IP Industry and Makeup Brands under the Background of the All-media Era Research on the Crossover Marketing Model -- Cites M • A • C with King of Glory

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Abstract. In the environment of omni-media era with new media technology as the mainstream information communication channel, the Cross-border marketing method of IP industry and makeup joint name can not only enhance brand visibility and visibility, but also strengthen the value of brand image, which has a positive effect on the development of IP and the brand itself. However, the joint-branded market has hidden dangers and chaos. In the process of rapid development, the compatibility of the Co-branded products; the emergence of frequent Co-branded products makes aesthetic fatigue for consumers; and the quality and price of the Co-branded products are uneven. Not only did not achieve the expected income, but also caused some damage to the image of the joint parties. This paper takes the joint name of M • A • C and King of Glory as an example to analyze and study the problems existing in Cross-border marketing and provide marketing suggestions for the development of IP Cross-border marketing activities.

Keywords: Cross-border Marketing; Purchase Behavior; Joint Sales; King of Glory.

1. Relevant Concept Introduction

The concept of All-media has not been formally proposed in the academic community. It comes from the application level of the media community. The continuous emergence and change of media forms and the integration of media content, channels and functional levels make people need to cover broader words when using the concept of media. "All" of "all media" not only includes all kinds of communication tools including newspapers, magazines, radio, television, audio and video, film, publishing, network, telecommunications and satellite communication, covering all the senses of vision, listening, image and touch.

IP is all known as Intellectual Property, or intellectual property, and is "a general term for the rights based on creative achievements and industrial and commercial marks". The object of intellectual property rights contains many aspects such as works, inventions, trademarks, etc. Its core characteristics are originality, such as the animation image, cartoon character modeling and literary works often encountered in our life are IP products.

And the so-called "Cross-border marketing", namely two brands across the boundaries of the field, both will be their brand concept, products, design, let the original unrelated two elements collision together give brand new connotation, with the help of each other's brand effect and consumer base marketing, in order to achieve beyond their brand and even develop new win-win process of the consumer market.

2. Co-branded

Against the new economic background, Consumer attention and brand appeal are being increasingly valued, Exposure and traffic become more and more the key point of enterprise brand development marketing, And the Internet of Things makes people reach the world, Aesthetic pursuit is getting higher and higher, Marketing strategies are constantly updated, New brands and new species emerge in endlessly, Consumers are also pursuing a higher and higher consumption experience, In

the face of overcapacity, production level homogenization, white-hot competition in the consumer market, The phenomenon of the brand is more and more obvious, Undoubtedly has put great pressure on many businesses, In particular, how old businesses stand out in the era of new media has become an urgent problem to be solved. For brands, to deal with the changes in the consumer market needs to create an innovative consumer experience. "Cross-border joint name" cooperation has become a new breakthrough for the brand. According to a Glossy report, 38% of the 149 fashion and beauty business executives said their brand sees the joint name as the biggest marketing opportunity of the year.

The frequency of marketing means of enterprises and IP Cross-border marketing in the field of makeup shows a blowout growth. From the United net and White Rabbit jointly launched White Rabbit flavor lip balm, To netease Cloud Music and Watsons to jointly provide new ideas for IP realization, Open up new attempts in offline consumption scenarios, To M A C and King of Glory jointly ignited the panic buying boom, crossover marketing of IP and makeup brand as a new sales form, Let consumers see the other side of makeup brand, At the same time, using the characteristics and traffic of Co-branded brands, Improve exposure of corporate and IP products, By integrating their respective brand characteristics with cultural genes, Each gives full play to his strong point., Empowering each other, Create a compound new products, Enhance the commercial value of IP products, realize a win-win situation.

At present, Cross-border marketing has become a brand exposure and topic, strengthen the brand image and value, and seize the marketing trend of the consumer market, but its fatigue after short rapid prosperity and development: the compatibility of both brands of the joint products, the aesthetic fatigue, and the quality and price of the joint products are uneven. Therefore, it is particularly important to study the crossover marketing market.

3. M•A•C Co-branded with King of Glory

M•A•C's official sina weibo topped the pilot film with King of Glory on January 8, 2019, launched five limited lipstick, and invited five members of the most topical rocket Girl 101 Girl Group to speak. Once launched, within a few seconds, Luna color and mink cicada color custom out of stock, M•A•C official taobao flagship store import traffic is almost 30 times the daily, weibo about "M•A•C king glory" topic over 38.55 million reading, joint products on the first day broke the M•A•C sales, from publicity to product online, only five days, five limited lipstick basic sales, online shopping mall fully out of goods.

This article selects M A C and King of Glory as examples for study, which is of representative and practical guiding significance for applying the marketing strategy of Cross-border joint branding and profit model to other brands and I P cooperation.

3.1 Accurately Select the Co-name Objects

M A C as Estee Lauder group's famous makeup brand, from the first batch of products with its rich color, unique formula and high cost performance harvest a lot of consumers from all over the world, long-term as a large show and fashion week backstage makeup support, always walk in the front fashion makeup, sales in the Chinese market is also very considerable.

