

Research on the brand image design of Netflix tea drink

-- Taking Sexy Tea as an example

Jiaying Zeng

College of Art and Design., Wuhan Textile University, Wuhan 430000, China

Abstract: With the development of the economy and society, people's demand for entertainment is realized through the Internet platform, and the Netflix economy has started to develop rapidly, promoting the birth of Netflix brands. Netflix tea brand refers to the brand that uses the Internet and social platforms to gather a large number of fans and turn them into a market audience so as to quickly explode. It is different from the traditional sense of the brand, but how to make the net popularity brand reap dividends at the same time, but also to make the brand sustainable growth, this is a problem that cannot be ignored. In this paper, through the study of the tea brand "Cha Yan Yuet Si", the purpose is to explore the development status of the brand tea in the context of the Netflix economy, and summarize the methods of Netflix brand image design. Therefore, in the design of the brand logo, the core concept of the brand should be analyzed, and the core concept should be carried through in the whole image design of the brand, so as to continuously strengthen the penetration of its dissemination in the public, and achieve the purpose of cultural export and brand heritage, which is the trend of brand design.

Keywords: Netflix; Branding; Tea Face; Image Design.

1. The origin of branding

The word "brand" comes from the Old Norse word brand, which means "to burn" and refers to the burning of a seal by the producer to brand the surface of the product. In ancient times, people branded their livestock on the buttocks to prove ownership, so until 1865, brand was only used to refer to branding. The reason why "brand" is used is because of the similarity between the two, "leaving a deep impression on the hearts of the audience".

In modern society, a brand is defined as a mark, symbol, form and a set of systematic communication methods used to build a unique perception in the hearts of consumers, and at the same time, such brands can satisfy consumers' daily needs while giving more spiritual satisfaction. A brand is a relationship between a company, a product and a consumer. A brand is not always positive, but also negative, and it is the result of the joint action of the consumer and the operator of the brand. For the definition of the brand, it is the brand operator and consumers produce a brand between each other, the brand is good or bad, depending on the power and value of the brand itself.

1.1. The development of branding in China and the West

In early England, a law was passed that required all bread to be marked so that if it was found to be inadequate, one would know who had produced it. In medieval Europe, craft workers branded their handicrafts with marks for easy identification, and in the early 16th century, producers put wine in bottles branded with their marks to prevent others from stealing them. Traditional Chinese forms of commercial mark design, on the other hand, primarily served the commodity trading activities undertaken in the context of the ancient natural economy. Ancient Chinese commercial marks were not only for distinguishing products and enterprises, but also for indicating the age, origin, use, craftsman, or collector's name on the bottom of Ming and Qing porcelain,

also called inscriptions, which were intended to control the production, origin, and distinguish the good and bad of the products, as well as to prevent the quality of the products from having problems in order to find the maker of the products, which was the prototype of the trademark. After the reform and opening up, our country is getting stronger and stronger, the domestic economic development is getting better and better, and there are more and more enterprises, the brand visual image design is also getting more and more attention from the enterprises.

2. Meaning of Netflix

Netflix is a form of relying on mobile internet and social platforms to gather a large number of fans and convert them into market audience. With the development of the Internet and the media, a brand can become a household name overnight through some marketing tools, and become a household name on the social media, so that the brand can capture the attention of the masses in a short period of time and achieve strong exposure. With the development of social economy, people's demand for entertainment is realized through on the Internet platform. Driven by both the demand for entertainment and the Internet platform, net popularity has become a new economic form. However, it is also a double-edged sword, which can quickly open up a new market and attract a large number of customers and traffic, but can also be backfired.

