

Brand Early Promotion Program for Fresh Agricultural Product "Longxuhuang"

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Abstract This study focuses on "Longxuhuang", a fresh agricultural product from Longtian Town in Longmen County. By establishing the objectives of brand promotion and analyzing the appropriate promotional channels, we aim to effectively position the brand, cultivate a promotional atmosphere, identify suitable channels for promotion, anticipate potential risks, and propose corresponding countermeasures. Additionally, we assess the effectiveness of the promotional strategies employed. The findings of this research will contribute to the brand promotion of enterprises and offer insights for the brand promotion of agricultural products in other regions.

Key words Longtian Town, Agricultural product, Brand promotion, Promotion program

0 Introduction

Nowadays, China's online purchasing platforms exhibit a high level of competitiveness, characterized by a significant increase in fresh food platforms as well as a diverse array of food-related platforms. The competition within the category of "fresh chicken" is particularly intense. The brand "Longxuhuang" has consistently maintained its own established sales channels. To facilitate market expansion, it has initiated collaboration with farmers in Longtian Town, Longmen County, to produce intensively cultured chickens. This study utilizes the "Longxuhuang" brand as a strategic entry point to enhance the popularity of the Longmen geographical indication bearded chicken. The focus is on the domain of high-quality agricultural products, with the aim of establishing a comprehensive health ecosystem. This study analyzes the current status of the "Longxuhuang" brand and its market environment to facilitate effective brand positioning. Consequently, a promotional program is developed specifically for the Huizhou region, targeting the identified consumer group. The objective of this initiative is to enhance brand awareness among Huizhou consumers and to expedite the brand's entry into the Huizhou market.

1 Analysis and selection of promotion channels

Consumers exhibit a heightened awareness regarding the healthy ingredients, nutritional composition, and flavor profile of chicken. The market for frozen chicken is virtually nonexistent, while fresh chicken faces significant challenges in market entry. These challenges primarily stem from limitations related to preservation time and the transparency of the slaughtering process. Consumers often lack clarity regarding whether fresh chicken is processed on the same day, the health standards adhered to during the slaughtering process, and their confidence in the freshness of

the product. Consequently, the sales volume of fresh chicken remains low, and there is a lack of preference among consumers and group-buying organizers involved in group purchase. As a newly introduced Longmen bearded refined chicken in Huizhou, it is essential to establish the brand "Longxuhuang". This can be achieved by utilizing new multimedia channels to communicate the brand's journey from rearing to the consumer's hands. Such efforts aim to alleviate consumer concerns, enhance purchasing confidence, and stimulate buying motivation, while also offering appealing commissions to community group-buying organizers.

In the context of distribution channels, the majority of fresh food and food products rely on community marketing strategies, predominantly utilizing a single channel. Meituan, in particular, has developed a well-established App and mini-program. While bearded chicken operates an official flagship store on Taobao and maintains its own supply chain of physical restaurants, primarily located in Guangzhou and Dongguan, its level of popularity is insufficient to confer a competitive advantage. In community marketing, the main recommended group is closely associated with the organizers of community group-buying initiatives. The introduction of Meituan's food community group purchase has intensified the competitive landscape of community marketing. Currently, the primary competitors in the Huizhou market are Shihuituan and Meituan. Both companies have established a strong presence in community marketing, characterized by substantial financial resources, numerous distribution points, diverse channels, competitive pricing, and a large, stable customer base. However, the commission rates for group-buying organizers are relatively low, and the organizers' motivation should be stimulated through sales incentives. Consequently, the market introduction of "Longxuhuang" fresh chicken must be distinguished from that of Shihuituan and Meituan. It should adopt a high-end boutique strategy concerning both pricing and quality. The product ought to be characterized by its uniqueness, premium quality, and elegant packaging, making it suitable for use as nutritious and healthy ingredients as well as for gifting purposes.

As a product recognized as a national geographical indication, "Longxuhuang" benefits from government policies aimed at

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agricultural development and poverty alleviation. It can also serve as a procurement gift for enterprises and institutions, accompanied by a promotional leaflet highlighting the "Longxuhuang" brand. "Longxuhuang" refined chicken presents a strategic opportunity to penetrate the market in Huicheng District. This approach aims to circumvent direct competition with established rivals by leveraging the existing advantages of platforms such as Douyin live platform and other available resources. Furthermore, it is essential to capitalize on the unique characteristics of the target population for promotional efforts, thereby facilitating a broader outreach from a specific focal point to a wider area.

