



# 999 皮炎平!

Driving Marketing Consistency  
through Big Data Harness

- A Winning Strategy for 999 PiYanPing

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999皮炎平®

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01

# Introduction ::::



01

## Skin care demands upscaling

Consumers have **higher requirements for skin care**, and their needs are becoming more **professional and diverse**.

## 999's room for improvement

Although 999 Piyanping has a certain level of brand awareness, there is still room for improvement in terms of **product recognition**, **leveraging competitive advantages**.

02

03

## Research for enterprise growth

This research can enable the enterprise to accurately **understand the market**, optimize strategies, expand market share, and achieve sustainable development.

# Project objectives



01

## Insight into Consumers

A Comprehensive Analysis of Consumers' Awareness, Purchase Decisions, and Experiences with Piyanping

02

## Piyanping vs Competitors

Exploring Differences to Identify Advantages, Disadvantages, and Areas for Improvement

03

## Unveiling the Sales Code

Analyzing the Seasonal Patterns and Marketing Strategies of Piyanping

04

## Optimizing Piyanping Based on Patients' Needs

Enhancing Competitiveness and Driving Brand Growth



## Product Analysis

Analyze user **reviews** of 999 Piyanping products on platforms.

## Competitor Research

Select major **competitors** and compare user reviews and product advantages.

## Consumer Research

Through **interviews and data analysis**, study the **behavior** of consumers.

## Market Trend Research

Analyze the monthly and quarterly sales data of the product and **pay attention to the impact of social media platforms on consumers' decision - making.**



02

Framework ::::





Pick marketing  
strategies  
• **4P theory**



Design slogans  
• **Maslow's  
hierarchy of  
needs**



**The Project**





# Framework



## Product

- What makes the product special and how people feel about it
- Both Taobao and JD

## Price

- Different people have different comfort levels

## Place

- Data from online stores and talking to people in person

## Promotion

- Social media is great for getting the word out and connecting with customers



**Boosting confidence through appearance**



**Knowing the formula is scientifically sound**



**Staying healthy and stopping itching fast**



03

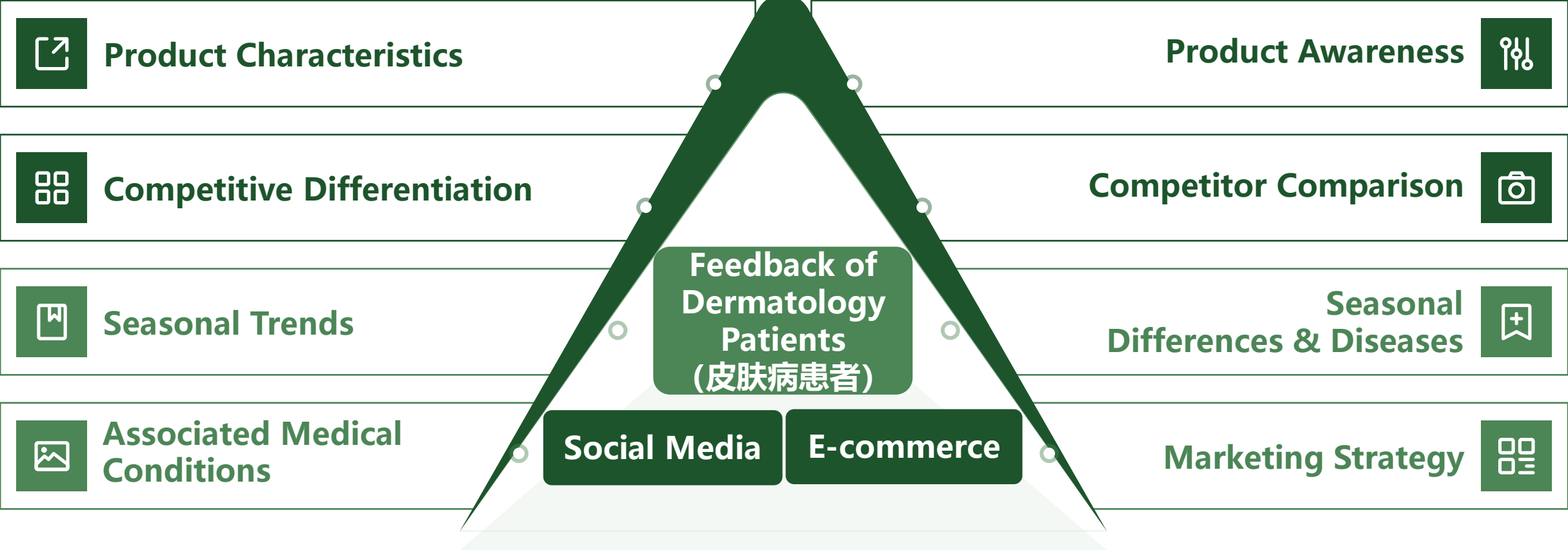
## Analysis & Findings ::::



