



- A Winning Strategy for 999 PiYanPing

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999皮炎平。





Introduction ::::

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Project Rationale



01

Skin care demands upscaling

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

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

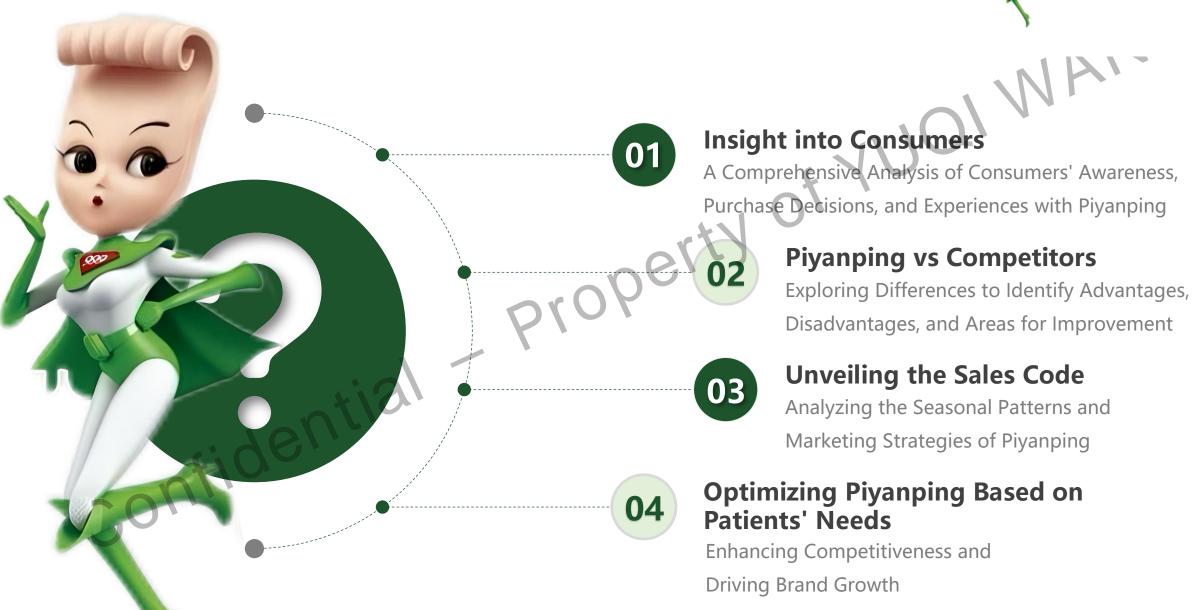
Research for enterprise growth

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

9995 room for improvement

Project objectives









Product Analysis

Competitor Research

Select major competitors and compare user reviews Analyze user **reviews** of 999 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.

Piyanping products on

platforms.

999皮炎平®





Framework :::::

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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

999皮炎平[®]





Analysis & Findings :::::

Research Design



Exploratory Research

Secondary Data Analysis



In-depth Interview

Product Awareness



Competitive Differentiation

Competitor Comparison



Seasonal Trends

Feedback of Dermatology Patients (皮肤病患者)

