

Young Lions PR Competition



Background

After Jin Liu Fu was launched in 1998, its Fu Culture has been deeply rooted in the mind of consumers. In the past 10 years, Jin Liu Fu witnessed every major event that makes Chinese people happy: the national football team competed at the World Cup for the first time in 2001, the Olympics, Spring Festival, Shenzhou spacecraft fly into outer space...Fu Culture is the core value of Jin Liu Fu. In 2014, the brand value of Jin Liu Fu reached about 17.57 billion yuan.

Liu Fu literally means "six blessings", they are: blessing of longevity, blessing of affluence, blessing of virtue, blessing of health and peace, blessing of harmony and blessing of fealty. Life will be perfect if you have all these 6 blessings. Jin Liu Fu is a brand that reflects Chinese people's good will towards happiness.

With bans on government consumption coming out in 2013, high-end liquor sales have declined. People become more rational towards liquor consumption and start to choose cost-effective mass-market brands with high quality. For Jin Liu Fu, this is an opportunity that cannot be missed.

The Challenge

Traditional Chinese festivals such as mid-autumn festival and Spring Festival are the best sales time for liquor brands. Since the brand name contains good will, consumers always use it at wedding ceremony/ birthday party, or give it to friends as a gift.

However, the majority sales of Jin Liu Fu come from products less than 30 yuan/ bottle. In some areas, Jin Liu Fu is a wine that only rural consumers drink. As for distribution channels, grocery stores and retail outlets are the leading channels, followed by supermarkets, alcohol and tobacco stores and restaurants.

Target Audiences

Mass consumers, especially those who love drinking wine and always drink wine.

Objectives

- Raise brand awareness online during mid-autumn festival
- Focus on the concept of "reunion" and "happiness"
- With e-commerce and offline promotion, the campaign shall create an attractive environment in which consumers are willing to open their wallets.