

Brand Management Strategy of Kweichow Moutai

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Abstract: Baijiu has a long history in China, it is a special drink for the vast number of working people in China, which has survived thousands of years of history and continues to develop and improve, with a gradual rise in domestic consumption and an increasing amount of exports, which is the pride of our nation. China's ancient commodity exchange, liquor is second only to salt, iron, is one of the important sources of national revenue. The development of the liquor industry also promotes the development of supporting industries, in recent years, the liquor industry mechanization has been a great development, the need for more and more packaging materials, supporting a series of supporting industries such as glass, ceramics, papermaking, printing, bottle caps and other supporting industries have been a great development. At the same time, the comprehensive utilization of wine lees after brewing has promoted the development of agriculture and energy. Kweichow Moutai wine is the traditional specialty wine of China. It is one of the world's top three distilled spirits, along with Scotch whisky and French cognac, and one of China's three most famous spirits, "Kweichow Moutai Five Swords". It is also the originator of the Daqu soy sauce type of liquor, which has a history of more than 800 years. It is a world-famous brand. Therefore, this paper studies and summarizes how China Kweichow Moutai Liquor Factory (Group) Limited Liability Company conducts marketing and marketing management.

Keywords: Kweichow Moutai; marketing management; five-in-one marketing method; Kweichow Moutai marketing system.

1. Introduction

Kweichow Moutai is very famous in China as well as in the whole world, not only because of its price and taste as well as quantity, but also because of some decisions made by the operation and management of Kweichow Moutai Company. In Chinese people's life, liquor is the "wine meets the friend a thousand cups less" of the disposition of the same person; is "the gold list nominated" full of joy; is "raise a glass to eliminate the sadness of the sadness of the more sad" of the ups and downs of life. Chen Xi's liquor brand marketing strategy takes Kweichow Moutai series liquor as an example, aiming to build the brand into a representative of China's high-end liquor and enhance its market competitiveness[1].

Baijiu, this wonderful thing by chance, from the very beginning of the birth of the group of ministers, let a person up and down to seek. Nowadays, Chinese brewing technology has become unique in the world, and with the spirit of craftsmanship and excellence, it is renowned all over the world. Wei Wei believes that in order for Feitian Moutai to maintain its leading position and develop continuously, it needs to carry out comprehensive optimization and improvement in brand building, product innovation, sales channel expansion, market research and customer relationship management[2].

China has the cultural tradition of "no wine, no seat", laying the foundation for the demand for liquor Business banquets, friends and family gatherings, wine is the most exciting carrier, can melt and active atmosphere, more convenient for people to communicate with each other. For self-drinking, the higher degree of white wine, to meet the happiness of some consumers for white wine micro-brewed, and alcohol addiction, consumer stickiness is also stronger. In addition, white wine is often given as gifts, and under the relatively transparent brand and price system, white wine as a gift needs to be supported by brand heritage. Zhang Yingying and Song Shuang's analysis of Moutai's brand marketing mainly

analyzes the brand marketing strategy and its effect. The article pointed out that through careful brand positioning and communication, Moutai has successfully created a high-end, noble, historical and cultural connotation of the brand image, becoming a well-known brand in the hearts of consumers at home and abroad[3]. To summarize, the most important thing about liquor is its social attributes, It is of great significance to analyze the shortcomings of Guizhou liquor brand system construction and explore the path of Guizhou liquor brand system construction to adapt to the new economic situation[4]. so the demand for liquor is not only affected by the quality and price, but also by the brand, and it is difficult to make a banquet without famous liquor. In international trade, quality terms are an important basis for the buyers and sellers to reach a deal. Choosing the appropriate quality representation method is crucial to displaying the quality of goods and protecting the rights and interests of both parties[5].

2. Moutai's Marketing System

In 2019, Kweichow Moutai invested more than 3.2 billion yuan in marketing. Within Moutai, since Yuan Renguo began, it has been implementing its "eight marketing" system. In May 2019, Kweichow Moutai split its marketing department into a wholly owned subsidiary, Moutai Group Marketing Company Limited, to further strengthen its marketing capabilities.