Seasonal Differences & Diseases



Associated Medical Conditions

Social Media

E-commerce

Marketing Strategy



Secondary Data Analysis





Product Characteristics



Competitive Differentiation



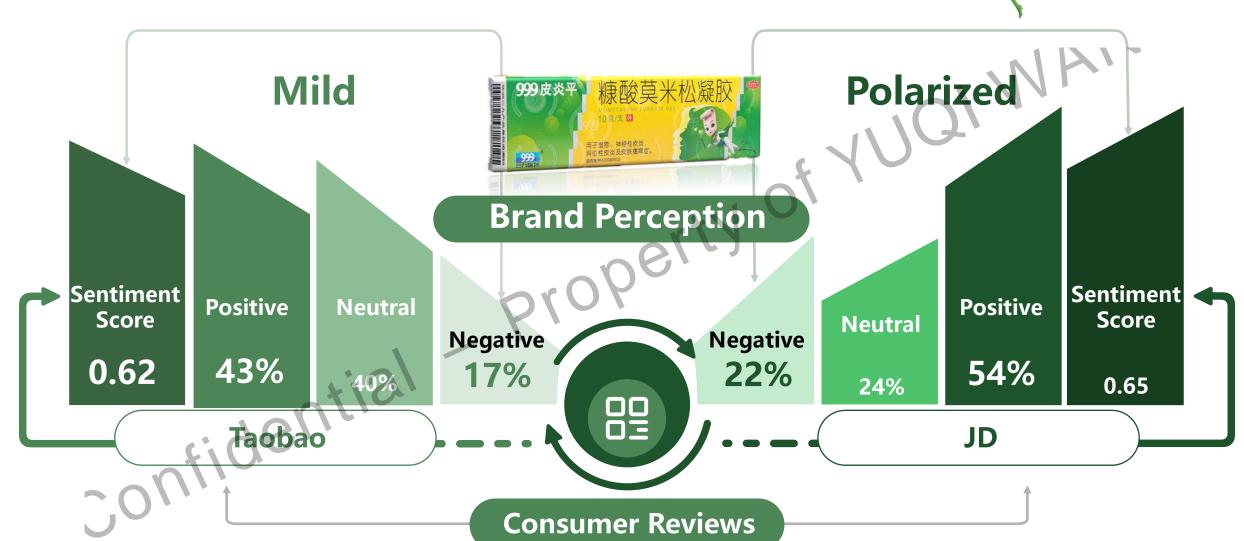
Seasonal Trends



Associated Medical Conditions

Sentiment Analysis





Word Cloud



"效果不明显",

"还可以吧" ...

01

03



Negative "不止痒","不好用", 01 一点效果都没有", Neutral "不好用","没啥作用" 02 "效果一般","还可以" "效果不明显" ... **Negative** "差评","没效果" 03 "没什么效果","假药" H "一点效果都没有" ... Neutral "效果一般","还可以"

04

Neutral Reviews-Red Tube (红管)

'没效果""效果一般""假货""假药"

Competitive Analysis





"速度"

Pi Yan Ping Green Tube "对症" "针对性"

> "信赖" "医生推荐"

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

Pi Yan Ping:

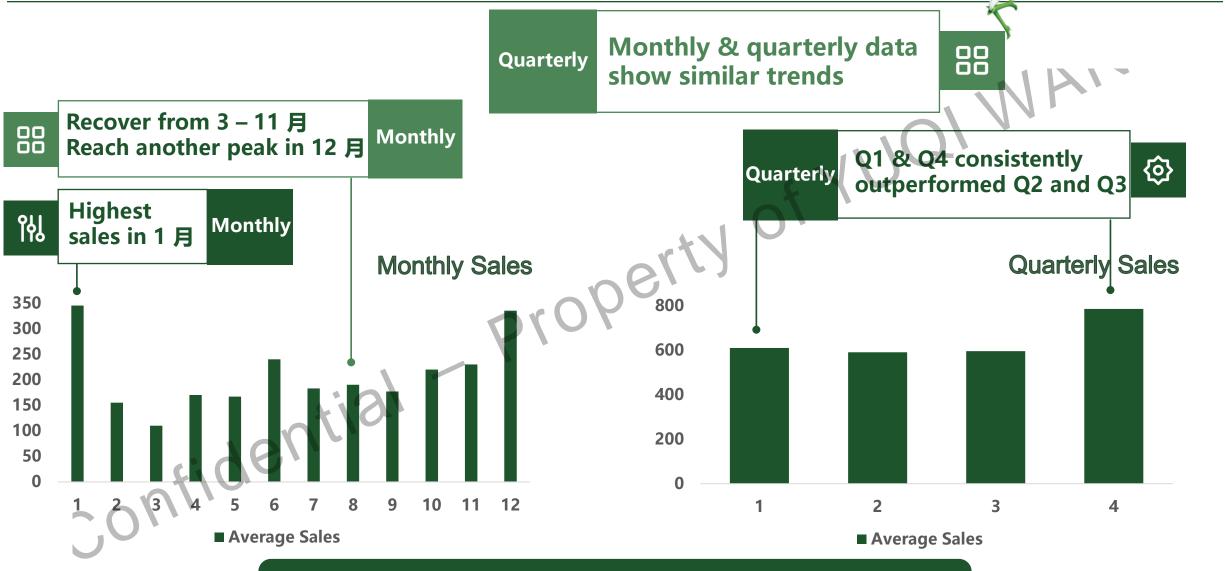
Efficacy & Customer satisfaction

Competitors:

Professional endorsement & Specialized treatment

Seasonal Trends - Sales

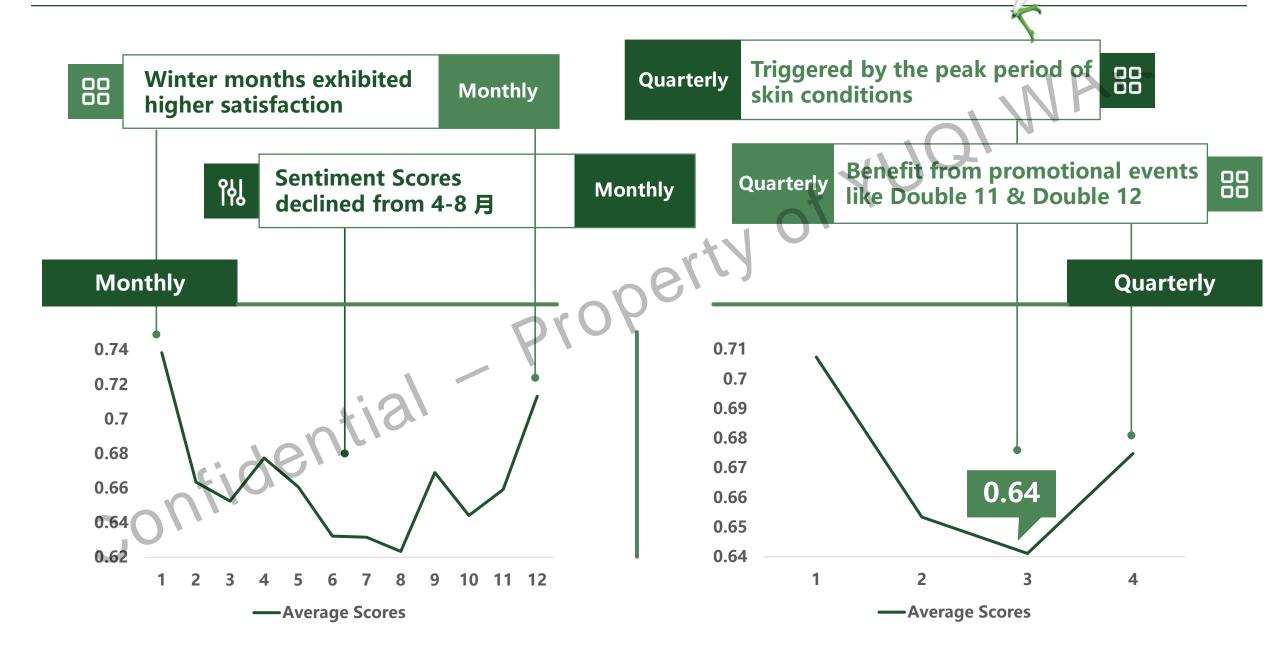




- Recurrence of skin diseases in winter
- Promotional activities at the end and beginning of the year

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



In-depth Interview





Product Awareness

afidential



Competitor Comparison



Seasonal Differences & Diseases



Marketing Strategy

User Profile



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

10 Interviewees

Gender

50% Female



50% Male

Age & Occupation

Aged 25-35, 40-50 Employees, Student / Doctor...

Awareness of product

All respondents had heard of "999 皮炎平". Nearly **40%** of them have used this product.



High brand awareness & Market share

Channels

Traditional channels (television ads, pharmacies, recommendations from others)



Increase online platform ads resources

Product awareness





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

Seasonal Differences & Diseases





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

999皮炎平®





Conclusion ::::

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Consumer Behavior



	Awareness	Consideration	Purchase	Experience	Loyalty
Touch Points	TV advertisementword-of-mouth	CommentsEfficacyBrand reputation	Product pagePaymentPromotional activities	Customer serviceDelivery serviceFAQ	Product reviewRepurchaseSeeding
Customer Opinions	Well-known High recognition	Ingredients & texture Doctors recommend	Promotion Price discounts Convenience	Varying on e-commerce platforms	Willing to recommend
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	POSITIVE	SOMEWHAT NEGATIVE	NEUTRAL	SOMEWHAT NEGATIVE	POSITIVE

Consumer Behavior



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Customer Feelings	tige Utic			•	
Opportunities	 Real user experiences Expert educational content 	 Strengthening proof of effectiveness Clarify the differences in its product lineup 	reduce price sensitivity	instructions	 Encouraging UGC content Leveraging the influence of social platforms

Consumer Behavior





"皮炎平" with **high consumer** familiarity

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



Ingredients & texture

Brand Reputation

Professional Endorsement

Communicating product differences

Enhance trust & emotional connection

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.

