



Xinnong Dairy

Start as a young and arty brand

*Let Nature Inspire
Your Art*

STARTING WITH XINNOVATION

自然创艺·从“新”开始

Written By
Group 3

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INTRODUCTION

Xinnong is a dairy brand

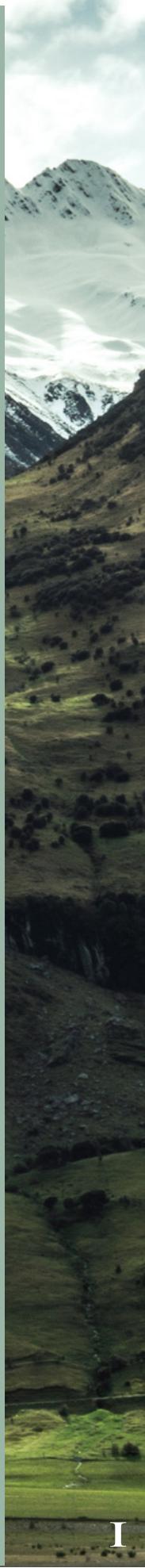
that is dedicated to protecting the environment and promoting the natural beauty of Tomur Mountain. With a commitment to natural and healthy production, Xinnong strives to produce high-quality, natural dairy products for consumers.

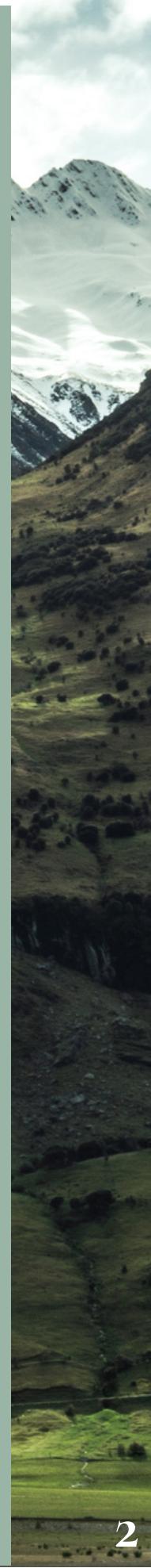
In the past few years, Xinnong has focused mainly on product development and improving production lines, neglecting marketing, which has resulted in low brand awareness.

Today, Xinjiang is in a phase of economic development with a stable policy and the premise that the pandemic has ended. Because of the epidemic, the younger generation's passion for nature and the need for self-expression is at an all-time high. At the same time, Xinjiang agriculture is in dire need of a fresh blood to inject new vitality into the brand and drive economic development.

Therefore, combining these two needs and trends, we will build a young and creative dairy brand image for Xinnong.

As a team of young people, we have a personal investment in the success of this campaign as we are also a target audience for milk products. Our advantage lies in our ability to create engaging and dynamic content that resonates with Gen Z. By leveraging our understanding of their interests and values, we can develop a social media strategy that captures their attention and inspires them to engage with the Xinnong brand. Additionally, our experience in organizing pop-up events and other offline activities will allow us to create memorable experiences that reinforce the Xinnong brand image and build long-term loyalty among consumers.





We will plan a three-month campaign that includes both online and offline activities to build a young and arty brand image and to further demonstrate the brand's passion for nature conservation. In the pre-campaign phase, we will conduct an offline "lay down with grass" flash mob to attract the attention of nature lovers.

At the same time, we will launch the "lay down with grass challenge" on online social media platforms to encourage young nature lovers to use their creativity to get closer to nature. Immediately after, we will release a short documentary with influencer Yang Zongzong on ShakeYin.

By telling the story of Yang Zongzong becoming a "plant hunter", we will portray Xinnong's brand image of loving nature and pursuing its origin. After that, Yang will release the "you decide my day" challenge in douyin, through the interaction with netizens to walk through different routes in Xinjiang, showing the beautiful scenery of Xinjiang and Xinnong ranch for the public while popularizing plant knowledge.

After the initial establishment of the brand image, we will further solidify it through two activities: "Live Farm" and "Paint Milk Bottle". These two activities will focus on the interaction with the audience and the evaluation of the audience's creativity, through the live interaction and milk bottle creation contest screening to show the importance of the Xinnong brand to creativity, and further strengthen the brand image of young, nature-loving and arty.

SECONDARY RESEARCH



>

BACKGROUND ANALYSIS PEST ANALYSIS

Political Analysis

- **Facts:** China released and implemented the spirit of 《国务院办公厅关于促进乳业振兴保障乳制品质量安全的意见》 and actively promoted the development of the dairy industry in Xinjiang. Gradually integrate and serve the national dairy revitalization strategy, build Xinjiang into a national dairy region, and construct the "western highland" of dairy revitalization (China Dairy Association Information Network).

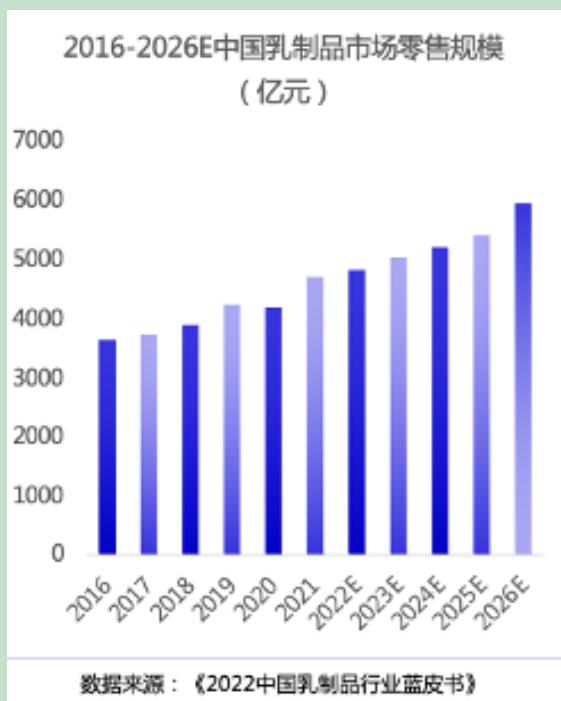
Xinnong is a nation-held company in Xinjiang, this identity provides strength: we can use resources from the government; we can ask for the local government to cooperate. However, there is also a responsibility to take for Xinnong, Xinnong should promote the local economy when building on brand development.

Economic Analysis



Facts: Per capita consumption of dairy products in China increases year by year. Along with consumption upgrading and national health consciousness popularization in China, the consumption of dairy products per capita increases year by year.

The dairy industry is growing, and people's requirement for dairy is higher. Xinnong should take the trend.



Facts: According to the Market Operation Report of China Dairy Industry 2023-2029, consumer and policy drive the sound development of the dairy industry, from domestic dairy products to 'high-end'.

Xinnong's brand image should be more advanced and related to fashion icons. Xinnong has high quality but lacks high-end package design and publicity.

Social Analysis



Facts: According to the Market Operation Report of China Dairy Industry 2023-2029, consumer and policy drive the sound development of the dairy industry, from domestic dairy products to 'high-end'.

Xinnong's brand image should be more advanced and related to fashion icons. Xinnong has high quality but lacks high-end package design and publicity.

Facts: Customers pay more attention to the name of the brand, the spokesperson, and the activities the brand has.

Xinnong needs to pay more attention to brand communication rather than its products. The brand needed to be known before its products. How to construct the brand image is important. Xinnong needs to use more activities to attract public attention and use some KOLs or KOCs to help build up the brand image.

Facts: One of the few things a post-eighties teen regrets about not starting earlier in 2022 is walking outside for at least half an hour every day.

"Nature is a huge energy field," she wrote. Getting away from the hustle and bustle of the big city on a regular basis and going back closer to nature to get some oxygen feels rejuvenating.



Facts: According to Hornet's 2022 Outdoor Leisure Report, 41.1 percent of young people choose to have outdoor fun with classmates and friends, while only 14.9 percent choose to go alone. Especially for Gen Z, relieving stress, relaxing and making friends are their biggest needs.

Outdoor activities are popular for Gen Z, especially after Covid-19. This can integrate the advantages of Xinnong as "nature in Xinjiang" to attract more audience.

Facts: In 2021, museums nationwide held 36,000 exhibitions, attracting nearly eight hundred million visitors, with young people being the main group. The art exhibition industry is recovering gradually.

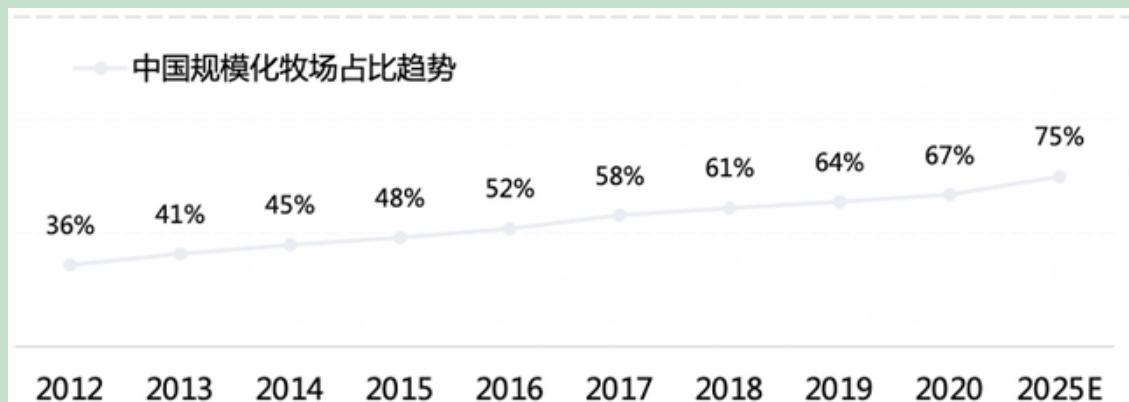
Young people like the artsy life as well, this trend can be comprised in Xinnong's activity.

People love the beauty of nature, and this is because of the tiring work and hard life in the big city. It is a good chance for Xinnong to attract those nature lovers' attention.

TECHNOLOGICAL ANALYSIS

I. Large-scale dairy farms

The proportion of large-scale dairy farms in China is increasing, thanks to the maturity of breeding technology and the year-on-year increase in dairy cattle production capacity to meet the incremental demand of the market.



2. Online market + Internet

The online market has occupied 15% of the whole milk product market, and many milk companies choose to cooperate with online applications, such as Alipay, Baidu, and Tencent to promote their e-commerce. Xinnong also paid attention to their Taobao, Jingdong, and Pingduoduo stores. It is also a new trend to place more products on social media platforms or cooperate with internet companies.

3. Social media channel

In early 2019, digital marketing firm HubSpot partnered with SurveyMonkey to conduct a study on the buying preferences of social media users and consumers. Social media has influenced about 50% of Gen Z's consuming actions. The social media platform has been the main channel that consumer chooses their products. Xinnong also needs to pay more attention to the publication on social media.

Multi-media accounts: (The Number of Subscriptions)

TikTok: 新农乳品旗舰店(6149)

Kuai Shou: 新农乳业

WeChat Official Account: 新农

Jingdong: 新农京东自营旗舰店(112k)

Taobao: 新农旗舰店(118k)

Pinduoduo: 新农旗舰店(72k)

Weibo: 新农乳业 (1434)

MEDIA ANALYSIS

01

Xinnong's situation of social media

Xinnong has faced a situation where it lacks brand communication. Through research we can see that media efforts have been made by the company, however, the exposure of the company on social media has not received high attention. The overall number of fans is low, and the posts are not frequent.

