative themes to suit the personal characteristics of different guests and enhance the attractiveness of the live broadcast room. Through social media to launch topics, message collection, countdown previews, and other activities, the atmosphere is warmed up frequently; in the live broadcast, real-life venues, heart-to-heart questions and answers, and interesting interactions are staged in turn, which greatly improves consumers' sense of participation and experience; after the live broadcast, through community operation, sorting out slice collections, summary feedback, etc. Continuously optimize the content to form closed-loop marketing.[7] This all-round and multi-level interaction mode not only makes the live content richer and more diverse but also makes the connection between brands and consumers closer.

3.2 Strategies and Effects of Online and Offline Linkage Marketing

Haoshi Bread's online and offline linkage marketing strategy has achieved remarkable results. On August 5, Haoshi Bread joined hands with Green Source Electric Vehicle to hold a huge offline event at the filming location of the program around Mango TV's popular variety show "Life 7". With the theme of "Let's yearn for a life together", the event continued the popularity of the closing of the program, attracting the participation of many program fans and brand supporters.[8] In this activity, Haoshi Bread carried out in-depth interaction and laid out offline content in the program scene familiar to the audience. The circle-breaking marketing once again expanded the popularity and influence of the brand, maximized the marketing value of the program, and also brought the brand's variety marketing to a new height.

3.3 The Creativity and Influence of Hot Topics Combined with Marketing

Haoshi Bread has shown great creativity in

marketing in combination with hot topics. Haoshi bread takes Haoshi quinoa toast bread as a medium and cooperates with Jiuyang soy milk. With the theme of "Gudou morning", it launched the "National Breakfast CP" co-branded breakfast gift box to expand the brand influence of both sides. In addition, Haoshi also cooperated with New Hope to create an "early travel box company" to launch a travel breakfast camping box on the Mid-Autumn Festival of the National Day and drive the brand volume of both sides with the node popularity. These innovative marketing activities not only improve the popularity of the brand, but also deepen consumers' impression of the Haoshi bread brand, and realize the effective combination of the brand and hot topics.

4. Key Points for the Formulation and Implementation of New Media Marketing Strategies for Food Enterprises

4.1 Accurate Grasp of Market Segmentation and Target Positioning

In new media marketing, food enterprises first need to clarify their marketing goals and formulate strategies consistent with their brand positioning. This includes understanding the needs, preferences, and habits of the target audience, so as to formulate targeted marketing strategies and improve marketing effectiveness.[9] For example, formulate differentiated marketing plans for different groups such as housewives, white-collar workers, and young people. Through accurate market segmentation and target positioning, enterprises can better meet the needs of different consumers and improve the competitiveness of brands in the target market.

4.2 Data-driven Marketing Decision-making and Effect Evaluation

New media marketing needs data support. Enterprises should establish a data monitoring and evaluation mechanism, pay attention to key indicators such as views, conversion rate, user participation, etc., and adjust strategies in time. Use data analysis tools to discover user needs and behavioral characteristics to provide a basis for accurate marketing. Through data-driven operations, enterprises can continuously optimize the promotion effect and achieve brand growth. For example, by building customer portraits, realizing personalized marketing, and

accurately reaching target customers, so as to improve the return on investment (ROI) and customer retention rate.

4.3 Strategies for Enhancing User Stickiness in Interactive Marketing

The new media platform has the characteristics of interactivity, real-time, and community, which can help enterprises better understand user needs and feedback, so as to achieve accurate marketing and personalized services. Through interaction with users, enterprises can grasp user needs and pain points, provide more valuable products and services, and improve customer stickiness and conversion rate. Interactive marketing strategies include building an interactive marketing service system, improving consumer interactive communication channels, and effectively listening to and timely replying to consumers' feedback.[10] In addition, it can also cultivate opinion leaders who are highly recognized by the brand through community operation, fan-based marketing system, etc. and realize the transformation from product consumers to brand fans. Through these strategies, enterprises can not only enhance user stickiness but also promote the word-of-mouth communication and user growth of the brand.

5. Conclusion

Haoshi Bread's performance in the field of new media marketing not only shows its keen insight into market trends but also reflects its innovative ability in brand communication and product promotion. Through the precise fit of brand positioning and target audience, the innovative use of diversified marketing methods, and the highlighting of product advantages, Haoshi Bread has successfully stood out in the fiercely competitive food market. In addition, Haoshi Bread has shown the efficiency and effectiveness of its new media marketing strategy in the planning and implementation of social media marketing activities, online and offline linkage marketing strategies, and the creativity and influence of hot topics combined marketing. These strategies not only enhance user stickiness and improve brand awareness but also provide new ideas and practical cases for the development of the entire food industry in the field of new media marketing. In the end, the new media marketing practice of Haoshi Bread proves the importance of data-driven decision-making, interactive marketing, and

precise market segmentation in improving marketing effectiveness and enhancing brand competitiveness.

In conclusion, the new media marketing journey of Haoshi Bread is an ongoing saga of adaptation, innovation, and customer-centricity. It sets a high bar for the food industry, challenging competitors to raise their game and embrace the opportunities presented by the digital age. By learning from Haoshi Bread's strategies and continuously evolving, food enterprises can not only survive but thrive in the highly competitive and dynamic world of new media marketing, ensuring a delicious and prosperous future for both themselves and their consumers.

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