

## *Original Paper*

# A Study on Brand Public Welfare Marketing Strategies in the Context of New Media: A Case Study of Pereira

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### **Abstract**

*Public welfare marketing is an effective method for brands to improve their reputation and credibility. With the development of the Internet and social platforms, public welfare marketing needs new strategies to better play its role. This article summarizes the effective strategies for brand public welfare marketing in the context of new media by analyzing the public welfare marketing projects of the Perleya brand since 2021. Research has found that brand public welfare marketing needs to target the target audience, increase user engagement, and endow the brand with a certain image and spirit that meets consumer expectations through public welfare marketing. At the same time, public welfare marketing should strive to resonate emotionally with consumers, awaken the emotional factors of the audience, and also rely on the power of KOL and authoritative institutions to increase communication efforts and achieve the transfer of trust.*

### **Keywords**

*public welfare marketing, marketing strategy, Perrier*

### **1. Introduction**

With the rise of the internet and social platforms, the diversity of public welfare marketing combined with new media is increasingly flourishing, and consumer participation is also increasing. Many companies have begun to pay close attention to social issues, taking a series of public welfare actions to establish a good reputation, gain consumer recognition of their values, and ultimately increase brand revenue and shape a good brand image, while protecting and improving consumers and social welfare. Since 2018, with the help of the development of Wanghong economy, domestic beauty brands have begun to return to the public view, showing a trend of rapid rise and recovery. As the leader of domestic beauty brands, Pelaya has seized the new media track, obtained traffic dividends, and achieved the brand's breakthrough. Starting from 2021, Pereira has taken a series of public welfare marketing actions, which have been popular on various social media platforms several times and have received widespread attention and dissemination, continuously improving its brand image. Therefore, this article focuses on the brand's analyze public welfare marketing as a case study, in order to discover effective

strategies for brand public welfare marketing in the context of new media.

## **2. The Connotation and Development of Public Welfare Marketing**

The theory of Cause-Related Marketing (CRM) originated in the 1980s and is a product that has evolved from “soft promotion”. The authoritative definition of public welfare marketing is by P Rajan Varadarajan and Anil Menon proposed in 1988 that public welfare marketing is a process of developing and implementing marketing activities. Enterprises provide a certain amount of sponsorship to a public welfare cause based on the premise that consumers take purchasing actions and bring profits, ultimately meeting the goals of both the enterprise organization and the individual being sponsored.

Sue Adkins expanded the definition of public service marketing, becoming a widely accepted viewpoint in the academic community. She believes that as long as public service advertising, public relations, and sponsorship activities are included in marketing, it is called public service marketing. In 1999, Margaret Thompson also proposed the role of public welfare marketing, believing that the ultimate goal of public welfare marketing is to enhance a company’s reputation and bring profits to the company.

In 2002, Chinese scholars Li Wurong and Lu Taihong put forward the concept of cause related marketing. They believed that cause related marketing is the combination of enterprises and non-profit organizations, especially charitable organizations, and the combination of product sales and social problems or public welfare undertakings. While donating to related undertakings and financing their development, it can achieve the goal of improving product sales, realizing corporate profits, and improving corporate social image. Yan Li, a Chinese scholar, also defined public service marketing. She also believes that the goal of public service marketing is still to build brand reputation to break through consumers’ psychological defense. She summarized public welfare marketing as a marketing form in which enterprises, while protecting and improving consumer and social welfare, link public welfare and market sales tasks with the needs of the target market, thereby establishing a good reputation, gaining widespread recognition and strong resonance of customers’ values, cleverly breaking through users’ psychological defenses, and ultimately increasing sales. Shu Xiaoyu believes that the public welfare of public welfare marketing refers to the general social interests. Within the scope of the impact of public welfare marketing, even if people do not directly benefit from it, they will still subjectively feel the attention of the enterprise, which will generate a favorable impression on the enterprise, generate emotional identification with the brand, and deepen their understanding and memory of the brand. In 2009, Zheng Shuai and Li Yu innovatively applied empirical research methods from the perspective of consumers to study the impact of public welfare marketing on consumer brand trust and purchase intention, proving that the brand trust enhanced by public welfare marketing can have a significant impact on consumer purchase intention.

