Analysis of Blank ME Brand Marketing Strategy

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Abstract. In March 2021, The State Council issued the Outline of the 14th Five-Year Plan for National Economic and Social Development and the 2035 Vision Goal, which mentioned creating a Chinese brand creation action, protecting and developing the time-honored Chinese brands. Chinese will enhance the influence and competitiveness of the local brands and take the lead in cultivating a number of high-end brands in the field of cosmetics and other consumer goods. Blank ME specializes in base makeup, which is a category less focused on the layout of Chinese color makeup brands. In 2021, it became the TOP1 of the base makeup brand in China on Tmall, with a year-on-year growth of 446%. The research topic of this paper is the marketing strategy of Black Me from a small audience to an explosion and the reasons. The research methods are the content analysis method and literature research method. This research summarizes the brand marketing content published by Blank ME on various platforms and social networking sites and summarizes its marketing. Secondly, based on a large number of literature related to the promotion of brand value and brand image, literature, network information, and data related to the development of a brand-perfect diary at the same time are consulted to provide a basis for case analysis. The research finds that content marketing has become an important part of brand marketing, and consumers' loyalty to brands needs continuous content marketing that can arouse resonance to maintain.

Keywords: Chinese Local Brand, Marketing Strategy, Blank ME.

1. Introduction

With the rise of China's comprehensive strength, the consumer consciousness that conforms to the frontier of The Times and has Chinese characteristics is awakening. According to the "Domestic Beauty Insights Report" released by Tencent in 2019, local beauty brands have accounted for 56 of the market share; In terms of consumer purchase intention, 42% of consumers prefer to choose local beauty brands, and 90% of consumers say they will buy local beauty brands again when they come back [1]. In 2020, the market size of China's local beauty brands reached 157.6 billion yuan. In 2023, the size of China's local beauty market is estimated to be about 252.7 billion yuan, and the CAGR is expected to reach 16.6% during 2021-2023 [2]. From 2016 to 2023, China's local skincare and makeup market size accounted for the main body of the skincare market; the makeup market progress space is huge.[2]Has been because of the lack of bottom makeup domestic production technology and patent, Japan and South Korea, Europe, and the bottom makeup occupied the domestic market bottom makeup, but imports bottom makeup color number, fine powder, block defect degree, durability on there is a problem with the Chinese consumer demand does not match, from Blank ME to Ban Fen Yi, is the domestic local beauty makeup brand for Chinese users bottom makeup needs an effective exploration. Blank ME, as a brand in the emerging market, is rising rapidly and has a good development momentum. It has occupied a certain share in the cosmetics market. Blank ME Tmall store was officially opened in 2019, ranking 45th in the base makeup category of Tmall, and rose to 15th in 2020, ranking top 10 among high-end brands. On April 13, 2021, the new product "Knight Powder Cream" launched by Blank ME became the highest price in the current product line, breaking through the ceiling of base makeup price of 400 yuan in China, and even higher than some base makeup products of international brands. By March 2020, the brand has completed equity financing, and the investors are Shangcheng Investment and Xinshixiang. Through the research and analysis of Blank ME, this report hopes to provide some references for the brand marketing of local beauty

brands and put forward some development suggestions for the upgrading and further development of the Blank ME brand.

The parent company of Blank ME, Shanghai Yongxi Information Technology Co., LTD., was founded in 2016 by Yang Boya, an investor in the beauty industry. He has invested in projects such as the South Korean cosmetics brand "Nature Park" and mother and child care brand "Dexter". Six years after the establishment of the brand, in May 2022, the Chinese name "Ban Fen Yi" was officially launched, and the visual image was updated to start the brand upgrade.

When Blank ME launched its first product in 2016, it created the gauze powder cream category of air cushion base makeup. With the feature of putting the powder cream into a box, it won praise on Taobao, Xiaohongshu, Zhihu, and other platforms and became one of the base makeup products favored by consumers. In the beginning, all the brand's trademark design was created by designers employed by Amore Group. The product appearance was mainly black, white, and gray, with irregular lines and a simple English brand name. In 2019, with the concept of "leaving white for more beauty", the brand is positioned as a free makeup advocate focusing on good skin complexion, focusing on the scientific research of Chinese base makeup, adhering to the principle of skin-friendly, to create truly suitable base makeup solutions for every user to show good complexion.

2. Background of Blank ME

On April 24, 2017, The State Council approved the establishment of May 10 as China Brand Day every year. Under the policy support, the development of China's local makeup brands ushered in new growth points, and at the same time, with the improvement of residents' living standards and income levels, the purchasing power of Chinese consumers continues to rise [3]. The domestic beauty brand market showed an accelerated growth trend during the same period. Even in 2020, when the epidemic affected, the high market prosperity made the beauty track grow to more than 320 billion yuan, and the recovery speed was significantly ahead of other industries.

The influence of cultural confidence is gradually deepening, consumers' recognition of domestic and local brands is enhanced, and domestic products attract more and more consumers. Young consumers' recognition of the quality of local beauty products and their confidence in national culture have led to the vigorous development of local beauty brands [4]. Baidu 2021 search big data shows that the search popularity of local beauty brands in the past year accounted for 76% compared with overseas beauty brands [5].

