

MKT6012: Repositioning Plan for Dr. Yu

「21天屏蔽烦扰」

A Group

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2021



Brand Introduction

玉泽
Dr.Yu

Dr.Yu is a Chinese medical skin care brand owned by Jahwa that is committed to solving various skin problems caused by skin barrier damage, such as peeling, dry itching, chapping, rough, acne, tingling and redness



situation

audience

campaign

budget

Product Characteristic

- Professional medical skin care
- Innovative biological technology
- Focus on medical solutions to Asian (Chinese) skin care problems

Brand Characteristic

- Multi-product matrix
- Value for money
- Focus on E-Commerce Channel using livestreaming and KOL marketing strategy

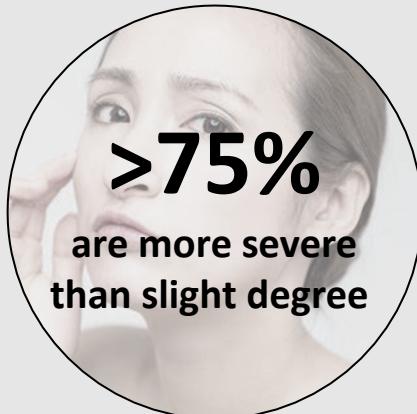
玉泽官网. 上海家化. <https://www.jahwa.com.cn/yuze>

Brand Introduction——Target Market

The target customers of Dr.Yu are the females who suffer from sensitive skin problems with middle budget on skincare