The Kweichow Moutai Group Marketing Company has a Party Office, Discipline Inspection and Supervision Office, Business Logistics and Customer Service Department, Finance Department and Self-operated Network Management Department and Terminal Division. Kweichow Moutai's chief assistant Xiang Ping was transferred to the post of chairman, and Wang Shengbin, chairman of the board of Moutai Group Investment Company Limited, was appointed as general manager.

The personnel and organizational adjustments can be

described as a big move, in the community and the dealer system has attracted a lot of controversy, but Moutai purged and strengthened the determination of the marketing system, but has not changed at all.

Overall, "eight marketing" to achieve the effect of three main points:

(1) Formed a competitive relationship with other brands, expanding the market capacity and their own market share.

(2) accurately grasp their target consumer groups.

(3) The formation of a differentiated advertising and marketing system.

"Eight marketing" in fact, do not have to do too much explaining, Moutai copywriting publicity is characterized by looking at the text that can know the meaning.

You, for example, "project marketing", roughly, is to open up production, sales, dealers, sales terminals, consumers, management, the formation of system engineering, so as to "win" "general customers! "

However, if you go deeper, you will find that each step of the "eight marketing" is a strategic program of systematic and complexity. This is one of the reasons why Kweichow Moutai spends more than 3.2 billion yuan a year to promote its operation.

And the reason why we want to learn Moutai marketing, of course, is to learn those deeper logic, spend money on things who will, the key is to have so much money to spend.

To explore Moutai "eight marketing" of the true meaning, especially the event marketing, cultural marketing, feelings and personality marketing, these spell the true meaning of the soft marketing of the internal strength, we must explore a beautiful woman like, to understand the essence of those under the surface.

We first use five words to summarize the true meaning of Moutai soft marketing, that is, "negative list type" soft marketing. The so-called negative list, that is, the law does not prohibit that is justice. In this way, the end of this kind of marketing will be called out.

Comrade Mao Zedong once summarized the guiding principle of guerrilla warfare in the sixteen-character motto: "The enemy advances and I retreat, the enemy is stationed and I disturb, the enemy is tired and I fight, the enemy retreats and I pursue." This perfectly explains the core of guerrilla warfare strategy.

About Moutai "negative list type" soft marketing, we can also be summarized as "make false for true, make false for real, make weak for strong, make anti for positive" sixteen words, to explain and elaborate. Specific cases:

2.1. Fake for real

The so-called fake for real, is to put some false information, after some way of modification, in order to achieve the purpose of confusing, think really.

Case in point: the toxic side effects of alcohol can be said to be deeply rooted in people's hearts, drinking and smoking, are harmful to health behavior. The amount of alcohol is only as strong or as weak as the victimization.

But we can be in the jitterbug, the Internet, repeatedly see drink Moutai longevity ads. And, often fake retired a general or other well-known person's mouth, in order to drink Moutai health things. With a third party and first-hand experience of the person's perspective to say, to improve credibility.

In addition, Moutai also united with a university and research institutions, Moutai wine various types of ester content laboratory measurements, and authoritative academic

papers, explaining Moutai ester content in all white wine in the most varied, most complete. It further explained that certain esters are, medically speaking, beneficial components for the body.

Ans: The marketing of Antlion, Chinese Turtle Essence, Brain Platinum, Nano Panties, Gravitational Wave Memory, etc., can often reap many people's IQ tax. The Hongmao Pharmaceutical Liquor fiasco is still conducting to this day.

When some head enterprises have mastered the right to speak in marketing channels, they will wander across the legal boundaries and take advantage of the lagging regulation to promote in the form of rubbing off some public opinion that requires a big coalition of systematic and authoritative departments to reverse. When this kind of marketing has been deeply rooted in people's hearts, even if the direction of public opinion is reversed back, the enterprise has often received dividends, and get "loyal customers".