2.1. Behind the explosion of net red tea brands

Nowadays, the Internet is diversified, and the word "Netflix" is rapidly entering people's vision. Since 2016, the tea industry has been growing steadily, and now Come Wonka, CoCo, A little tea, NAYUKI and other brands of milk tea have been launched, which are mainly tea leaves, plus milk, fruit, cheese and other ingredients, fruit, cheese and other ingredients to develop a new type of tea drink. Netflix milk tea has gained high popularity not because of how special it tastes, but because it is a brand-new product. It has caught

the eye of a new generation of consumers and made their consumption needs satisfied. The target group of these new-style tea drinks is basically the post-80s, post-90s young people mainly, supplemented by the post-00s. The contemporary youth, the pursuit of a comfortable life, leading social trends, looking for novelty, so the card, taking pictures, sending friends, shooting short videos, has become a medium. The brand of Netflix is to take advantage of the psychology of consumers to lead them to positive publicity, thus quickly spreading on social media.

In modern times, with the development of the Internet and media, through some marketing operations, a brand can become a household name overnight and become a hit on all major social media platforms, with sales reaching millions overnight, grabbing the attention of the masses and achieving high traffic, strong exposure and high conversion, and with this, the term "Netflix brand" has emerged. The term "Netflix brand" is a very topical term. As a net-celebrity brand is just like a popular traffic star, the brand originally means the trust and recognition of users, while the traffic is only a momentary attention, how can a net-celebrity brand maintain high traffic while also creating a strong brand image and user reputation, rather than a synonym for "short-lived", a domestic net-celebrity milk tea. The current Chinese online tea store "Sexy Tea" has made a lot of efforts in building a strong brand image, which is worth learning from the brands.

Among similar tea brands, Sexy Tea's unique Chinese-inspired design and down-to-earth brand image have made Sexy Tea an unshakeable position in the new tea industry. Sexy Tea finds its own style in this era of countless milk tea brands, capturing the heritage of Chinese tea culture and finding a gap in the market. The homogenization of tea brands is very serious, tea recipes are also difficult to form patents, with the rapid expansion of capital, the market is facing strong competition, how to be able to establish a firm foothold, that requires major brands to enhance the core value. In fact, every brand should have its own characteristics, just like a person, can be divided by through gender, physical appearance, temperament and talk to distinguish and differentiation, so does the brand, even if it is even for the same product, it can make its own personality and Even for the same product, it can make its own personality and have its own brand identity.

2.1.1. Characteristics of Generation Z Consumer Group

Generation z refers to people born between 1995 and 2009. According to the National Bureau of Statistics, the size of generation z is 233 million people, accounting for 16.5% of China's total population in 2021, and the consumption scale can be roughly calculated to be 4.94 trillion yuan, compared with the global average, China's generation z is keener on consumption. In terms of consumption characteristics, the more obvious feature is that China's Generation Z will show a stronger cultural confidence and more attention to the national trend culture. The reason why Sexy Tea stands out from the rest is that it has given a new era value to the tea brand.

3. Design concept of Sexy Tea brand

Sexy Tea's positioning is "new Chinese tea", and its newness is not only reflected in the innovation of tea making technology and taste, but also in the visual design of the brand.

3.1. Brand Positioning

In 2013, Sexy Tea opened on the Huangxing Road

Pedestrian Street in Changsha, Hunan Province, and caused a huge response in the market as soon as it opened. As a well-known local milk tea brand in Changsha, it is different from the thousand and one Nordic minimalist Netflix style tea stores on the market. Sexy Tea, as a fresh tea store with a Chinese style theme for the first time in the mainland, has found a blank positioning in the market. Its founder, Lv Liang, once said, "A brand is just like a life, from conception to birth, it needs time to take care of." Therefore, Sexy Tea takes the rich Chinese tea culture as the background of development, with Chinese style as the brand focus, whether in the brand logo, decoration, or packaging are unique. sexy tea unique design style, combining traditional beauty and modern technology, so that the characteristics of traditional Chinese culture throughout every detail of the brand. sexy tea audience crowd They are the generation that grew up with the Internet and are more concerned about trends and quality, and Sexy Tea will naturally make young people who are willing to express themselves and like to share willing to spread the word. On the other hand, Sexy Tea is different from some tea drink stores that keep opening chain stores in first-tier cities, Sexy Tea has become a symbol unique to Changsha, another iconic food besides stinky tofu, Wenheyou, and sweetened oil poa, "the tea you can only get in Changsha", successfully arousing tourists' curiosity, and greatly succeeded in stimulating consumers' desire to buy.