Customer Characteristics

Sensitive Skin Problems



Expenditure



Contents Preference



Ways to Get Information



situation

audience

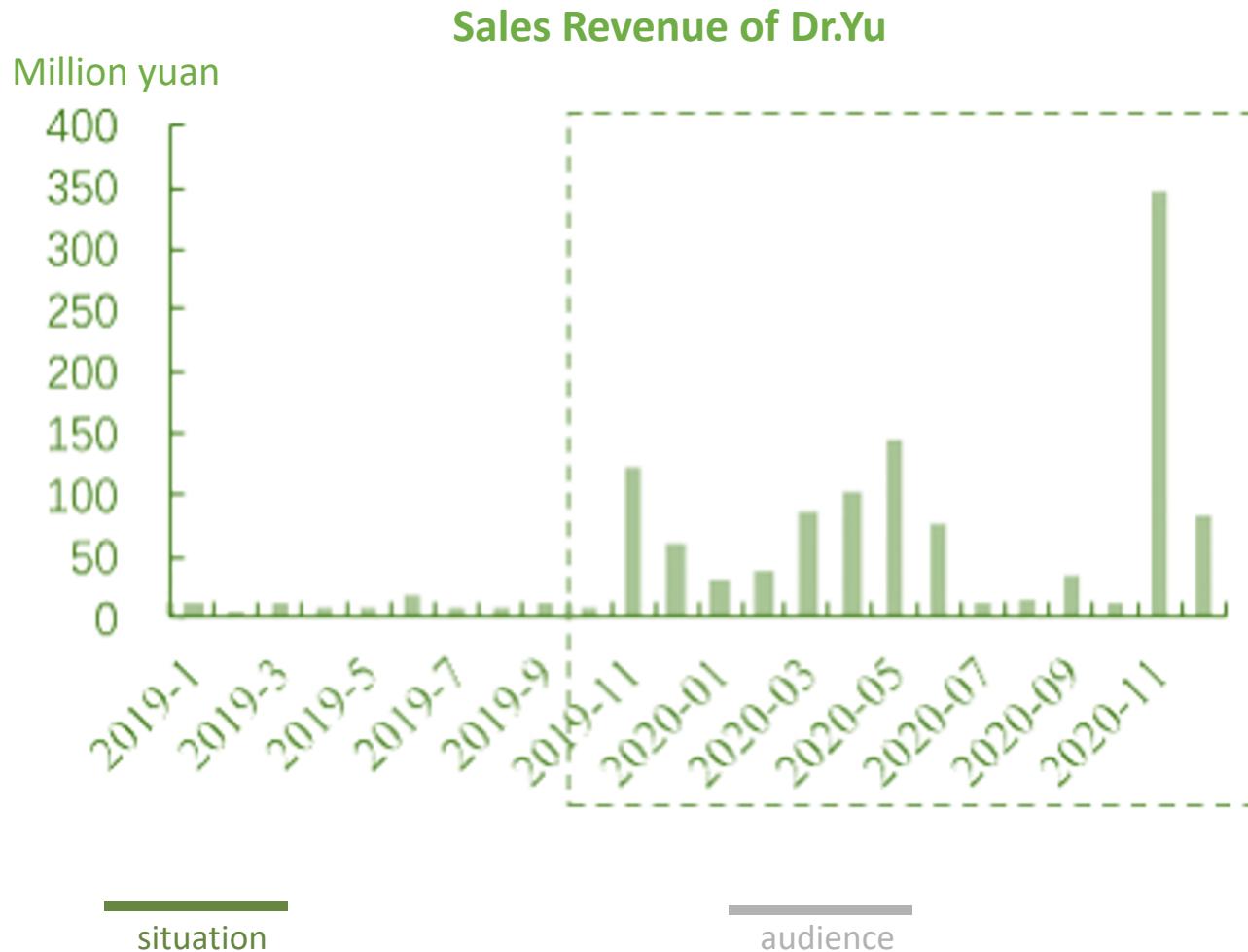
campaign

budget

Brand Introduction—Financial Performance

玉津
Dr.YU

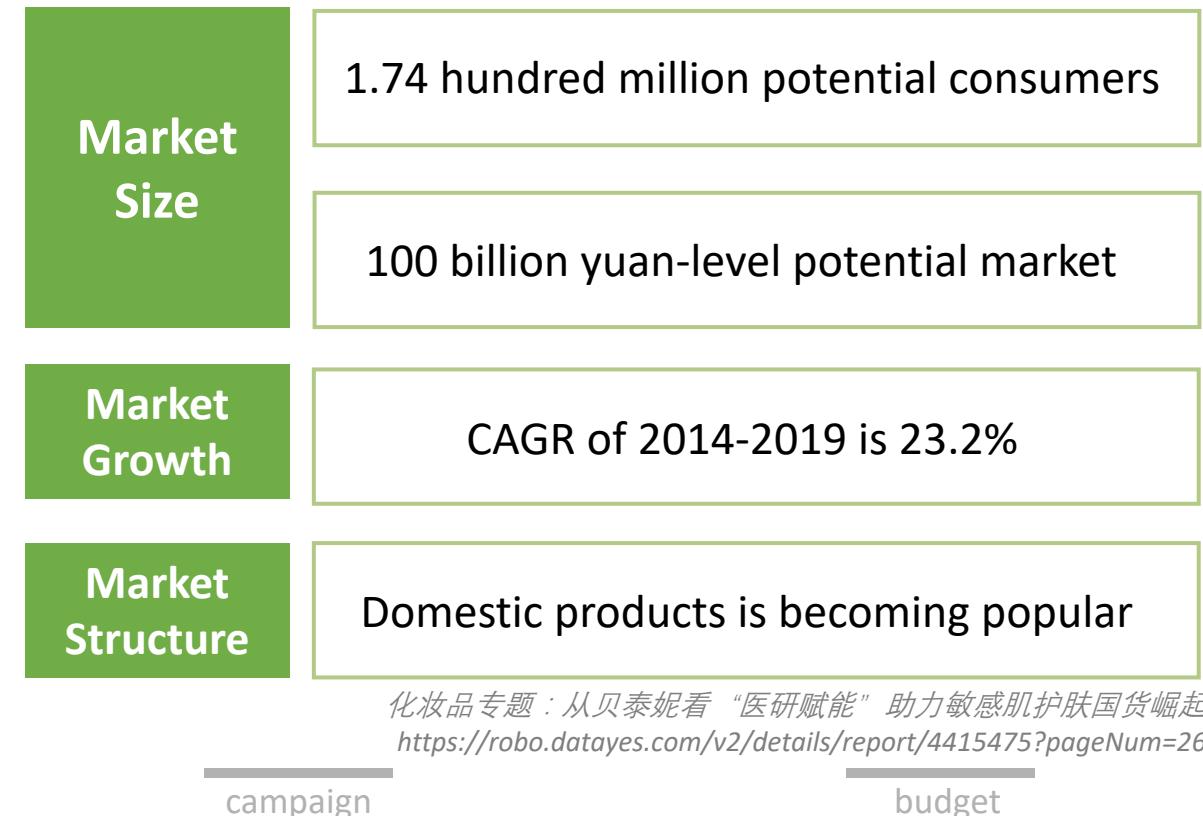
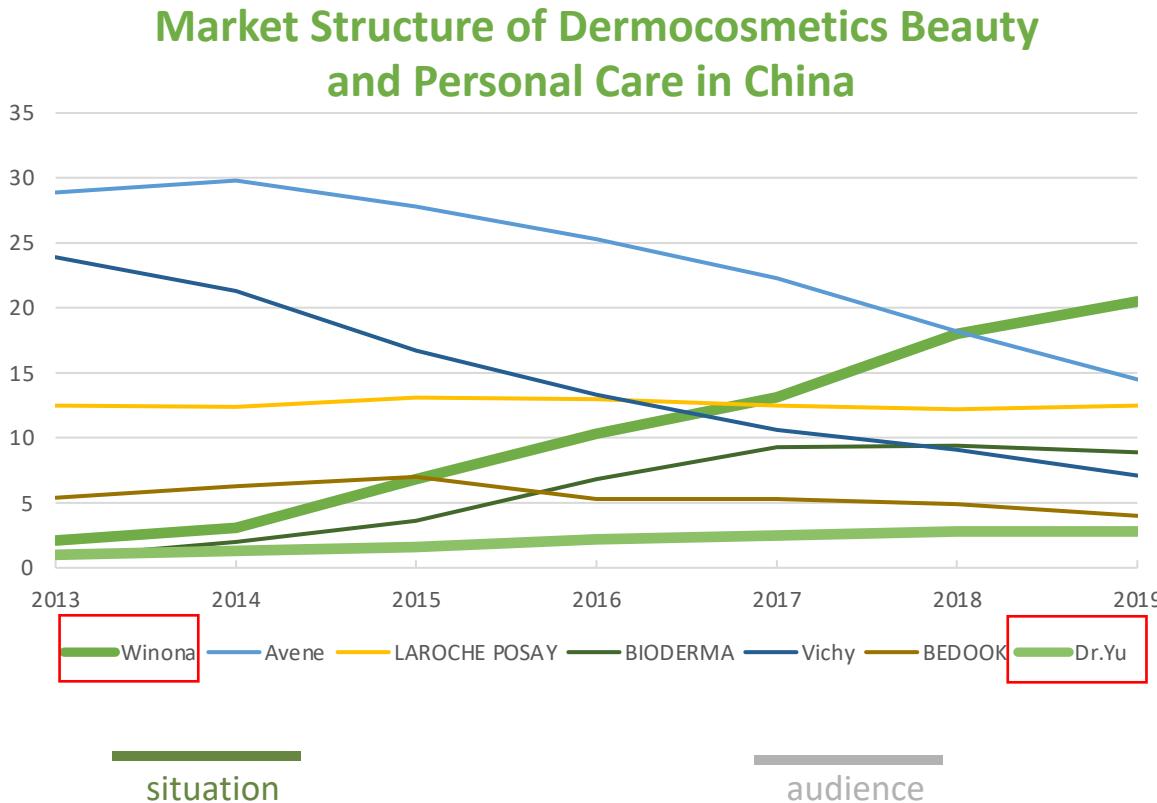
Depending on livestreaming and KOL (Li Jiaqi) marketing strategy, Dr.Yu's turnover had increased rapidly during the first half of 2020



