

Market Insight and Strategy of Outdoor Sports Brand for New Media Marketing

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Abstract. This study studies different outdoor brands from the perspective of new media marketing. As the number of social media users and the impact on the market continues to expand, creating a new media marketing strategy that is more in line with the brand itself has become a decisive factor for the sustainable development of the brand in the future. In the process of analyzing these three brands, this study first introduces their brand positioning and consumer types, then analyzes the advantages and disadvantages of their new media marketing strategies, and provides measures to improve their current new media marketing according to each brand. By fully integrating the concept of new media marketing with the dynamic demand of the market, this study can not only provide reference for other outdoor brands, but also enable brands in other fields to develop more effective new media marketing strategies according to their own conditions. Finally, through the analysis of new media marketing, this study will once again emphasize the current influence of new media marketing in the market, and the trend of gradual expansion in the future market development process.

Keywords: New media marketing, Marketing strategy, Consumer insight, Social media.

1. Introduction

New media marketing refers to the promotion of brands, sales of products and services through existing and emerging online channels, using these elements of new media to attract potential and existing customers [1]. New media marketing includes many different media, including display advertising, content marketing and social media promotion. The goal of all new media marketing is to engage consumers with the brand in ways that increase awareness and relate to sales.

As the number and range of social media users continues to grow, so does the amount of information that is covered by the platform. Young people are becoming more active on social media and have more access to information, which has led many brands to realize that social platforms will become an important source of consumer insights, and using social media will give products more social attributes, increase brand influence, and make it easier for brands to get consumers' attention [2]. Therefore, new media marketing has become one of the main marketing strategies of some brands.

Therefore, this study will be aimed at the growth environment of outdoor sports market and the rise of new media marketing, in-depth analysis of different brands of marketing strategies, and put forward the existing problems and corresponding measures to improve. In addition, through the analysis of the brand of the object of study, it further summarizes the new media marketing strategy which is more suitable for other brands or fields, so as to adapt to the great changes of the current media and information dissemination mode, develop a marketing strategy that is more appropriate to the current information dissemination model.

2. Target Brand Introduction and Market Performance Analysis

2.1. Arcteryx

2.1.1 Introduction

In 1989, Canadian mountaineer Dave Lane founded Arcteryx. Arcteryx jacket was built on the premise that protection from wind, rain and cold which is the number one function of a jacket, and with its fabric supplier, Gorre, it set an industry benchmark. As a supplier, some of Gorre's new

technologies will be used first by Arcteryx. It is in this brand-supplier cooperation, Arcteryx with waterproof technology and jacket products, walked in the industry. The value positioning of Arcteryx is high-end outdoor, and its consumers are mainly those who pursue high-end outdoor experience, high-end professional fields, or small mountain climbers to the first line and new line people who pursue quality life.

2.1.2 Market Performance Analysis

According to the financial report of Anta Group, the parent company of Arcteryx, in the third quarter of 2022, the retail sales of Arcteryx and other brand departments increased by 40% to 45% compared with the same period last year. In terms of popularity, the number of notes posted on social media related to Arcteryx increased by 1247% year-on-year in 2022, and the number of searches increased by 742% year-on-year. According to Arcteryx operating data, compared to the product's own functionality, consumers for the Arcteryx brand identity is more from the current fashion trends.

2.2. The North Face

2.2.1 Introduction

The North Face was founded by Douglas Tompkins in 1964. Initially offering high-quality climbing and camping equipment. First store opened on October 26, 1966. The North Face has diversified development and global layout since its establishment. Most of positioning of The North Face product line is actually the so-called "light outdoor" that is biased towards families, such as family travel, picnic and wild fishing, conservative and practical styles, moderate prices, aiming at the needs of the middle class. In transformation process from a professional equipment brand for outdoor sports to a sports brand that everyone can drive. The North Face successfully occupied more market shares and regained the top position of outdoor equipment brands.

2.2.2 Market Performance Analysis

The North face is an important member of VF Corporation, an American public company. During the pandemic, its outdoor business unit's third-quarter 2020 revenue fell 5.3% to a total of \$1.57 billion, and outdoor business operating profit fell 10.7% to a total of \$310 million. However, after outbreak, the outdoor sports market has recovered, and The North Face (North Face) increased its sales revenue by 19% compared with the previous quarter, becoming the only one of VF's four main brands to achieve positive growth. The China region achieved 8% year-on-year growth, leading a further 2% growth in Asia Pacific. The North Face's market size in social media increased slightly from the previous quarter.

2.3. Salomon

2.3.1 Introduction

Salomon is an outdoor sports brand founded in 1947 in the French Alps. It was first known for its ski range and has since expanded to include mountain running and hiking equipment, in more than 10 years to create a number of patents. Salomon is also being recognized by more Chinese users, and its trend design has also attracted many celebrities and non-outdoor user groups. The outdoor sports market continues to expand its audience, and Salomon's main user group has changed from consumers who initially focused on outdoor sports to young people who pursue urban wear. At present, Salomon has become synonymous with the middle class in China, in other words, Salomon has gained some social recognition.