02

Opportunity of social media

The effectiveness and results of brand communication and media exposure are not very visible and can still be improved. This is an obstacle to the development of Xinnong Dairy's popularity and brand image. But the upside is that we can change this obstacle into an opportunity. The company has a lot of room to improve the content and mode of media distribution, which will be a new growth in user conversions and company awareness.

03

Xinnong's advantage

The current context is very favorable for the company's growth and offers a wide range of industry opportunities. In terms of trends, Xinnong Dairy is downstream of consumption in the dairy industry, which is more focused on product production and neglects online promotion. But we can use its high-quality natural milk source, located in Xinjiang's great scenery as publicity to increase brand awareness and help the brand make a name for itself.

ORGANISATIONAL ANALYSIS

Brand Value

Xinnong Dairy's brand values are centered around **quality, organic, and innovation**. The company's mission is to provide high-quality dairy products that are safe and healthy for consumers, while also inheriting the spirit of "359" Army and insists on creating dairy products that are "**healthy, delicious, nutritious, safe and guaranteed**".

Main Products

They have 3 types of products: Liquid milk (raw milk, normal temperature milk, low temperature milk), Milk powder, and other dairy products(dairy beverage and milk beer).



Star Product



The series of 天上天山

- the feature of this milk is its A2 beta casein and high calcium content
- 100ml organic pure milk contains 150mg of raw high calcium, 3.2g of high-quality protein.



COMPETITORS

The competition is quite drastic. With most markets are occupied by famous brands around China, while imported brands take part. The left market share mainly focuses on the “District brand”. Besides the local markets in Xinjiang, local markets in other provinces are good opportunities (Wang, 2020). Based on the main existing and expanding markets of Xinnong, we will analyze the dairy competitors mainly in Xinjiang and Zhejiang provinces. The competitiveness of these brands will be branded by comparing the geographical location of their own farms, product range, etc.



Brand	Brand Birthplace	Main Dairy Products	Calcium Content	Integrated autonomous operation system (Self-Owned Ranch and Production Line)	Pasture located in Golden milk source belt	Competitiveness
Xinnong (新农乳业)	China (Xinjiang)	Milk, Yogurt, Milk Beer	150	Yes	Yes	Focus on Natural, Organic, Nutritious. Excellent pasture environment and high quality milk. Financial support and policy endorsement for state-owned enterprises
Tian Run Dairy (天润乳业)	China (Xinjiang)	Milk, Yogurt, Milk Beer	105	Yes	Yes	Nutritious, Innovative Taste, Packaging + formula + copywriting: become internet celebrity products, and the brand occupied a local market share of around 40%
West Dairy (西部乳业)	China (Xinjiang)	Milk, Yogurt	100	Yes	Yes	Its turnover can be divided into "supermarket retail, school cooperation, the regional agency" three main channels
Maiquer Dairy (麦趣尔乳业)	China (Xinjiang)	Milk, Yogurt	110	Yes	Yes	Maiquer Dairy's sales target focuses on high-end consumer groups, and product line distribution is like Tian Run Dairy, it will pose a greater threat to Xin Nong in the offline traditional sales market.
Adopt A Cow (认养一头牛)	China (Zhejiang)	Milk	120	Yes	No	Emphasizes the consumer-farmer connection and supports the idea of sustainable agriculture, which can attract some consumers to some extent.
LIZIYUAN (李子园)	China (Zhejiang)	Milk, Dairy Drink	100	No	No	Focuses on the production of high-quality dairy products, providing more fresh and nutritious products through boutique farms and scientific production management, attracting consumers with quality requirements.
inm (一鸣食品股份)	China (Zhejiang)	Milk, Yogurt	100	No	No	Provide diversified products in different dairy fields to meet the needs of different consumers.

Table ,Comparison between competitors

FUTURE DEVELOPMENT

In terms of future development direction, Xinnong Dairy has several goals and strategies in place to continue its growth and success in the dairy industry. These include:

- **Product innovation:** Xinnong Dairy is committed to developing new and innovative dairy products to meet changing consumer preferences and demands. The company has invested heavily in research and development to create new products that are both healthy and delicious.
- **Expansion of distribution networks:** Xinnong Dairy's sales in Xinjiang Province are stable, and it is expected to expand its market in other provinces outside Xinjiang, including Zhejiang, Shanghai, Guangdong, Shaanxi, Sichuan, and other places.
- **Emphasis on e-commerce:** Xinnong Dairy recognizes the importance of e-commerce in the modern retail landscape and is investing in platforms like Tmall and JD.com to reach consumers online. The company is also exploring new ways to leverage technology, such as establishing official websites and we-store on the WeChat platform to improve its marketing and sales strategies.

“

Overall, Xinnong Dairy's future development direction is focused on growth through innovation, expansion, and e-commerce. By continuing to prioritize quality and safety, investing in research and development, and e-commerce, Xinnong Dairy is well-positioned to meet the changing needs and preferences of consumers in China and beyond. ”



SWOT Analysis Table



S

Strength

Product quality and safety

- strong emphasis on product quality and safety
- exclusive milk source from the Tianshan Mountains golden milk zone, with organic and red gene cows.

Distribution network

- a mature distribution network has been formed throughout Xinjiang
- a more intensive sales network has been formed in the Pearl River Delta, East China, North China, and South China regions

Governmental Agency Cooperation

- Lishui Agricultural Investment Company, a state enterprise, cooperates with Xinnong to provide high-quality water and advanced technical support, focusing on the twin goals of promoting the brand of "Lishui Mountain Farming" and realizing the real agricultural economy.

W

Weakness

Unclear targeted customer

Xinnong has varied product lines to cater to different groups' needs, but the marketing strategies are not consistent with the product's features

Product packaging is insufficient

the packaging of products is not recognizable enough to help build a solid brand image.

Xinjiang milk trust problem

the dairy industry in Xinjiang has faced several food safety scandals in recent years, which can damage consumer trust in Xinnong Dairy's products.

Lack of branding and innovation

Xinnong's brand influence is limited to Xinjiang with a lack of innovation; Major dairy brands have stronger national brands with more product innovation and R&D capabilities.

O

Opportunity

Growing demand for dairy products in China

As the Chinese middle class continues to grow, there is an increasing demand for high-quality dairy products.

Expansion into new markets

Xinnong Dairy can expand its distribution networks and brand recognition in other provinces in China, such as Zhejiang and Shanghai.

Product innovation

There is an opportunity for Xinnong Dairy to develop new and innovative dairy products that meet changing consumer preferences and demands.

E-commerce

The growth of e-commerce in China provides an opportunity for Xinnong Dairy to reach consumers online and expand its customer base.

T

Threaten

Competition from domestic and international brands

The dairy industry in China is highly competitive, with both domestic and international brands vying for market share.

Government regulations

The Chinese government has implemented strict regulations on the dairy industry in response to food safety scandals, which can impact Xinnong Dairy's operations and profitability.

Changes in consumer preferences

Consumer preferences and demands can change quickly, and Xinnong Dairy may need to adapt its product offerings and marketing strategies to keep up with these changes.



PUBLIC ANALYSIS

I. Producer

The company has three large-scale farms with more than 4,300 Holstein cows and five large-scale farms with more than 4,200 Holstein cows, which produce 45,000 tons of fresh milk annually. There are 6 Tetra Pak sterilization and filling production lines in Sweden and 2 Bailey packet production lines for normal milk, and 5 Hangzhou Central Asia filling equipment for low-temperature milk, and milk powder production equipment imported from Nile in Denmark. Processing and production. Now it can produce 60,000 tons of normal-temperature dairy products, 40,000 tons of low-temperature dairy products, and 8,000 tons of whole milk powder, and the annual processing capacity of raw milk reaches more than 100,000 tons (Alar New Agricultural Dairy LLC).

2. Stakeholders

Legal representative

Tan Luping

Director and general manager:

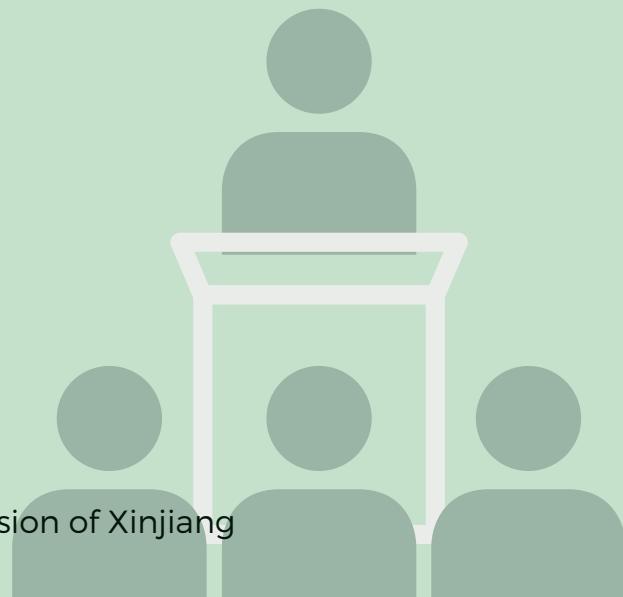
Xu Jinyi, Li Xiaojuan, Zhang Chunhua, Fan Wenjian

Enterprise type

limited liability company (state-owned holding)

Registration authority

Market Supervision Administration of the First Division of Xinjiang
Production and Construction Corps





Leadership Style Analysis

As a state-owned company, Xinnong's leadership should be more traditional. The management department may not care too much about publication or public relations, but more about the quality of the products. What's more, they may pay more attention to the local market in Xinjiang since they are supported by the local corps institution. For a state-owned company, the leadership may prefer a stable strategy rather than an innovative strategy. Also, they may prefer winning some national prize rather than high sales.



Xinjiang Production and Construction Corps



Introduction

The Xinjiang Production and Construction Corps assumes the responsibility of cantonment and garrisoning the borders given by the state and implements a special management system with a high degree of unification of the party, government, military, and enterprises, and manages its own internal administrative and judicial affairs in accordance with laws and regulations in the cantonment areas under its jurisdiction. Administrative regions, mainly by the Corps from top to bottom implement unified leadership and vertical management.

Analysis

Xinnong's development is part of the economic responsibility of the corps, thus, the corps may give Xinnong beneficial policies and social resources to help Xinnong grow. The corps directly belong to the Communist Party of China, so Xinnong also has given the advantage of a stable situation. The company will not confront big threats as corps exists.

Still, this corps emphasizes the agricultural development of Xinjiang, Xinnong should also bear the responsibility of protecting local farmland and the environment.

3. Customer groups

GEN Z



Generation Z is the upcoming consumer group. They prefer the value or trends more than the product itself. Gen Z will focus more on dairy products that have their own brand identity. For example, Gen Z likes high-end milk products or products like cheese. Low-fat milk powder and cheese sticks can help Gen Z's fitness routine and schoolwork. Milk brands' promotional copy, casing packaging, etc. will also attract Gen Z to pay for the values.