- Before double 11 shopping festival in 2019, Dr.Yu began to cooperate with the top KOL Li Jiaqi
 - Thanks to Li jiaqi's appeal, Dr.Yu was recommended to the public and the sales kept growing obviously in next 6 months
 - In July 2020, the collaboration between Dr.Yu and Li Jiaqi suspended
 - In September 2020, Dr.Yu started to launch products on Wei Ya's platform

Brand Introduction——Industry

- **Dermocosmetics Beauty and Personal Care** products is used to address or mitigate specific skin problems with professionals' or doctors' endorsement
- The total amount of the market of China is 13.6 billion yuan in 2019



Problem Identification

玉泽
Dr.Yu



李佳琦



薇娅

Collaboration Period
2020.9 - Now

Customers considered it as a **betrayal of Li** as they thought Dr.Yu became famous because of him

Critical damage to the brand image of Dr.Yu on social media that caused many customers to **resist Dr.Yu** as it became a hot trend on Weibo

Dr.Yu published a clarification statement on social media to save the brand image

网易. (2021, Oct 19). 抛弃李佳琦，攀上薇娅，玉泽直播间里难“断奶”. 网易. <https://www.163.com/dy/article/GMN18JUF0519F5EB.html>.
 现代广告杂志社. (2021, May 25) 玉泽“跌落”，李佳琦“背锅”？. 搜狐. https://www.sohu.com/a/468477251_120088046.

时趣. (2021, Oct 22). “李佳琦玉泽事件”给品牌们上了一堂课.“李佳琦玉泽事件”给品牌们上了一堂课. 界面新闻. <https://www.jiemian.com/article/6731439.html>.