2.3.2 Market Performance Analysis

According to Euromonitor data, Salomon's global sales in 2022 were \$386 million, the same as in 2021. Judging from the past development trend, Salomon is still in the growth stage, with a sales CAGR of 4.4% from 2013 to 2022. Among them, footwear is the main revenue source, Salomon's global footwear sales in 2022 were 232 million US dollars, an increase of 1.3%, accounting for 60.3% of its revenue. Salomon is also developing products in a different way to get into fashion. Make full

use of social marketing to further activate brand awareness, enhance brand tonality, and create outdoor sports life labels.

3. Brands new media marketing strategy analysis

From the perspective of consumption motivation, consumers are affected by two factors: conformity psychology and brand identity value. Once a product trend starts, many users will follow suit and buy. At the same time, Chinese users pay attention to brand influence and practicality, and pursue products that can enhance identity and have use value. Therefore, in this part, this study will analyze how brands adopt corresponding new media marketing strategies from these two perspectives.

3.1. Strategy 1

Arcteryx strategy -- Shaping a more pure outdoor brand image

From the point of view of marketing data, consumers' sense of identity for the Arcteryx brand is more from the pursuit of the brand for "extreme", which is also a competitive advantage that other outdoor sports brands do not have.

The cultural gene conveyed by the brand is the core element of the brand for the consumer group of Arcteryx. Arcteryx continues to improve its outdoor cultural output system, and build a bridge to communicate with users. Arcteryx uses social platforms to promote and organize many offline events. From this point, the present study this paper can see that in terms of new media marketing, Arcteryx enhances the market voice with community links and the brand's own customer stickability, constantly disseminates outdoor culture to potential consumers, strengthens the connotation construction of the brand, and thus closely links "outdoor" with the brand itself.

3.2. Strategy 2

The North Face strategy -- to narrow the distance with consumers and build a communication platform.

The North Face outdoor products brand marketing through diversified, cross-border marketing channels, build a platform for communication and interaction with consumers, improve brand affinity, pull the distance between the brand and consumers. The North Face outdoor products brand marketing using the Face book platform and online community marketing means, so that the brand and products come into more consumer vision. Attracting users' attention by updating outdoor sports related content in the platform and community; Also through the establishment of blogs, short video live broadcast and other ways, The North Face pull the distance between the brand and consumers, leave a deep impression on consumers, so as to influence consumer cognition and purchase decisions.

3.3. Strategy 3

Salomon —— Create different circles for different types of consumers

As a typical crowd brand, Salomon focuses on "meeting the needs of a certain group of people" in its new media marketing, develops corresponding product solutions for the brand's core customer base, and constantly optimizes consumers' consumption experience. Moreover, according to the pain points of the market, the rising trend can be judged, and the time changes can be grasped to meet the needs of different types of consumers through new media marketing. Salomon adheres to the concept of "Birds of a feather flock together", which covers many different types of sports markets, through the online organization of events and competitions, to establish and continue to maintain a unique circle of consumers in different fields.

4. Problems Analysis

4.1. Arcteryx—A Single Unchanging Brand Image reducing Consumers' Willingness To Consume

From the new media marketing model of Arcteryx brand, it can be seen that Arcteryx has always adhered to its own brand style or marketing method. However, the current market performance of Arcteryx is not the success caused by the "internal" factors of its own marketing strategy, but the "external" market environment and consumer preference for the design of Arcteryx has given its brand certain social attributes. This means that the current market performance of Arcteryx mainly lies in the core concept of its brand, and the design of its products is more in line with the current consumer preferences. However, the rapid change of fashion trends did not provide a long-term guarantee for the future development of Arcteryx. When the heat fades, Arcteryx will lose customers who were not its core customer base.

From the perspective of long-term sustainable development of the brand, the current new media marketing strategy has certain potential dangers for the development of Arcteryx. Brand positioning strategy is too single will lead to its market size is limited [3]. In the future, when the fashion wave combined by Arcteryx has passed, the lack of vitality of brands to change will lead to consumers' love and belonging (emotional needs) in Maslow's theory, and even the need for self-realization cannot be satisfied. And with the continuous expansion of the outdoor sports market, competition has intensified. Arcteryx still maintains the current marketing methods, it will further lose its market share in the process of competing with brands on the same platform.

4.2. The North Face—Customer's Consumption Behavior Reduced by the Decrease of Brand Authenticity

The North Face has done an internal consumer research and found that 80% of consumers donot climb mountains. In other words, The North Face's audience is no longer focused on outdoor lovers, but is opening up in the metropolitan area. This is contrary to its essential positioning. With gradual expansion of the trend of fashion for outdoor sports brands, The North Face keeps separating itself from the image of outdoor brands in order to cater to the market. Especially in the new media marketing strategy, it can be intuitively seen that in order to meet the fashion trend, The North Face deliberately creates an image for consumers that does not belong to its own brand attributes.