Public welfare marketing started relatively late in China, but it has also developed for more than 20 years. Scholar Yang Linye pointed out that in recent years, with the enhancement of corporate social

responsibility concepts, public welfare marketing has begun to show a strategic and long-term development trend, and consumer participation is also constantly increasing. Various public welfare marketing methods combining technology and new media have emerged one after another.

Overall, public welfare marketing is a combination of social welfare and corporate cause. Enterprises care about social affairs and assume social responsibility, and promote their own behavior to reflect their high sense of responsibility to society and enhance the public's trust and favorability towards the enterprise. In the process of public welfare marketing, enterprises can increase their brand awareness, make the public more aware of the company's brand philosophy and values, thereby beautifying their own image and obtaining potential benefits beyond expectations.

### **3. Overview of PR Brand Public Welfare Marketing**

#### *3.1 Introduction to the Perleya Brand*

Pelaiya Cosmetics Co., Ltd. was founded in 2003 and is the first listed beauty company in China. It focuses on the research and development, production, and sales of cosmetics, positioning itself in the mass market. Our products mainly focus on skincare, covering cosmetics such as skincare, makeup, cleaning and care. We adhere to the principle of "multi brand, multi category, multi channel, and multi mode" and meet different consumer needs with differentiated brand positioning. The company's target audience is mainly young women aged 18-35.

As the first A-share listed company in the domestic cosmetics industry, Perleya is actively exploring online channels. In recent years, this old brand of domestic products has grasped the new media track, adopted a multi-dimensional and young marketing strategy, focused on Tiktok, and deployed multiple social media platforms, such as Weibo, Xiaohongshu, Bilibili, WeChat, etc., to obtain traffic dividends, create high price star products and high sales blockbuster products, and achieve the brand's circle breaking. According to data from Ourui International, in 2019, Perrier Co., Ltd. had a market share of 1.4% in the Chinese mass beauty market, ranking fifth and becoming a true top domestic brand.

#### *3.2 Overview of PR Brand Public Welfare Marketing*

Pelaia's public welfare marketing is not simply a simple act of donating goods, but rather a series of joint public welfare actions. Since 2021, Pelaya has started to launch relevant public welfare actions against some common Social phenomenon, respectively proposing that "gender is not the boundary line, prejudice is" to appeal against gender bias; The "Echo Plan" focuses on the mental health issues of young people; The "Firefly Project" opposes campus bullying.

The main forms of public welfare actions include releasing themed public welfare advertising films, public welfare documentaries, and collaborating with experts to hold public health classes. At the same time, professional organizations are collaborating to carry out long-term assistance plans and offline activities to continuously implement public welfare marketing. Among them, # gender is not the boundary line bias, which is # the topic has been read 310 million times on Weibo, with over 180000 discussions. Official data shows that the theme film has been shared by 240000 people on social media,

with a total playback of 19 million, and has been reprinted by multiple media outlets. The “Firefly Plan” public welfare film has been broadcasted 16.4 million times, and the total number of topic readings is 140 million. At the same time, Pereira collaborated with bloggers to voice out, releasing the “Campus Bullying Prevention Guide” and placing it on outdoor large screens such as bus stops. The promotion in different forms and channels has covered multiple levels of consumer groups. The broadcast volume of the “Echo Plan” project’s public welfare documentary exceeded 3.5 million. More than 60000 copies of the Youth Mental Health Care Manual issued by the project were distributed to more than 60 universities, including Beijing Normal University and South China Normal University, and received a large number of users’ praise.

