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LYFEN X TMALL

DRAGON PALACE CASE STUDY

天 猫 美 食 大 牌 日 案

GMA 结案复盘报告



天猫美食大牌日

×



来伊份

×



LYFEN

BRAND INTRODUCTION

- Chinese Snacks Brand
- Old History
- Mass Market Positioning

CHALLENGE

- Change the Brand Positioning
- Increase the Sales



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LYFEN DRAGON PALACE CAMPAIGN



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WHY DRAGON PALACE?

EMOTIONAL MARKETING - CHINESE EXCLUSIVE MEMORY

The classic book “Journey to the west” is a common memory for Chinese people and the dragon palace is its main icon. This resonates with a customer's childhood memory and further attracts younger potential customers.

The Chinese cartoon movie “NE ZHA (I AM THE DESTINY)” breaks the record and the Dragon Palace is behind the whole story. Thus, it was a great opportunity to promote the IP with movie heat.

ALONG WITH THE “CHINA TIDE” DIRECTION, WE CREATED A UNIQUE NEW IP.

“CHINA TIDE” slowly becomes a trend of every industry in China. Different from cooperating with more traditional IP such as “The Forbidden City”, LYFEN let GMA creates an original IP, to start a new trend.



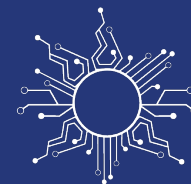
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Original VI Design



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Original Typeface Design



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Main KV Design



龍宮

龍宮



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PACKAGING




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Package Design



IMAGE DESIGN

Chinese traditional color and style are utilized everywhere in this gift box. Dragon palace related elements like waves, coiling dragon are expressed with traditional Chinese realistic painting style. The whole image presents gorgeous, wealth and flourishing.



PRODUCT STRUCTURE DESIGN

Utilizing the traditional Chinese make-up box as the inspiration, the whole box was designed as a reusable product. Also, the freebies are selected with [Dragon Palace] concept – a cup imitates dragon scales.

POSTER DESIGN

This modern and traditional concept is perfectly combined in these posters. Modern lines and ancient painting styles highlight the product and related to the [Dragon Palace] IP.



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Package Final Design

Inner Box Structure Design







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Freebie Box Design



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ONLINE BANNERS



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Product Poster Design



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虾宝贝

“超A闺蜜”



姐们儿别害怕
我罩着你!

打开手机淘宝搜索

淘 天猫美食

天猫美食大牌日 × 来伊份 × 天猫

鱿鱼仔

“黑泡男孩”



没有腹肌
但是有脏辫就够酷

打开手机淘宝搜索

淘 天猫美食

天猫美食大牌日 × 来伊份 × 天猫

手撕蟹味棒

“处女座大大”



确保每一丝长短粗细
都要一模一样

打开手机淘宝搜索

淘 天猫美食

天猫美食大牌日 × 来伊份 × 天猫

虾味啦味

“白嗨歌者”



单曲循环:
BOOM! 虾味啦味!

打开手机淘宝搜索

淘 天猫美食




VIDEO

Storytelling Video



The video starts with a sad but suspensive love story. The hero comes to the dragon palace to search his disappeared girlfriend and discover our products and finds out his girlfriend is a mermaid.



This story lets each audience into a sense of both. With dragon shadow and visual impact, customers were attracted to the story and then increase purchase intense.

Very first time to set up a scene and shooting under the sea.



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Trailer



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Full Version




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Pre-heat Poster Design



VISUAL DESIGN

Utilize Movie style posters combined with lines related to the script to enhance the suspense feeling of the video and maximum the visual impact.



Count down style posters are more attractive to customers chasing for further information.



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天猫美食大牌日 × 来伊份 × 周



倒计时3日

八/月/廿/八 龙/宫/上/新


天猫 0.0 天猫美食 打开手机天猫APP搜索

天猫美食大牌日

来伊份 × 周

会是她吗？
一封神秘的邀请函

倒计时3日



八/月/廿/八 龙/宫/上/新

天猫 0.0 天猫美食 打开手机天猫APP搜索

天猫美食大牌日

来伊份 × 周

待于龙宫相聚
我一跃入海提灯寻你

倒计时3日



八/月/廿/八 龙/宫/上/新

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PROMOTION STRATEGY



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MAIN DIRECTION

「 Drive Curiosity, Build Reputation 」



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LYFEN official Weibo Account starts to notice they are preparing something. And further, explore the “contract” between LYFEN and the Dragon Palace to inform customers they are going to cooperate. Also, they @Tmall for “help” to advance notice the partner.



Trailer Publish, Head KOL Intense Promote

When official account post the trailer, several head KOLs start to promote the video and drive customer traffic.



EXPOSURE : 2,160,000

COMMENTS : 504

LIKES : 312



EXPOSURE : 1,670,000

COMMENTS : 357

LIKES : 723



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Full Promotion Material Release, KOL Promotion

Official account released a full video & posters. We used comprehensive KOL to maintain customers and drive new traffic.





