

FWEE Brand Design: Integrated Analysis of Marketing Strategy and Visual Representation

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Abstract: Brand can be regarded as a kind of value symbol, and visual elements, as an important part of brand identity, play a key role in shaping and spreading brand image. With the intensification of market competition, brand design has become one of the important means for enterprises to gain competitive advantages. In the context of digital transformation, the visual performance and marketing means of brands have gradually evolved into the core areas of concern for enterprises, and consumers are not only concerned about the function and quality of products, but also pay more attention to the overall experience and emotional resonance brought by the brand. As a new-generation leading brand in the South Korean beauty market, FWEE has rapidly won a large number of loyal consumers through its unique brand tone and innovative marketing strategies. This paper presents a review of the brand image of FWEE and the relationship between its brand image and its marketing strategy. The study of FWEE's brand image and consumers' purchase intention explores the close connection between marketing and brand design, which contributes to an in-depth understanding of the key elements of modern branding, and can provide valuable references for other brands in terms of design and marketing strategies.

Keywords: Brand Design; Integrated Marketing Communications; Visual Identification; Brand Building.

1. Literature Review

1.1. Brand Design Theory

Brand design is a core aspect of branding, involving brand identity, colour, fonts, packaging and many other elements. As a visual representation of the brand, the brand logo must be unique and recognizable to leave a deep impression in the minds of consumers. The choice of colours and fonts should be in line with the positioning of the brand and the aesthetic

preferences of the target audience, to enhance the brand's visual appeal and memory points. According to Aaker's brand equity model, brand identity and brand association are important components of brand equity [1], and through the application of visual design elements, brand identity can be enhanced and strong brand associations can be established. FWEE brand adopts distinctive colours and modern fonts in its design, which not only enhance the brand recognition, but also convey the brand image of fashion and high quality.

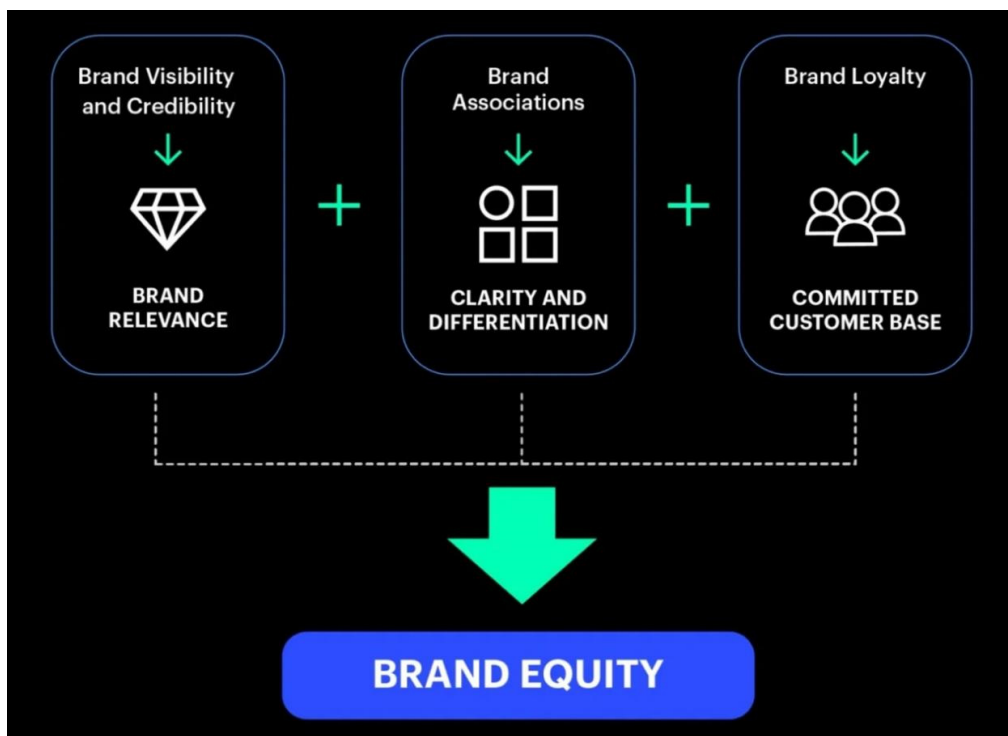


Figure 1. Elements of Brand Equity, 2014 Edition, David A. Aaker <https://haas.berkeley.edu/faculty/david-a-aaker/>