OLD PEOPLE IN URBAN CITY

The middle and old age groups (especially the affluent groups in the cities) are becoming concerned about their health in the new era. Milk is rich in high protein and other essential nutrients that allow the elderly to better regulate their health. Milk powder and room temperature milk are the favored dairy products for the elderly. Among them, milk in premium packaging can also be given to seniors as holiday gifts.



THE FAMILY DECISION GROUP



The decision group is more likely to be the parents in a family. Household decision makers pay more attention to the quality of milk, and nutritional value. A part of the purchase for the children in the family, looking at the nutritional value of dairy products, but also because of the dairy promotion. They are more interested in practicality and cost-effectiveness.

Target Audience: Gen Z



Generation Z, members of people who were born between 1995-2005, is the most potential group for the Chinese market, nearly 300 million Generation Z people are expected to pry up consumption expenditure of 5 trillion yuan this year.

Gen Z in China has become the main consumer group of dairy products. According to a survey conducted in 2021 by global market research firm Kantar, around 77% of China's Generation Z consumed dairy products due to several factors. Moreover, urbanization and rising incomes have led to an increase in the demand for premium dairy products among young Chinese consumers. They are willing to pay a higher price for imported and high-quality dairy products, such as cheese, yogurt, and milk. A study by Euromonitor International shows that the premium dairy market dominated by young consumers in China is expected to grow at a rate of 17% annually between 2020 and 2025. Generation Z in China is becoming the major dairy consumption group due to the increasing health awareness among young people and the development of urbanization in China.

CHARACTERISTICS OF GEN Z

Generation Z, members of people who are 18-28, is the most potential group for the Chinese market, nearly 300 million Generation Z people are expected to pry up consumption expenditure of 5 trillion yuan this year.

1 Social media engagement

Social platforms serve as catalysts for word-of-mouth communication amongst Gen Z. As a result, peer content is critical. Gen Z greatly enjoys reading and engaging with the comments section on social.

2 They suffer from FOMO

Constantly scanning social media to see what everyone else is doing Generation Z is suffused with “fear of missing out,” always worried there’s something better going on somewhere else.



3 Mobile Community	4 Iterative	5 Meaning > Products	6 Individuality
<p>They continually flow between communities that promote their causes</p> <p>They value online communities because they allow people of different economic circumstances to connect and mobilize around causes and interests.</p>	<p>Gen Z believe in the importance of dialogue and accept differences of opinion with the institutions in which they participate and with their own families</p>	<p>Consumption means having access to products or services, not necessarily owning them.</p> <p>As access becomes the new form of consumption, unlimited access to goods and services creates value.</p>	<p>The core of Gen Z is the idea of manifesting individual identity.</p> <p>Eager for more personalized products but also willing to pay a premium for products that highlight their individuality.</p>

What Xinnong Can Offer to Gen Z?

01

Social media creativity

Xinnong should pay more attention on the community construction of Xiaohongshu, Douyin, Weibo, Bilibili, etc. Social media content is important to attract Gen Z and enhance their willingness to choose Xinnong.

02

Identity

Xinnong can provide them with a different identity if Xinnong constructs the brand image with young and unique attributes.

03

Niche value community

Gen Z wants a brand that can provide the experience of the community. The community is where they can demonstrate their value and feel belonging to. If Xinnong can engage value in activity, it can provide Gen Z with more brand stickiness.

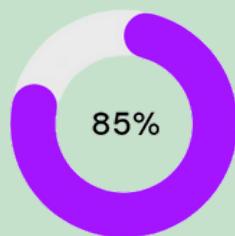


PRIMARY RESEARCH METHOD I: QUESTIONNAIRE

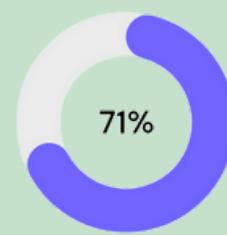
The aim of this survey is to gain insights into Gen Z's preferences and behaviors surrounding milk consumption, which may influence their attitudes towards milk products.

The survey was conducted online using Google Forms and targeted participants aged 18-28 years old, which are considered Gen Z. The sample size was 100 participants, with an equal distribution of genders.

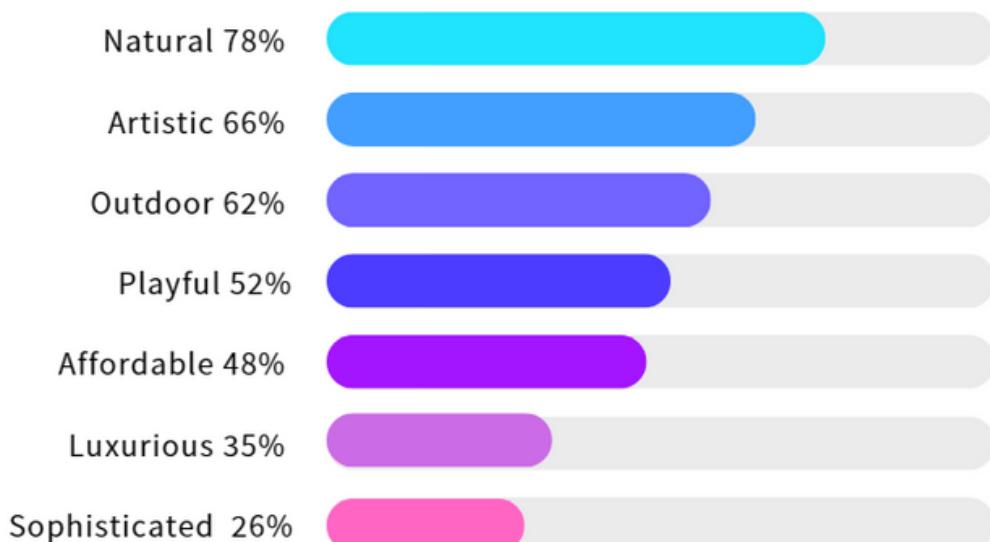
Q1: Do you consume milk or dairy products regularly?



Q2: Are you more likely to have dairy products of one fixed brand for a long time, or are you willing to try a new one?



Q3: When you want to try some products of a new brand, what kind of dairy brand temperament attracts you more? (Multiple choices allowed)



METHOD 2:

FOCUS GROUP DISCUSSION

The purpose of the focus group discussion was to gain insights into the consumption habits and preferences of young customers aged 18-28 years old.

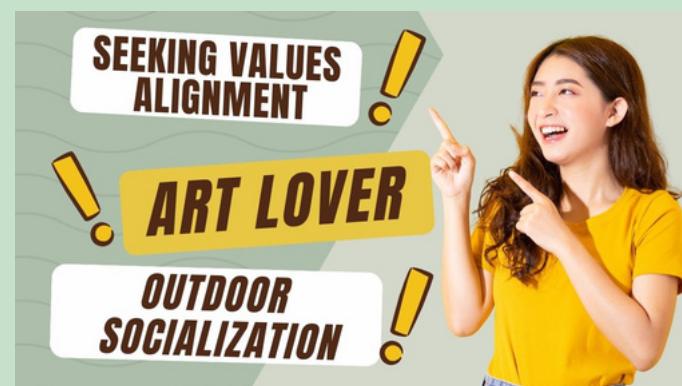
A focus group allows us to speak directly with young customers and hear about their consumption habits on their own. This provides unique and valued firsthand insights. An in-depth understanding of the target audience will also help us conduct a campaign that'll get their attention.

What We Found

After 4 thorough discussions with 40 young people (27 females and 13 males), we gain deeper insights into our target audience's characters and preferences. Our findings can conclude that young customers are willing to pay for art and that outdoor socialization has emerged as a new trend in consumption habits. They value products that are high quality, unique, and match their own personality.

When it comes to their favorite leisure activities, visiting art exhibitions was the most commonly mentioned activity among young participants. Some people mentioned that they are more willing to attend and participate in the brand's marketing campaign if the brand can combine its brand value with the artifacts.

This is less commercial and I can feel more intuitively the cultural value that the brand gives to the goods themselves", Yang said in the discussion. Another participant also mentioned, "I don't like brands with too much sales purpose in their advertisements." A hard sell can make young people form rejection psychology towards the brand. They expect the brand to attract them through meaningful and artistic interactions.



FOCUS GROUP INSIGHTS

Except for the art, back to nature is also a hidden topic in the discussion. Many participants expressed the willingness to spend time outdoors and be close to nature as a key part of their desired lifestyle. Many participants described nature as an escape from their high-paced lives. They valued spending time outdoors. "I am so tired of heavy and stressful life, I need some fresh air to refresh my mind", mentioned by Liu.



Nature gave participants an opportunity to slow down, embrace the slow-paced lifestyle and refresh their minds away from the stresses of work.

This interest in nature also affects participants' preference for dairy brands. They wanted them to share their respect for the environment and value nature.

Method 3: Observation & Interview

MEDIA CONSUMPTION HABITS YOUNG PEOPLE

Surfing Through the Last Night

Late night is a peak time for engaging with the internet and checking various entertainment content from media.

Heavy media user

Young people today extensively use various media platforms to consume content. They integrate media into nearly every aspect of their daily lives.

Media Software Analysis

Douyin

- The popularity of short form video in the 20-30 second range.
- Viewers enjoy the authentic, unscripted nature of live content.

Wechat

- A more personal and private feel compared to platforms
- Wide variety of content, from daily updates and news briefs to in-depth think pieces and longform articles.

Xiao Hongshu

- Image-based written notes
- Users share product recommendations, outfit ideas, makeup tips, travelogues and more.
- Primarily aimed at female users

Weibo

- Create public updates in a short-form, real-time manner.
- Widespread sharing of content beyond one's immediate social circle

Social media platforms provide access to a brand's potential audience. They offer an effective way to connect brands and consumers directly and allow brands to understand customer needs and issues in real time.

We conducted this study to gain insight into media consumption habits among young people. We used a research approach combining participative observation and interviews. We interviewed 34 university students, consisting of 20 females and 14 males.

The survey findings revealed several key characteristics of young consumers' media habits. The survey findings revealed that most young respondents can be considered "heavy media users". A large proportion reported that they spend their time surfing through different types of content on social media. The specific results is on the left chart.

The findings can help us inform the content creation strategies suit to different platforms.

Method 4: Users Diary

- **Introduction:**

Gen Z is a generation that values sustainability and innovation, making them a unique group to study. After we identified the target population as the Gen Z group, we conducted the primary research to further explore their interests and needs in milk consumption. This research will use a qualitative research approach, employing diary research as the data collection method. Participants will be asked to keep a diary for a week to capture their daily experiences. The diary is a digital platform that participants can access using their mobile devices. The format allows participants to record their daily activities, thoughts, and emotions related to their milk consumption.