situation

audience

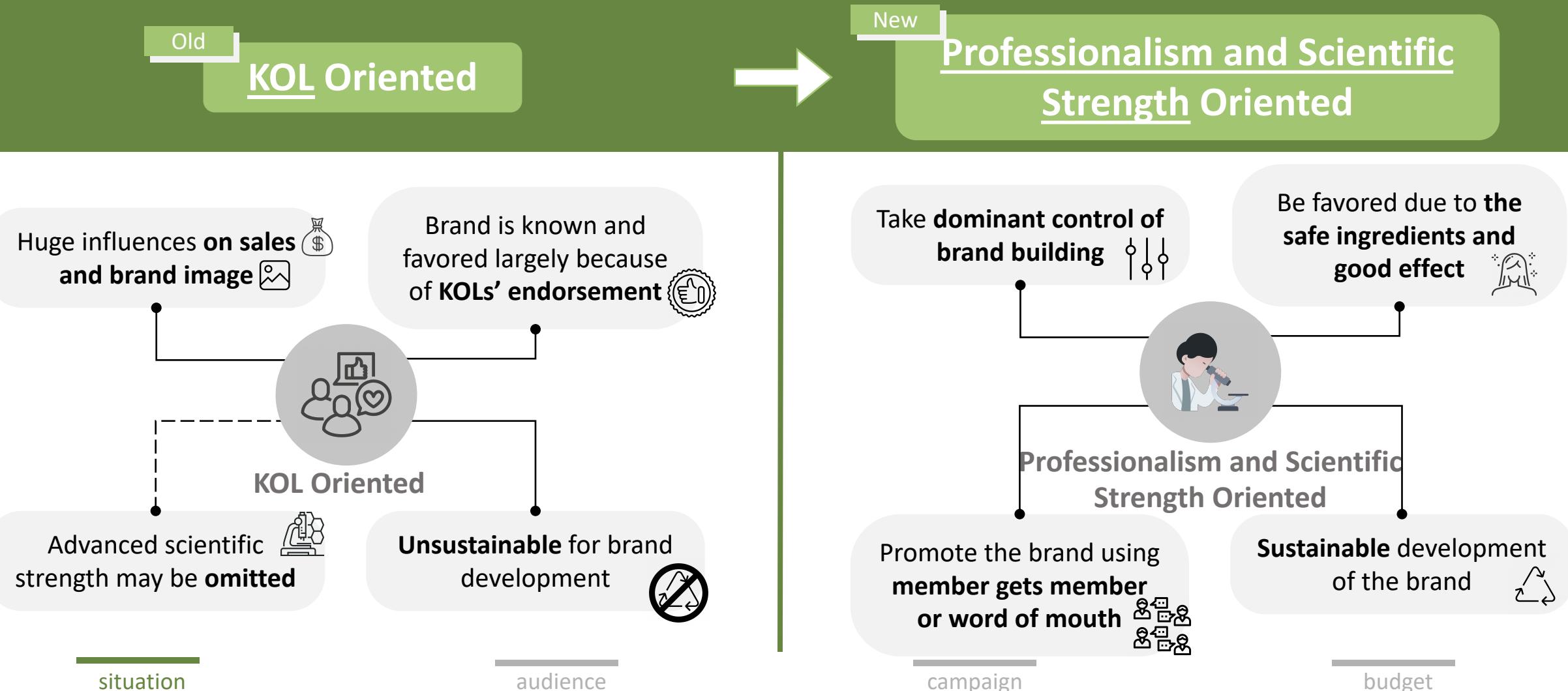
campaign

budget

Problem Identification

玉澤
Dr.Yu

Repositioning to Change the Brand Image



Target Audience Profile

Demographic

Age: Youngsters (mainly aged 20 to 40)
 Gender: Female
 Income: Average and above

The Profile of People Caring Cosmetics			
Attribute		Proportion	TGI
Gender	male	20.8%	39.3
	female	79.2%	168.3
Age	Up to 18	8.4%	93.7
	19-24	32.1%	207.0
	25-30	27.3%	119.6
	31-35	16.0%	90.7
	36-40	8.3%	69.4
	Over 45	7.9%	36.5

1. People caring cosmetics: people who have browsed cosmetics brands or introduction during a specific period of time

2. TGI = Activity proportion of a group with a specific tag / Activity proportion of a group

Geographic

Economically developed cities in China
 (First-tier and second-tier cities)

situation

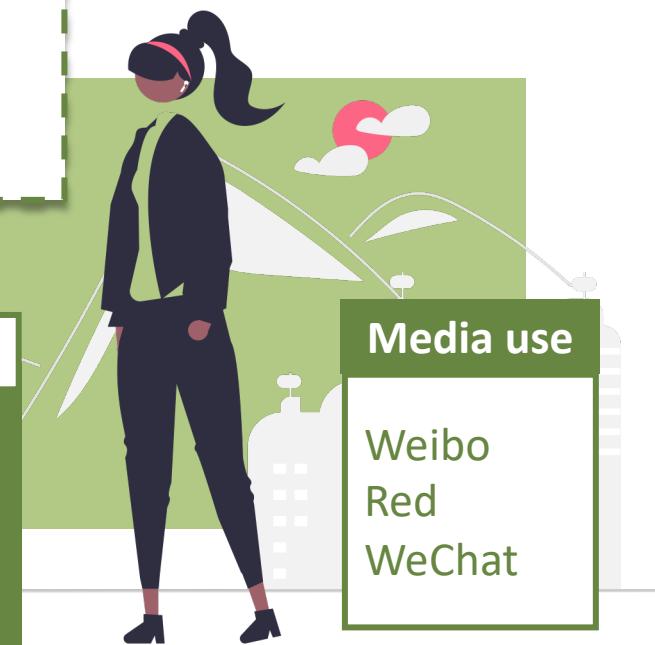
audience

campaign

budget

NAME: Yuvia
 AGE: 25
 CITY: Shenzhen
 OCCUPATION: White-collar
 INCOME: ¥15000 (monthly)