In order to meet the personalized and differentiated needs of consumers, the types of cosmetics in the domestic market continue to grow, and at the same time, foreign cosmetics with a number of patented technologies and mature brands make local beauty brands face a more fierce market competition. Local beauty brands continue to improve product quality, enrich marketing efforts, and strengthen brand differentiation and product differentiation, so as to obtain more economic benefits and market space.

3. Analysis of brand identities

As a necessary step of makeup, base makeup is an indispensable product category for every brand. However, there are not many local beauty brands that focus on base makeup because foundation products have a higher technical threshold and a higher threshold of consumer trust. Local beauty brands usually use social platforms to carry out marketing activities, while color makeup is more suitable to convey product characteristics through pictures and videos on social platforms, while base makeup is difficult to attract consumers' attention through direct visual effects. At the same time, the technology of foundation products in Korea, Japan, the United States, and Europe is more mature than that of local beauty brands, which makes the local beauty brands established at the same time very cautious about the investment and R&D investment of foundation products. For example, from 2018 to September 2020, the research and development expenses of Perfect Diary ranged from

RMB103 million to RMB41 million, which only accounted for 0.5% and 1.3% of the total revenue, while the research and development expenses of mainstream foreign cosmetics companies ranged from 2% to 4% [6]. Blank ME has always been focusing on the base makeup field since its inception. Its target group has gradually refined from the Asian group in 2019 to Chinese consumers and created brand aesthetics for Chinese consumers. Blank ME puts forward: "The impression of people is shiny skin healthy and natural texture of good color, the best state of skin, is full", Blank ME through light signals applied to the skin, the optimal optical signal curves for a different type of skin original optical research system of the skin, with optical reshaping bottom makeup science, create bottom makeup products as standard. Blank ME is based on 7 cities in China, 100 market products, more than 200,000 effective data to build the Chinese female skin optical atlas research system, and cooperation with many top universities, including the Chinese Academy of Sciences, to break through the existing technical barriers to obtain a number of patents, in optical technology, powder research, exclusive active substances, Holding makeup technology has obtained 17 patents.

Blank ME focuses on the first-touch user experience. As the brand concept of Blank ME -- originated in Shanghai, Global Manufacturing says, Blank ME adopts the combination of a multinational supply chain and a Chinese brand and uses the multinational supply chain to provide patent technology support. The company in Shanghai connects with ODM in Korea and Japan, who master advanced production chains and related technology. Chinese brands conduct consumer surveys and research and development under the domestic aesthetic system. By analyzing massive user skin data and combining the detailed skin data of more than 3,000 KOL users, Chinese brands work with users and KOL to create products and produce makeup solutions suitable for Chinese users. South Korean and Japanese ODMs are responsible for the main R&D and production parts, which are then delivered to consumers through Tmall's overseas flagship stores. Blank ME will send a 6-color trial after the user buys the formal wear product. Users can enjoy a seven-day color change if the suit is not unpacked after the trial. These measures aim to reduce the cost of trial and error for users and improve user comfort with the product. In order to better enrich the consumer experience, Blank ME also launched the "intelligent color number system" in the mini program in April 2021, which included nearly hundreds of color numbers of dozens of brands and made a systematic comparison. The user only needs to input the brand and the color number currently in use as coordinates, and Blank ME will recommend the color number and indicate the color number of the product, which may be 0.5 degrees pink/yellow/white than the current product. This will undoubtedly help consumers greatly reduce the cost of trial and error and create a professional brand image in the pre-sale and after-sales links. Blank ME proposed to "develop products specifically for Asian skin color and build an 'aesthetic discourse' belonging to China" in terms of base makeup aesthetics. Because of the skin quality of Asian women, base makeup needs are very different from users in other regions. For a long time in the past, Chinese users have been alternately dominated by the base makeup aesthetics of Japan, South Korea, Europe, and the United States. The products of these foreign beauty brands and the base makeup aesthetics of foreign consumers have influenced the base makeup aesthetics of Chinese consumers. Blank ME found through a survey that Chinese users actually pay more attention to the "natural feeling" than their counterparts in Japan, South Korea, Europe, and the United States, so they pay more attention to the light and natural makeup effect instead of strong concealer.

