

The Strategies of Expanding Brand Awareness: A Case Study on Traditional Coconut Tree Brand

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Abstract. With the advancement of the Internet and new media, an increasing number of trendy brands enter the market and have an impact on the original companies. Many traditional, time-honored companies are suffering development hurdles and crises. This is also a concern for Hainan Coconut Tree, a historic Chinese brand of high-quality coconut water and coconut snacks. Using the coconut brand as a case study, this paper investigates how traditional companies increase brand recognition in today's context and makes recommendations for the coconut brand's development in terms of packaging design, new media marketing, brand co-branding, and other factors. The following are the study's findings: This paper advises that the Coconut Tree brand keep its original brand style and launch limited packaging in different months. Make more creative use of social media platforms and engage in more "interactive positive marketing" to include cultural history and connotation into business exposure. More brand co-branding with distinct designs, co-branding brands preferred by various consumer groups, and launch-related co-branding peripherals should be launched. Through research and analysis, this article covers the research vacuum for the coconut tree brand in new media Internet marketing design and strives to provide conventional companies with marketing design development proposals that are useful to brand development.

Keywords: Coconut Tree Brand; Product Packaging Design; Brand Design; Marketing.

1. Introduction

1.1. Research Background

The prevalence of COVID-19 has led to a heightened focus on health among individuals, resulting in an increased interest in adopting a nutritious daily dietary regimen. In recent years, there has been an increasing preference among individuals for beverages that are both nutritious and refreshing, as opposed to high-sugar options like milk tea that are associated with weight gain and health issues. This shift in consumer behavior has led to a growing inclination towards beverages derived from natural components such as coconut, oatmeal, and tea. Within this particular framework, as an esteemed coconut brand with a longstanding history, the primary focus of its product line lies in the production of pure coconut water. Consequently, it has once again acquired the chance to advance its presence in the market.

As a traditional brand, the performance of coconut palms has attracted the attention of the academic community in recent years, and many scholars have carried out relevant studies on coconut palms. Fu studied the problems of corporate brand communication in the context of new media with Hainan Coconut Group [1]. Scholar Zhao Bei took coconut water advertisements as the research object to study how to correct the vulgar corporate image [2]. Zhao also took the coconut tree brand as an example, but he paid more attention to the development and growth of Coconut Tree Group and how to create a commercial scale [3].

1.2. Research Gap

Despite the abundance of existing research on the Coconut Group, recent developments indicate that Coconut has progressively embraced contemporary trends by using novel marketing and promotional strategies. Consequently, this has led to a sudden surge in attention and a remarkable upsurge in brand visibility. On one side, the utilization of digital platforms has significantly enhanced

the exposure of the coconut brand, while on the other hand, it has presented certain challenges pertaining to the brand image of Coconut Group. Coconut brands employ established strategies to gain popularity on the Internet. Traditional businesses in the realm of Internet marketing should be attentive to the duration of traffic and its potential impact on consumer perceptions of the brand's image. Scholars have not conducted a comprehensive examination of brand design from their perspective. Thus, this study identifies a gap in existing research.

To make up for the gaps in relevant aspects, this article will take the coconut brand as an example to explore how traditional brands can enhance brand awareness. The purpose of this paper is to study which factors can expand the type of consumer. The study of this issue aims to provide reference suggestions for the development of coconut tree brands and how traditional brands can better design, market, and develop in the context of the Internet era.

1.3. Fill The Gap

To solve the above research problems, this paper takes the coconut tree brand as an example, combines the relevant strategic policies and impact data of the coconut tree before and after the epidemic in recent years, and combines the theories related to brand, brand design, and vision as the basis to find out the reasons why it affects consumers' brand cognition. Reasonable opinions are given based on the reasons. What coconut brands could do next to increase consumer brand loyalty and buy intents for coconut trees is proposed.

2. Case Description

Hainan Coconut Group Co., Ltd., the predecessor of Haikou Cannery, was established in 1956. The company has coconut water, mango juice, mineral water, volcanic water, and other products.

Coconut water from Coconut Tree Company has received numerous awards, including the "National Science and Technology First Prize," "China State Banquet Beverage," "the First China Food Expo," and others. Furthermore, the company has been named a "nationally famous juice canned manufacturer," a "Hainan Famous Brand," and "China's largest natural vegetable protein drink" [4]. Wang Guangxing presided over the work of "Coconut Tree" from the inception of "Sea Tank" in 1956 until 1986. Coconut Tree has totally reversed its long-term losing condition, achieving a tax profit of 2.451 billion yuan in 2004, and annual tax revenue has topped 100 million yuan since 1993 [5].