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WEIBO KOL

微博搞笑排行榜

- EXPOSURE: 21,030,000
- COMMENT: 6165
- LIKE: 9064

 **微博搞笑排行榜**  
8月28日 19:00 来自 微博 weibo.com
#龙宫上新了#
这! 有点酷? ? #天猫美食大牌日# 和来伊份真的带着龙宫来了!!! 盒真的太神仙, 从外表到收纳实用性都是100分, 简直跨入国货之光队列! 榜姐我正式宣布和你锁了@来伊份!



阅读 2103万 推广 4446

 和俊凯一起努力  榜姐送吗?
8月28日 19:01 回复 | 564
微博搞笑排行榜  : 没问题, 给你100块红包, 买买买! 榜妈请客  评论配图
8月28日 19:03 回复 | 9
共43条回复

 是FANFAN的NANA啊   : 榜姐我也要你请客🥺🥺
8月28日 19:03 回复 | 346
是FANFAN的NANA啊   等人 共7条回复

 是_张静静吖  : 哇!!! 诱人
8月28日 19:01 回复 | 225
大可爱和小扣耐呀 等人 共9条回复

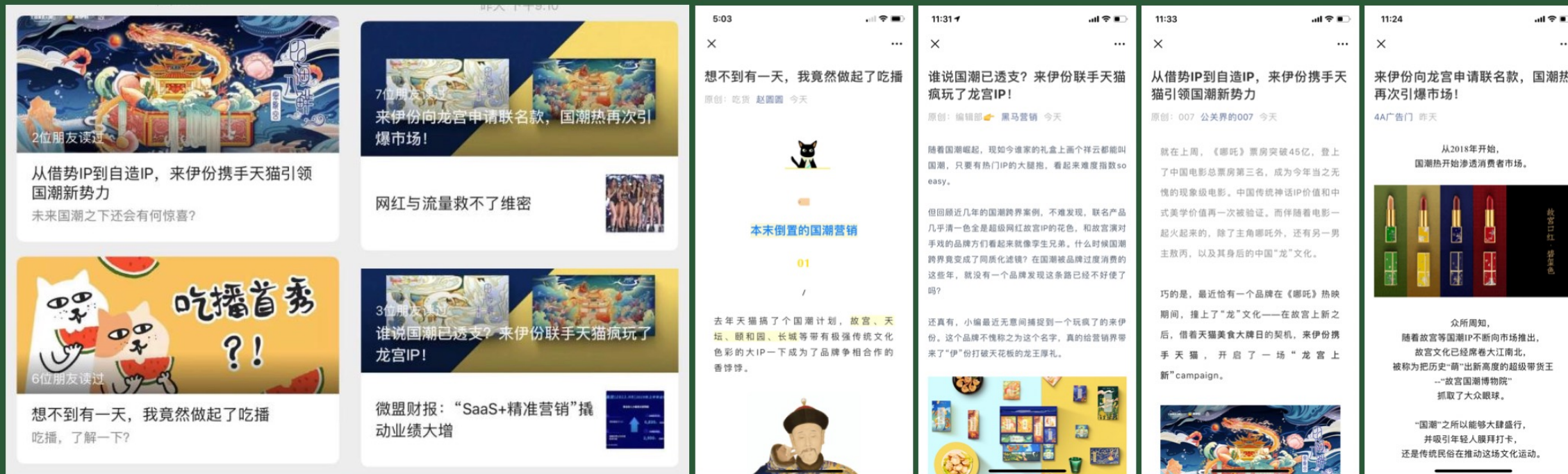
 喜马拉雅兔: 呜呜呜好喜欢爆浆鱼籽蛋, 榜姐请吗🥺 了
8月28日 19:05 回复 | 113
红山鸽子- 等人 共6条回复

 一颗小葱花呀  : 好好吃的样子!!! 我! 饿! 了!
8月28日 19:00 回复 | 73
把你拥卡倒信不信_ 等人 共3条回复

Crossover Industries, Reputation Building

Utilizing several Head marketing WeChat KOLs to promote the strategy of this campaign.

This attracted more new traffic cross industries and build brand reputation.



EXPOSURE RESULTS



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[DRAGON PALACE] TOPIC TOTAL VIEWS OVER 3,900,000

NEW FANS OVER + 1,000,000

TOTAL VIEWS OF VIDEO OVER 4,000,000



TOTAL EXPOSURE OF KOL VIDEO OVER 21,000,000



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E-COMMERCE RESULTS



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20 MILLIONS RMB



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Tmall Store Turnover OVER 20,000,000 RMB in 1 MONTH

Tmall Sales Amount 10 000 000 RMB on the 1st Week

Growth Rate of +966%

Attract + 200 000 New Customers



3000 Limited Products Sold Out in One Day

ROI 1:10



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THANK YOU



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