3.2. Brand Concept

As the first brand to propose the fusion of "Chinese style" and new tea, Sexy Tea makes the best use of Chinese cultural elements, showing that it is different from other tea brands, highlighting its personality and quality.

Sexy Tea's trademark is a woman dressed in ancient Chinese costume with a fop fan in her hand. From the names of the tea drinks, the brand uses classical Chinese names, such as black tea called red face, green tea called coon green, milk-covered tea with added ingredients such as nuts and chocolate called cardamom, and also drink names named after four-letter words such as cranberry applesauce and earthly smoke and fire; from the product packaging, the tea drinks are printed on the outside of the paper cups with From the point of view of the product packaging, the outside of the tea cups are printed with some ancient Chinese paintings; from the store decoration, Sexy Tea also uses the ancient Chinese decoration style, and from the point of view of its brand, its cultural and creative brand name is "Zhihu, tea too", using the familiar language, Zhihu, and its first concept store name is "Square Inch - Peach Blossom Source Its first concept store name is "Square Inch - Peach Blossom Source", which is derived from the Chinese literary figure Tao Yuanming's "The Peach Blossom Source" in the Jin Dynasty.

Sexy Tea has its roots in Changsha geographically and in China at heart. From the brand logo to the products to the visual design, Sexy Tea advocates Chinese aesthetics, so that the whole brand exudes a strong Chinese flavor. In addition to the products, Sexy Tea is also the "most creative tea store", creating its own creative products around the traditional elements of Chinese style, Chinese fashion and new Chinese style, such as fragrant tea, umbrellas, thermal cups, satchels, cell phone stickers, puzzles, postcards, band-aids, etc., in order to meet the diversified needs of young people. to meet the diversified demands of young people.

4. Sexy Tea's brand image identification

Sexy Tea inherits Chinese tea culture, plays with creative new flavors, unique, anchored in the gap of the Chinese style market continues to plow, in order to let consumers deeply feel the core of the brand, can not be hard to instill them, but should be based on the audience easy to accept the traditional culture, to awaken their hearts to the sense of identity of traditional culture.

4.1. Basic image recognition

Throughout the market, most of the hot tea drink brand designs are taking the simple and modern route, while Sexy Tea's logo is extracted from the fan-holding figure of Cui Yingying, the protagonist of the novel "The Romance of The West Chamber", her image is a gentle, Jiangnan maiden with a shaking fan, using traditional Chinese red as the base color, combining the classic cultural elements of ladies, the fan and the octagonal window for design, and the text is also as slender as a maiden, forming a logo with Design is to visualize wisdom", and the anthropomorphic design of the brand increases the interactivity between consumers and the product.



Figure 1. Sexy Tea brand logo

4.2. Application of image recognition

Sexy Tea as a tea brand its tea products are the most exposed to consumers, in the product series, product packaging, visual publicity and peripheral product development, all based on traditional Chinese culture, truly "new Chinese style". The Chinese style illustration of each cup contains a variety of allusions, famous places, and each type of tea drink category has an elegant name, "earthly smoke and fire", "sound oolong", "orchid latte". Sexy Tea has bought the right to use the paintings from major museums, using famous paintings such as "Thousand Miles of Rivers and Mountains" and "Dwelling in the Fuchun Mountains", a beautiful painting wrapped around a cup of drink, how is this not a kind of The romance of the literati? Using modern artistic techniques to transform and convey the beauty of traditional culture to consumers, creating a distinctive packaging.