Coconut has been known for its quality for a long time because it is used to make flavorless coconut water. However, new brand drinks have changed the way people think about coconut, and many young people don't know about or have never heard of coconut brands. Also, the Coconut Group is based in Hainan, which has a lot of coconuts and goods that go with them. So, while the coconut name is well-known in the southern coastal provinces of Hainan, Guangdong, and Fujian, it is not as well-known in the northern inland areas. As a traditional name, the packaging for classic coconut water is very earthy, and people have always remembered it for its unique packaging. Through the name Luckin Coffee Coconut Cloud Latte Drink, Coconut Tree gets the benefits of both its brand and Luckin. Both sides have grown the market, increased the types and numbers of customers, and hit the red circle of marketing to get the new brand and the old domestic goods to have the same name.

In recent years, Coconut Tree has also taken some marketing measures to attract different buying groups and improve the attractiveness and popularity of its products. On October 8, 2022, Coconut Tree conducted an online live broadcast to expand its publicity through the use of social media platforms, which has not only been questioned but also attracted more people's attention, and the discussion of public opinion has also brought traffic and attention to Coconut Tree.

According to the new Doudou data, the total number of viewers of Coconut Tree Group's live broadcast reached 560,000 [6]. Compared with other brands, the accounts of Lulu, Six Walnuts, and Eight Treasures Porridge, which belong to traditional domestic affordable drinks, appear relatively lonely. Six Walnut and Eight Treasure Porridge do not have flagship stores on TikTok.

The coconut brand is popular on the Internet in a tried-and-tested way, and how long such traffic can last and whether it will cause consumers to have a negative view of the brand image is also a problem that brands need to consider. This is not only a coconut brand to think about but also an important issue for traditional brands to think about in Internet marketing.

3. Analysis on Problem

3.1. Uniqueness of Advertising Design and Product Design

The advertising design of the coconut tree brand incorporates distinctive elements such as color application, font style, and bold color matching. These features, characterized by high saturation and high contrast, effectively capture the attention of consumers. When customers become aware of it, they will identify this brand, and it will also serve as a reminder to existing consumers, leading to an increase in the number of consumers who develop a deeper understanding of the brand.

Yan Guoli said that the text part of an advertisement is not as attractive as the colorful illustration part [7]. As can be seen in Figure 1, when applied to the design of the coconut tree, the text that is not easily recognizable by the eyes is transformed into a colorful graphic text that is easy for consumers to read and remember. Although the elegance and softness of the aesthetics are lost, in a certain design evaluation system, the design of the coconut tree cleverly brings unique memory points to its brand, which can also be regarded as a very successful design.

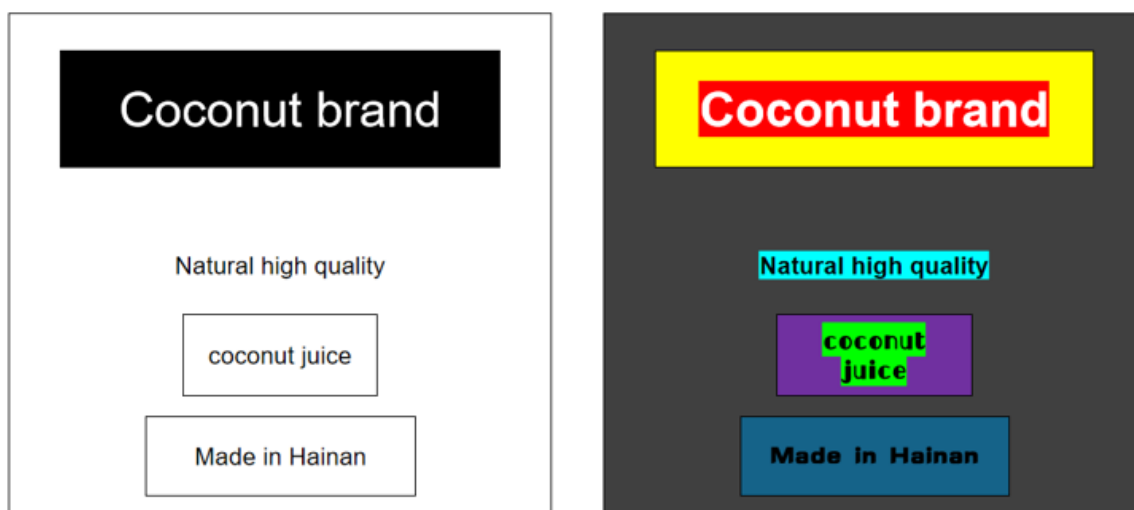


Fig 1. Contrast between common text and color contrast text.