Exploratory Research

Secondary Data Analysis

In-depth Interview



# Secondary Data Analysis



**Product  
Characteristics**



**Competitive  
Differentiation**

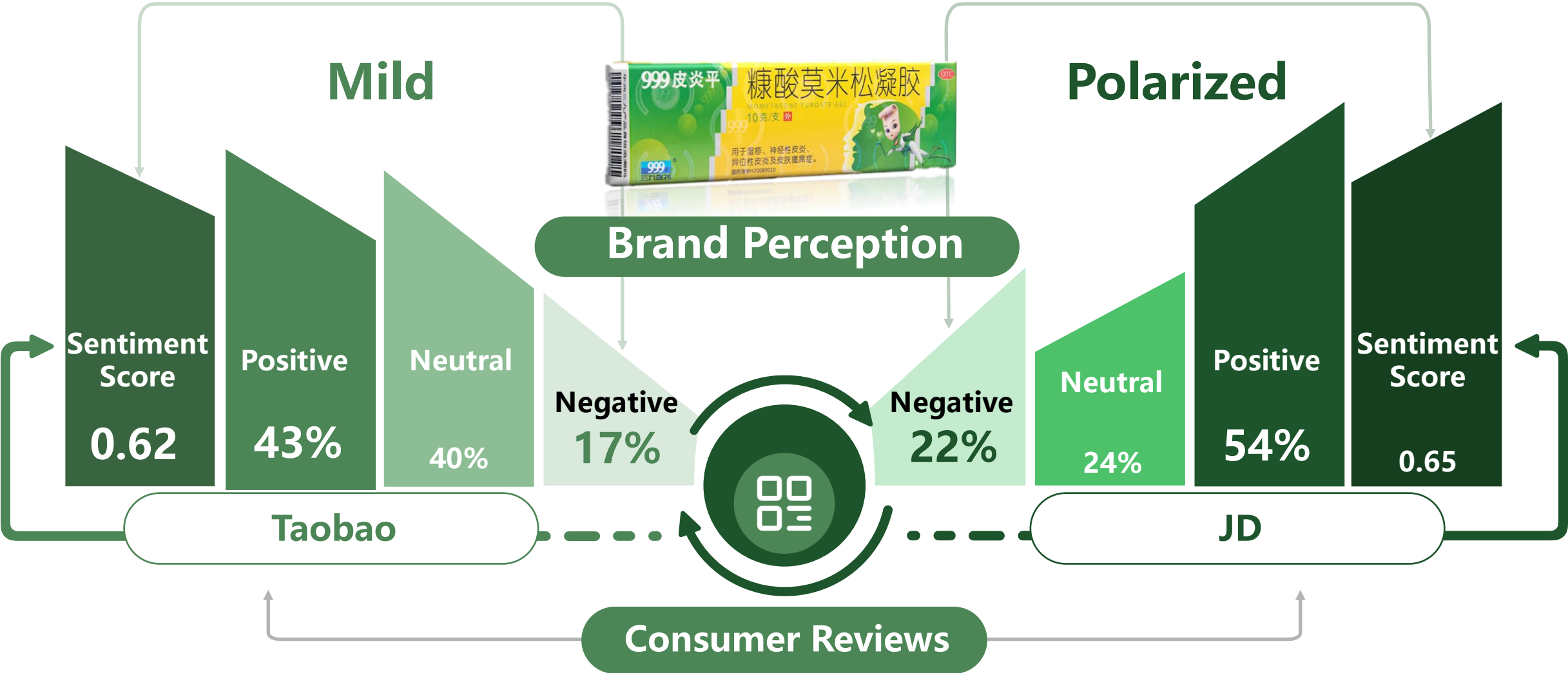


**Seasonal  
Trends**



**Associated  
Medical  
Conditions**

# Sentiment Analysis



01



Negative Reviews-Green Tube(绿管)

02



Neutral Reviews-Green Tube (绿管)

03



Negative Reviews-Red Tube (红管)