In terms of brand marketing, Blank ME not only cares about the marketing of the product side but also the value resonance of the user side. Yang Ting once said: "Do content marketing around the anchor of the brand itself and maintain brand differentiation. No matter in selling points, culture, background, design and appearance, the anchor of brand differentiation should always be found out." A lot of content marketing has been done around consumers' values, aesthetics, and life preferences. Blank ME has an in-depth insight into women's spiritual needs and conveys brand attitude through a large amount of content marketing. Encourage Blank ME to let base makeup serve as a start for women to explore more about themselves and embrace someone's ideal selves. Blank ME's new Chinese brand name, "A half minute one," means: to accompany the user to depict the other half of

the story through the base makeup. Blank ME half a host to many times the "female consciousness" as the theme of the content of class activities, such as "let the world see my face", encourage women to break and charge into the outside world, to follow their heart and the direction of the freedom to choose life, "let the world see my face", Weibo discussion over 13000 times, always read eighty million times, It resonates with millions of women. After this content marketing, Blank ME successively launched a series of brand topics related to women to continuously enhance the voice of the brand, strengthen the brand mentality, build the brand emotional system in a comprehensive layout of social media, and form a unique social network of the brand with emotional marketing. In today's economic era of Z, the brand that can capture the heart of the new generation of consumers is often the expression of the values of the young generation. In May 2022, it officially launched the Chinese name "A half minute one" and updated its visual image to start the brand upgrade. In such a key propaganda point, Blank ME chose to use values to do content marketing. In July 2022, the brand marketing consulting company "Group Yushan" created the first brand advertisement, "Shanghai Half Minute," for Shanghai base makeup brand "Blank ME Half Minute One". By telling the story of Shanghai's preference for every female student living here, consumers can see the beauty of their other half beyond the inherent impression of Shanghai. It conveys a strong vision to the audience -- if there is L'Oréal Paris, Maybelline New York, there must be half of Shanghai. This TVC perfectly integrates the whole atmosphere of Shanghai and the aesthetics of light in TVC. The delicate text matches the aesthetic picture of literature and art, imperceptibly conveying the idea of Blank ME. Blank ME draws inspiration from the city of Shanghai and captures the details in the city to touch the warm and soft place in the hearts of consumers and create emotional resonance with the brand. The topic of encouraging girls to find themselves in Blank ME's brand content comes up again and again and is the most important and long-term issue for the brand. In the cooperation between Blank ME and UP on various platforms, most of them start from the aspects of more emotional self, women, and self-love, which makes the commercial sense of these contents almost unmarked and conveys the brand values in a simple and pleasant way. Perfect Diary has tried this too. In the TVC of brands celebrating the fourth anniversary released by Perfect Diary, Zhou Xun, the spokesperson, and other 6 KOLs told the following story "promoting individuality": girls could be valiant, and boys could be delicate; it was not early for those aged 23 to get married; it was also not late for those in their 60s to find beauty……Such stories fully present the emotional insights into consumers in the new generation by brands [7].

In terms of marketing strategy, Blank ME adopts precise delivery and content marketing to get consumers' attention. With socialization, digital marketing continues to accumulate users. Blank ME's social media layout focuses on Douyin and Weibo for content release while increasing investment in social media. In the period of the promotion, the brand continues to increase investment. From the perspective of talent strategy, the distribution of Blank ME Weibo users is relatively balanced, and the waist accounts for more than 80% of Douyin and Xiaohongshu users. Blank ME uses head talent to promote the sound of the brand, focusing on digging out the middle waist. From the perspective of brand strategy, Blank ME achieves its sales goal by establishing cognition, promoting popular products, and live streaming talent.

Blank ME does not trade in private domains. In China, WeChat is a social platform with more than 1 billion monthly active people, which is the most effective social marketing channel to reach Chinese consumers [8]. However, different from Perfect Diary and other brands, Blank ME does not use private areas as trading places, which is a novel experience for consumers and improves their cognition and goodwill towards the brand. However, the client's desires and preferences tend to change, and the social media sphere itself is very dynamic. Thus, constantly developing the strategy and being attentive to the changes occurring on social media is essential for a successful Social Media Strategy [9].

4. Suggestion

Product-centered brands still need to make good products. The R&D investment of Blank ME is obviously insufficient compared with that of other first-tier brands, and the product R&D cycle is long. In 2021, the 16-month hot product of Knight Powder Cream was relatively single. To consolidate product strength and establish technical barriers to ensure excellent product quality. For products, quality is the foundation. Only when product quality is guaranteed can it win more consumers' good reputation and obtain consumers' loyalty to the brand.

Strengthen customer relationship management, and increase consumer loyalty to the brand. Customer relationship management can be strengthened by establishing a consumer information database, building a member system, and other measures. Data empowerment can be used to strengthen members' insight, tap their internal needs, carry out refined operations, provide private customized products or services, and thus improve users' brand loyalty.

With the reduction of e-commerce dividends and the increase in drainage costs, brands may lay out offline channels to obtain new traffic entrances. With the rising price of Blank ME products, brand upgrading is imminent. In the era of fragmentation, the multi-channel operation is an inevitable trend, and brand marketing advantage will become the support of multi-channel operation [10].

5. Conclusion

Blank ME, as a local niche beauty brand, has achieved today's market share and sales due to its accurate positioning and brand marketing. The highly resonant content marketing combined with the content planting of the whole platform closely connects the brand with relevant consumers. The promotion of Oriental aesthetics and the deep fit of national aesthetics help its better growth in the local. However, due to the particularity of the R&D and production region, it is vulnerable to the influence of international factors, which also makes consumers doubt the identity of its local brand.

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