999皮炎平®





Recommendation :::::

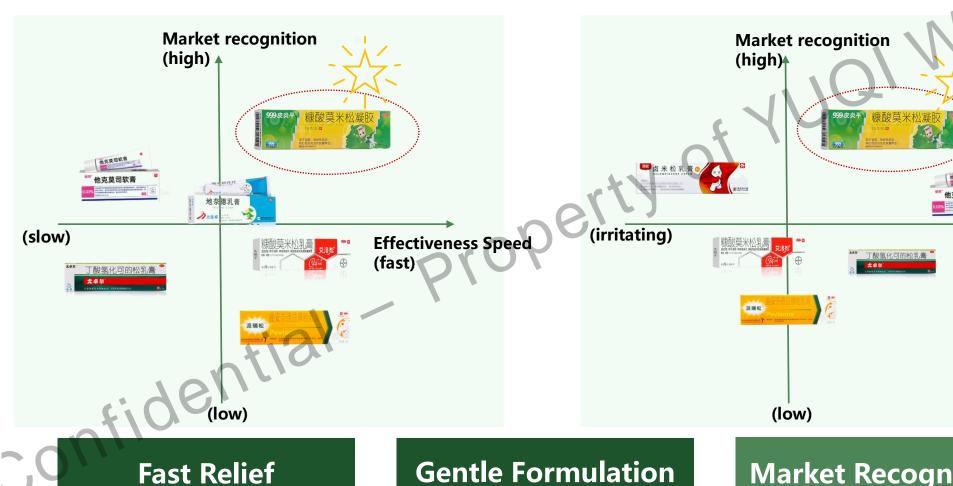
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Perceptual Map



Gentleness

(gentle)



Gentle Formulation

Market Recognition

Positioning



999皮炎平

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

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

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

Family Essential

Gentle Formula

confide



Brand Image Consistency

Product Optimization and Promotion

Precision Marketing



Recommendation





功效

Brand Image Consistency

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

Color

Brand IP

Efficacy

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

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



Recommendation







Design a series of IP animations:

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

Brand Image Consistency





Launch IP emojis:

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



Brand IP

Efficacy



Highlight the IP image:

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

Recommendation



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 syptoms, 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.





Audience Segmentation



Precision Marketing

Brand Image					
Consistency		Audience	Features	Pain points	
roduct Optimization	Dr. Acro	Young Adults (25-35)	Active in Douyin and XiaohongshuPay attention to skin care	Fast Relief (without affecting appearance)	
and Promotion	By Age	Families (40-50)	- Reliance on family health decisions - TV & online video platforms audience	Family Essential	
Precision Marketing		- blob			
	: 0	Acute Skin Problem Users	Sudden eczema, mosquito bitesRapid relief is required	Fast Relief	
c: A	By Symptoms	Sensitive Skin Users	Children, pregnant womenFocus on ingredient mildness(associated pathology analysis)	Gentle Formula	
~,0nf10.		Chronic Skin Problem Users	- Need for specialized care (analysis of associated conditions)	Gentle Formula	

Platform sub-strategies



Brand Image Consistency

Product Optimizatior 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)





● 功效与适用症状

機酸異米松、抗炎、抗过酸效果不错。常用于, 整排、神经性皮炎、异性性皮炎等或肤炎症。精 除皮肤瘙痒、红肿、比如宝宝长顶部。很多居舍 合开它,因为它相对遏和。适合宝宝矫嫌肌肤。 醋酸糖酸苯松、抗炎、抗毒、抗体充作用较强 可用于一些皮肤炎症。宏常用于严重。 还免教等。比如接触性皮炎特别严重。出现大量 不能长期大量所知它。但它副作用相对才 不能长期大量用



Platform sub-strategies



Brand Image Consistency

Product Optimization and Promotion

Precision Marketing



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



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.



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 🖟

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