04

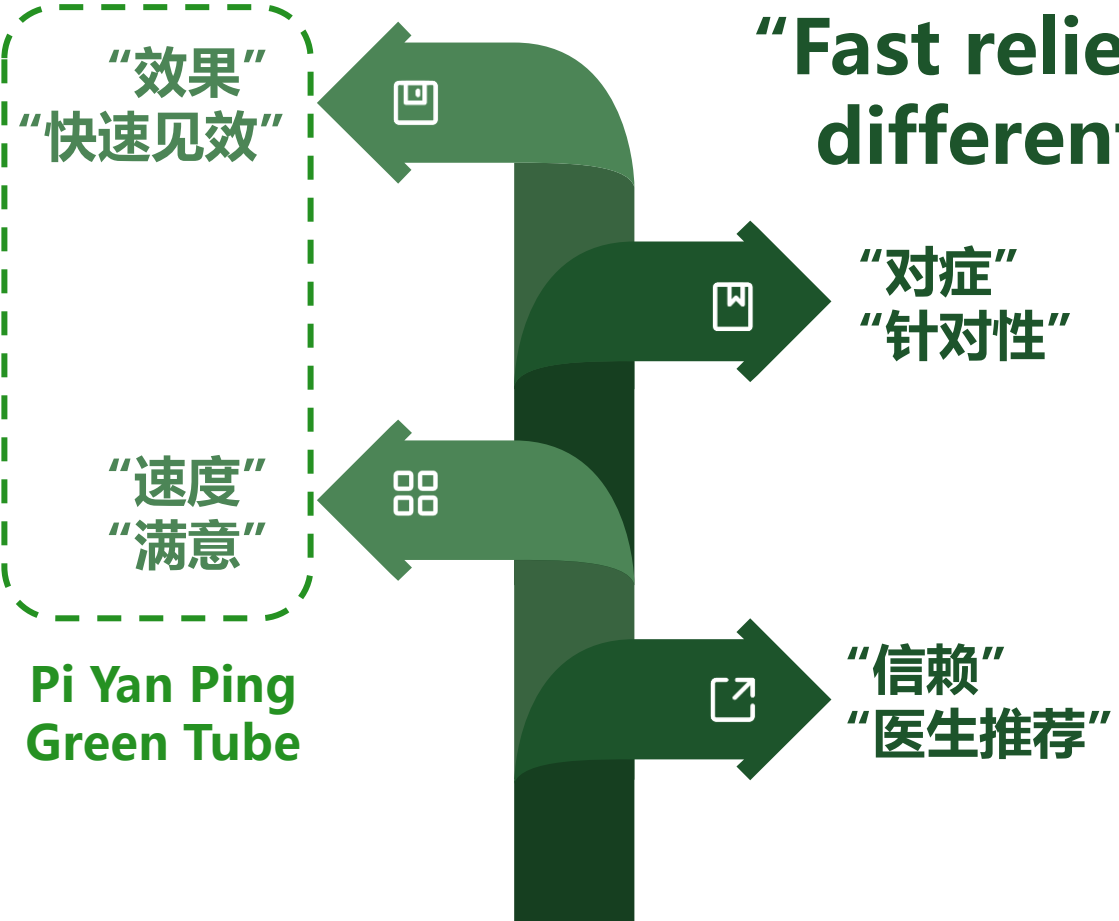


Neutral Reviews-Red Tube (红管)

01	Negative	● “不止痒”，“不好用”，“一点效果都没有”，“差评”，“假货” ...
02	Neutral	● “不好用”，“没啥作用”“效果一般”，“还可以”“效果不明显” ...
03	Negative	● “差评”，“没效果”“没什么效果”，“假药”“一点效果都没有” ...
04	Neutral	● “效果一般”，“还可以”“效果不明显”，“还可以吧” ...

“没效果” “效果一般” “假货” “假药”

# Competitive Analysis



Pi Yan Ping  
Green Tube

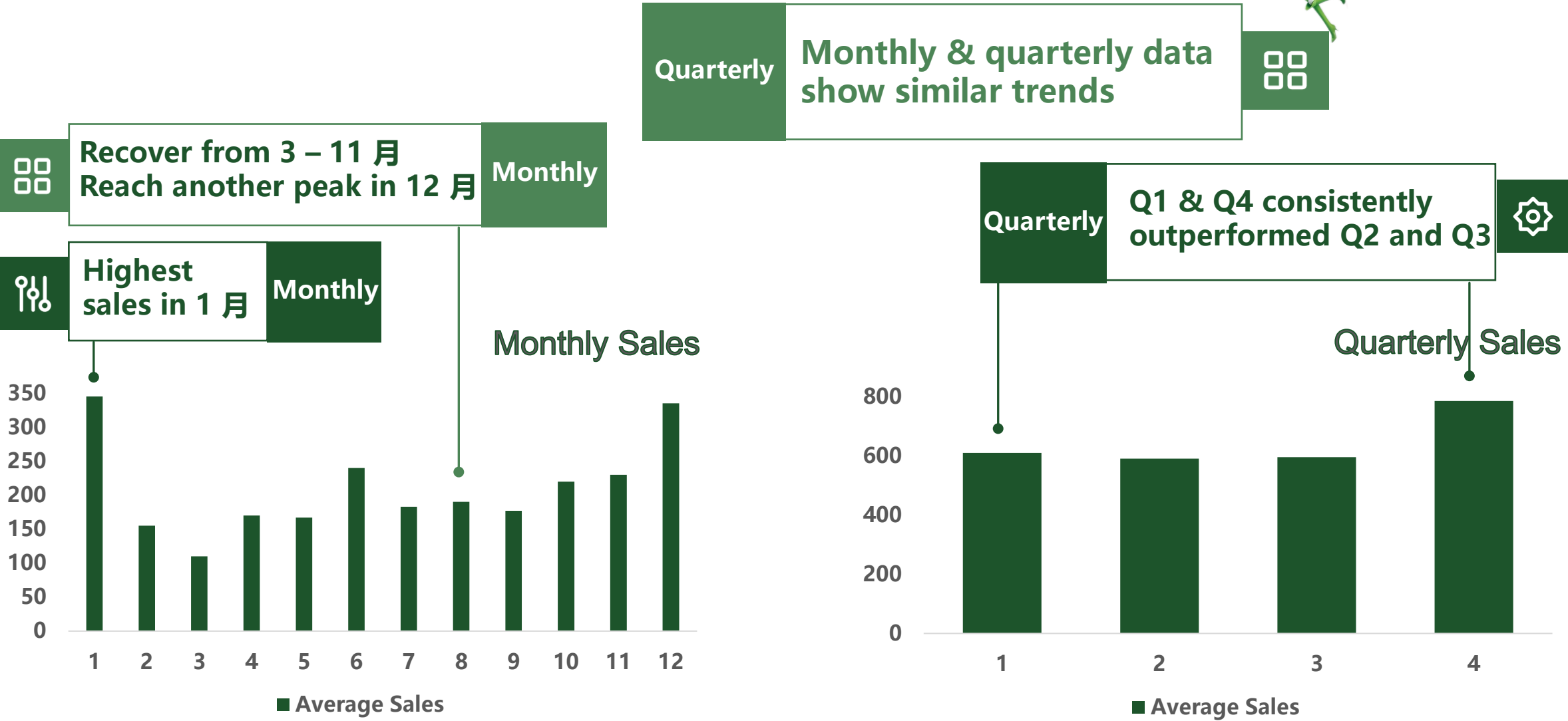
“Fast relief” (速效) can serve as differentiation proposition