#### **4. An Analysis of Brand Public Welfare Marketing Strategies Using Perleya as an Example**

##### *4.1 Targeting the Target Audience - Increasing User Engagement*

Pereira’s public welfare marketing focuses on social hot topics, and the selection of topics is greatly close to the target users of its brand. The target audience of the Perleya brand is mainly young women aged 18-35. Gender issues, mental health, and campus violence are topics of high concern among women and young people. Most young people generally face such difficulties in their work, studies, and growth processes, feeling unequal treatment and pressure.

Zheng Shuai and Li Yu found through empirical research that in public welfare marketing, involvement is the most critical factor affecting consumers’ purchasing intention. That is, when consumers perceive that public welfare activities provide important social benefits or have a close relationship with consumers themselves, they will have more trust in the brand.

By utilizing topics that are close to the interests of the target audience for public welfare marketing, Perleya can increase the situational involvement of young women in public welfare marketing activities. When consumers are highly involved in public welfare activities, based on their own interests and needs, they can be more proactive in paying attention to the brand’s public welfare marketing information, thereby matching the values conveyed in public welfare activities with their own value tendencies. When young women perceive that self-interest issues related to themselves receive brand attention and maintenance, and brand values align with themselves, they can better transfer trust in public welfare activities to trust the brand, thereby stimulating purchasing desire.

##### *4.2 Present an Idealized Image - Shaping Brand Myths*

In his book *Mythology*, Roland Barthes specifically discussed the “myth system” of contemporary society. In his view, the so-called “myth” is “not a myth text in the classical sense, but a hidden image and belief system constructed by society to rationalize and legalize its own existence.” From this perspective, we find that the “myth” defined by Barthes is essentially the same as the brand. Roland Barthes applied Semiotics to study consumer culture, and his myth theory was widely applied to the analysis of brand meaning formation. Myth “is a” belief system “that precisely aligns with the determining factor of brand trust, where users generate trust based on their beliefs.

Through public welfare activities, advertising visuals, and storytelling during the marketing process, Pelaia showcases the image of young women represented by the brand who pursue freedom, independence, gender equality, individuality, and the ability to bravely pursue self-worth, thus constructing the myth of “independent women”. In the traditional concept, women have long existed as the appendages of men. Women should marry and have children, take care of housework, and play the role of gentle and sensible hostess. Women’s labor is often not included in the remuneration, their emotions are often not seen, and the violence or pressure women suffer is often classified into the Private sphere, not protected by the public. However, with the improvement of women’s economy, social status, and consumption ability, this concept gradually changes, and women gradually have self-awareness, hoping to appear in society with an independent and equal attitude. Just as in its themed public welfare film, Pelaia invited Wang Shuang, a member of the Guangzhou women’s lion dance team and Chinese women’s football team, to appear on stage. By showcasing the life state of young women who break prejudices and bravely realize their own life meaning, it connects the brand with the image and spirit of women in the new era, shaping Pelaia’s brand myth.

With the establishment of this mythological system, the symbol “Pelaia” transcends a purely domestic cosmetics brand name. Its advocacy of “breaking prejudice, independence, and bravery” as a youth spirit has certain social significance. Users not only consume the brand’s product itself, but also express support and faith in the brand significance it shapes. Not only that, but because this myth has a contemporary and cross-cultural nature, it not only enhances the favorability and loyalty of local consumers towards the brand, but also has potential for a wider range of influence.

#### *4.3 Empathetic Advertising Film - Emotional Communication from a Female Perspective*

In recent years, the “other economy” has gradually emerged, and women have gradually become the main body of the consumer market. Due to the awakening of women’s self-awareness and the upgrading of consumption concepts, women’s consumption has gradually shifted from focusing on functionality and practicality to emphasizing the spiritual and emotional aspects of experience, expressing personal value and achieving personal growth through emotional consumption. The female consciousness centered on self-respect and self-identity is gradually becoming a mainstream. Women’s emotional consumption refers to a series of consumption activities conducted by women with emotion as the medium, so as to obtain emotional satisfaction and support, and establish and maintain certain social relations. After women have more economic consumption rights, their consumption is often no longer limited to the consumption of goods themselves, but rather emotional consumption that expresses value and meaning.