2 Brand positioning

2.1 Positioning of product selling points Huizhou Xingtai Agricultural Co., Ltd., situated in the Beard Chicken Industrial Park in Longmen County, Huizhou City, Guangdong Province, is a contemporary agricultural enterprise that integrates the processes of breeding, slaughtering, processing, and marketing. The company is committed to the objective of establishing a business that serves the interests of the community and adheres to the principle of raising chickens in a manner consistent with traditional practices. "Longxuhuang" employs an ecological recycling ultra-organic farming technology, effectively utilizing the distinctive natural environment of Longmen. This method ensures that the area within a 20 m radius of the breeding farm remains free from pollution, while the water source is characterized by high quality and an abundance of mineral elements. High-quality chicks are produced through the application of scientific and technological methods, utilizing farm-grown wheat, corn, and rice bran as the primary raw materials for their rearing. Ultra-organic farming practices can effectively eliminate the presence of antibiotics, hormones, pesticide residues, as well as heavy metals such as mercury, arsenic, lead, and cadmium in livestock. This approach employs the principle of zero-emission nutritional immunology throughout the breeding process of livestock and poultry. Consequently, it enhances the animals' disease resistance, resilience to stress, and overall efficiency in the digestion, absorption, and utilization of nutrients.

Longmen bearded chicken is recognized as a national geographical indication product. Among the various strains of Longmen bearded chicken, "Longxuhuang" exhibits three distinctive characteristics: low fat content, a sweet flavor, and a crispy texture. These attributes fully embody the principles of green safety and the preservation of the original taste. The initiative emphasizes a return to the natural habitat of renowned avian species, promoting wildness, safety, and authentic flavor. It advocates for responsible farming practices, ensuring that consumers can enjoy the product with confidence, while remaining committed to providing safe, environmentally friendly, and healthy bearded chicken options. In order to ensure the safety of chicken consumption, each "Longxuhuang" product is accompanied by a health certificate. This certificate includes the "Longxuhuang" trademark, an identity code, a security code, and a transparent traceability system.

Consequently, the brand's VI design should capitalize on the product's national geographic indications, ecological recycling

ultra-organic farming technology, health and safety attributes, and other key selling points. It is essential to emphasize the SF cold chain delivery system and the commitment to home delivery within 24 h of slaughtering, thereby underscoring the timeliness of the fresh products.

2.2 Consumer analysis and positioning The target consumer group for the brand primarily consists of individuals aged 22 to 45 years. This segment of the population seeks a refined lifestyle and aspires to attain a higher quality of life. Regarding the ingredient chicken, it is essential to emphasize that "Longxuhuang", as a national geographic indication product, possesses attributes such as natural flavor, health benefits, and safety. Additionally, the implementation of a QR Code for identity tracking, inspection reports, and ingredient data tables can significantly enhance consumer trust. Furthermore, distinct promotional strategies can be employed to cater to the varying levels of consumer groups.

The primary target population consists of individuals aged 22 to 30 years who appreciate a light luxury lifestyle. This group is characterized by an interest in fitness activities, swimming, and outdoor pursuits, and they exhibit a preference for light-fat, high-protein chicken products.

The secondary target population comprises individuals aged 31 to 45 years. This group exhibits stringent expectations regarding the health efficacy and taste of products. Additionally, consumers within this segment typically possess higher income levels and quality of life, often reflecting a certain social status. Consequently, there is a notable demand for products suitable for gift-giving among this population.

3 Creation of promotional atmosphere

3.1 Creation of pre-promotional atmosphere During the promotional preparation phase, various strategies are primarily utilized, including Douyin live streaming, community group-buying organizers, regional media, and pre-sale activities in online malls, to establish an effective promotional atmosphere. High-end neighborhoods located at a certain distance from the large market in Huicheng District may be selected for the pilot program. Group-buying organizers can be recruited and offered a generous commission to incentivize them to promote the publicity effectively. The activities can be extensively promoted through online Douyin live streaming platforms, regional media, and other channels. The promotional price is highlighted during the online pre-sale period at the mall, which helps to establish a positive reputation and instills confidence in consumers, thereby encouraging them to make purchases with assurance.