Pi Yan Ping:  
Efficacy & Customer satisfaction  
Competitors:  
Professional endorsement & Specialized treatment

Competing Products	JD Data Volume	Taobao Data Volume
丽芙 他克莫司软膏	1000	500
力言卓 地奈德乳膏	1000	500
尤卓尔 丁酸氢化可的松乳膏	1000	500
派瑞松 曲安奈德益康唑乳膏	1000	500
澳能 卤米松乳膏	1000	500
艾洛松 糠酸莫米松乳膏	1000	500

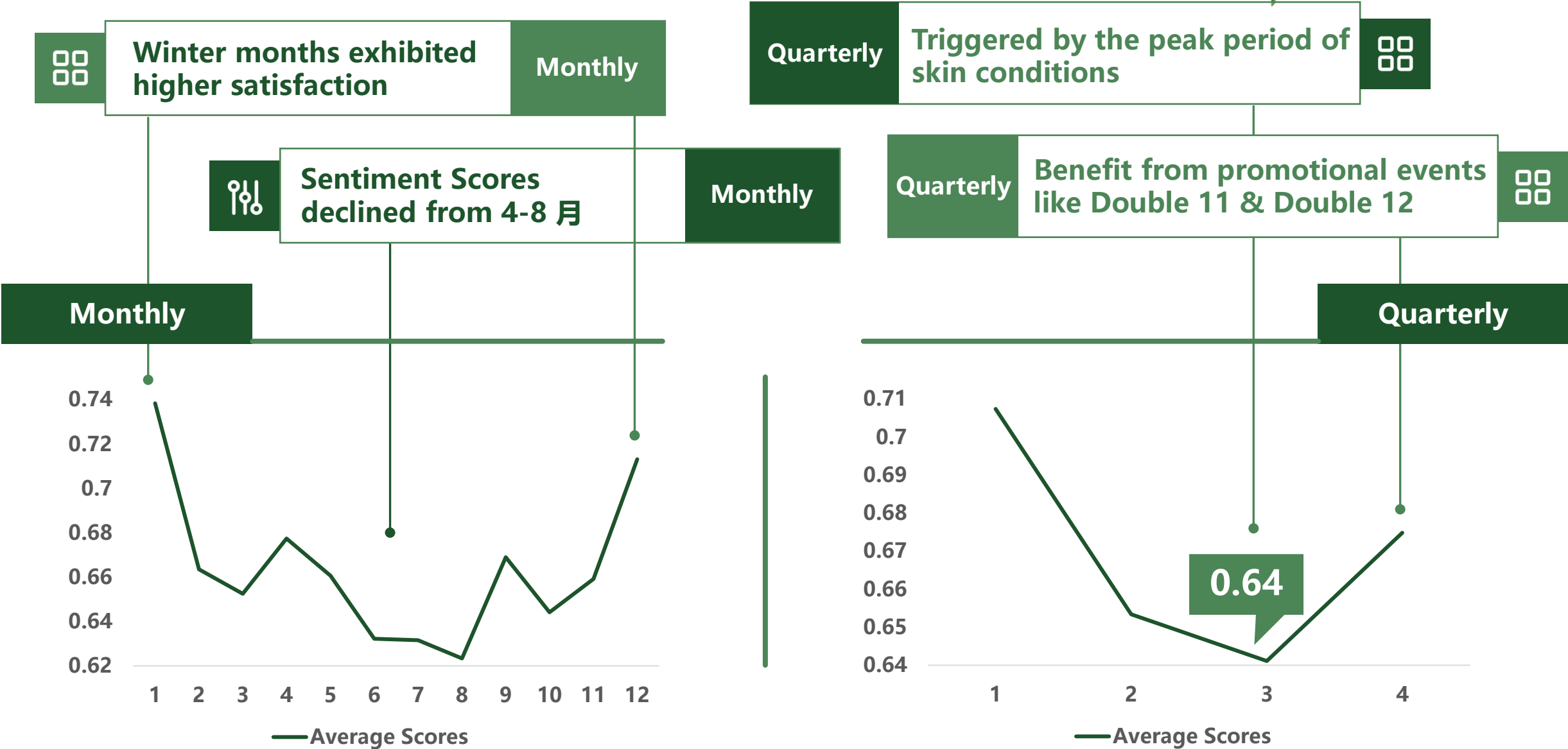


# Seasonal Trends - Sales



- Recurrence of skin diseases in winter
- Promotional activities at the end and beginning of the year

# Seasonal Trends - Sentiment



# Analysis of Associated Medical Conditions



■ UGC from XiaoHongShu(小红书) to uncover patient concerns & core demands.