- **Method:**

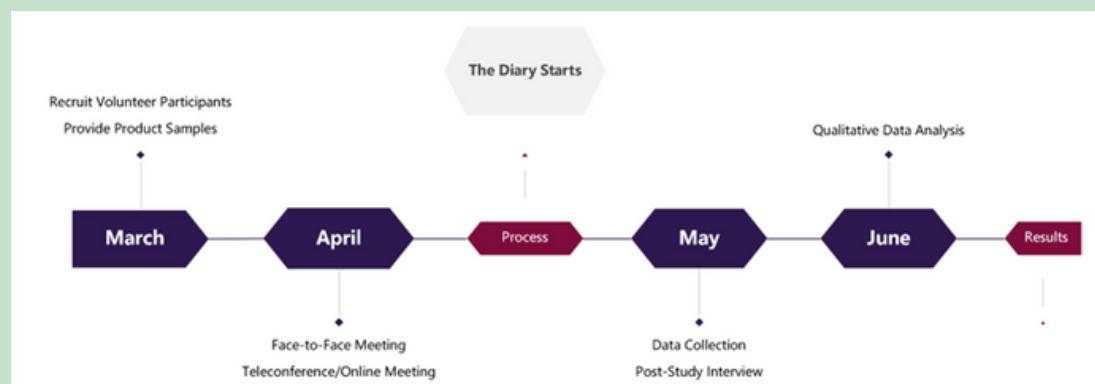
We recruited 20 Gen Z participants who regularly consume milk as part of their daily diet. We provided participants with samples of Xinnong milk (random types), and they were asked to complete a diary over a one-month period, recording their thoughts, feelings, and observations related to milk consumption. The diary was accessible through a digital platform wherein users can upload entries daily.

- **Data Analysis**

Upon completion of the diary study, we analyzed the participants' entries for common themes that emerged related to their milk consumption habits and attitudes towards the environment and art. The data were organized into two main categories for analysis: environmental consciousness and artistic expression.

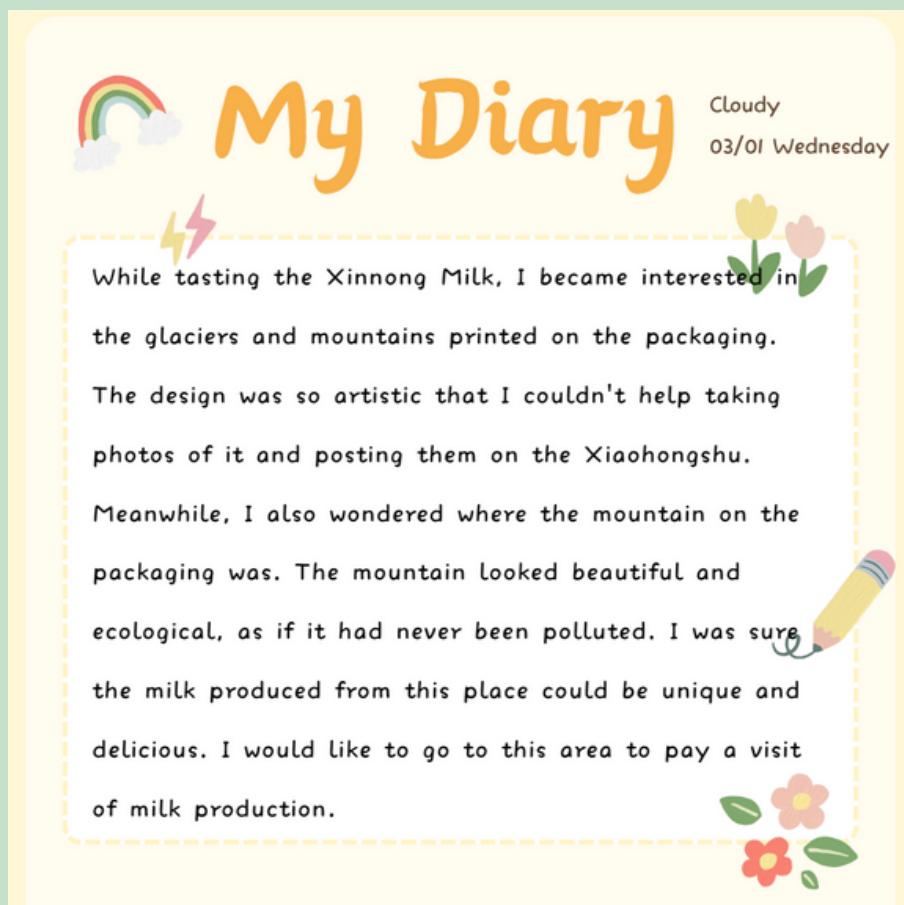
Firstly, participants showed a preference for organic milk, indicating their concern for the environment and sustainability. They pay attention to the place of milk source origin, caring about the life quality of the cows and the environment of the area. Several participants also mentioned their desire to reduce their milk consumption due to concerns about the negative environmental impact caused by the dairy industry.

In addition, participants also showed an affinity for visually appealing milk products, showcasing their interest in aesthetics. Many participants enjoyed taking photos of their milk with beautiful packaging and incorporating it into their social media accounts. Several participants also expressed their appreciation for creative milk-based recipes and the cultural significance of milk in their diets.



- **Results:**

The diary study demonstrated the influence of Gen Z's passion for protecting the environment and their love of art on their milk consumption habits. From their preference for eco-friendly milk production to their use of milk in artistic expression, the participants' entries suggested that this generation values a sustainable and creative approach to their diet. In conclusion, the diary study provided evidence supporting Gen Z's passion for protecting the environment and their love of art has an impact on their consumption of milk. These insights can be used to look to appeal to this generation through a campaign related to nature and art.



- **Limits:**

A potential limitation of this study is that it relied on self-reporting, which could be subject to bias or inaccuracy. Additionally, the sample size was relatively small, limiting the generalizability of the results. Finally, the study was conducted over a relatively short period of time, so the findings may not reflect longer-term attitudes and behaviors among Gen Z.

INSIGHTS

01

Gen Z is a significant group for dairy consumption in China.

02

Gen Z is environmentally conscious and mostly nature lovers.

03

Gen Z is more likely to prioritize outdoor activities as a means to explore the world and learn new things.

04

Gen Z's aesthetic needs are increasing.

Gen Z is environmentally conscious and will likely be interested in outdoor activities. Brands that prioritize the value of nature may attract Gen Z. This suggests that brands implement eco-friendly practices and close-to-nature social media activities. Gen Z's aesthetic needs are increasing, and they are more likely to value artistic expression and creativity. Brands that incorporate unique packaging designs and labeling may appeal more to Gen Z's appreciation of art, leading to more consumption of milk products. Overall, brands that cater to young people's outdoor hobbies, and prioritize the sense of environmental protection and artistic expression may have an advantage in marketing milk products to Gen Z consumers in China.

PERSONA



Carlos • Li

Age: 20 (Gen Z)

Occupation: Undergraduate Student

Major: Environmental science

Interest: Painting, Hiking

Location: Beijing Hometown: Xinjiang

Li, an environmental science major, wants to contribute to environmental construction in his hometown. He likes to kill time by painting and enjoy beautiful natural sceneries when hiking.

Xinnong makes him feel artistic creativity, gives him a sense of outdoorsy, and shows him a sense of brand responsibility to protect nature.

GOALS

- Have more time to enjoy painting and hiking.
- Go back to his hometown to protect the local ecological environment.

MOTIVATIONS

- Artistic enjoyment
- Nature Loving
- Outdoorsy Challenges
- Environmental Responsibility

FRUSTRATIONS

- The extreme study pressure leaves him no time to enjoy painting and outdoor activities.
- The ecosystem in his hometown is being destroyed nowadays.

PERSONALITY

- Artistic
- Caring
- Adventurous
- Responsible

HOBBY

- Painting
- Hiking
- Visiting art museums
- Volunteer activities for environmental protection.

STRATEGY

Proactive Strategy

Considering of targeted audience---**Generation Z**, and their common use of social media, we choose social media as the main platform to place our activities. Based on the insights we conclude, **Gen Z are outdoor nature lovers and they also favor art**. So, we choose to combine the characteristics of Xinnong---**Nature and origin**. Xinnong has organic farmland with natural plants and animals, and these can be attractions to our audience. Still, we should corporate some trendy and fashionable ideas in our activities, to make them interesting and niche enough to attract our targeted audience---**the nature and art lovers among Gen Z**.



Goal 1: Attract the attention of people who love nature and art to pay attention to Xinnong brand.

Objective 1: Increase people's association between Xinnong and the image of beautiful nature in Xinjiang by 30%, as measured by the CTR of this event

Objective 2: To have an effect on the awareness of nature-loving young people, specifically to increase their attention to Xinnong as a brand that is passionate about nature, (30% within 3 months)

Goal 2: To establish the reputation of Xinnong concerning the natural environment.

Objective: Increase consumer awareness of Xinnong's cherished nature practices by 30% within 3 months, as measured by an increase in Douyin mentions and website traffic to Xinnong's sustainability page.

Goal 3: Strengthen brand stickiness by enhancing the interaction and communication between the brand and consumers.

Objective 1: To have an effect on the action of nature-lover, specifically to obtain an increase in interaction in the Douyin platform. (30% within 3 months)

Objective 2: Build the salience and niche point of the "artsy" brand image into the audience and increase their belongings to Xinnong's community by 40%, measured by the number of increased followers on three social media accounts

MESSAGE HOUSE

A three-month online and offline campaign is conducted to display the natural environment of Tomur and attract nature and art lovers using social media to promote the brand's image.

Slogan

“自然创艺，从‘新’开始”； Let Nature Inspire Your Art: Starting with Xinnong

Tone

Engaging

Theme

Nature and art, together with the Xinnong brand

Let Nature Inspire Your Art

Gen Z Cares About Natural and Artistic Elements of Xinnong Brand

Warming up
06/04-06/24

Launching
06/26-07/18

Sustaining
07/12-08/17

Attract People's Attention on Natural and Artistic Feature of Xinnong

Establish the Brand Image of Xinnong Concerning about Environment

Strengthen brand stickiness by enhancing artistic interactions

OBJECTIVE	Bring Tomur Back Home 把天山带回家	X Lay Down 和新农一起躺草坪	Back To Original 溯源企划	Look at My Cow 神奇小牛在哪里	I Didn't Expect You To Be Such A Milk Bottle 没想到你是这样的牛奶瓶
	Preparation: Increase the attention of young people who are interested in nature to Xinnong brand, by 30% increase in the amount of attention within 3 months	Hook: Increase young people's awareness of Xinnong's nature-loving brand by 30% in 3 months.	Awareness Promotion: By measuring the click-through rate of the activity, increase the association degree between Xinnong and the beautiful natural image of Tomur Peak by 30%	Popularity Maintaining: Receive 30% increase in interaction from young audiences interested in nature on the Douyin platform within 3 months	Audience Participation: Build the niche point of Xinnong's "artsy" brand image and increase audiences' interests by 40%, measured by the number of increased followers on three social media accounts
CONTENT	STAGE 1 <ul style="list-style-type: none"> Grass from Mount Tomur Offline Pop-up stores Online #X Lay Down# with random grassland 	STAGE 2 <ul style="list-style-type: none"> Xinnong and Yang Zongzong cooperate in a video and design digital posters "You Decide My Day" Challenge. 	STAGE 3 <ul style="list-style-type: none"> Use live-streaming to show the environment of Tomur. Milk bottle creation on social media, and put works into new sustainable packages 		
TA	Gen Z, KOL, KOC	Gen Z, KOL, KOC	Gen Z, Yang Zongzong	Gen Z	Gen Z, KOL, KOC

Xinnovation!

