

## Roger Hatchuel Academy-Jin Liu Fu



### 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

Competitors such as Niu Lan Shan and Lao Cun Zhang white wine is well received by consumers. Their market share is huge.

## Target Audience

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

## Missions

### Packaging design

-- A design that reflects the high quality of Fu Gen. The design shall be innovative and impressive, leaving consumers the impression that Fu Gen is of higher quality than other products. Let Fu Gen become the representative of cost-effective wine that are less than 20 yuan/bottle.

-- A packaging that tells story. Let comics, illustration or copywriting on the label tell the brand story. The packaging shall motivate consumers to give it a try and it is the primary media for communication.

-- Explain the idea of Fu Gen. The last few drops of wine is known as Fu Gen, which means endless happiness.

### Print Design

-- Create multi-dimensional user experience. By putting together the packaging (sense of sight), wine bottle (sense of touch), brand story, background music (sense of hearing), fragrance of the wine (sense of smell) and the taste of the wine (sense of taste), consumers will get a better understanding of Fu Gen.



-- Make it a best seller. On the basis of market research and survey, optimize communication method, integrate online and offline promotion, make Fu Gen a best seller.

-- A hot topic trigger. Help Fu Gen become a hot topic both on social media and mass media.

### **Detailed Information**

-- Fu Gen aims at Beijing market. It is suitable for daily drink, or you can drink it at different situations such as party, family reunion etc.

-- Information on front label (mandatory): Fu Gen (font design is needed), logo of Jin Liu Fu, Luzhou-flavor liquor, alcohol: 40.8%vol, net volume: 500ml, Sichuan Jin Liu Fu Alcohol Company

-- Information on front label (non-mandatory): elements make the label looks beautiful, e.g. illustration

-- Material of the wine bottle: paper label, glass bottle



-- Style: simple, fashionable, highly recognizable

-- Price: 10-12 yuan