Consumer Focus

- Disease symptoms
- Treatment needs
- Daily maintenance

Adopt a more targeted communication strategy

- Better meet the diverse needs of patients





**Product  
Awareness**



**Competitor  
Comparison**



**Seasonal  
Differences  
& Diseases**

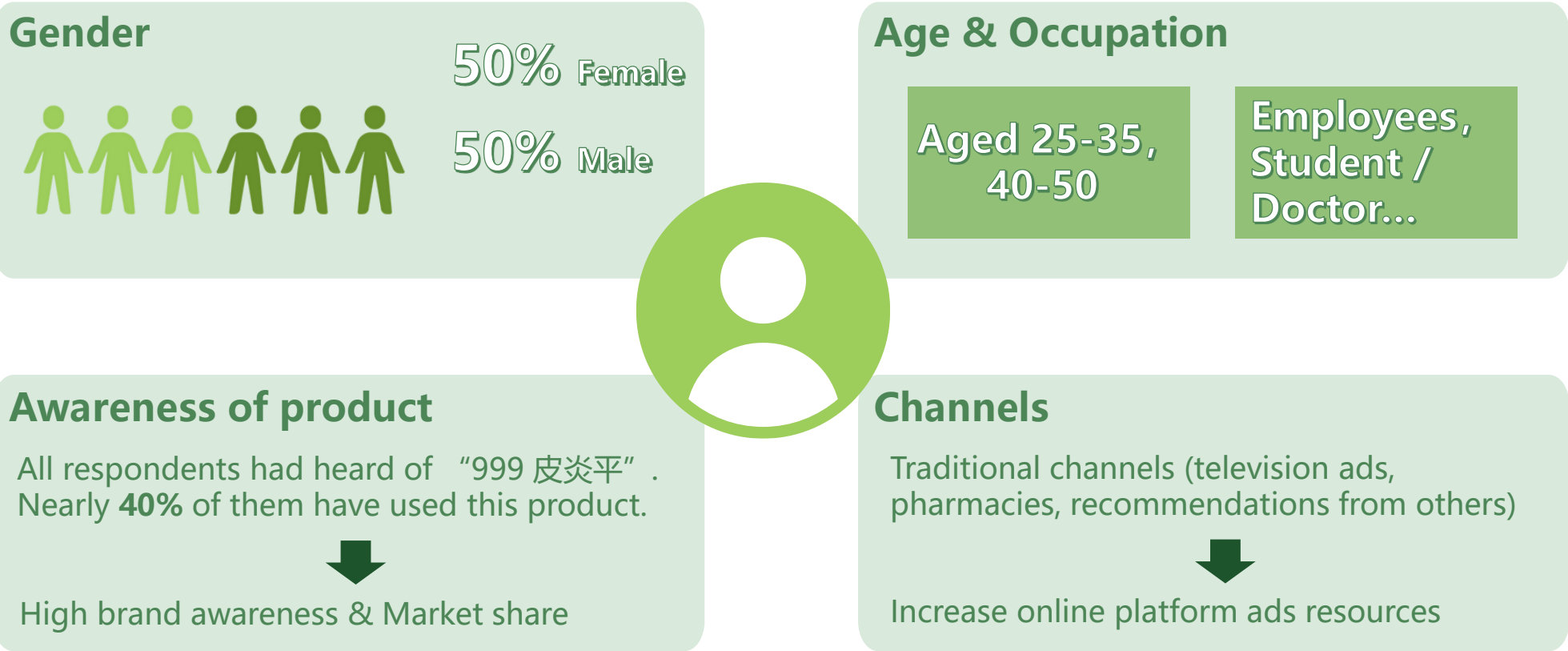


**Marketing  
Strategy**



We interviewed 10 people in depth to find out if different target audiences would have different needs for the product.

## 10 Interviewees





## Design & Purpose

Identify important influence factors

Understand first impressions and attitudes towards 999 皮炎平

Understand perceptions of different packaging (Red vs. Green)

## Key results



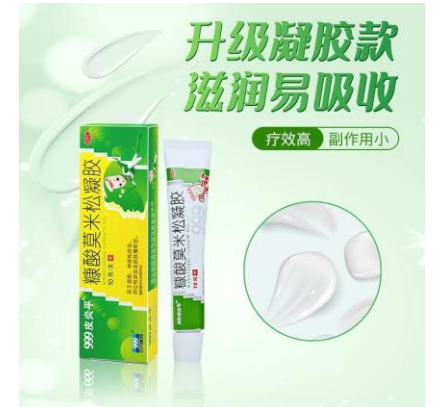
**Efficacy** is the most important attributes, followed by **ingredients and texture**.



Worried about **the long-term effects / ingredients** / too much marketing advertising.



Most respondents are not aware of the **specific differences** between the two types of packaging.



低敏温和  
凝胶质地

# Competitor comparison



## Design & Purpose

Evaluate Pros & Cons of 999 皮炎平

Understand the impact of doctor recommendations on choices

Understand the impact of price on choices

## Key results



Consumers also **choose other skin products**, especially when it comes to treating specific skin conditions.



All respondents suggested that they would prioritize **doctor-recommended** products.



Most respondents considered **the price** of 999 皮炎平 to be higher than similar products.  
Prefer **cost-effective** products.

“必备药品”  
“日常护理”



Enhance credibility  
& professionalism



Price strategy





## Design & Purpose

A disease of seasonal differences

Whether seasons have an impact on consumers' choices

Understand skin conditions of respondent & specific symptoms

## Key results



All respondents mentioned that skin conditions can be affected **by specific environments / seasons.**



Seasonal changes have **a great impact** on product selection (function, texture...)