2. Marketing Strategy

2.1. Integrated Marketing Communications

Marketing strategies include brand positioning, target market selection, and integration of marketing channels. An effective marketing strategy can enhance brand value and establish a deep emotional connection with consumers. Integrated marketing communication (IMC) delivers a consistent brand message through multiple channels, ensuring that the brand image is uniform and coherent across different touchpoints. [2] According to a 2022 Gartner survey,

marketing budgets have climbed to 9.5 per cent of a company's total revenue, and companies with integrated marketing communications experience 20 per cent higher sales growth than those with single-channel marketing. The target audience for new-generation make-up, like FWEE, typically consists of consumers of all ages and backgrounds, from ten to thirty generations, who use a variety of different media channels through Diverse channels such as social media like Instagram, influencer marketing, TV commercials, online ads, etc. reach a wider audience, increase brand reach, and create a strong connection with target consumers.

Marketing Budgets as Percentage of Total Revenue
Mean Percentage of Budget Shown

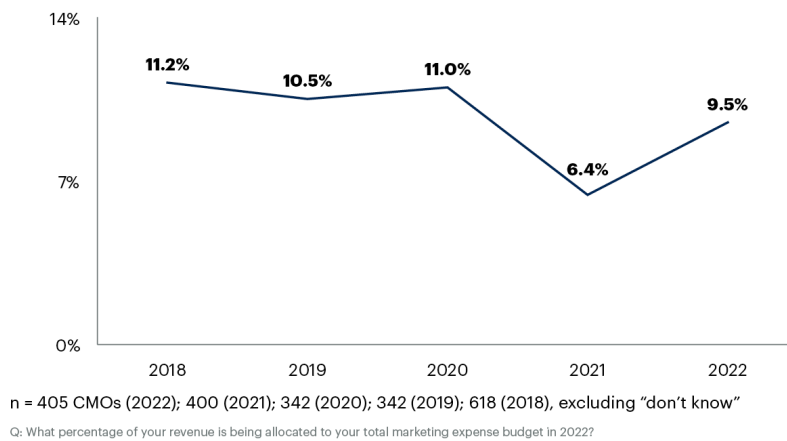


Figure 2. Marketing Budgets as Percentage of Total Revenue. <https://www.gartner.com/en/about>

As a beauty brand, FWEE is inherently experiential. By posting information about flash mob events through social media platforms and placing outdoor advertisements in popular city locations, FWEE attracted a large number of target consumers to experience the event by giving away keychains and adding an experience pack. Interaction and user-generated content on social media platforms greatly enhanced the brand's exposure and influence, and a strong brand community was established by publishing high-quality content and interacting with fans. User-generated content

(UGC) has become an important part of FWEE's brand communication, and the sharing of real user experiences greatly enhances the credibility and influence of the brand.

FWEE also actively participates in offline activities and exhibitions to communicate with consumers face-to-face and enhance brand affinity and trust. It also adopts a unified visual design for both advertising and social media content, ensuring consistency and coherence of the brand message to a large extent.

