

# Target Users and She-Economy Analysis Behind Brand Creative Communication

-- The Case of Hope Water

Xinyi Tang

Dalian University of Foreign Languages, Dalian, China

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**Abstract:** In the contemporary era, as the internet continues to evolve, numerous cutting-edge brands are emerging. Among these, Hope Water has stood out like a dark horse, gaining prominence in just a few years. This success can largely be attributed to the accurate positioning of its target audience and a deep understanding of the current She-economy trend. Not long ago, Hope Water's "Macho Marketing", which promoted the concept of "Drink See Hawthorn when eating spicy", took the internet by storm, leading other brands like Luckin Coffee and Shuyi Tealicious to follow suit. This paper will analyze the rapid rise and popularity of Hope Water by examining the consumption characteristics and consumption philosophy of its target audience, Generation Z, as well as the brand strategy under the She-economy.

**Keywords:** Creative Communication; Hope Water; Generation Z; She-economy.

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## 1. Generation Z Consumers Behind Hope Water

### 1.1. Consumption Characteristics of Generation Z

Before delving into the consumption characteristics, it's essential to define who Generation Z is. Generally, Generation Z refers to individuals born between 1995 and 2009, making them the most internet-influenced generation to date. This generation has ample opportunity to understand the world, expand their horizons, and is broadly exposed to a good cultural education, making their influence significant. A majority of them do not have a steady income yet and are still in the phase of receiving living expenses from their parents, with monthly allowances typically ranging from 2,000 to 4,000 yuan[1]. They do not bear the financial burdens of mortgages or car loans, and their main expenditures are focused on food, clothing, and entertainment. They are also more willing to spend on things that interest them, often exhibiting surprising purchasing power.

As young people's views continue to evolve, they drive constant transformations and upgrades in the consumer market. With Generation Z gradually becoming the main consumer force, their consumption characteristics are becoming increasingly distinct. Punk wellness, willingness to try new things, trend-following in shopping, and an affinity for anime have become labels of Generation Z's consumption. Diversity and novelty also guide their consumption choices. See Hawthorn caters exactly to the "punk wellness" trend, a unique health model that balances living on the edge with a fear of dying. The usual "happy water" for couch potatoes, namely cola with its high sugar content, may deter some, but the craving for the stimulating taste of carbonated drinks remains. Thus, a healthy yet stimulating beverage was born to meet this demand.

See Hawthorn positions itself in the health and wellness sector, serving as the flagship product of the Hope Water brand with its focus on "Eastern Herbal Sparkling Fruit Juice." Leveraging the inherent health benefits recognized in

hawthorn, See Hawthorn has developed into a major product by staying true to the natural flavor of hawthorn without the addition of preservatives, artificial flavors, or colorants, providing Generation Z consumers with the most secure and healthful consumption experience. The fizzy sensation offers a refreshing taste, effectively relieving greasiness, spiciness, and stimulating the appetite. This makes it irresistibly appealing to Generation Z, who desires both taste satisfaction and health benefits, without the psychological burden or health concerns from overconsumption. Hope Water excels in navigating this path.

### 1.2. The Consumption Philosophy of Generation Z

The consumption philosophy of Generation Z is highly diversified, with prominent themes being "emphasis on the consumption experience", "rejection of lavish consumption", "concern for consumption taste", and "acceptance of consumption symbols"[2]. In summary, they seek high cost-effectiveness, willing to purchase expensive items but not overpay, while expressing their individuality and taste through product consumption. Born into an era of material abundance, some scholars worry that such a young demographic might easily be influenced by hedonism, leading to blind consumption for immediate pleasure, or succumb to peer pressure and a mentality of comparison, thus incurring many unnecessary expenses. While such phenomena indeed exist, more extensive surveys and research indicate that Generation Z does not excessively pursue vanity or luxury. Instead, they extract useful information from the previous generation's consumption philosophies and refine and elevate it with their unique characteristics.

Returning to the perspective of Hope Water, selling a bottle of beverage at a retail price of 10 yuan involves a strategy akin to "shelf thinking" about product placement. For a new brand, where it is first seen is crucial, as the initial impression determines the perceived association with a brand. This strategy not only ties the brand to a specific scene but also to a certain level of consumer spending. Consequently, Hope Water chose a path similar to that of San Pellegrino and

Perrier, starting from the top of the distribution pyramid downwards. Top luxury hotels like Aman in Hangzhou, as well as high-end restaurants and boutique supermarkets like Freshippo, were selected as distribution channels. Additionally, positioning the product alongside more expensive items like coffee and wine can enhance consumers' valuation of the product.

The real triumph of brands like Perrier and San Pellegrino lies in their ability to associate the brand with top-tier gourmet culture and even with the Italian way of life, which is central to solidifying their perceived value. Consumers are buying more than just a bottle of water; they are purchasing cultural identification and a symbol of social strata. Becoming part of a certain culture and social circle is a necessary path for all brands aiming to create a real sense of value. This is also where Hope Water's brand ambition lies. Whether through commercials or collaborative partnerships, Hope Water conveys a brand philosophy of promoting beauty and romance among artistic and youthful individuals.