- Lifestyle**
- Focus on self-appearance & continuous appearance management
 - Under work stress & surrounded by troubles



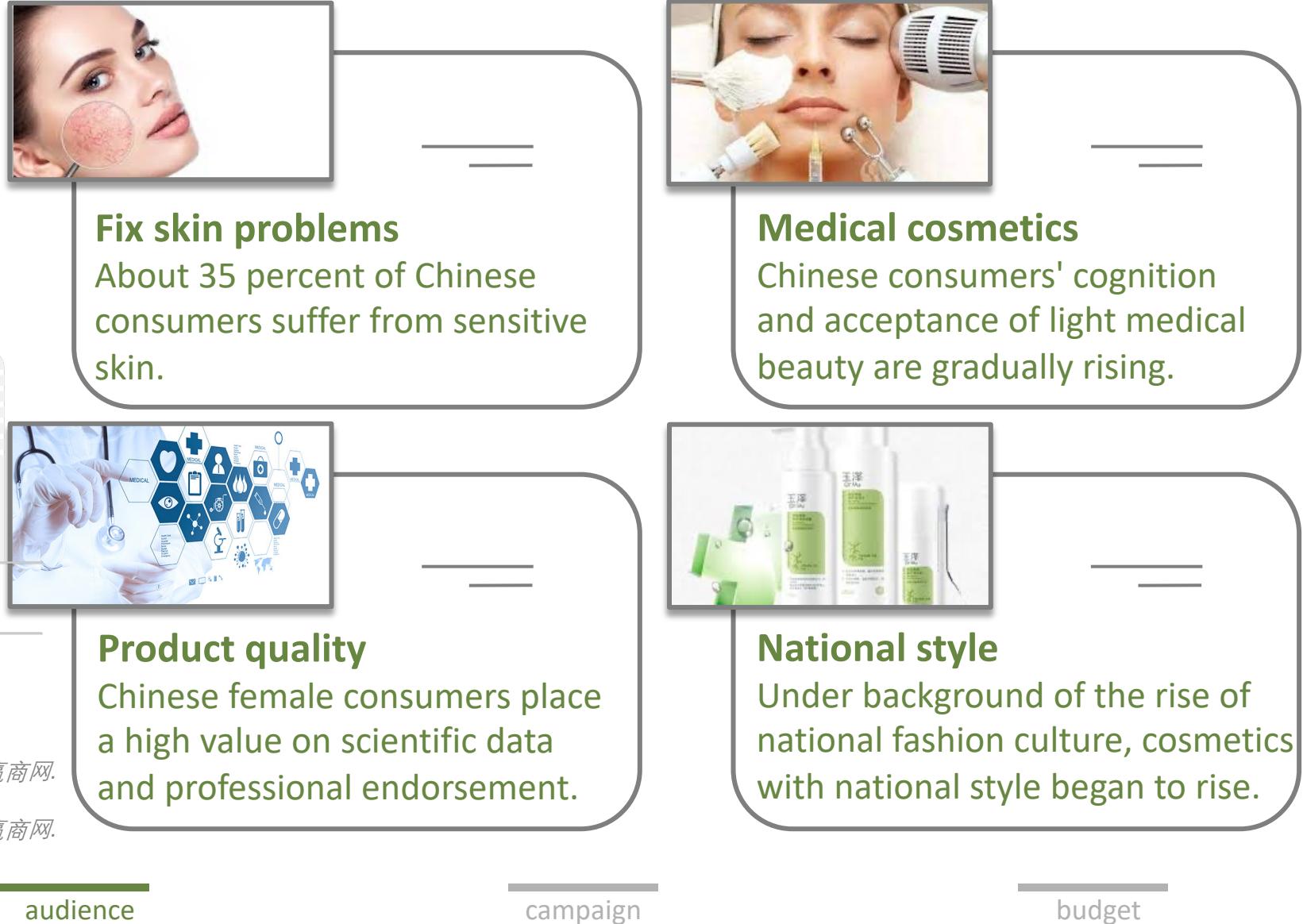
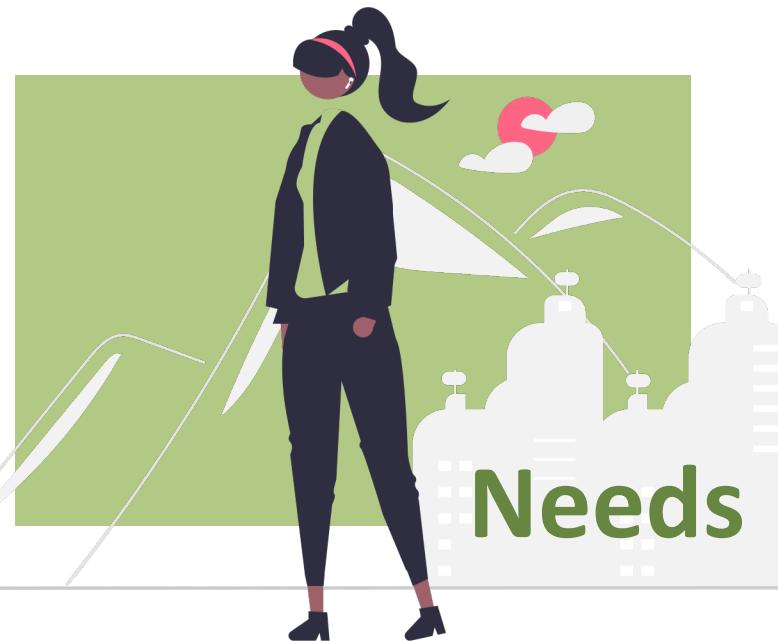
Questmobile 研究院. (2020, December 22). QuestMobile2020美妆行业品牌营销洞察报告. QuestMobile.

