

Research on Perfect Diary Product Features and The Choice of Advertising Media

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Abstract. By studying this topic, we can find from the business data of Perfect Diary that China's local make-up brands have encountered unprecedented development challenges and opportunities. As a new make-up brand, Perfect Diary not only leads similar domestic brands but also breaks the traditional brand marketing model. With the advent of the era of big data, how Perfect Diary is launched and promoted on social media and various platforms is worth studying and learning. During the investigation, this paper used the following methods: Case study, Literature research, and Comparative analysis. And this paper summarizes the brand a few points: Industry Status, Behavioral characteristics of consumers, Consumer Characteristic Analysis, and Problems with Perfect Diary. Through the discussion, this paper finds the loopholes in the brands that are operated through self-media today. Moreover, this paper also finds solutions to the existing problems, which is also the key to promoting the development of the media industry.

Keywords: Perfect Diary; Product Features; Advertising Media

1. Introduction

1.1 Research background

The Perfect Diary is a local Chinese brand that was founded in 2017 in china. Perfect Diary is a brand of Guangzhou Yixian e-commerce Co., Ltd. It was founded in 2017 and operates cosmetics, beauty facial masks, cosmetic cotton, skin care products, and make-up tools. Perfect Diary is also the first brand under Yixian e-commerce. It is working on creating a cosmetic brand suitable for Asians. Compared to office stores, Perfect Diary is known through online stores. However, the first offline store only opened in 2019. In recent years, more and more domestic cosmetics brands. So actually, the Perfect Diary is representative of China's local brand. The total net income of Yixian e-commerce in 2021 increased by 11.6%, from rmb5.23 billion last year to rmb5.84 billion (US \$916.4 million). The annual operating loss was 1.62 billion yuan (the US \$254.9 million), and the previous year's operating loss was 2.68 billion yuan. The net loss of the whole year was 1.55 billion yuan (the US \$248 million), while the net loss of the previous year was 2.69 billion yuan, with a year-on-year decrease of 42.5%. The total sales in 2021 increased by 13.1% from rmb6.05 billion in the same period last year to rmb6.84 billion (US \$1.07 billion). Therefore, through the business data of the Perfect Diary, we will find that local Chinese make-up brands have encountered unprecedented development challenges and opportunities. As a newly born make-up brand, Perfect Diary not only leads domestic brands of the same kind but also breaks the traditional brand marketing mode. With the arrival of the big data era, Perfect Diary is launched and publicized on various platforms through social media. This paper mainly studies the product characteristics of Perfect Diary and the choice of advertising media and makes some suggestions on social media for local Chinese cosmetics brands.

1.2 Literature review

Peng proposed that the Perfect Diary also often cooperates across borders. In order to satisfy customers' pursuit of product beauty and freshness, it carries out marketing in the way of CO branding with traditional Chinese fashion. However, joint marketing has problems, such as excessive publicity, lack of diversified products, and a mismatch between the publicity platform and brand status [1]. Zhao found that with the development of social and economic levels and the continuous improvement and upgrading of e-commerce, the entry of international high-end cosmetics brands has also brought great challenges [2]. With the epidemic's arrival, Liu analyzed that many short video platforms have become channels for consumers to obtain and share diversified information. Perfect Diary also sells products through an e-commerce live broadcast [3].

1.3 Research gap

Most articles mainly study the marketing mode and method of Perfect Diary, but a few articles study the better choice of advertising media for Perfect Diary products. Among many cosmetic brands, the positioning of Perfect Diary is very clear. Through pricing the Perfect Diary, the brand is committed to developing a series of high-quality, fine design, and easy-to-use color make-up products for the new generation of women. To sum up, it is the way to fit young people. In choosing advertising media, we should be more strict. For example, the Perfect diary and Baili sweet wine are jointly branded, and the iconic picnic basket elements are integrated into the gift box design, attracting many young people's interest. Perfect Diary has chosen a purchase method for young people, online shopping. It has used various social media, such as putting a large amount of money into Xiaohongshu and cooperating with some online celebrities, making Perfect Diary quickly entering the young people. For example, during the recent Qixi Festival, the Perfect Diary launched a special Qixi gift box. It has become popular for girls to receive gift boxes during this period.

1.4 Research framework

This paper will discuss the content. First, we will put forward suggestions for the advertising media for the Perfect Diary. Secondly, we will analyze the current situation of the Perfect Diary in combination with the data, put forward problems, and analyze the reasons for the problems. Finally, we will solve this problem.

2. Method

2.1 Case study

Case study research is a type of field research. Researchers choose one or more scenes as objects, gather data and resources methodically, and undertake in-depth studies to investigate the situation of phenomena in the actual world. In social science research, the format that corresponds to the case study process is frequently used, so the case study report is divided into relatively independent parts background description, analysis of problems and phenomena, analysis and discussion, summary, and recommendations. In other words, we can reach a definitive judgment by analyzing and studying various situations. In this article, we will choose the ideal Diary's goods, publicity techniques, and data from various periods to examine how the Perfect Diary combines the qualities and publicity methods when the product is introduced and the ultimate publicity effect.