Figure 2. Sexy Tea "A Thousand Miles of Rivers and Mountains" packaging



Figure 3. Sexy Tea "Dwelling in the Fuchun Mountains" packaging

In the eyes of consumers, similar brands should be born rivals, but HEYTEA and Sexy Tea have actually carried out a co-branding, sending out messages on WeChat public number, telling the story of HEYTEA's visit to Changsha and Sexy Tea's "face-to-face", and also launching a co-branded gift box. The positioning of Sexy Tea is the first Chinese-themed fresh tea store, with high value and literary style loved by young people, which sets up an image more like a gentle ancient woman, while HEYTEA is a typical boy, the pursuit of inspiration, trends, the pursuit of fashion elements, design style is its biggest feature, the whole brand also pays great attention to the creation of fashion and youthfulness. Such a cooperation, sincere fans "knocked to the sugar", ignited the enthusiasm of the industry and the fan base, the two complement each other in all aspects, to achieve a mutually beneficial win-win situation for competing products, worthy of praise and esteem, to give young consumers a new experience.



Figure 4. Sexy Tea strip cartoon cover

4.3. Store Image Recognition

Each of Sexy Tea's tea stores has its own characteristics, whether it's the first one with a beautiful classical Chinese style, or the one that plays with Chinese mythology, Zhihu Tea also leaves a deep impression. "Bamboo Forest Cooking Tea", still full of design, the mural incorporates the element of bamboo forest, floating and unstructured, full of a sense of leisure and wild crane mood. As the name suggests, "Bamboo Forest Boiled Tea" is a concept store with the theme of

"bamboo forest". The entire tea store is designed with bamboo and tiles as the main design elements, with wood and dark green as the main color points, rendering the natural atmosphere of nature. In the store, the bright white wall incorporates various design elements, and also adds Su Dongpo's famous quote as an auxiliary element of the design, such as the clear wind and bright moon, and the bamboo forest cooking rain. The whole space is mainly made of logs and bamboo as raw materials, and the wall of the central area is made of dark gray tiles, and many bamboo forest elements have been added to better match the theme and reflect the brand culture of Sexy Tea. The stairs and walls are in dark green to create a sense of bamboo forest seclusion, and the store's cups are packaged with a corresponding theme, which is unique and aesthetically pleasing.



Figure 5. Sexy Tea's "Bamboo Forest Tea" specialty store

5. Brand image design methods (Summary)

The development of new tea drinks in China has not been long, although there are many types but most tea drinking enterprises are still in the initial stage of exploration. Netflix brands have been developing rapidly with the rise of social media and the Internet, and these brands have rapidly entered the public eye, while reaping the economic dividends of Netflix, the brand concept throughout the entire brand image

design to make the brand continue to grow, which is a stage that companies need to explore and learn. Giving different traditional cultural elements, creating a richly layered and textured experience space, constantly refreshing the public's perception of tea culture, through the unique design of consumer recognition and continue to enhance the status of the brand in the hearts of consumers. New Chinese tea drink by the east wind of the national tide, more attractive to young people, strong national power to enhance their national cultural self-confidence, net red brand because of its strong social influence, should seize its brand connotation and value, and thus enhance the brand value.

References

- [1] Zhang Min, Zhao Xiaozhen, Zhou Yuanfei. Brands should not only be weblebrities[J]. Enterprise Management,2022(10):53-55.
- [2] Li Zichen. How to turn a new brand into an evergreen one [N]. DOI:10.28270/n.cnki.ngjsb.2022.002481.
- [3] Wang X, Feng YQ. The thinking behind the explosion of new tea market: the example of "Sexy Tea"[J]. DOI:10.16645/j.cnki.cn11-5281/c.2021.12.030.
- [4] Xu S-W, Peng J-G, Li Chun-Meng. Big data analysis of IWOM of Netflix brands: the example of "Nesher's tea"[J]. Journal of Chongqing University of Commerce and Industry (Social Science Edition),2022,39(06):47-58.
- [5] Wang Cheng. Research on the business model of branded tea beverage enterprises in the context of net popularity economy: the example of "HEYTEA"[J]. DOI:10.19311/j.cnki.1672-3198.2021.35.026.
- [6] Hu Yuanchun. Marketing strategy of Sexy Tea brand [J]. Cooperative Economy and Technology,2021(03): 78-80.DOI:10.13665/j.cnki.hzjjykj.2021.03.034.
- [7] Huang Wenqian,Gao Han. A study on branding based on design strategy management--example of "Sexy Tea"[J]. Western Leather,2019,41(21):131+140.