<https://www.questmobile.com.cn/research/report-new/137>

Questmobile 研究院. (2021, March 9). QuestMobile2021“她经济”洞察报告. QuestMobile.

<https://www.questmobile.com.cn/research/report-new/145>

Target Audience Needs



Source:

艾媒报告中心. (2021, June 4). 2021 年中国化妆品用户调研报告. 赢商网.
<http://news.winshang.com/html/068/5894.html>

艾媒报告中心. (2021, June 4). 2021 年中国化妆品用户调研报告. 赢商网.
<http://news.winshang.com/html/068/5894.html>

Communication objective and media objective

玉澤
Dr.Yu

Communication objective

“ 21天，屏蔽烦扰：
——打卡肌肤 ‘小欢喜’ ”

Brand New Daily Skin-care Attendance Activity with Dr. Yu



Liking



Preference



Conviction



Purchase

- To change consumers' comprehension/attitudes
- To cultivate purchase desire

situation

audience

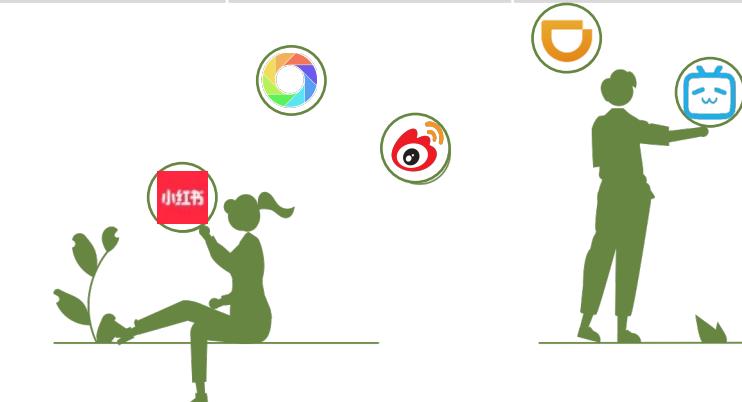
Media objective



網易 新聞



	Exposure	Participation
Objective	7.2+ million	80k+

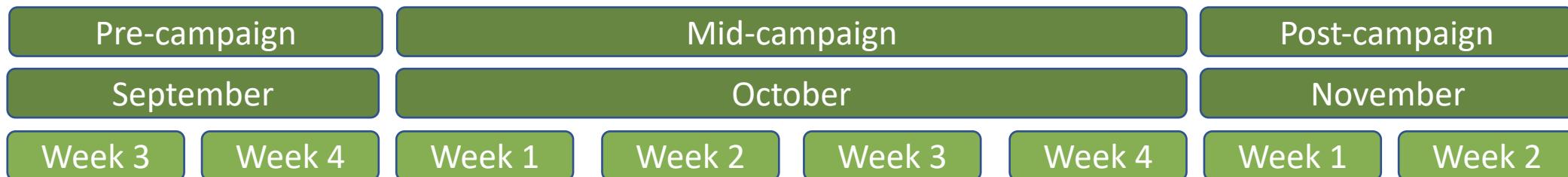


campaign

budget

Timeline——from September to November

玉澤
Dr.Yu



Advertising



Event marketing



PR

Advertising



Build-up

Image Enhancement

Reinforcement

situation

audience

campaign

budget

Pre-campaign: invitation from Li YANG



SEP
30

玉泽
Dr.Yu



situation

Source

杨笠

Attractiveness

- Similarity: 独立女性
- Familiarity: 2.3 followers
- Likeability: 50k+ likes per post in Weibo

audience

Campaign Slogan

「21天 屏蔽烦扰」

Trustworthiness

- 21 rational appeal
- 屏 as the product benefit
- 烦扰 as the pain point of the target customers

campaign

budget

Pre-campaign: flow to the mid-campaign

SEP
30

玉泽
Dr.Yu



situation

audience

campaign

budget

Quick Quiz

PRECISED targeting at those customers who are annoyed by the skincare problems to be the **KEY participants** of the following campaign...