Japanese designer Takada Wei also praised the coconut water packaging design as a "great design", Designer Takada Wei is good at using sloppy deformation of the font, rough and crude pictures, and careless layout; at first glance, it feels very ugly; carefully, it is a special beauty. He is also one of the representatives of the "new ugly wind" design style

3.2. Use of Social Media Platforms

Coconut Group values the function of traditional media in public relations and uses it to promote its products. Its brand items, coconut water and coconut water, are promoted via traditional TV and radio channels such as CCTV and local TV stations [1]. Although the coconut brand has communication displays in traditional media, it lacks promotion in new media communication, lacks content innovation, and has a limited number of advertising outlets. For a long time, the coconut brand was less involved with customers via social media. In recent years, the coconut brand has also attempted to build engagement with consumers via financial media channels, strengthen consumer relationships through live interaction, and boost brand memory. Under normal conditions, the greater the degree of contact between the brand and customers, the greater the degree of brand memory and recall, which will eventually affect the brand's appeal among consumers.

Coconut Tree Group began to broadcast live on National Day, and there were six live broadcasts. As of press time (October 24, 2022.10.24), the account of the Coconut Tree brand on the Tiktok platform had attracted a total of 562,000 fans and 565,000 likes [8]. It can be seen that through live interaction, Coconut Tree Group has expanded brand publicity and awareness, improved interaction with consumers, and narrowed the distance with them.

3.3. Brand Co-branding

Following the development of the financial fraud incident in April 2020, the Luckin brand has encountered a sequence of adverse occurrences, including debt, lawsuit, and suspension, delisting, and filing [9]. In the current situation, Coconut Tree Brand and Luckin Coffee collaborated to create a range of products known as the "Coconut Cloud" series. The Coconut Group has long been recognized for its production of natural coconut water of exceptional quality, free from any added flavors. The collaboration between Luckin and the Coconut Group, a well-established brand in the coconut water industry, serves as a clear demonstration to consumers of Luckin's market positioning, which emphasizes the use of premium raw materials and a commitment to product excellence.

The Coconut Group may not hold as much appeal for younger demographics. By engaging in a collaborative marketing venture with Luckin, the Coconut brand can effectively leverage the synergistic benefits of its established brand identity and the emerging popularity of internet celebrity brands. This strategic alliance enables the Coconut Group to broaden its consumer base and align its products with the preferences of younger demographics, thereby facilitating a more youthful and progressive trajectory for the Coconut brand.

4. Suggestions

4.1. Launch Limited Packaging

Based on the above analysis of advertising design and product design, this paper suggests that the coconut brand can try not to change the collision color system in design and regularly change the "block layout" to achieve a new effect in front of consumers. The Luckin brand regularly launches different packaging designs, which are well-received by consumers, especially young groups. Coconut brands can also learn from Luckin and try to co-name the brand or IP image loved by different groups, such as the opera loved by the elderly or the Disney cartoon image loved by children. Coconut brands can put the pattern in a particular place in the package, increase and not reduce, to create a new wave of "explosion". By co-naming brands and IP images favored by different groups of people, the degree of brand cognition and the types of consumer groups for the brand can be expanded.

Design Ten Summer, a Hangzhou-based company, created a conceptual design for coconut water. The color combination and contrast of red, yellow, blue, green, and white are still used, and the font is still large and bold, but the designer has properly reduced the saturation of some colors, which not only weakens the visual impact on the audience but also gives the coconut water a retro taste. It has received a lot of attention and admiration on Weibo [9]. As a result, based on the previous style and color of the brand, this article suggests that the Coconut Tree brand launch creative limited packaging related to different months, holiday restrictions, and new product restrictions to increase consumers' continuous attention to the brand and brand attraction, increase product sales, and increase consumer loyalty to the brand.