Most respondents suffered from skin conditions that required **long-term care** or **emergency treatment.**

Product adaptability in different seasons



Targeted strategy

# Marketing strategy



## Design & Purpose

Perception of existing marketing strategies

Perceptions of the consistency on different platforms

Perceptions of innovation for legacy brands

## Key results



UGC & expert educational content are the most attractive marketing method.



Most respondents are willing to experience **promotions** (trial packs, giveaways, buy one get one free...)



Most respondents think **the consistency can be enhanced** in terms of visual style, brand positioning, core selling points...



Real UGC



Attractive elements



04

Conclusion ::::



# Consumer Behavior



	Awareness	Consideration	Purchase	Experience	Loyalty
Touch Points	<ul style="list-style-type: none"><li>TV advertisement</li><li>word-of-mouth</li></ul>	<ul style="list-style-type: none"><li>Comments</li><li>Efficacy</li><li>Brand reputation</li></ul>	<ul style="list-style-type: none"><li>Product page</li><li>Payment</li><li>Promotional activities</li></ul>	<ul style="list-style-type: none"><li>Customer service</li><li>Delivery service</li><li>FAQ</li></ul>	<ul style="list-style-type: none"><li>Product review</li><li>Repurchase</li><li>Seeding</li></ul>
Customer Opinions	Well-known High recognition	Ingredients & texture Doctors recommend	Promotion Price discounts Convenience	Varying on e-commerce platforms	Willing to recommend
Pain Points	<b>Limited</b> & <b>traditional</b> channels Green tube <b>less</b> <b>recognized</b>	<b>Unclear differences</b> Highly <b>polarized</b> review Weak in <b>professional</b> channels	<b>More expensive</b>	Dissatisfied with <b>effectiveness</b> Complained about <b>service quality</b>	Concerns about <b>long-term effectiveness</b>
Customer Feelings	POSITIVE	SOMEWHAT NEGATIVE	NEUTRAL	SOMEWHAT NEGATIVE	POSITIVE



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Pain Points	Limited & traditional channels Green tube less recognized	Unclear differences Highly polarized review Weak in professional channels	More expensive	Dissatisfied with effectiveness Complained about service quality	Concerns about long-term effectiveness
Customer Feelings					
Opportunities	<ul style="list-style-type: none"><li>Real user experiences</li><li>Expert educational content</li></ul>	<ul style="list-style-type: none"><li>Strengthening proof of effectiveness</li><li>Clarify the differences in its product lineup</li></ul>	<ul style="list-style-type: none"><li>Using effectiveness to reduce price sensitivity</li><li>Highlighting fast-acting nature</li></ul>	<ul style="list-style-type: none"><li>Offering usage instructions</li><li>Purchase official flagship stores</li></ul>	<ul style="list-style-type: none"><li>Encouraging UGC content</li><li>Leveraging the influence of social platforms</li></ul>



“皮炎平” with **high consumer familiarity**

Lack of consumer understanding of **product differentiation**, especially the red and green tubes.



Efficacy

Ingredients & texture

Brand Reputation

Professional Endorsement



# Other Insight



## 01

### Influence of Social Platforms

**Social media** and **content platforms** are playing an increasingly **central role** in how consumers gather information and make purchasing decisions.

## 02

### Focus on Safety & Transparency

Consumers become more focused on the **quality and sourcing of ingredients**; **transparency** is becoming essential. Consumers are also concerned with how products are made and where they come from.

## 03

### Focus on Comprehensive Treatment

Growing interest in the **emotional and post-treatment care** aspects of skin health. Consumers want solutions that not only address their immediate needs but also provide **long-term care**.

## 04

### Seasonal Differences

Sales are often **influenced** by **seasonal factors**, with demand rising during certain times of the year, which can offer brands valuable opportunities.