Goal 1

Lay Down With Grass

X Lay Down



Objective 1: Increase people's association between Xinnong and the image of beautiful nature in Xinjiang by 30%, as measured by the CTR of this event

Tactic 1: Pop-Up Store

We will hold a six-day pop-up activity in three cities ---Ningbo, Aksu, and Suzhou. In this pop-up store, people can freely and comfortably lie down on the “grass”, a place we designed just like the grassland on Xinjiang Tomur. Whether you are wandering, shopping, or suddenly attracted by our settings, you can lie down here. If you feel comfortable, a simple post on social media can earn you free Xinnong milk! We will firstly invite some KOLs to lay down and posts their thoughts on social media with our hashtags #新农躺草坪挑战# (# X Lay Down) to attract more people, then people can also post their thoughts freely on social media.

Tactic 2:

Online #X Lay Down# With Random Grassland

The online hashtag #X Lay Down# activity still lasts when the pop-up activity ends. People can still post their thoughts on social media if they lay down on random grassland with our hashtags #X Lay Down# and Xinnong's symbol of “新” or “X” shown in the posted photos or videos. This will last for more than two weeks. During this time, our official accounts in Xiaohongshu, Weibo, and Douyin will choose 5 mostly liked posts every day to send the Tianshang Tianshan milk products freely.

10

12

30%

Days activity
Offline + Online

KOLs to have the
warm-up action

Association between
Xinnong and Tomur
nature

Goal 1

Bring Tomur Back Home

Objective 2: To have an effect on the awareness of nature-loving young people, specifically to increase their attention to Xinnong as a brand that is passionate about nature, (30% within 3 months)

Tactic 1: Grass from Mount Tomur

When selling Xinnong products, pack the seeds of the grass from Tomur Peak into cans and give them away as gifts to customers. Seeds can be put in a dormant state at a specific humidity; Thus, it is easy to ensure the survival of seeds in the can during transportation and storage. Instructions on how to grow the plants can also be included with the cans. By utilizing these online platforms to attract our target consumers to participate, we aim to enhance our brand awareness and connect Xinnong's brand image with nature-friendly.

Tactic 2: KOL+KOC promotion

We plan to invite one key opinion leader and 25 KOCs to create promotional videos and "unboxing" clips for our campaign to maintain buzz. With the reach and authenticity of influencer marketing, we aim to amplify the impact of our seed packet gifts.

3

1+25

30%

Online Sales
Platform

1 KOL and 25 KOC co-
publishing promotional
videos

Increase their attention to
Xinnong as a brand that is
passionate about nature

Goal 2

☶ Back to origin

Objective: Increase consumer awareness of Xinnong's cherish nature practices by 30% within 3 months, as measured by an increase in Douyin mentions and website traffic to Xinnong's sustainability page.



Follow along as we explore the natural beauty and environmental wonders of Tomur Peak and Tianshan fields. With a focus on sustainability and responsible farming practices, we're committed to promoting the power and beauty of nature in everything we do.

Join us on a journey "Back to Origin" with Xinnong and Yang Zongzong!

Tactic 1: Xinnong x Yang zongzong documentary video

We're thrilled to partner with the influential and passionate Yang Zongzong to create a short documentary that showcases his love of nature and our shared commitment to organic farming.

The short film involves Yang Zongzong's personal humorous style and cinematic quality images to attract the attention and viewing of young people. Featuring stunning cinematography and a personal and humorous touch, this video is sure to inspire and engage audiences of all ages.

Tactic 2: You decide my day Challenge

Invite Yang Zongzong to visit Xinnong Organic Ranch and Tianshan District, and collaborated with him to post the "you decide my day" challenge on the Douyin platform for one week in a row. Each day, a poll was posted on Yang zongzong's Douyin homepage, and netizens make the decision on Yang's itinerary for the day at the organic farm and in the Tianshan region.

In the process of completing the challenge, Yang Zongzong could introduce the rare plants he passed by to popularize the plant species of Xinjiang to the netizens. The challenge not only achieved instant interaction between the blogger and the young audience, but also showed everyone the pasture environment and natural scenery of Xinjiang.

The Video Clip Description



Scenario deduction

During the interview, the directing team and camera crew followed Yang Zongzong in his home to listen to his collection of precious plant specimens and photographic records. "I used to swear not to study plants anymore, but it turns out that I still can't give up. Plants bring me to see a different nature and a different self." Afterwards, he tells us about the power of nature, "Plants are quiet, does not climb, is chronic, and lives only where it should grow. For the goal of reproducing offspring, it evolved many skills, which is also an inspiration for people - when we decide to do something, don't rush, and trust in the power of time, but also in the power of nature and our origin."

After Yang Zongzong's interview screen cut out, the screen showed the theme of the event, "Xin Nong always holds the awe for nature and the pursuit of the origin, insisting on producing natural organic pure milk. Together with Xinnong, trace back to origin."

Goal 3

Look at My Cow live-streaming

#Fantastic Cows and Where to Find Them

Objective 1: To have an effect on the action of nature-lover, specifically to obtain an increase in interaction in the Douyin platform. (30% within 3 months)

Tactic 1: Pre-publicity

Creating a series of short video clips and stories previewing the types of content viewers can expect from "Fantastic Cows and Where to Find Them". These prelaunch short videos will showcase the daily lives and personalities of Xinnong's cows living peacefully at our farm on Mount Tomur. This tactic aims to trigger people's natural affection for animals while conveying Xinnong's values of environmental harmony and respect for all life.

Tactic 2: Formal activity

Launching live streaming three times per week featuring Xinnong's cows in different themed segments. Viewers will be able to get up close with our lively cows and gain insights into the wonderful rhythms of natural dairy life. By showcasing the natural scenery of Mount Tomur farm and the day-in-the-life scenes of our easygoing cow, we can offer urban youth an experience of rural peacefulness to counteract the stress of modern life.

Tactic 3: Sustaining part

After each live stream, we will create short video clips highlighting 2 key moments or any humorous/heartwarming scenes from the broadcast. In this way, we expected to help extend the reach and engagement of our program beyond those who watched the live streaming.

Goal 3

Milk Bottle Competition

I didn't expect you to be such a milk bottle

Objective 2: Build the salience and niche point of the “artsy” brand image into the audience and increase their belongings to Xinnong’s community by 40%, measured by the number of increased followers on three social media accounts

Tactic 1: Milk creation on social media

We will start a milk bottle creation competition in Xiaohongshu with our hashtag “没想到你是这样的牛奶瓶！ (Milk Bottle Creation)”. Everyone in Xiaohongshu can participate and inspire your creative thoughts on the package design, your work may be chosen by us and there is a chance for it to come true! The theme can be surrounded by Tomur’s natural species, or anything related to nature. Firstly, We will invite some art KOLs to participate, attracting more views. The competition will have a voting channel and everyone can vote for the best design. The winner can get our prize, an honor certificate, and whole milk products from Tianshang Tianshan.

Tactic 2: Put works into new sustainable packages

After the best design is chosen, we will put the design into our new series of Tianshang Tianshan---the sustainable material package series. The factory will produce your design into our new milk product with recyclable packages as a way to reinforce the theme of protecting nature. Lastly, the new series will be added to our online shop on Tmail and Jingdong platforms.

Reactive Strategy



Anticipated Crisis 1: People come to this event but are not satisfied with the venue setting or content of the event, so they will share their bad experience on social media and persuade potential consumers not to participate.

The key to handling negative feedback about the event is to be proactive in monitoring social media channels, respond promptly and professionally to feedback, and take steps to address any issues that are raised. By doing so, Xinnong Dairy can demonstrate its commitment to providing a positive experience for participants and encourage continued engagement with the brand.

- **Monitor social media channels:** includes mentions of Xinnong Dairy and the challenge, also the mentions of the event venue, setting, and content.
- **Respond to negative feedback:** If negative feedback is received, it's important to respond promptly and professionally. This can include acknowledging the issue, apologizing, and providing a solution or next steps. For example, if people are complaining about the venue setting, Xinnong Dairy could offer a discount or other incentive to encourage them to participate in a future event at a different location.
- **Address issues with the event:** If people are complaining about specific aspects of the event, such as the content or activities, Xinnong Dairy could use this feedback to make improvements for future events. For example, if people are complaining that there weren't enough activities or that the activities were not engaging, Xinnong Dairy could consider adding more activities or changing the format of the event to make it more interactive.
- **Offer additional incentives:** To encourage people to give the event another try, Xinnong Dairy could offer additional incentives or rewards for future events. For example, they could offer free Xinnong Dairy products or a discount on tickets for future events. This can help to show that Xinnong Dairy values its feedback and is committed to providing a positive experience for participants.
- **Apologize and take responsibility:** If there are significant issues with the event, Xinnong Dairy needs to take responsibility and apologize to participants. This can help to build trust and credibility with consumers and demonstrate that Xinnong Dairy values their feedback and is committed to providing a positive experience.

Reactive Strategy



Anticipated Crisis 2: In the milk bottle creation competition, the winning design is later found as a cheating design. It has copied some original designs from other people who do not participate in this competition. The original author is angry and asked Xinnong to quit on the winning design, otherwise, they will sue a case against Xinnong and that plagiarist.

This is a typical crisis communication case facing legal problems. The main fault lies with that plagiarist, but Xinnong must apologize for their carelessness and negligence. Also, Xinnong needs to figure out the truth of who is the plagiarist. After that, Xinnong should support the original author and declare that the previous winning design will be changed.

- **Examine the truth:** Firstly, Xinnong should directly examine whether plagiarism is true. There should be a social media post to inform the audience that Xinnong has already known about this event and is coping with it. This step should not take long.
- **Placate the audience:** in social media, there must have some audiences who care about this event. If there are negative comments, Xinnong should reply to them, which includes acknowledging the facts, apologizing, and offering solutions. For the viewers who are watching, Xinnong should give a clear statement that they are resisting plagiarism and will give a clear answer.
- **Apologies and Restitution:** Xinnong should be more accommodating, after the truth has been found, Xinnong should apologize with sincerity on every social media account. This can ease the audience's anger toward Xinnong. However, Xinnong needs to transfer the fault to our workers, declaring that it is the carelessness of our workers that cause this conflict, and fire that worker. In this way, the image of the purity of the brand can be preserved.
- **Transfer the design:** First, Xinnong should declare that the original work has been quitted, and we will adopt the second design as the final winning design. Still, we need to point out that the plagiarist will lose all the prizes, and we will never use these people's work.
- **Reconstructing the brand image:** Instead of using the design of the original author, Xinnong can send the same prize to them, and thank them for letting us know about the fake design. Still, Xinnong should Xinnong could use this event to earn credibility from the artists' group.

Reactive Strategy



Anticipated Crisis 3: *In the “Fantastic Cows and Where to Find Them” live-streaming campaign, if the host does not show enough care and love when interacting with or feeding the cows, it may raise public concerns about animal welfare.*

The problematic behaviors may include excessive feeding of the cows. Frequent feeding is beyond the cows' normal diet, which can impact their health and milk quality. Another possibility may force the cows to perform certain actions, interfering with their normal rest and activity. This has the potential to raise doubts among the public about the brand's value. Viewers may question whether the brand sees the cows merely to generate traffic, rather than as living beings deserving of care and respect.