American scholar Barry Feig emphasized that image and emotion are the source of strength in the marketing world. The brand takes the emotional differences and needs of consumers themselves as the core of the brand Marketing strategy, and achieves the business objectives of the enterprise through emotional advertising and other strategies. Therefore, in the transformation of the role of consumers, the output of cultural values and psychological resonance have become the core elements of brand

communication in the Internet Age.

The theme advertising films released by Pereira in public welfare marketing have become the most widely circulated symbol. The advertising films start from the hearts of young audiences, identify the emotional commonalities of young people in modern society, such as work pressure, calling for gender equality, and directly display the implicit emotions in the audience's hearts through audio-visual forms. For example, in the advertisement film "Fighting Gender Bias and Breaking Stereotypes" released by Pelaia, the copywriting of the images intuitively demonstrates the unequal treatment that many women and even men often face in life, such as "female drivers", "girls cannot learn science well", "women how to balance family and career", "boys and girls are sissy". In the public service advertisement film "Echo", Pelaia does not start from a more topical special group, Instead, it identifies the small emotions that are ignored and suppressed by the general public, and justifies negative emotions. The image creates a living environment for young people, such as continuous overtime, heartbreak, being troubled by grades and exams, and then proposes the view that the pain and depression in life are not shameful. Perleya's advertising films use images and copywriting to release the core emotions that the brand wants to express, moving consumers and building a bridge for spiritual communication with young consumers. This creates emotional resonance, awakens the audience's emotional factors, and subtly strengthens consumers' brand awareness, ultimately achieving the goal of establishing a good brand image in the minds of consumers.

At the same time, commercial advertising can easily lead to rejection and boredom among the audience, while public service advertising films focus on the de commercialization of the public interest, making it more easily accepted by people. Unlike commercial advertising, which emphasizes more commercial content, the biggest characteristic of public service advertising in terms of theme content is its social nature. In Pelaia's public service advertising film, no soft advertisements related to the product are inserted, and the content presents the public service theme it wants to express simply and completely. Only Pelaia's brand watermark is placed in the top left of the screen and at the end of the advertising film to play a brand promotion role. This advertising presentation method reduces the sense of appearance caused by the appearance of goods, eliminates the discomfort of the audience when watching, and makes it easier for consumers who are attracted by content and have emotional resonance and value identification to share it, thus forming a circle of public service advertising films and achieving good marketing effects.

#### *4.4 Joint KOL Diffusion - Achieving Fission Propagation*

According to the 2022 China Digital Marketing Trends Report, with the continuous improvement of the social ecosystem, social media platforms have gradually become the main battlefield for advertisers to compete for user time bonus cakes. As an important bridge in social media marketing that connects brands and users and enhances user stickiness, KOL promotion has become the preferred choice for advertisers in social marketing in 2022 with a 67% proportion.

KOL promotion is also a crucial part of Pelaia's public welfare marketing, as brands often collaborate

with numerous Weibo influencers such as beauty and fashion bloggers, well-known media figures, and experts to promote. In the gender equality public welfare marketing, a large number of beauty bloggers forwarded the theme ads, sharing their views on “gender equality” from KOL’s own perspective. Academic celebrities such as Li Yinhe also joined in the discussion to explore the underlying reasons behind gender bias. In the “Echo Plan” public welfare marketing, Pelaiya invited KOLs from various fields such as beauty blogger “Momo Sauce is also Teacher Xu” and psychologist “Li Songwei PKU” to shoot and share documentaries. KOLs from multiple circles and fields deeply share and interact with ordinary people under the topic, further enhancing the recognition and identification of public welfare themes among people in various fields.