King of Glory, a mobile game developed by Tencent Games, has become one of the most popular entertainment methods, with a monthly activity of more than 50 million users. Among them, users between 20 and 34 account for 67.1%, and female users account for 54.1%. King of Glory players are mainly young women who love M O B A games, and show the characteristics of pursuing beautiful game character graphics.

As a guide in the field of makeup and mobile e-sports, the co-branding of M•A•C and King of Glory is undoubtedly equal from the perspective of fan base and word of mouth traffic: M•A•C lipstick is basically an essential for every girl, and King of Glory is a popular global and take-take-all phenomenon mobile game. The target consumer groups of the two have a high degree of consistency, which establishes a common language between the two consumers in the process of

marketing and promotion of Co-branded products, thus bringing greater brand attraction and topic traffic.

3.2 In-depth Connotation of Cultural Interaction

M•A•C chose five representative heroine images of Mulan, Gongsun Li, Diao Chan, Da Qiao and Luna, matching the exclusive red number matching its personality characteristics, role skills and skin dress, and customized the theme in the packaging design. At the same time, in terms of the slogan, M•A•C integrates the characters and lines in the game and uses the homophonic copy of "kiss, we can win", which not only brings the entertainment sense to the original M•A•C consumer group, but also satisfies the players' game feelings and injects new vitality into it.

4. Problems Existing in the Process of Joint Branding

Whether from the perspective of sales volume, topic discussion, or brand exposure, the joint name of M•A•C and King of Glory is undoubtedly a successful Cross-border marketing case. Looking at the whole Co-branded market, the IP Co-branded marketing model has entered the deep water area, but in the brand fit, publicity means, product cost performance and many other problems emerge in endlessly. After a random questionnaire survey and interview with 1200 female makeup consumers aged 18-45, the main target consumers of the makeup products commented on the marketing model of "IP + makeup" and the main problems existing in the current Co-branded market, such as in Tables 1 and 2.

Table 1. Main problems that consumers believe in the current Co-branded market

factor	frequency	scale
The product is not reflected in the use process of the joint name characteristics	756	63.00%
The selected IP topic degree and traffic are low, not attractive	569	47.42%
Co-branded products are flashy, did not pay attention to the connotation of Co-branded	964	80.33%
Cross-border cooperation products have a low cost performance	553	46.08%

From the above table, most of the consumers recognize the IP + marketing model of makeup. However, while consumers affirm the joint marketing, the feedback is more common, which makes the current domestic Co-branded market slow after a short period of rapid development.

5. Suggestions for the Improvement of the "Color Makeup + IP" Co-branded Mode

(1) IP and makeup should be deeply integrated at the level of cultural connotation

In today's increasingly common phenomenon of co-branding, the practice of trying to improve sales by IP heat alone not only cannot meet the spiritual consumption needs of consumers, but also greatly reduce their loyalty to the brand and reduce the influence of the brand in the market. M•A•C matches the design concept of lipstick with the character characteristics of the game characters in King of Glory, and uses a homophonic way to reflect the game culture in the product slogan, rather than just stay in the external appearance of packaging design. This provides reference experience for other brands in the design, production of Co-branded products, and how to combine the inherent makeup brand and IP together, and how to design marketing means to make consumers' purchase of Co-branded products from scratch, from less to more.

(2) The advanced value of excavation and Co-branded makeup

Joint makeup compared with ordinary beauty products, in practical functional value, often have cultural value, spiritual value, brand value and other higher value, and these higher value has more emotional level communication advantage, make a only functional value product, into for the user self-express social currency. Such as M•A•C in joint product marketing, introduced QQ AR technology, players as long as the scan lipstick bullets can wake up video and virtual character interaction, greatly enhance the interest of the product, break the joint existing boundaries, is a perfect product interaction, also for consumers and players extremely interactive consumption experience, to meet its spiritual consumption demand. Therefore, in the marketing process, on the basis of ensuring product quality, how to use the high-order value of Co-branded products and maximize them is the key point that the current brand needs to break through in co-branding.

(3) Exploring the possibility of Cross-border joint name for the revitalization of traditional culture

Of all respondents, more than 70% of consumers believe that Cross-border joint branding can shorten the distance between cultural relics and life. Promoting the revival of traditional culture is an important measure for China to enhance the national soft power in recent years, which provides a new development direction for China's cosmetics market to create local brand characteristics. In addition, the target customers of makeup and IP Co-branded products are mostly young groups, which are of great significance to enhance corporate social responsibility, enhance young people's sense of cultural identity and enhance cultural confidence.

6. Conclusion

As a marketing model of joint new media marketing and brand management, Co-branded marketing combines the traditional fan economy and new media marketing, breaks the solidified marketing mode, and brings new development opportunities to many enterprises that have reached the development bottleneck. However, due to the current brand abuse of Cross-border marketing and excessive development of IP, crossover has only become a means to attract public attention. Some joint name only heavy form, not heavy content, quality is worrying, there is no market norms at all. The premise of allowing consumers to pay for the bill is to dig out the unique product style that is different from other products, to really jump out of the inherent framework, and to explore another possibility of product marketing in the new era with a creative vision, so as to obtain the marketing dividend of the next wave of IP economy.

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