Research has shown that authentic brand image will generate a positive attitude and behavior for consumers. In the consumer market, brand authenticity itself is a marketing strategy, especially in the process of new media marketing, brands need to pay more attention to their own brand image created for consumers on social platforms [4]. However, in the analysis of the new media marketing strategy of The North Face, we can see that in order to get closer to consumers, The North Face has established an effective communication channel, but at the same time, it is too pursuit of market trends, which leads to the decline of consumers' willingness to consume, and even loses some consumers who are loyal to the brand.

4.3. Salomon—Loss of Balance in Meeting Different Aspects of Consumer Demand

The reason why Salomon is favored by consumers and has gained a high response in the market is due to the "circle" marketing of the brand to different customer groups. This marketing strategy can not only improve the loyalty of the original customer group, but also increase the attraction of potential consumer groups. However, in the in-depth study of Salomon's marketing strategy, we found that Salomon focused on creating its own brand image and corresponding usage scenarios for consumers, but ignored how to provide consumers with methods to choose products to meet their fundamental needs for products.

According to Salomon's market feedback, some consumers who are introduced to Salomon for the first time are unable to handle the various functions of Salomon professional off-road shoes. Misled by information on social media, it is difficult for consumers to distinguish between different types of

shoes and their suitable scenes, while Salomon pays more attention to color matching and shoe type in new media marketing, which may be contrary to the original intention of the brand. When consumers choose a product, its most basic function or the value it brings to consumers is what consumers need most [5]. However, in its current marketing strategy, Salomon pays more attention to the construction of the brand system of outdoor culture, but neglects the core products and consumer needs. However, when the product cannot meet its most basic functional attributes, no matter how much social value the brand gives, it is no longer attractive to consumers.

5. Improvement of the New Media Marketing Strategy

The development of the brand cannot rely on the trend of the market. Because people's aesthetic is constantly changing, the fixed product model and brand image will fail to attract more potential customers, and even consume part of the value of users [6]. In view of the problems of Arcteryx in new media marketing mentioned above, it can be concluded that the expansion of market scale also increases the diversity of consumer demand to a certain extent. Therefore, the brand needs to respond to market demand to a certain extent while keeping its core spirit unchanged. In the process of brand new media marketing, adhere to the original brand belief, but also need to let consumers see the vitality of the brand [7].

In the process of developing new media marketing, it is also necessary to use new media marketing strategies to gain insight and analysis of consumers [8]. The bridge that brands build with consumers through new media marketing is not one-way. When the brand exports culture and connotation to consumers, consumers are also conveying their own demands and reflections to the brand. Although the brand needs to have a certain connotation and style, it also needs to study the psychology and behavior of consumers and measure it in many aspects, so as to develop a marketing strategy that can not only show its own brand personality but also meet the needs of consumers [9]. Therefore, brands need to flexibly apply the resources and convenience brought by new media marketing that are not available in traditional marketing, improve consumers' insight ability and enhance market acuity, and discover their own problems and even pain points in the market according to consumers' feedback.

According to the above research, the main purpose of the new media marketing methods used by brands at present is to establish their own brand image to consumers and strengthen the diversification and authenticity of brand attributes [10]. However, in the process of consumer consumption, the brand image or the culture of its field is only part of it. Although the vast majority of consumer markets no longer consider whether products can meet the most basic consumption purposes of consumers as a measurement standard, more of them compete in the social value or consumption experience given to products, but brands still need to analyze the most basic consumption process of consumers [11]. Building a good brand image will certainly make consumers have a certain willingness to consume, but as a way of marketing, new media marketing not only needs to make consumers think that they are only paying for the brand, the most important thing is to make consumers realize that what they buy is a reliable commodity that can meet their own needs, so as to create a real brand image.

6. Conclusion

According to the above research and analysis, new media marketing not only changes the media and methods of traditional marketing models, but also changes the brand's own brand image construction system and the mode of communication with consumers. Under the operation of this model, consumers can more directly and comprehensively recognize the brand, and can obtain product information in a more convenient way. However, for brands, this new marketing model often makes their brand positioning fuzzy and unable to balance all aspects of the marketing process. Therefore, based on the above analysis of the new media marketing strategies of representative outdoor brands, this study concludes that: especially in the mode of new media marketing, creating a good brand image will give more attribute value to the product, and building a good link with

consumers will meet the needs of consumers for the circle. It can be concluded that the new concepts created by the new media marketing model will be more conducive to the brand's understanding and layout of the market, so that the brand will enter a new level in the marketing strategy.

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