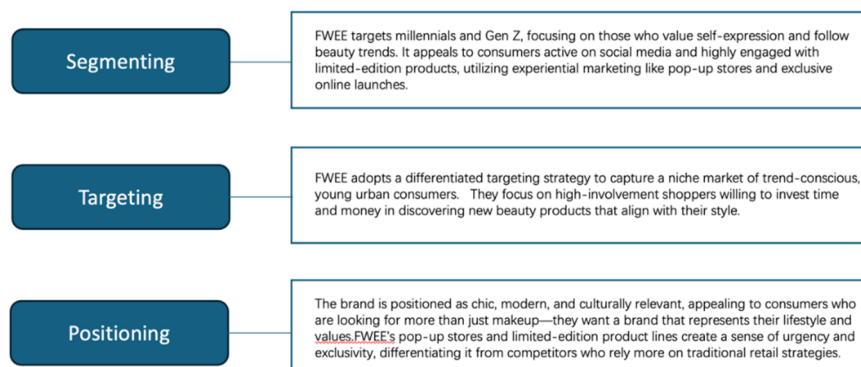


Figure 3. FWEE brand analysis results obtained from STP theory

Among them, the pop-up store, which is the main selling channel of FWEE, has achieved very bright results in this year's marketing. pop-up store, as an innovative retail format, has been rapidly emerging globally in recent years. According to a survey by global market research firm Statista, the global flash shop market is expected to reach \$15.32 billion in 2023

[Statista, 2023], and more than 80% of retailers in the U.S. say they will consider opening a flash shop in the next five years [PopUp Republic, 2021]. As the main consumer generation 20, even more up to 74% of consumers said that they are willing to go and try flash shop activities after seeing them on social media, because these shops provide them with

unique and interesting shopping experience. FWEE company keenly saw this and put the main marketing activities on Pop-up Store, which quickly attracted the attention of with its ephemeral, flexible and highly interactive features, it quickly attracts the attention of relevant consumers and effectively enhances brand exposure and awareness, while stimulating consumers' desire to buy and enthusiasm for participation through creative design, limited-time offers and unique experiences [Pomodoro, 2013].

Kotler's marketing theory emphasises the importance of market segmentation, target market selection and market positioning (STP) [Kotler, 1997]. The competitiveness of a brand in the target market can be enhanced through accurate market positioning and effective marketing strategies. FWEE has successfully enhanced the brand's influence in the target market through accurate market positioning and the development of a multi-channel marketing strategy to meet the needs of young female consumers.

3. Experiential Activities

3.1. Brand Visual Identity System

Brand visual identification system (VI) is the use of systematic, unified visual symbol system. Visual identification is a static form of communication that concretises and visualises the identification symbols, with the most items, the widest level and more direct effect. It contains elements such as brand logos, colours, fonts and product packaging. Through consistent visual design, the brand can convey a unified brand image and information at various contact points, enhancing brand recognition and memory points. And colour psychology research shows that different colours can convey different emotions and messages, thus subconsciously influencing consumers' brand perception and purchase decisions.

Founded in 2018, the FWEE brand positions its main target market on young female consumers, who in the new era pursue fashionable, personalised and innovative beauty products. Through precise market positioning FWEE quickly grew up in the heavily competitive beauty market.

FWEE's logo design is simple and clear, directly using a highly readable sans serif font as the brand logo, and the shops also adopt the classic logo combined with brand colours to present the visual effect. In terms of colour selection, FWEE uses bright blue with warm tones such as beige. From the perspective of visual psychology, blue, which symbolizes cleanliness, purity and health, and beige, which symbolizes warmth, sunshine and naturalness, form a contrasting colour scheme of cold and warm, which creates visual balance and harmony, conveys FWEE's pursuit of health, beauty and naturalness, and strengthens the sense of value of the brand to make the brand image of FWEE more attractive and appealing. FWEE's brand image is more friendly and pleasant. This colour scheme is widely used in skincare and beauty product packaging to reassure and delight consumers. This is particularly important for beauty brands that emphasise skincare and wellness, as the colour palette maximises calmness and relaxation, helping to enhance the experience of using the products.



Figure 4. FWEE brand logo (a)



Figure 4. FWEE pop-up shop in Sungsu-dong (b)

The interior of the pop-up shop in Sungsu-dong is full of creativity, focusing not only on practicality but also on visual beauty and uniqueness, attracting a large number of consumers' attention. Through unique shop design, innovative displays, and interactive activities, FWEE establishes a deep emotional connection with consumers. FWEE has made full use of these strategies in the design and operation of the pop-up shop to successfully complete the creation of its brand image.