- **Regulate or stop the interaction:** The host should stop all interactions with the cows until the situation is properly addressed. This will prevent exacerbating the problem.
- **Issued an apology:** pledged to investigate the matter thoroughly: Xinnong should issue an official apology and commit to improvements. Launching a full investigation into the actual health and living conditions of the cows and reporting the results to the public.
- **Subsequent warranty:** Xinnong should provide transparent information about cow welfare and milk safety measures to demonstrate that issues have been properly addressed.



Conclusion & Evaluation

Through in-depth research into the dairy industry and Xinnong, we have gained valuable insights that will increase the effectiveness of our campaign strategies. Our research covers market trends, SWOT of Xinnong, and competitor analysis.

To increase the brand awareness of Xinnong among Generation Z, we conduct a campaign called "Let Nature Inspire Your Art, Start with Xinovation". A thorough primary and secondary research were conducted to have a deep insight into Generation Z. According to the results, we discovered that Generation Z has a strong love for both nature and arts. Thus, we lead a campaign that special design for them.

Multiple interactive offline events and online challenges will be held to associate Xinnong's brand image more closely with passion for nature and the pursuit of art.

To begin with, we want to attract the attention of nature and art lovers to the Xinnong brand.

By organizing an offline flash mob event and launching an online "lay down with grass" challenge, we aim to increase the association between Xinnong and the beautiful nature by 30% and raise awareness of Xinnong as an eco-friendly brand among young nature lovers.

Secondly, we plan to establish Xinnong's reputation for cherishing the natural environment. Through social media promotions, we intend to boost consumer recognition of Xinnong's environmentally friendly practices by 30% in 3 months.

Finally, we expect to strengthen brand loyalty by enhancing interaction and communication between the brand and young consumers. We aim to increase their engagement on Douyin by 30% and the number of followers across Xinnong's social media accounts by 40% within 3 months.

If successful, this campaign has the potential to significantly increase Xinnong's brand awareness among Generation Z.

When evaluating the communication outputs, we have four parts to evaluate.

Message production: before the actual participation, we already have KOLs and KOCs for us to prepare the media content. We have 12+ 10+7+10 Kols to publish media content, and 300+KOCs to publish their thoughts. The KOLs are mainly around 10w fans, while we presuppose, their influence will be larger. For our activities, we assume that one KOLs can attract 1/100 of their fans to participate, and that number is a good result for message production

Message distribution: the media content will be published on Douyin, Weibo, and Xiaohongshu. We get this result from our primary research that these three platforms are prevalent among young people, especially Gen Z. The broader audience group of these three platforms can help us reach more people.

What's more, we have 39 media posts that will be distributed earlier as warm-up from KOLs. As a result, social media activity is easier to win attention, and there is a big possibility that we can earn awareness from these activities.

Message Cost: the total budget for all these activities is around 80w. If we really can reach a broader audience, and they tend to prefer Xinnong among other milk products, then everyone we reach may have 10 profits for us. In this way, we must reach to 8w audience, otherwise, this activity strategy is inefficient.

Content of messages: For each activity, we use slogans to let the audience quickly get the information and remembered it. For example, in the #X Lay Down# strategy, we just call it "Lay Down#", when people hear it, they may understand what they need to do. The Chinese version is more related to internet hot words, "这块草坪我看上了", making people easy to remember. What's more, since it is a social media-based activity, we will send posts before each stage to guide people. If the audience is not attracted by our messages, we need to reflect on them and change our word choices. What's more, the tone we choose is engaging, vivid, and close to youth real life. The "神奇小牛在哪里" is based on Harry Potter, which is a film liked by Gen Z. Our design of posters is related to our theme of nature and art.

OUR SUPER TEAM



Liu Yihan (Opal)

Technology changes lives~



Li Ruoshui (Ivanna)

Love Nature, Love Self



Ni Hongye (Sophia)

Talent is the crown of the youth



Li Zijun (Ala)

Treat people with kindness





Get your imagination Start your Xinnovation

Thanks for reading



Appendix I

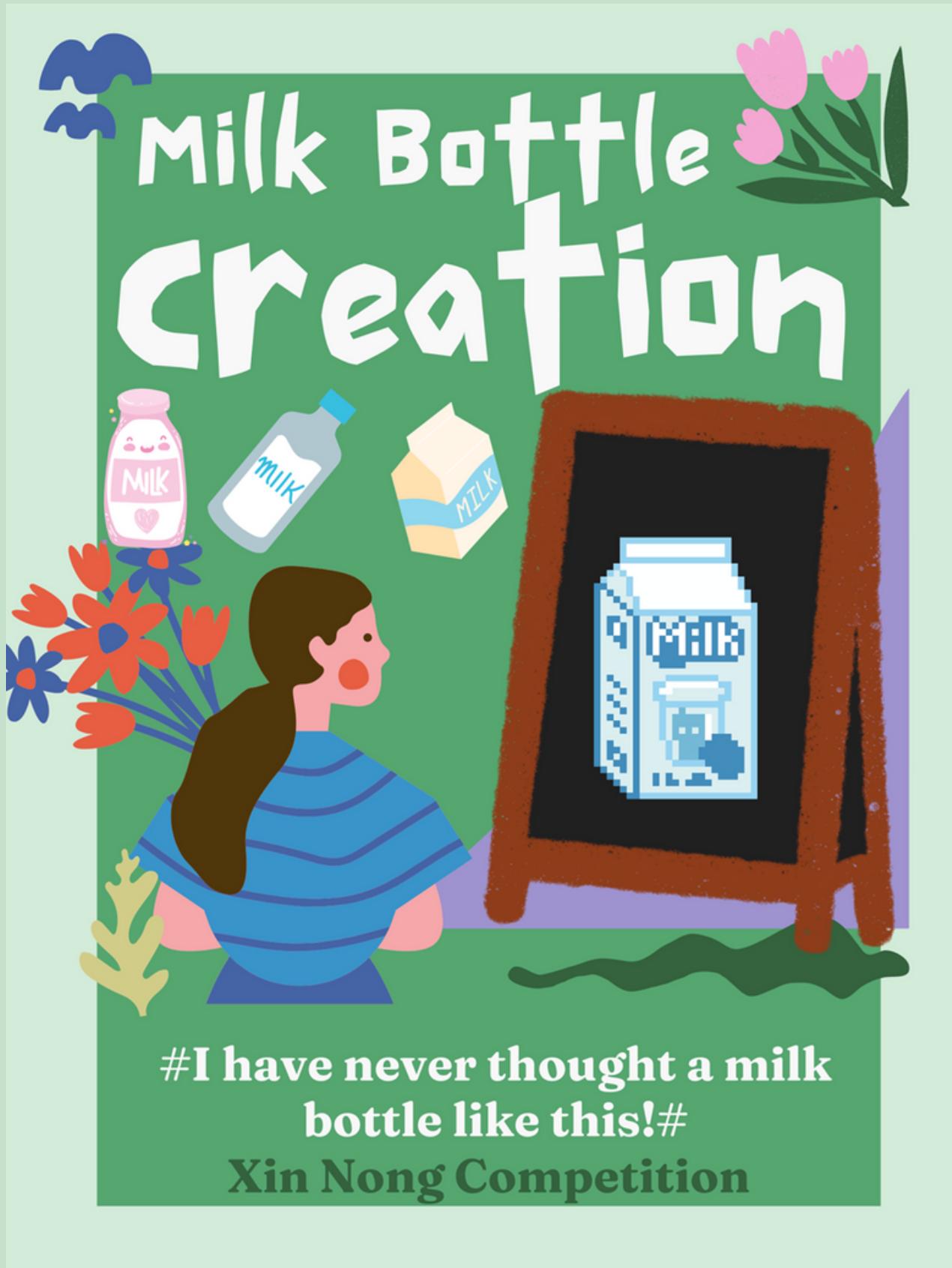




Appendix 2



Appendix 3



The illustration features a central title 'Milk Bottle creation' in large, white, sans-serif letters. Above the title are stylized blue and pink flowers. Below the title, a woman with long brown hair, wearing a blue and white striped shirt, is shown from the side, looking at a chalkboard. On the chalkboard is a drawing of a milk bottle. To the left of the woman is a vase with red and blue flowers. To the right is a purple easel. In the background, there are three more milk containers: a pink bottle, a blue bottle, and a yellow and blue carton. The entire scene is set against a green background with a white border.

#I have never thought a milk
bottle like this!#

Xin Nong Competition



Appendix 4

06.21---06.30

X Lay Down!

WITH XINNONG





Appendix 5



Appendix 6



神奇小牛在哪里？
Live Streaming

解压新方式 沉浸式奶牛直播

可爱的小牛邀请你一起来参加“小牛上学日”、“天选打工牛”等直播活动！

每周一、三：10:00 AM-12:00 AM

周六：20:00 PM-21:30 PM

新农直播间，我们不见不散！

Appendix -- Yang Zongzong

Yang Zongzong is a plant researcher from Xinjiang, who is also the author of *Atlas of Wild Vascular Plants in Northern Xinjiang*. In 2014, he started to go deep into the wilderness in search of plants. In the past eight years, he has discovered eight new species and photographed more than 2,000 rare plants in bloom. In 2021, he began releasing videos on social media to introduce knowledge related to plants. He has been called "flower protector" and "plant hunter" by his fans since that time. So far, Yang has posted more than 150 short videos about plants on Douyin, which have attracted more than 100,000 followers and 900,000 likes.

According to Yang Zongzong, recording and sharing the life of plants is not a responsibility given by others, but a choice made by himself. In his videos, rare plants such as the flagpole of the Waxing fruit flower growing in the Gobi Desert, the clematis scattered in the Altai Mountains in early summer, the bright red flowers of the Tianshan Mountains in the pasture, and the snowdrop at the foot of the glacier all showed their colorful features. "I do informative introduction on Douyin to raise awareness of plant protection," Yang said. "We can only solve the fundamental problem of conservation if we improve our understanding of species and scientific literacy."

In addition to explaining knowledge about plants, Yang also records and posts short videos of his search process. In the videos, Yang was often panting for breath from the long journey, but he found that such authentic expressions did not affect audiences' interest but played to some advantages. "Short videos are intuitive and vivid, and they are especially suitable for plants, because plants themselves don't move. So, it is better to get people to accept it by showing it in motion. Meanwhile, it's a record of our exploration, of surprises and disappointments, and people can relate to it."