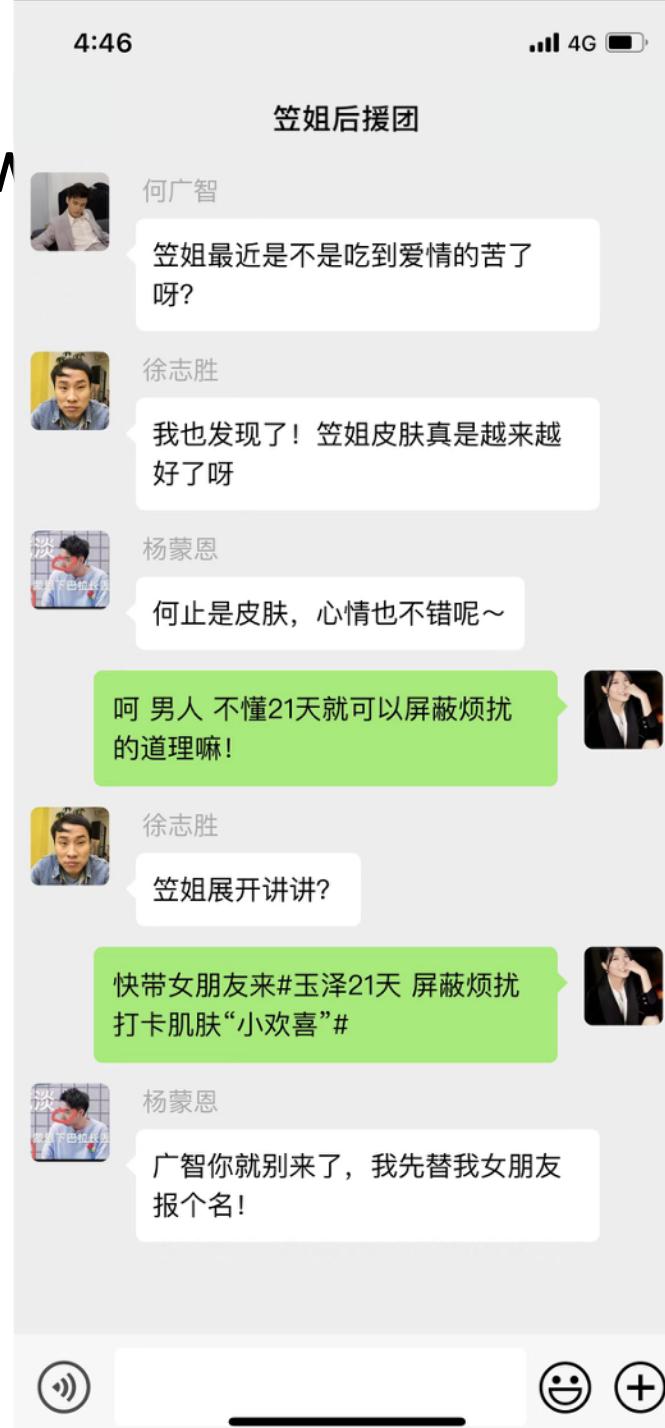
- Credibility: with the permission of participation
- Care: info as the asset for Customer Relationship Management

Pre-campaign: precision marketing via WeChat



situation

audience



budget

Pre-campaign: precision marketing with selective channels

玉泽
Dr.Yu



杨笠

广告 ▾



女明星在和他们聊什么？

据说是笠姐的新宠，快来看看！

- **Scenario:** leisure time
- **Objective:** 300,000 exposure
- **Effectiveness:** brand liking

situation

audience

campaign

budget



- **Scenario:** on the way to work/home
- **Objective:** 100,000 exposure
- **Effectiveness:** brand conviction

“ 21天，屏蔽烦扰： ——打卡肌肤 ‘小欢喜’ ”

Brand New Daily Skin-care Attendance Activity with Dr. Yu



situation

audience

campaign

budget

Information about Participation

- Time: 8 Oct. – 29 Oct. (21 days)
- Cyberplace: 1 post every day on Weibo or The Red using hashtag #和玉泽一起屏蔽烦扰的21天#
- Participation: QR Code -> Quick Quiz -> 21-day product trial package for free

Campaign Objective & Goal

- Media objective: 700k Reach
- Communication objective:
 - Form or change comprehension/attitudes
 - Cultivate desire

IMC Campaign

1



Daily Skin-care Attendance Activity

Participants choose to publish daily blog posts on Weibo or TheRed with hashtags **#和玉泽一起屏蔽烦扰的21天#** for 21 days;
Post photos showing their daily experience of using products provided by Dr. Yu.