2.2. Make the false for the real

The so-called make false for real, is the many things that are not true, after the exaggeration, modification and other methods, in order to achieve the purpose of becoming a fact.

Case: In the Moutai Museum, there is a photo of a leader raising a cup. Kweichow Moutai made a note under the photo that it was Kweichow Moutai that the leader was drinking. There are also events such as the gold medal at the Panama World's Fair and the "National Wine".

Analysis: In Kweichow Moutai's marketing scenario, if there is a possible phenomenon, it will be magnified to make it shine. Let's not talk about whether Kweichow Moutai is the favorite of a certain leader. Whether it's in the advertising law or in other external publicity, it can't be endorsed by a leader.

Kweichow Moutai rubbed the edge and put it in its own museum, and rubbed the edge with a photo of a raised glass to say that it was Kweichow Moutai, directly confirmed the matter. Universal Exposition Gold Medal event, Moutai also simply tell consumers that they have won the Gold Medal, he used the highest prize now common in the competition as a front, rendering the Universal Exposition fourth prize.

As for the "national wine" application, it is more through the consecutive years of application rejected, as a gimmick, attracted attention, but also gained de facto recognition, can be said to be a multi-purpose.

2.3. Making the Weak Strong

Some of the weaknesses or weaknesses, through the concept of substitution, change the statement, said to be their own strengths.

Case: Moutai bottle for the white glass bottle said to be the classic modeling, Moutai body yellow said to be a good body of wine

Analysis: industry insiders know, Moutai wine body yellowing is because of the production process brought about by the inevitable drawbacks, can be said to be some of the inherent defects of the process, but Moutai will be this disadvantage, said to be the more yellow body of the wine the better, and for the rhetoric for the collection and rating and other aspects of the system packaging.

Kweichow Moutai white glass bottle, is considered by many to be the "conscience" of the porcelain bottle, and white glass bottle is largely to cover up the yellowing of the body of Moutai wine, the phenomenon of bad taste. For the "conscience porcelain bottle" said, Moutai choose not to explain, and for the role of the white glass bottle, Moutai also

do not explain, but in turn, curing the consumer recognition of product packaging, and rose to a totemic logo.

2.4. Make the opposite into a positive

The niche said to be rare, the short board said to be strong board, the disadvantage said to be an advantage.

Case in point: Saucy liquor has been a niche category since ancient times, and the taste of sauciness has not been favored by the public. But after Kweichow Moutai's marketing, it has described saucy liquor as a scarce resource and packaged the saucy taste as another higher level of taste.

Ans: As a matter of fact, the production of saucy wine is not complicated, nor does it have scarcity, but Kweichow Moutai, through years of operation, packaged it as a scarce resource through a series of packages such as origination and complexity of the process. The soy sauce taste, but also Kweichow Moutai is a very important breakthrough.

It through the creation of high-end sense, let people to adapt to Moutai, rather than Moutai to adapt to the consumption, forcing consumers to change the taste of drinking, making it difficult for consumers to adapt to strong, clear and other tastes light liquor type.

The Chinese language is profound. Many facts stated in another angle or language will produce a very different point of view.

Over the years, Kweichow Moutai's journey from a niche liquor product all the way to the top spot goes hand in hand with its soft marketing program that is on the wild side.

Just like the Eighth Route Army back then, with millet plus rifles singing "the enemy into my retreat, the enemy stationed my interference, the enemy fatigue my fight, the enemy retreated my pursuit." The guerrilla warfare was used to defeat the regular army of the Kuomintang.

Today's Moutai is a huge ecological body. It has transitioned from fighting the river to sitting on the river. Like the towering Ming Dynasty, Zhu Yuanzhang's set of methods, is it suitable for Zhu Yunzhu, is it suitable for Zhu Di, and even Zhu Yuyan, history gives an answer.

But Moutai's set of "negative list type" soft marketing is worth many small and medium-sized wine enterprises continue to push, ponder and learn to practice.