Appendix -- KOLs

Table 1: KOLs in Creative Handcrafts

Name	Followers	Category	Platform	Budget/RMB	Participation
雁鸿Aimee	10w+	Chinese style design	Bilibili, Weibo	10000	I Didn't You to be Such a Milk Bottle
Erika黑猫	10w+	hand-painting	Bilibili, Weibo	10000	I Didn't You to be Such a Milk Bottle
浅韵小汐	10w+	weaving	Xiao Hongshu, Bilibili	8000	I Didn't You to be Such a Milk Bottle
雨田大魔王	10w+	stone carving	Weibo, Bilibili	8000	I Didn't You to be Such a Milk Bottle
梭梭树	10w+	tape painting	Bilibili, Douyin	6000	I Didn't You to be Such a Milk Bottle
阿饰豆	5w+	bracelet	Xiao Hongshu	6000	I Didn't You to be Such a Milk Bottle
饲方生	5w+	fabric art	Bilibili, Douyin	4000	I Didn't You to be Such a Milk Bottle
小鱼腿腿	5w+	epoxy art (滴胶)	Xiao Hongshu, Bilibili	4000	I Didn't You to be Such a Milk Bottle
无聊铅笔头	5w+	illustration	Xiao Hongshu	2000	I Didn't You to be Such a Milk Bottle
暴躁的大雨	5w+	clay	Bilibili	2000	I Didn't You to be Such a Milk Bottle

Table 2: KOLs in Life Sharing/Experiencing

Name	Followers	Category	Platform	Budget/RMB	Participation
陈小雨菲菲	10w+	life experiencing (测评)	Bilibili	10000	Bring Tomur Back Home
少女食人花	10w+	daily life sharing	Bilibili, Xiao Hongshu	10000	Lay Down With Grass
航爷种草很积极	10w+	gardening	Xiao Hongshu, Bilibili	10000	Bring Tomur Back Home
图克	10w+	gardening	Xiao Hongshu, Bilibili	10000	Bring Tomur Back Home
一花啦啦啦	10w+	life experiencing (测评)	Xiao Hongshu	8000	Bring Tomur Back Home
大史记	10w+	life experiencing (测评)	Bilibili	8000	Bring Tomur Back Home
hola Fiona	10w+	daily life sharing	Xiao Hongshu	8000	Lay Down With Grass
Vickysoupsss	10w+	daily life sharing	Bilibili, Xiao Hongshu	8000	Bring Tomur Back Home
lyumay	10w+	daily life sharing	Bilibili, Xiao Hongshu	6000	Lay Down With Grass
Achioo	10w+	daily life sharing	Bilibili, Xiao Hongshu	6000	Bring Tomur Back Home
爱吃年糕的阿泽	10w+	daily life sharing	Bilibili	6000	Bring Tomur Back Home
ANNBITION	10w+	daily life sharing	Bilibili, Xiao Hongshu	6000	Bring Tomur Back Home
GLR_G	10w+	daily life sharing	Bilibili, Xiao Hongshu	6000	Bring Tomur Back Home
是当归哦	5w+	daily life sharing	Bilibili, Youtube	4000	Lay Down With Grass
老张与叮叮	5w+	daily life sharing	Bilibili, Xiao Hongshu	4000	Lay Down With Grass
李大凝	5w+	daily life sharing	Bilibili	4000	Lay Down With Grass
黑皮奶	1w+	gardening	Xiao Hongshu	2000	Bring Tomur Back Home
开心姐姐爱栽花种菜	1w+	gardening	Xiao Hongshu	2000	Bring Tomur Back Home
gaudfather	1w+	daily life sharing	Bilibili, Xiao Hongshu	2000	Lay Down With Grass



Appendix -- Event Budget

Campaign BUDGET

Projected Subtotal to date: ￥ 537,520			
Earned media/resource			
Phase	PROJECTED SUBTOTAL		References
Bring Tumur back Home		SUBTOTAL ￥ 49,020	
Seed packaging design fee	¥	300	"特创易" design trading website, with the evaluation of 10000 for a whole design http://www.techuangyi.com/
Seed Supplier Cooperation	¥	3,000	Calculate based on current price of packaged seeds. Because the seed price is different, the cost can only be estimated at 5 yuan per bag.
KOC Cooperation	¥	42,500	25 KOC with 1k-5k followers, calculated according to the website: "Topsocial数据", a one-stop KOL data resources platform at https://www.topsocial.com.cn/
KOL Cooperation	¥	3,000	1 key KOL with 10w followers, calculated according to the website: "Topsocial数据", a one-stop KOL data resources platform at https://www.topsocial.com.cn/
express fee	¥	520	Calculate based on current price of express fee: 20 yuan per express. https://www.sf-express.com/we/ow/chn/sc/price-query
Lay down with grass		SUBTOTAL ￥ 111,600	
Place fee	¥	48,600	Plan to have a 30-square-meter site lasting six days, based on data: "YICHANGDI" a website to provide the commercial space rental https://www.yichangdi.com/
Freelancers fee for visual design	¥	20,000	"特创易" design trading website, with the evaluation of 10000 for a whole design http://www.techuangyi.com/
Venue ste-ups	¥	13,000	Smart guess according to each items price
Items installation fee	¥	30,000	https://order.lbdj.com/placeorder/index?entrance=4
KOL cooperation fee	¥	69,000	3 bloggers with 10w+ followers, 3 bloggers with 1w+ followers, and 5 bloggers with less than 1w followers, calculated according to the data : http://laimcn.com/news_10/1139.html
Xiaohongshu, Weibo and douyin challenger topic entrance fee	¥	20,600	http://www.cnbzol.com/tebiequanzhu/2023/0406/1185021.html
Initiate a hashtag on douyin, weibo and Xiaohongshu	¥	1,800	"XiaoHongShu" promotion website for companies to cooperate https://e.xiaohongshu.com/case/2439?sourceId=7&gt_ki=399222161150&gt_ci=39011173&gt_pi=186451635&gt_uni=6790925515&gt_mt=2&gt_dt=0&gt_of=nm&gt_cpi=0&gt_kw=%E5%80%8F%E7%BA%A2%E4%B9%A6%E5%95%86%E5%AE%B6%E5%85%A5%E9%A9%BB%E5%B9%B3%E5%8F%80&utm_source=baidu_sem&utm_campaign=e_xiaohongshu&bd_vid=7576082771298035287&fromType=list
Back to origin		SUBTOTAL ￥ 96,000	
Yang zongzong cooperation fee	¥	50,000	Estimate according to the fan size: http://laimcn.com/news_10/1139.html



Appendix -- Event Budget

Attract traffic for Yang Zongzong	¥	20,000	Smart guess according to personal experience
Outsourced the filming team fee	¥	20,000	Estimate according to the market prize of a 4 minutes video production: http://www.jy-culture.com/news/72.html
People transportation and accommodation fee	¥	20,000	Calculate based on current price of tickets and hotel charge on Xiecheng, in terms of 2 people from KOL's company and 3 people from Xinnong
Initiate an AD topic on douyin	¥	6,000	Estimate based on CPM data of douyin: https://www.yunshangxitong.cn/qzgl/cyzs/9806.html
Public opinion monitoring costs	¥	12,500	Based on the price provided by Wujie data: https://www.wujiedata.com
Look at my cow	SUBTOTAL	¥ 131,800	
Live-streamer	¥	10,000	Calculate based on an average salary of a skilled live-streamer from "直播眼". "直播眼" is a digital live-streaming e-commerce industrial service provider. https://www.coonav.com/sites/388.html
Salary of the rest of the live-streaming team	¥	40,000	Staff including lighting crew, house control and support crew.
Account operation	¥	30,000	The expenses include video updates, store operations, and advertising that the agent operation team takes charge of. https://zhuanlan.zhihu.com/p/404104409
Equipment fee	¥	50,000	Calculate based on the price of the equipment that needs for live streaming. https://zhuanlan.zhihu.com/p/404104409
Live streaming sustaining cost	¥	1,800	Smart guess according to each items price
Didn't expect you to be such a milk bottle	SUBTOTAL	¥ 149,100	
KOL cooperation	¥	1,500	10 Kols with around 10w fans, calculated based on the database:
Hashtag creation on Xiaohongshu	¥	20,600	¥20000 for entering fee, 600 for the application fee: http://www.cnbzol.com/tebieguanzhu/2023/0406/1185021.html
Bottle creation competition prize	¥	2,000	Decide by us
Bottles production fee	¥	125,000	Tetra Pak a package leading enterprise with sustainable material technics https://www.tetrapak.com/zh-cn/insights/business-areas/sustainability-insights



Appendix -- Time Table

Phase	Task	Start Date	End Date	Personnel
Bring Tomur Back Home	Produce the package and visuals of canned seeds	5/1	5/1	Outsourcing Companies
	Determine the seed categories to be provided from multiple dimensions such as flowering period, seed preservation difficulty, survival rate, etc	5/1	5/3	2~3 specialists from marketing department
	Screen and connect with Xinjiang seeds suppliers	5/3	5/9	2 specialists from marketing department
	Signed a contract with a seed supplier and started production	5/9	5/9	2 specialists from marketing department
	Sort out the canned seeds, check the quality and prepare them to follow the parcel distribution	5/12	5/12	3 ~ 5 warehouse staffs
	Create campaign posters and edit copy according to the tone of different platforms	5/1	5/15	Outsourcing Companies
	Contact and confirm the KOL	5/10	5/20	2 specialists from marketing department
	Post posters and pre-warm-up copy for seed delivery activities on RED, Weibo, Taobao, Jingdong, official mini programms, and douyin media platforms	5/20	5/20	2~3 specialists from media department
	Send the samples to KOL	5/25	5/25	2~3 specialists from marketing department
	Contact and confirm the 25 KOC	5/25	6/1	2~3 specialists from marketing department
	Review promotional videos shot by KOL	6/1	6/1	2~3 specialists from media department
	Send the samples to KOC	6/1	6/3	2~3 specialists from marketing department
	Launching a seed giveaway campaign on Douyin live stream. By purchasing through our exclusive link to purchase two cartons of milk, the buyer receives one pack of seeds. We're giving away 20 packs per day, with a total of 200 packs available on a first-come, first-served basis.	6/6	6/30	2 Douyin back-end customer service and 2 social media customer service are responsible for "wishing" and "feedback" about the seed blind box. The original warehouse personnel are responsible for product distribution.
	KOL release the promotional video	6/6	6/6	2~3 specialists from media department
	Review promotional videos shot by KOC	6/3	6/15	2~3 specialists from media department
	5 KOC release the promotional videos	6/6	6/6	2~3 specialists from media department

Appendix -- Time Table



	Launching a seed giveaway campaign on Taobao and Jingdong. By purchasing two cartons of milk, the buyer receives one pack of seeds. We're giving away 20 packs per day, with a total of 200 packs available on a first-come, first-served basis.	6/6	6/30	2 Taobao/Jingdong back-end customer service are responsible for "wishing" and "feedback" about the seed blind box. The original warehouse personnel are responsible for product distribution.
	5 KOC release the unboxing video	6/8	6/8	2~3 specialists from media department
	2 KOC release the unboxing video per day	6/9	6/17	2~3 specialists from media department
Lay Down with Grass	Negotiate cooperation with local mall leaders, such as local Intime department, Wanda Plaza in Aksu, Shanghai, Ningbo as the locations of offline pop-up stores.	5/21	6/8	4-5 members of Xinnong's district sales managers
	Design a blanket pattern for the event and mass production by a local blanket manufacturer.	5/21	6/8	1-2 freelancer designer, 2-3 factory managers assigned to product
	Buy items that act as "lay down" areas, such as sofas, decorations, floor stickers, foam walls, etc.	5/28	6/10	1 managers from district leader, 4-5 specialists from purchasing department
	Prepare oil pens, notes, notebooks, wishing walls, polaroid cameras, placards and other story area needed on site.	5/28	6/10	1 managers from district leader, 4-5 specialists from purchasing department
	Install all the items needed to set up the "lay down" area and complete the layout in the mall area.	6/18	6/23	Employ about temporary 10 workers to install
	Prepare milk products from Tianshang Tianshan series in the offline pop-up store.	6/18	6/26	2-3 specialists from production department in the settled cities
	Contact with 12 bloggers with 10w fans on Xiao Hongshu, Douyin, and Weibo platform.	6/1	6/15	3-4 staffs from media department
	Sign contract with the cooperated bloggers, inform them the purpose and content of the event.	6/15	6/18	3-4 marketing managers and their staffs
	Apply for tag: #X Lay Down# from XiaoHongshu, Weibo and Douyin challenge.	6/19	6/19	1 specialist from media department
	Publicize the final event starting posts of event #X Lay Down#	6/21	6/21	3-4 specialists from media department, to design and write copywrite in posters and tweets
	Initiate the pop-up activity in the mall follow the order of Aksu, Ningbo and Shanghai.	6/21	6/26	2-3 service staffs on each spots
	Set up a CAU milk trial group on Wechat, then send 200 products freely to CAU students.	6/21	6/26	1-2 media specialists, 2-3 community staffs for investigation
	Have college students promote #X Lay Down# by posts with milk products.	6/21	6/30	1-2 media operators
	Issue a post in advance on XiaoHongshu, Weibo and Douyin platforms of story collection and photo postsof #X Lay Down#	6/21	6/21	2-3 specialists from media department