situation

audience

campaign

budget

Advertising Appeal Execution

Testimonial

- Posts @玉泽官方微博、@玉泽Dr. Yu (Official Accounts)
- Forward & Interacted → UGC-Based testimonial contents

Slice-of-life

- 10+ paid mid-size KOLs and bloggers:
Participate & Demonstrate
- Short videos + Life vlogs → Implant products
- P-UGC contents → Show effectiveness of skin problems solving

IMC Campaign



Online Skin-care Lectures Check-in

3 technical lectures were interspersed in the 21-day campaign, and experts were invited to explain skin problems and repair methods, demonstrating that Dr. Yu's scientific research strength is the foundation for its production of high-quality cosmeceutical products

Advertising Rational Appeal

Certifications & Authoritative Tests

- Expert endorsements → Yuze's repositioning, the excellence of product development and brand technical advantages
- Attach the screenshots of attending → Daily post
- Intensify brand mission → *A Chinese local brand focusing on medical solutions to Asian (Chinese) skin care problems*

IMC Campaign

玉泽
Dr.Yu

Closing Stage: Expand the influence to achieve secondary exposure

IMC Tools: Public Relations

3

Vlogs

老爸评测-魏老爸
10月30日 10:00 来自iPhone 11 Pro
护肤 | 15款唇膏大评测
干燥、痘痘、敏感肌终于有救了!
成分分析 保湿效果
延展性 修护程度
通过以上4个维度的评测
帮你们找到了宝藏药妆面霜~
老爸评测-魏老爸的微博视频

800K

Invite trusted science/beauty bloggers/vloggers to evaluate, highlighting the advantages and effects of product ingredients.

Press

网易 新闻 **sina** 新闻中心 200K

新闻 请输入关键字

服饰 美容 情感 医美 八卦 精选

新浪女性 独家策划

- Beauty100 美妆评选正式启动
- 女性实现自我价值 是否要从经济独立开始
- 对话万宝宝：做内心强大充盈的女性

ADA ONLINE 3D时尚换装新体验

Invite the news media to report on the 21-day campaign to intensify Dr. Yu's repositioning of "technology-driven high-end cosmeceuticals"

situation

audience

campaign

budget

IMC Campaign

4

IMC Tools: Advertising

Note: There would be a sample video clip demonstration in the presentation. Please click the below YouTube link to watch it:
<https://youtu.be/36v2ELbkUOg>



Rational appeals

- Using certifications or authoritative tests
- Effect demonstration
- Describing usage scenarios

Emotional appeals

- Emotional Soothing Music
- A strong media for emotion: Words

situation

audience

campaign

budget

Budget Estimation (In RMB)

Advertising

Platform	Contents	Unit Price	Unit	CPM	Reach	Cost
Li Yang's Sina Weibo & Red	Campaign Invitation Video	100,000	1	/	/	100,000
WeChat Moments Ads	Campaign Invitation Video	/	/	180	4,000,000 ¹	720,000
Online Car Hailing Ads	Campaign Invitation Video	200,000	1	/	/	200,000
Weibo Hot Topic	#21天 屏蔽烦扰#	200,000	1	/	/	200,000
Mid-Size KOLs and Bloggers	Effect testimony video using slice-of-life style	10,000	10	/	/	100,000
Experts in Skin Care	Technical Online Lectures	15,000	3	/	/	45,000
Science/Beauty Bloggers or Vloggers	Product Review Videos	25,000	10	/	/	250,000
Weibo Recommended Video	Campaign Review Video & Advertising	/	/	5	4,000,000	20,000
Advertising Total						1,635,000

1. First-tier Cities Population (83,000,000) * Female Proportion (47.3%) * 10% of Middle & High Level Income People ≈ 4,000,000 People

Materials

$$210 \text{ (Campaign Participants)} * 50 \text{ (Trial Package Price)} + 30 \text{ (KOLs/Bloggers/杨笠)} * 400 = 22,500$$

Total: 1,657,500

微信广告. 微信广告售卖策略. <https://ad.weixin.qq.com/guide/150>.

经济观察报. (2021, May 19). 北上广深人口普查数据对比：深圳男女数差异最大 北京常住人口时隔三年正增长. <https://baijiahao.baidu.com/s?id=1700171589411290891&wfr=spider&for=pc>.

新浪微博. 超级粉丝通的收费标准. <https://kefu.weibo.com/faqdetail?id=15155>

玉泽官方旗舰店. 玉泽产品套装. 淘宝天猫. <https://detail.tmall.com/item.htm?spm=a1z10.1-b-s.w5001-21901979575.4.2eee1e8fqYKmP8&id=40072580439>

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campaign

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Effectiveness Evaluation

玉津
Dr.YU