## 2. The She-Economy behind Hope Water

### 2.1. Emotional Needs in the She-Economy

In recent years, as women's social status, cultural level, and purchasing power have continually risen, the proportion of female consumers has become increasingly prominent. The trend of the She-Economy is gradually recognized by more brands, leading to an increase in marketing tactics and strategies targeting female consumers. Data indicates that China has nearly four hundred million female consumers aged between 20 and 60, controlling up to one trillion RMB in annual consumer spending. The purchasing power of women is undeniable. For most female consumers, they possess independent income sources and no longer rely excessively on men, but rather hold autonomy over their finances. In the development of the She-Economy, psychological factors are one of the distinct characteristics of female consumption. Thus, marketing strategies that fulfill emotional needs have become increasingly common.

This summer, See Hawthorn set itself ablaze in popularity with its "Macho Marketing" approach. The collaboration with Gong Linna on the new song "Gong Linla", with its catchy melody and enchanting lyrics "Drink See Hawthorn when eating spicy", directly captivated audiences. Moreover, See Hawthorn focused on the theme of "spiciness" by launching the #DrinkSeeHawthornWhenEatingSpicy challenge on Douyin to engage users, making the campaign's vibe particularly "spicy". While the surface appearance of See Hawthorn's advertisements is brainwashing, fun, and addictive, the actual content is filled with muscular, handsome men! Unlike the Coconut Palm's borderline approach, See Hawthorn chose a more straightforward path by collaborating with popular muscular influencers across the internet to promote the product. The strategy was not only about professionalism but also ensuring a high-quality presentation that appeals not just to female consumers but also enhances the product's reputation and indirectly increases brand awareness.

Overly associating beauty with a brand can sometimes cause aversion, but See Hawthorn's marketing case skillfully avoided this pitfall through the differentiation between BGC and UGC content. BGC refers to Brand-Generated Content, while UGC stands for User-Generated Content. These are

considered "word-of-mouth" marketing, where ordinary users catch on to trends and produce a series of meme-filled videos. The brand merely acts to amplify the effect, ready to engage in other marketing scenarios at any moment, achieving diversity in dissemination.

### 2.2. Marketing Strategies in the She-Economy

For female consumers, external stimuli often act as triggers for shopping behavior. Therefore, more targeted advertising can deepen female consumers' impression of a brand, enhancing their familiarity with and trust in the brand. Such advertisements not only convey product information but also establish an emotional resonance with female consumers, thereby strengthening their reliance on and trust in the brand, making them more likely to make a purchase[3].

Contemporary women are active participants in online applications and possess significant purchasing power. Brands should fully leverage this aspect by developing internet marketing strategies targeted at female consumers to increase their engagement. See Hawthorn's "Macho Marketing" can be seen as a classic case, which has indeed inspired many brands. Beyond beverages, cosmetic brands are also eager to experiment, such as demonstrating "waterproof makeup" on a man's pectorals, showcasing lipstick shades on the collarbone, or performing concealer tests on abs. The internal competition among brands reveals a gradually increasing emphasis on female consumers in a market dominated by them.

With the development of the female economy, businesses should market to women consumers based on their multiple identities. This requires companies to deeply understand the needs and psychology of female consumers and design marketing strategies tailored to their requirements. Female consumers' buying habits are characterized by impulsiveness, personalization, and socialization, with varying needs at different stages. Therefore, companies should develop differentiated marketing strategies tailored to the characteristics of the female market, using strong visual and sensory impacts to prompt quicker purchasing actions among female consumers. In the "Hope Apricot Happiness x International Women's Day" event, a theme party titled "Marrying a Hundred Girls" recruited 100 girls to participate, capturing their beauty in wedding dresses and their answers about happiness, conveying the message that happiness is within us; we are the answer. Participants shared their interaction notes on Weibo and Little Red Book, and major KOLs on Weibo also discussed and forwarded the event topic, triggering spontaneous coverage by dozens of media outlets, with the event reaching over 10 million exposures.

Targeting the shopping characteristics of female consumers, companies should develop more targeted advertising strategies, unique internet marketing, accurate market positioning, and focus on differentiated marketing strategies. By deeply understanding the needs and psychology of female consumers, businesses can better meet their demands, enhancing their purchasing intent and loyalty.

## 3. Conclusion

See Hawthorn has precisely targeted the Generation Z consumer group, delving deep into their consumption habits and preferences. With the rise of the She-Economy, the purchasing power of women cannot be overlooked, and Generation Z women, in particular, are a key demographic for brand outreach. Leveraging youthful and health-oriented

brand characteristics, See Hawthorn has successfully captivated this group's attention. Furthermore, the brand has attracted significant attention and discussion through its unique "Macho Marketing" and "Marrying a Hundred Girls" campaigns. These creative communication methods have not only increased the brand's visibility but also deepened consumers' emotional connection to See Hawthorn. In a highly competitive market, See Hawthorn has broken through with its keen market insights and creative communication strategies, becoming a preferred brand among young people.

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