Appendix -- Time Table



Back to Origin	Post a tag #X Lay Down# event after the pop-up on social media.	6/26	6/26	2-3 media operations specialist from media department
	Share five of the posts and stories from offline store and online sharing every day to show on the official account.	6/23	7/1	3-4 media operations specialist from media department
	Initiate a lucky draw on three media platforms to give away milk products every week.	6/28	6/30	2-3 media operations specialist from media department
	Conclude with a final post of the event.	6/30	7/1	1-2 specialists from media department
	Contact Yang zongzong and confirm the intention to cooperate	5/4	5/9	2 people from marketing department
	Compromise about the cooperation content and sign the contract with Yang zongzong	5/9	5/9	2 people from marketing department
	Contact and confirm the filming team	5/4	5/9	2 people from marketing department
	Interview Yang zongzong for the storytelling of shooting	5/12	5/11	2 people from project member in Xinnong, and other directors from filming team
	Confirm the shooting schedule and location with the KOLs, and arranging their accommodation.	5/13	5/13	2 people from project member in Xinnong, and other directors from filming team
	Capturing video footage at Tomur Peak.	5/16	5/23	3 people from project member in Xinnong, and other directors from filming team
	Editing the footage. Revising the raw video footage and making them into a 3-5min final promotion video.	5/23	5/28	Editors from filming team, 1 person from xinnong to monitor the process
	Write copywritings about the activity based on Douyin's climate	5/28	5/28	1 person from marketing department
	Design the promotion poster for the "back to origin" activity	5/21	5/28	2 people from marketing department
	List several available sightseeing routes in Xinnong's organic pasture for audience and Yang zongzong to choose from.	5/11	5/13	2 people from marketing department
	Take the routes in advance, record the types of plants that can be talked about, and synchronize them to Yang Zongzong	5/16	5/23	2 people from marketing department
	Create an AD topic called #Back to Origin with Xinnong on Douyin.	6/4	6/8	1 person from marketing department
	Adding a cover and a brief description to this topic.	6/4	6/4	1 person from marketing department
	Upload the edited promotional video.	6/4	6/4	1 person from marketing department
	Monitor the feedback and comments from the viewers and uncontrolled medias	6/4	6/20	3 people from marketing department
	Yang zongzong post first chanllenge on his Douyin's homepage	7/11	7/18	Yang zongzong's team member; 1 person from Xinnong marketing department for monitoring and reminding
	Guide and company with Yang zongzong to finish the chanllenge with camera	7/11	7/18	2 people from marketing department

Appendix -- Time Table



	Edite the challenge experience	7/11	7/18	Yang zongzong's team member; 1 person from Xinnong marketing department for checking
	Post the short ideos of challenge on Xinnong and Yang zongzong's homepage on Douyin	7/11	7/18	Yang zongzong's team member
	Create a Douyin account called "Xinnong Cow Healing Station".	7/1	7/1	1-2 specialists from media department
	Identify staffs responsible for live streaming	7/2	7/2	4-5 staffs from media department
	Contact and confirm the specialists, includes experts who teach about cows and dairy products, as well as professional dessert chefs.	7/2	7/8	2-3 sales managers from marketing department
	Publish one short video of the trial operation. The content is a short video of a cow eating grass, and observing user feedback	7/12	7/12	1-2 specialists from media department
	Release live stream preview about the 3 weeks routine live stream	7/12	7/12	1-2 specialists from media department
	Start the 1st Monday routine live stream named "Calf School Day" from 10:00 am to 12:00 am. The text is "Do not assume that only humans go to school, our little cows have their curriculum too! Join us as we explore their school day together!" Only live content related to calves, about 1 and a half hours.	7/15	7/15	4-5 staffs from media department
	Collect and analyze video playback data	7/15	7/15	1-2 specialists from media department
	Extract the highlights of the live stream and create 2-3 short videos for distribution	7/15	7/15	4-5 staffs from media department
	Release edited short videos	7/16	7/16	1-2 specialists from media department
	Start 1st Wednesday routine live stream named "A Day in the Life of Chosen Working Cow" from 10:00 am to 12:00 am. The content includes recording the daily life of cows, such as eating grass, drinking water, sunbathing, etc.	7/17	7/17	4-5 staffs from media department
	Extract the highlights of the live stream and create 2-3 short videos for distribution	7/18	7/18	4-5 staffs from media department
	Release edited short videos	7/19	7/19	1-2 specialists from media department
	Start 1st Saturday routine live stream named "Grandma Cow Drinks Milk". Contents include science about dairy products introduced by an expert.	7/20	7/20	4-5 staffs from media department
	Extract the highlights of the live stream and create 2-3 short videos for distribution	7/20	7/20	4-5 staffs from media department
	Release edited short videos	7/21	7/21	1-2 specialists from media department
	Start the 2ed Monday routine live stream from 10:00 am to 12:00 am. Only live content related to calves, about 1 and a half hours	7/22	7/22	4-5 staffs from media department
	Extract the highlights of the live stream and create 2-3 short videos for distribution	7/22	7/22	4-5 staffs from media department



Appendix -- Time Table

Look at My Cow

Release edited short videos	7/23	7/23	1-2 specialists from media department
Start 2ed Wednesday routine live stream named "A Day in the Life of Chosen Working Cattle---Cow's exquisite manicure" from 10:00 am to 12:00 am. Content includes demonstrating how to properly trim a cow's hooves and some hoof trimming tips.	7/24	7/24	4-5 staffs from media department
Extract the highlights of the live stream and create 2-3 short videos for distribution	7/24	7/24	4-5 staffs from media department
Release edited short videos	7/25	7/26	1-2 specialists from media department
Start 2ed Saturday routine live stream named "Grandma Cow Drinks Milk---Dairy Gourmet DIY". The content includes teaching the audience how to make gourmet food with dairy products, such as cream cakes, cheese pizza, yogurt, etc.	7/27	7/27	4-5 staffs from media department
Extract the highlights of the live stream and create 2-3 short videos for distribution	7/27	7/27	4-5 staffs from media department
Release edited short videos	7/28	7/28	1-2 specialists from media department
Start the 3rd Monday routine live stream named "Calf School Day" from 10:00 am to 12:00 am. The text is "Do not assume that only humans go to school, our little cows have their curriculum too! Join us as we explore their school day together!" Only live content related to calves, about 1 and a half hours	7/29	7/29	4-5 staffs from media department
Start the 3rd Wednesday routine live stream named "A Day in the Life of Chosen Working Cattle---Cow Beauty Day". The text is "Cows need to be groomed, too! Join us to groom them and make them more beautiful!"	7/31	7/31	4-5 staffs from media department
Extract the highlights of the live stream and create 2-3 short videos for distribution	7/31	7/31	4-5 staffs from media department
Release edited short videos	8/1	8/1	1-2 specialists from media department
Start the 3rd Saturday routine live stream named "Cow Tea Party". The text is "Saturday 20:00 pm, snack, and chat with the cows, remember to bring your snacks!" The content is to feed cows snacks (such as carrots, tomatoes, etc.) and interact with cows (petting cows, etc.). Add the tip function and the reward amount will be converted into cow snacks. "If you enjoy our live, feel free to tip our cows to show your support."	8/2	8/2	1-2 specialists from media department
Contact with 10 KOLs, such as artist account with 10w fans.	7/6	7/15	4-5 staffs from media department
Sign contract with the chosen KOLs.	7/15	7/18	2-3 managers from marketing department
Prepare the Tianshang Tianshan milk products for the KOLs and later creation.	7/17	7/21	2-3 staffs from production department in XinNong



Appendix -- Time Table

I Didn't Expect You to be Such a Milk Bottle	Apply hashtags "I Didn't Expect You to be Such a Milk Bottle" on Xiao Hongshu platform.	7/18	7/18	1-2 specialists from media department
	Publish the initiating post about the creation of milk bottle with the theme of Xinjiang's natural species.	7/20	7/20	1-2 copy writers from media department
	Initiate the competition of choosing the best creation in XiaoHongShu platforms with hashtags.	7/21	7/21	1-2 copy writers from media department
	Negotiate with the recyclable package factory for the new milk bottle production.	7/5	7/20	2-3 sales managers from marketing department
	Sign contract with the factory to future production.	7/20	7/30	2-3 sales managers from marketing department
	Post the end date of voting to the best design of milk bottle package.	8/10	8/10	1-2 specialists from media department
	Publicize the winning design in Xiao hongshu.	8/15	8/15	1-2 specialists from media department
	Send prize to the winning creators.	8/16	8/16	2-3 staffs from production department in XinNong
	Produce the series of the eco-friendly material milk bottles with the winnning design.	8/17	9/17	1-5 staffs from Xinnong's milk production factory
	Add the new eco-friendly series in online sales platforms such as Taobao and offline stores.	8/30	9/17	4-5 staffs from marketing department



Appendix -- Time Table

06/06	Start to give free gifts of grass and water from Tomur Peak to consumers in the online sales of Xinnong products.
06/21	Set up pop-up stores (快闪店) in three cities and begin the offline part of “Lay Down with Grass” activity.
06/26	Start the online part of “Lay Down with Grass” activity.
07/07	Upload the video of Yang Zongzong (杨宗宗).
07/11	Yang Zongzong posts the tag of “Back to Origin” on Douyin, inviting audiences to participate this activity.
07/12	The first day of “Look at My Cow” livestreaming.
07/15	The second day of “Look at My Cow” livestreaming: Calf’s School Day
07/17	The third day of “Look at My Cow” livestreaming: A Day in the Life of Chosen Working Cattle
07/20	Announce the opening of “I Didn’t Expect You to be Such a Milk Bottle” competition on Xinnong official accounts on social media platforms.
08/10	Deadline for submission of milk bottle design works.
08/15	Announce the competition result and publish the list of winners.
08/17	Put the winning design into Xinnong production line.

Appendix -- Budget



Budget Allocation

Category	Item	Budget/RMB
Staff	specialists, Xinnong workers	137600
KOL	Yang Zongzong and other KOLs on various social media	396000
Production	canned seeds and designed milk bottle	28000
Event	offline pop-store and online activities	236800
Material	publicity and free gifts	2500
Total	/	800900

■ Staff ■ KOL ■ Production ■ Event ■ Material