As a social media celebrity with a loyal fan base, KOL has a strong fan base, and its published content can generate a traffic effect. Fans can like, comment, and forward KOL’s published content, which can form a secondary heating of the content. Through the secondary forwarding from KOL to fans, marketing content can form a viral fission spread, bringing layers of exposure effects, To enhance the brand’s attention and awareness. At the same time, in the era of information explosion, what the audience needs is the help of others to sift out credible and effective information. KOL has a high viscosity trust relationship with its fans. Fans’ love and trust for KOL can be transferred to the promoted brand more easily, so that they can have a good impression on the brand and become potential consumers more easily. Moreover, KOLs typically have the characteristic of being deeply rooted in a certain vertical field, so paying attention to KOL’s fan base also means being interested in that vertical field. Brands can quickly and accurately locate a large number of potential fan groups through positioning and selecting KOLs, thereby more efficiently transforming them into consumers.

#### *4.5 Joint Professional Organization Planning - Improving Brand Credibility*

Consumer trust in a brand is one of the important factors affecting consumer activities, and research has shown a positive correlation between trust and consumer willingness to purchase. For the brand side, marketing promotion not only needs to increase product sales, but more importantly, the long-term effect of shaping a good brand image. Public institutions and media with a certain level of professionalism and discourse naturally have the trust of a large number of ordinary audiences. Brands can directly convey their brand image and brand information to the audience through cooperation or co-branding with these professional institutions, and through their credible publicity and popular science, not only achieve the goal of endorsing the brand, but also achieve unobstructed communication of information to the audience, Effectively and directly implant a positive brand image into people’s hearts, enabling the brand to quickly enhance its reputation in its field.

Pelaia has collaborated with professional organizations in each of its public welfare marketing activities, such as the “Gender is not a Boundary Line” campaign, which was jointly initiated by Pelaia and China Women’s Daily; In the “Firefly Plan” against campus violence, Pelaya and China Education Television jointly launched a special public welfare film against campus bullying; The “Echo Plan” was jointly planned by Perrier and China Youth Daily, and set up a public welfare hotline with Beijing New

Sunshine Charity Foundation.

Alfred Lee and Elizabeth Lee co edited the *Fine Art of Propaganda* and proposed seven commonly used propaganda techniques. Among them, the transfer method is proposed to transfer the authority, binding force, or the authority of a respected and admired thing to another thing, making the latter more easily accepted by people. The transfer method works through the process of linking a certain product or cause with something that people appreciate and recognize. It is precisely by collaborating with public institutions, party media, and central media that Pelia subtly transfers its authority and credibility to the brand itself. In this situation, the authority of public institutions, party media, and central media becomes evidence of brand image, and a positive brand image is deeply embedded in the hearts of consumers.

## 5. Summary

In summary, this article analyzes the public welfare marketing carried out by the Pereira brand since 2021, and concludes that effective strategies for brand public welfare marketing in the context of new media mainly include five aspects: firstly, brand public welfare marketing needs to target the target audience, select public welfare topics that are close to the target users, and improve user engagement to achieve more accurate results in public welfare marketing. Second, the brand should endow the brand with a certain image and spirit that meet consumers' expectations through public welfare marketing, so as to shape a brand myth, making consumers' Consumer behaviour surpass the brand's commodity itself and transform into support and belief in meaning. Thirdly, attention should be paid to the consumption habits of female consumers under the rise of the "other economy", and through public welfare marketing, emotional resonance should be generated with consumers, arousing the emotional factors of the audience, and ultimately establishing a good brand image in the minds of consumers. Fourthly, the role of KOL in public welfare marketing cannot be ignored. By leveraging KOL's communication power and emotional and trust connections with fans, brand public welfare marketing can achieve better results. Finally, brand public welfare marketing can collaborate with authoritative and representative organizations such as public institutions, public welfare organizations, and mainstream media, using their authority and credibility to endorse the brand.

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