4.2. Interactive Positive Marketing on Social Media

This article recommends that, in terms of marketing, greater attention should be placed on the product itself—the quality of coconut water itself. Multi-interactive marketing, such as the creation of online factory coconut water extraction and related small games, allows consumers to not only entertain themselves and increase their knowledge in the game but also actively absorb coconut tree-related products and advertising information in the game. At the moment, businesses are having

limited luck persuading customers using traditional media. According to studies, game marketing with entertainment and involvement can pleasure consumers, boost brand cognition and attitude, and increase participation behavior and purchase intention [10]. Coconut Tree can employ minor social media games for marketing purposes to increase customer participation, interaction, and buy intent, improve business image and popularity, and compensate for bad remarks produced by live streaming.

On the other hand, as businesses grow and competition grows, more and more brands recognize the value of endorsement, but whether the overall image of the spokesperson can resonate with and connect with the brand's cultural connotation must be carefully considered [11]. The self-image and comprehensive quality of spokespersons and livestreaming workers also have an impact on a brand's reputation and image. Choosing reputable spokespersons and livestreaming staff is also critical for the coconut brand. Based on the findings, it is recommended that the coconut tree brand improve the form and content of its advertising as well as add creative elements to its marketing. The coconut brand may also ask scholars, sportsmen, and other top talents from many industries with strong societal trust to endorse it. On the one hand, a speaker with a positive social image can bestow a "image blessing" on high-quality coconut water derived from coconut palms. On the other side, it is a measure to boost the coconut brand's entire corporate image.

Hence, this study proposes that coconut tree brands should consider prioritizing product quality in their marketing efforts, implementing interactive and positive marketing strategies, enhancing corporate image and product visibility, augmenting product sales and corporate profitability, and broadening the consumer base to ensure a more consistent demand for coconut tree products.

4.3. Co-branding with Related Co-branding Peripheral

Due to the fact that the unit price of tea is not high and the trial-and-error cost of consumers is low, consumers are more likely to try new things in tea and are more willing to buy co-marketed tea products [12]. In April 2022, Kita Tea and Hiroshi Fujiwara jointly launched the limited drink "Cool Blackberry Mulberry", as well as the accompanying cup, art cup, and other limited accessories. As a co-signer, this time it is featured in the "second creation". The most characteristic of the joint name is the black packaging with a high sense of class. The new product has just appeared in the public vision, and a variety of "artistic creations" have appeared in the small red book, transforming cups and bags into vases, tissue boxes, backpacks, pen holders, and other objects full of creativity. The joint name has also been paid attention to and loved by many netizens.

"Change the packaging can be fire", is also a topic of ridicule by many people. The Moutai brand, before the launch of soy sauce latte, also launched Moutai ice cream, which is also a means to brand youth and expand consumer groups. Therefore, this article suggests that the coconut brand can try to introduce more brand co-names with distinctive styles so that the products of the coconut brand can appear in front of consumers with a "fresh and familiar" appearance, and try to launch related coconut candy, coconut water pastry morning tea, and other related coconut products, considering Barbie, Disney, and other young fashion trend brands, so that consumers can continue to buy and generate brand loyalty, and finally contribute to the long-term sales of the coconut brand.

5. Conclusion

This article examines the coconut tree, a traditional brand, as a case study to investigate the methods through which traditional brands might augment brand awareness within a contemporary setting. Based on comprehensive analysis and research, this study proposes that the coconut brand should consider broadening its consumer base by focusing on packaging design, new media marketing, and brand co-branding. This strategic approach aims to enhance brand loyalty and foster sustainable consumer purchasing behavior.

This paper aims to address the research gap in the development of coconut tree brands in new media Internet marketing design by drawing on theoretical knowledge and practical experience from various disciplines such as design, psychology, marketing, business management, and advertising.

The objective is to offer recommendations for traditional brands in terms of brand marketing, brand management, and brand design through thorough research and analysis.

In light of the widespread public discourse on the network about the live broadcast event of the Coconut Tree brand, this study refrains from engaging in an exhaustive analysis of the specific marketing content employed by Coconut Tree during the live broadcast. In future research, the author intends to identify a more appropriate and thorough starting point for investigating a more extensive analysis, addressing this issue, and compensating for this limitation.

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