3. Kweichow Moutai Distillery's Five Harmonized Marketing Methods

Mr. Ding Xiongjun, Party Secretary and Chairman of Kweichow Moutai Group, attended the meeting and delivered a speech. He emphasized that Kweichow Moutai should always adhere to the mission of brewing high-quality life, in-depth practice of the "Five Harmonies Marketing Law", with the beauty of the product, the beauty of the service, the beauty of the "competition" ecology, to open the Kweichow Moutai marketing "beauty" era. Kweichow Moutai marketing "beauty" era.

Li Jingren, deputy party secretary and general manager of Kweichow Moutai Group, presided over the meeting. Kweichow Moutai Group leaders Zhuo Ma Caijie, Gao Shan, Duan Jianhua, Wang Li, Wan Bo, Liu Gang, Wu Haojun attended the meeting.

Ding Xiongjun pointed out that change, is always the same, the times are changing, science and technology is progressing, society is developing, the environment is changing. Moutai marketing system since its establishment in 1998, has gone through 24 years of reform and development. Today's

consumer market and industry environment is undergoing profound adjustments, Moutai market environment is facing new trends, new groups, new scenes, new retail, new products, "five new" changes. We should not only see the crisis from the "changes", but also build up confidence from the four core potentials of Kweichow Moutai's unique protection of the region of origin, unrepeatable microbial colonies, unique brewing techniques inherited for thousands of years, and high-quality base wine resources stored for a long time. Confidence, through the "change" and "potential" analysis, to achieve accurate knowledge of change, so as to realize the scientific strain and initiative to seek change.

Ding Xiongjun pointed out that Kweichow Moutai should take "beauty" as the leading idea of scientific strain and the core concept of marketing, and open the "beauty" era of Kweichow Moutai marketing. Kweichow Moutai should always adhere to the mission of brewing high-quality life, constantly meet the consumers' pursuit of a better life, and strive to make life even better by drinking out of pleasure with beautiful products; forming an emotional community with consumers and a community of destiny with channel business with beautiful services; and maintaining a "competition" ecology with industry brothers and enterprises with the beauty of "each beautiful, each beautiful, each beautiful, each beautiful". "Each beautiful, beautiful and common" competitive relationship, with responsibility and emotion to strive to create the "beauty" era of Moutai marketing.

Ding Xiongjun stressed that the future marketing work, the core task is to take the initiative to seek change, comprehensive, accurate, in-depth practice of the "five marketing law", vigorously promote the marketing reforms, the realization of the Moutai marketing system of change and remodeling, and promote the market work capacity and level to achieve qualitative leap.

First, resource integration, the implementation of the active marketing method, co-ordination of the entire Group's alcohol product management, deep plowing of self-supporting, social, general distribution and other channels, focusing on the "industry", "enterprise", "circle", precise positioning of customers, to realize active marketing. The Group has also focused on "industry", "enterprise" and "circle" to accurately locate customers and realize the precision, standardization and efficiency of active marketing;

Second, digital integration, the implementation of digital marketing law, accelerate to make up for the shortcomings of the new retail, build and improve the digital marketing platform, for Moutai marketing to inject new kinetic energy;

Third, cultural integration, the implementation of cultural marketing method, the full integration of Kweichow Moutai advantageous cultural resources, around the "wine culture of the ultimate", adhere to the cultural energy, through the refinement of cultural products, build cultural platforms, create cultural scenes, rich cultural activities, and effectively transform Kweichow Moutai's cultural potential into the development of efficiency;

Fourth, brand aggregation, the implementation of brand marketing method, around the construction of "price matching, level clear, gradient reasonable" brand system, focusing on cultivation of large single product and cultural boutique, and constantly optimize the product structure, consolidate and enhance the advantages of the Kweichow Moutai brand, and to play a good "Kweichow Moutai saucy, shares out of the Kweichow Moutai Sauce, produced by the company," and "Kweichow Moutai Family, produced by the

Group," to improve the comprehensive capacity of the Kweichow Moutai brand;

Fifth, the combination of management and service, the implementation of the service marketing method, improve market management capacity and market service capacity, maintain good market order and business environment, continue to create maximum satisfaction for consumers, and continue to consolidate the hard-won results of the market cultivation, and further enhance the good brand image of Kweichow Moutai.