2.2 Literature research

The literature research method mainly refers to collecting, identifying, and sorting out the literature and forming a scientific understanding of the facts through studying the literature. This book is divided into five parts: proposing the topic, designing the research, collecting the literature, sorting the literature, and conducting the literature review. Well, in this article, in addition to collecting relevant papers, we also read relevant industry reports to help us have a clearer understanding of the

Perfect Diary and facilitate our analysis. We have read the document “Research on the cross border joint brand marketing strategy of Guangzhou and make-up brands” by Peng et al. Moreover, examine the “Analysis on the communication strategy of domestic cosmetics brands under the new media environment” by Zhao, which gives us a further understanding of the marketing strategy of Perfect Diary and its activities on social media. At the same time, we also read the financial reports of Perfect Diary in recent years to help us analyze the benefits brought by its advertising choices.

2.3 Comparative analysis

Comparative analysis generally compares two or more data and analyzes their differences, revealing the development and regularity of the things represented by these data. Then in this article, we will compare different cases of the Perfect Diary, starting from the differences between products, and put the cases of different products together for comparison. By comparing the relationship between the characteristics of Perfect Diary products and advertising choices, we can find the strategies and emphases of Perfect Diary in marketing and advertising.

3. Results

3.1 Industry Status

In the “post-epidemic period”, the online shift in cosmetics consumption is obvious. Factors such as live e-commerce, Net red economy, and marketing fission have boosted the rebound of cosmetics consumption and effectively improved the consumption conversion rate. Although consumption has shifted, many industries still face many challenges.

With the continuous development of domestic cosmetics, live e-commerce, and the gradual and complete industrial chain empowerment behind it, a new generation of national-tide cosmetics brands is occupying the main domestic cosmetics market. The upgrading of consumption and the improvement of market quality awareness have gradually led to the decline of affordable domestic make-up. Although there is still a demand for affordable make-up, it is far less enthusiastic than before. Although the new make-up brand Perfect Diary is also mainly cost-effective, it is higher in price than most domestic affordable make-up brands. However, the new make-up has a more brand sense, coupled with an affordable price lower than that of international brands. Most young consumers are naturally more inclined to choose cutting-edge make-up.

Although some consumers chose Perfect Diary, due to the epidemic’s impact, Perfect Diary lost money in the quarter, and offline stores suffered a shutdown crisis. Perfect Diary’s parent company, Yixian E-commerce, told the China Business Daily reporter that the company might close some unprofitable stores and transform from “speed” to “high quality”.

3.2 Behavioral characteristics of consumers

After the outbreak of the epidemic, consumers have become more cautious about the future situation, consumers have significantly increased their expenditure on necessities such as life security, and non-essential products can be saved. During the epidemic, many people’s demand for make-up is not high, so the make-up industry ushered in a sharp downturn. After the gradual improvement of the epidemic, there has been a large number of “retaliatory consumption” consumers due to the long period of staying at home, so their pursuit of quality of life is getting higher and higher, and the desire to buy products will also increase.

3.3 Consumer Characteristic Analysis

Most consumers in Perfect Diary are between 18 and 28 years old. This group includes star-chasers, student parties, and young people working and spending at average levels. Because Perfect Diary is mainly an affordable brand, but it pays great attention to appearance, exquisite packaging makes the product look high-end and attracts some young people who do not have a high level of consumption

but pursue quality. In addition, Perfect Diary is also very good at investing in its love. Fully applying the rice circle culture, actively communicating with the “rice circle girl”, like a fan soliciting spokespersons, arousing their curiosity, and finally announcing who is the last spokesperson in the official.

3.4 Problems with Perfect Diary

First, lack of corporate culture. In the beauty industry, he has only been established for 6 years, mainly relying on excellent marketing strategies and being called the light of domestic products by consumers. People’s attention is on his marketing ability and affordable products. Still, it isn’t easy to survive by relying on marketing to do a big business.

Second, Excessive marketing causes consumers to resent it. The promotion of Perfect Diary has appeared on major platforms for a long time and frequently, and the publicity is everywhere, making people’s visual nerves tired.

Third, Exaggerate the product effect and reduce the integrity of the brand. Although the advertising on the market inevitably has exaggerated elements, the media on various platforms have used exaggerated techniques to publicize. As a result, consumers have found that the product quality and publicity effects are very different after buying a home. These performances have a negative impact on the reputation of the company and the reputation of the product.

4. Discussion

First of all, there is a lack of corporate culture. There is no corporate image that can make a profound impact on the public, nor can it be integrated into life. For example, Coca-Cola is recognized as the most successful brand in the world. The success of the Coca-Cola brand has brought us the greatest enlightenment: to integrate the brand culture into everyone’s life and make it a part of people’s life [4]. When we talk about the Perfect Diary, we can’t think of a representative product, nor can it integrate into our lives, leading to its difficulty retaining customers. Once a new beauty enterprise with strong capital enters, the Perfect Diary will likely be overtaken.