In terms of the appearance of the pop-up store, in addition to using a large area of high-purity blue to be able to attract the attention of the audience in a short period of time, the appearance of the design of the use of rounded lines, such a soft and friendly design, and the simple colour scheme to create a comfortable and relaxing atmosphere, the interior design to reduce visual clutter, so that the products become the focus of attention, highlighting the details and texture of the beauty products, to enhance the customer shopping experience, to Attract customers' attention and purchase, increase the stay time and purchase willingness. In line with the elegance, sophistication and modernity pursued by beauty brands, it is able to stand out in a busy business environment, attracting the attention of passers-by and increasing the rate of entry into the shop. The full application of these elements in internal and external shop displays, product packaging and promotional materials creates a highly consistent visual identity system that not only demonstrates the aesthetic concept of the FWEE brand, but also differentiates it from its many competitors who pursue sophistication and luxury, and conforms to the modern trend while possessing a sense of fashion and foresight unique to a young brand, thus enhancing the consistency of the brand's image and a sense of identity.

In addition, flash mobs are usually temporary in nature, and designs with sleek lines and simple colour schemes are easier to set up and remodel quickly, in line with the need for flexibility in flash mobs.

3.2. Interactive Experience Design

FWEE's flash mob is not only a sales space, but also an interactive experience platform. The brand set up several interactive experience zones, such as product trial zones and

photo zones, to attract consumers to actively participate. Consumers experience the products in the flash mob and share photos to social media, creating a large amount of user-generated content that further expands the brand's communication impact.



Figure 5. Interior design and product packing (a)



Figure 6. Interior design and product packing (b)



Figure 7. Interior design and product packing (c)



Figure 8. Interior design and product packing (d)



Figure 9. Experiential activities

4. FWEE Brand Design Elements

FWEE has significantly increased brand awareness in the target market through its unique visual design and consistent brand image. More than 80% of target consumers were able to accurately identify the FWEE brand and expressed a high level of recognition of its brand image.

And the visual design successfully conveys the core values and personality of the brand. The brand image of being young, fashionable and innovative is deeply rooted in people's hearts, attracting a large number of young female consumers who pursue individuality and high quality. Brand image surveys show that FWEE's brand image scores in the target market are higher than those of competing brands, and consumers highly recognise its brand personality and value proposition.

The success of FWEE's brand design and marketing can be summed up by four key elements. Firstly, the unique brand identity and visual elements, the brand has successfully enhanced brand recognition and consumer memory through the well-designed brand identity, unique colour palette and personalised fonts. These visual elements not only make FWEE stand out from the crowd of beauty brands, but also create a unique brand image that gives it a foothold in its target market. Second is precise market positioning and consumer insight. FWEE's marketing department studies the target market in depth, accurately grasps consumers' needs and preferences, and develops marketing strategies that are highly in line with market expectations. For example, FWEE has launched a series of innovative products and marketing campaigns targeting young, individualistic and trendy consumers, which satisfy consumers' pursuit of self-expression and distinctiveness and enhance the brand's market appeal. The third thing is multi-channel integrated marketing communication, using social media, offline activities, advertising and other channels to deliver a consistent and powerful brand message, which strengthens the brand's market influence and consumer brand loyalty. By integrating multiple communication methods, FWEE not only expands the reach of the brand, but also improves the interaction and emotional connection between the brand and

consumers. The last and most important point, that is, continuous brand innovation, keeps the brand fresh and competitive in the market by launching new products and creative activities on a regular basis. Whether it is in product design or marketing campaigns, FWEE continues to challenge itself to keep the brand at the forefront of a fast-changing marketplace and to continue to capture the attention and engagement of its target consumers.

5. Conclusion

The FWEE brand has successfully stood out in the highly competitive beauty market through its unique brand design and innovative marketing strategy. Its brand design focuses on the uniqueness and attractiveness of its visual presentation, while its marketing strategy focuses on multi-channel integration and in-depth interaction with consumers, and FWEE's successful experience provides a valuable reference for other brands.

In terms of FWEE's future brand development strategy, it is recommended to continue to maintain the brand's innovation and uniqueness, and further deepen the interaction and emotional connection with consumers. Meanwhile, other brands should focus on personalisation and differentiation in their design and marketing strategies, and enhance their brand

influence and competitiveness through precise market positioning and multi-channel integrated marketing communications.

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