Ding Xiongjun pointed out that in order to ensure the orderly promotion of various tasks and high quality completion, must also establish a more systematic, efficient, pragmatic and strict working mechanism, focusing on the "five work system":

First, the establishment of efficient operation, strong command, quick response system, camp, sales, "three-level" management system, to win the market competition to provide protection;

Second, the establishment of daily scheduling, weekly meetings, monthly competitions, quarterly summaries, annual assessment of the "five-time" promotion system, to strengthen the implementation of the work, the study of the work situation;

Third, the establishment of market staff to the front line to go to the line to go to the new groups to go to the "Mao powder" to go to the inheritors of the work of the "five to" working system, to further extend the reach of the market, timely collection of market information;

Fourth, the establishment of key tasks, important festivals, key products, key markets, key channels, "five" special case system, focus on the key, precise force;

Fifth, through the strong team, strong quality, strong communication, strong integrity, strong care "five strong" group system, building a new marketing era of high-level, high-quality marketing and anti-counterfeiting rights team, to accelerate the improvement of marketing management level.

Ding Xiongjun emphasized, Moutai's new marketing era has come, the road ahead is destined to have snowy mountains and grasslands, there are dangerous beaches and thorns, but we always believe that the narrow road, but the struggler into the only courageous and strong, but the struggler to win. All market staff should continue to carry forward the spirit of historical initiative, overcome difficulties, and strive to open up, firmly grasp the initiative of market competition, the right to win, concentrating on the opening of the marketing "beauty" era, and strive to write the marketing "beauty" chapter.

Li Jingren presided over the meeting, pointed out that the meeting is the first large-scale meeting after the Spring Festival to start the year, is the first time the group level organization held the market work will focus on highlighting the marketing work "a chess" pattern, focus on building the "big Moutai" marketing system, further unify ideas, build consensus, firm and resolute in the marketing of the "beauty" of the era, and to write a marketing "beauty" chapter. Further unify thinking, gather consensus, strengthen confidence, enhance fighting spirit, and better promote the marketing work. Subsidiaries and related departments should seriously organize to convey the spirit of the meeting, fully understand

the new changes in the marketing environment, the new situation, the new requirements, in the accurate knowledge of the changes, the scientific response to the changes, the initiative to seek changes in the initiative; to focus on the "five marketing method", in-depth analysis and research and judgment, refine the breakdown of the responsibility, the initiative to take on the role of acting, with a strong sense of responsibility, A strong sense of responsibility and a sense of mission to promote the Kweichow Moutai Group marketing work to a new level; to enhance the "Great Kweichow Moutai" concept, "a chess" consciousness, strengthen synergies and linkages, with a unified logic to develop and implement the "five work system To enhance the "big Moutai" concept, "a chess" consciousness, strengthen the synergy, with a unified logic to develop and implement the "five work system", comprehensively improve the marketing management level, and strive to build a high-quality strong industry in the new period of the new pattern of market work, in order to promote the high-quality development of Moutai, stride forward to make new contributions.

At the meeting, Gaoshan made the "Moutai Group Market Work Report", reviewing the market work in 2021 and arranging the marketing work in 2022. The meeting also informed the marketing work of the subsidiaries involved in marketing business through written form.

4. Summary

This paper starts from Kweichow Moutai's current status in China and some business strategies, and looks up a lot of relevant information, such as Kweichow Moutai's marketing system and their five-in-one marketing method. Due to my current education and limited experience, although I work hard to complete, there are inevitably some places in the writing process that are not well thought out. In the future, I will continue to pay attention to some policies and development of Kweichow Moutai, and add more useful policies for general reference. It is hoped that the selection and management methods of Kweichow Moutai dealers studied and introduced in this paper will have certain reference significance for similar enterprises and some scholars. Thank you for your understanding.

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