The attraction and influence of many foreign well-known brands to consumers are quite stable because the brands have superior external values such as brand product quality and carry many cultural elements in various aspects such as culture and fashion. Therefore, when enterprises enter the stage of high-quality development, brand culture will become very important if they want to have a stable source of customers and influence [5].

So how do build brand culture? First, Perfect Diary should establish brand awareness and clarify its brand positioning, whether modern, retro or co-branded with other brands. Be sure to clarify the message that the Perfect Diary wants to convey and tell consumers what the Perfect Diary wants to do through images or slogans. After knowing the company’s positioning, the Perfect Diary needs to carry out a series of designs for the whole brand, even the company and stores, including slogans, logos, and product packaging, based on brand positioning. Perfect Diary needs to design around the brand positioning and have unity so that customers can know what route this brand is taking [6].

For example, if the Perfect Diary wants a cute style, its product packaging, stores, and logo should not have too sharp elements. Suppose Perfect Diary continues to develop its animal series eye shadow disc to attract consumers. In that case, it needs to enlarge animal elements in the whole brand to make everyone aware of its purpose. Complex elements should not appear to confuse consumers with the brand’s key points.

Secondly, we should establish a better brand culture. The Perfect Diary can convey the love of humanistic care and assume social responsibility. When consumers buy a certain commodity, they are not only motivated by a need. What the brand provides to consumers is not only a certain use function but also additional psychological functions [7]. Social public welfare public relations, with its unique advantages of a large audience and wide communication range, plays an incomparable role

in disseminating brand spirit, shaping the brand image, and promoting brand culture. It can promote the brand image deeper, spread the brand culture, and have a long-term impact on the public [8].

Take the animal series eye shadow as an example of the Perfect Diary. For example, they can save animals by selling eye shadow discs. For example, 10% of the price of an eye shadow disc will be used to save wild animals and publicize the protection of wild animals. This will give the public a deeper and better impression of them and encourage everyone to buy their eye shadow discs.

The brand does not strictly control the amount of traffic and the release of Kols on social media. In short, it only pursues the quantity but fails to find the Kols that fit the brand. Pay attention to more scientific KOL management. For example, when a brand sells or promotes a particular product, we can see the products recommended by KOLs on our social media pages without even having to search for them. This can cause aesthetic fatigue and may even turn some people off psychologically. Of course, many people are attracted by this kind of bombastic marketing, increasing their desire to buy. Here are some solutions for brands. Start by identifying a better KOL for each product [9]. For example, fashion and fitness bloggers can't recommend the same product. By contrast, fashion bloggers mainly recommend products with excellent appearance designs. For example, the packaging of certain brands of lipstick is very attractive. Fitness bloggers, however, can recommend products that can also be used while working out. Some fixing sprays, for example, don't remove make-up even when you are doing exercise. For some couple bloggers, we can give them some holiday gift boxes, and they can market them. For example, before May 20, it will be preheated through KOL. In addition, there are still some problems. For example, the product quality and marketing platform does not match. The Perfect Diary requires enhanced product quality.

In addition, brands also need to be more rigorous in choosing platforms. For example, Weibo is more suitable for attracting consumers. As a platform with a large proportion of women, Xiaohongshu can be promoted from a feminine perspective [10].

Like an online shopping platform, we need to improve the online shopping process, such as whether the customer service problems that are often complained about have been fully solved [11]. The sales of online shopping festivals often depend on the number of viewers of today's platform broadcast rooms. In addition to the products sold, the style of broadcast rooms must also be adjusted in time according to the market. For example, many consumers like to watch Li Jiaqi's live stream, and it has even become the flagship sales in the lipstick industry. This is based on his knowledge of each product [12]. Some time ago, the Oriental selection was popular all over the network, and all the anchors were teachers from New Oriental [13]. Soon, everyone was attracted by their knowledge accumulation. It is important to find the style of the broadcast room for the Perfect Diary [14].

So they can combine products with tradition. This move can also arouse young people's love for the national trend.

5. Conclusion

Pass the research on the whole subject. We have drawn the following conclusions: The problems of Perfect Diary are 1. Lack of corporate culture; 2. Excessive marketing of its products, causing disgust; 3. Exaggerate the effect of the product and reduce brand integrity. After discussion, we believe that the reasonable solutions are: 1. Establish brand awareness and determine brand positioning. 2. Moderate marketing and control the frequency of marketing. 3. Focus on product quality, not on the quantity purchased.

By studying this topic, we can find the loopholes in the brands that are operated through self-media today, and we find solutions through the existing problems, so this is also the key to promoting the development of the media industry.

The problems of the Perfect Diary mentioned above, we can understand the problems through different methods to promote the development of the brand. 1. Find out their existing loopholes through surveys and observe consumers' evaluations to understand the brand's reputation. 2. Understand the operation status of the enterprise through the form of data analysis. For the future

development of Perfect Diary, we believe that we can try to be more integrated with consumers. Through interviews, we can get into the real thoughts of consumers and better improve our products.

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