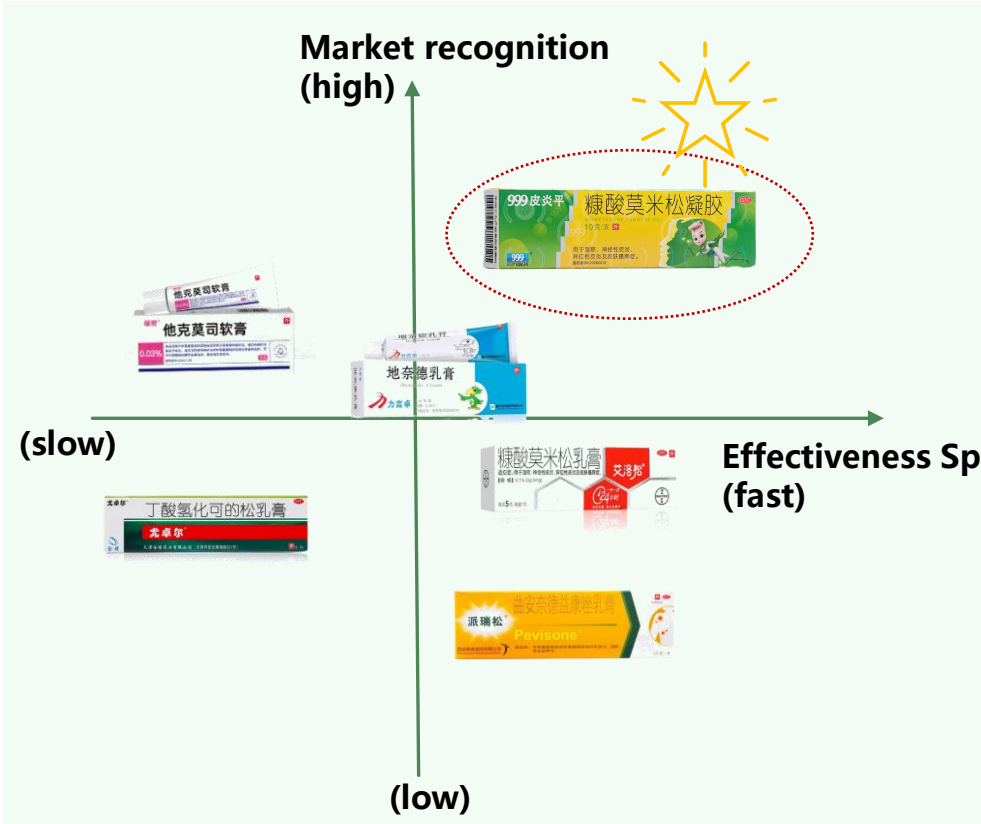


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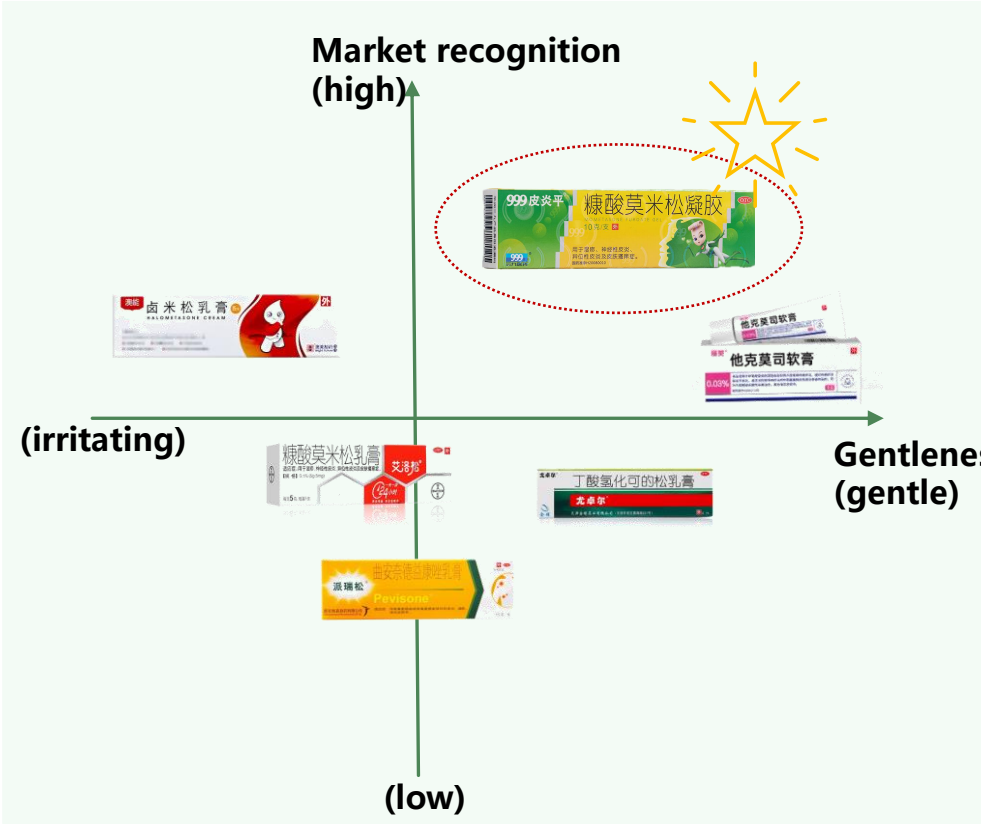
Recommendation ::::



# Perceptual Map



Fast Relief



Gentle Formulation

Market Recognition

# Positioning



## Fast Relief

01

Effectiveness is the top priority for consumers. Pi Yan Ping should emphasize its ability to provide quick relief from skin discomfort

快速见效，缓解困扰

*Fast, gentle relief for the whole family - your trusted solution for healthy, happy skin.*

温和配方  
适合敏感肌肤

家庭必备  
全天候护理

02

Highlighting its gentle, non-irritating formula will attract consumers with sensitive skin.

Gentle Formula

03

Positioning Pi Yan Ping as the go-to solution for all types of sudden skin issues will increase its brand recognition.

Family Essential



Brand Image Consistency

Product Optimization and Promotion

Precision Marketing



# Recommendation



情感

功效

Brand Image  
Consistency

Use the **iconic green** across **all brand touchpoints**: websites, social media, packaging, and advertisements.



Color

The **soothing and natural** emotional associations conveyed by green highly align with the product's core efficacy of **alleviating discomfort**.

Brand IP

Core element of the **brand's visual identity**, running through all communication channels.

Efficacy



# Recommendation



## Brand Image Consistency

Color

Brand IP

Efficacy

“止痒超人” & “飞天痒痒挠” IP



小红书

Design a **series of IP animations**:

- Convey eczema care knowledge
- Product usage methods to users
- Through vivid and interesting storylines.



Launch **IP emojis**:

- Encourage users to use them in the comment sections
- Increase user engagement through giveaways (such as trial packs).



Highlight the **IP image**:

- Homepage banners and product detail pages
- Attract consumer attention and strengthen brand recognition.



## Core Advantages: Rapid itch relief & Long-term repair

### Brand Image Consistency

### Cognition Stage

### Conversion Stage

Color

Brand IP

Efficacy

- Release **IP-themed educational content**: product efficacy, usage methods, and professional knowledge of eczema management.
- Highlight the **differentiated advantages**: "quick-acting" feature -30 mins vs 2h
- **Scenario-based marketing**: instant relief during urgent situations like meetings

- Guide through **shoppable links**: in platform videos, adopting a unified visual style and slogans (such as "30 - minute rapid itch relief")
- Embedding **educational videos**: about gel formula on the detail pages to improve the conversion efficiency from discovery to purchase.



# Focus on product itself



Brand Image  
Consistency

Product Optimization  
and Promotion

## Strengthen Product Function Promotion

- Add tags like "suitable for children" on packaging

In addition to showing the applicable symptoms, the product functions of "Gentle Formula" and "Fast Relief" should also be highlighted.



## Optimize Usage Guidelines

- 2 key usage tips

Produce short video tutorials and infographics instead of pure words to clarify dosage, frequency, and application scenarios. Distribute through social media and e-commerce detail pages.





Brand Image Consistency	By Age	Audience	Features	Pain points
Product Optimization and Promotion		Young Adults (25-35)	- Active in Douyin and Xiaohongshu - Pay attention to skin care	Fast Relief (without affecting appearance)
Precision Marketing		Families (40-50)	- Reliance on family health decisions - TV & online video platforms audience	Family Essential
	By Symptoms	Acute Skin Problem Users	- Sudden eczema, mosquito bites - Rapid relief is required	Fast Relief
		Sensitive Skin Users	- Children, pregnant women - Focus on ingredient mildness (associated pathology analysis)	Gentle Formula
		Chronic Skin Problem Users	- Need for specialized care (analysis of associated conditions)	Gentle Formula

# Platform sub-strategies



Brand Image  
Consistency

Product Optimization  
and Promotion

Precision Marketing

Douyin



Target Audience:  
Young adults  
(Fast Relief without  
affecting appearance)

Placement Form:  
Challenge  
Collaboration with KOLs

Content Design:  
Launch a challenge and collaborated  
with KOLs to encourage users to  
share the solution process of sudden  
skin problems, demonstrating how it  
can quickly repair skin issues without  
leaving a trace.



Xiaohongshu



Target Audience:  
Young adults  
Sensitive Skin Users  
(Gentle Formula)

Placement Form:  
Scenario-based Tutorials  
In-depth evaluation

Content Design:  
Collaborate with beauty, medical, as  
well as mother&kids KOLs to create  
contents showcasing the gel's  
transparent texture, quick-absorbing  
properties and gentle formula. (being  
able to apply makeup after use &  
suitable for children and babies &  
formula comparison)



# Platform sub-strategies



Brand Image  
Consistency

Product Optimization  
and Promotion

Precision Marketing



**[999皮炎平] 冬季温润修护套装**  
(999皮炎平+lessgo x 999修护身体乳)  
神经性皮炎 | 接触性皮炎 | 慢性湿疹  
购买过的店

**¥12.5** 月售100+

今日气温5-10度，寒冷天气，为您推荐999皮炎平“冬季温润修护套装”

Meituan



Target Audience:  
Accute Skin Problem Users  
(Fast Relief)

Placement Form:  
"30-Minute Delivery" service  
Algorithm Recommendations

Content Design:  
Advertise across platforms to redirect to Meituan for immediate delivery (introduce a "First Aid Map" to locate nearby stocked pharmacies and offer online consultation links). Implement recommendations in "Frequent Purchase Lists" and seasonal promotions based on weather data.



Video Media



Target Audience:  
Young adults  
Families (Family Essential)

Placement Form:  
Mid-roll ads & Band-aid ads

Content Design:  
Insert creative ads into popular online dramas, integrating characters personalities and the plot to write the script (such as characters using the gel to relieve their child's eczema). Additionally, leveraging social media platforms to engage in discussions related to the drama.





# Connect emotionally with customers



谁懂啊 第一次被一个叫三舅的IP戳到萌点  
之前只知道999会玩 出了好多可爱周边  
没想到还有个IP叫三舅 🐼  
Ju 🐼 在他们三九会员日活动里抽到了祝福海报  
希望新的一年能健健康康赚大钱 🌸🌸🌸

## A Heartwarming IP: 三舅

Brand Image  
Consistency

Product Optimization  
and Promotion

Precision Marketing

**New Year Gift Set:**  
The gift box contains flower seeds, red envelopes, and other New Year items, symbolizing new hopes for the coming year.



**Festive Greeting Poster:**  
In the "999 Member Center" mini-program, members can participate in member day activities to draw festive greeting posters.



**Co-branded gift box:**  
Sanjiu has collaborated with Super Plants to create spring-limited plants, ensuring that every day is filled with vitality for consumers and accompanying them in every moment.





# Thank you for listening