3.2 Enhancing promotion During the online period, brand promotion can be enhanced through a community marketing strategy centered on thematic activities. This strategy involves the implementation of a series of themed events, such as opening ceremonies and significant festivals, to foster interactivity between the brand and consumers. Such engagement serves to bridge the gap between consumers and the brand, thereby increasing awareness of the "Longxuhuang" brand.

The distribution of newborn eggs for promotional purposes not

only addresses the issue of egg sales for intensive farming cooperative farmers, but also significantly enhances the popularity of the enterprise, thereby achieving two objectives simultaneously.

3.2.1 Festive theme activities. We can collaborate with local social workers and group-buying organizers to facilitate ground-level promotion. This initiative may include organizing free delivery events for newborn eggs within the primary promotional community, as well as distributing leaflets and balloons featuring the "Longxuhuang" brand. Such efforts will serve to promote the "Longxuhuang" brand in Tudaojia mall, highlight the unique characteristics of the newborn eggs, and emphasize their nutritional value. Additionally, it would be advantageous to print the "Longxuhuang" brand slogan on the packaging of the newborn eggs. This strategy aims to foster a closer connection with social consumers, enhance the brand's social image in the eyes of customers, and attract the market segment focused on children's products related to newborn eggs.

3.2.2 "6.18 Shopping Festival" campaign. The upcoming "6.18 Shopping Festival" campaign is scheduled to be launched within one week following the commencement of the sale. (i) Promotional activities. The promotion of purchasing two boutique chickens to receive one complimentary column of newborn eggs not only encourages consumer purchases and increases sales at Tudaojia mall, but also enhances the mall's popularity while simultaneously introducing the newborn eggs to the market. (ii) Evaluation gift activity. In response to the favorable graphic reviews from customers, the results of the weekly contests are announced in community groups and shopping malls. Additionally, screenshots of the winning graphic reviews are disseminated to maintain consumer interest in purchases and enhance the overall reputation of the brand. (iii) Lottery. In the context of community group purchasing, a daily lottery will be conducted based on the purchase records. It is proposed that the prize consist of newly hatched eggs, which will be delivered concurrently with the boutique chickens, and the newly hatched egg is subsequently promoted to the market in a synchronized manner.

4 Promotion channels

Following the official commencement of sales, a comprehensive omni-channel promotional campaign, integrating both online and offline strategies, has been initiated throughout Huizhou City, specifically in the Huicheng District.

4.1 Online promotion channels

4.1.1 Today's headlines promotion. It is advisable to collaborate with governmental organizations that possess greater influence in areas such as poverty alleviation and scientific agricultural technology. This partnership would facilitate the promotion of the "Longxuhuang" brand, enhance its visibility among secondary target populations, and foster consumer trust.

4.1.2 Weibo promotion. By utilizing regional Weibo to disseminate tweets aimed at attracting residents from nearby communities, we can enhance visibility and promote our initiatives in effective ways. For instance, we can pose brief inquiries regarding the nutritional composition of fresh chickens on Weibo, engage with our audience, and encourage interactions such as liking and sharing

the tweets to further amplify our message.

4.1.3 Douyin promotion. By leveraging the existing Douyin account, we can produce engaging videos related to drainage and subsequently organize themed live broadcasts for promotional purposes. Furthermore, we can enhance visibility and increase popularity by collaborating with official Douyin accounts and local internet influencers who possess substantial fans. Efforts are undertaken to attract fans during an initial three-month period, during which only engaging content is disseminated. This content includes videos related to the "Longxuhuang" brand, such as those demonstrating the feeding and slaughtering of chickens, as well as packaging and transportation processes. Additionally, videos featuring dishes associated with the "Longxuhuang" brand are also published. Once a total of 10 000 fans is achieved, interactive prize activities can be initiated on the platform. These activities will involve a lucky draw based on user comments, offering dishes or coupons as incentives to encourage consumer engagement and shopping activity.

4.1.4 Co-operation with medium-sized, small and medium-sized internet influencers for promotion. We can effectively reach potential buyers by utilizing high-precision short videos and articles, while also investing in advertising promotions on video playback platforms to specifically target consumer populations. We can collaborate with prominent bloggers on Xiaohongshu in the Huizhou area to disseminate information about the "Longxuhuang" brand through graphic and video content. Additionally, a concise post can be created on well-established Xiaohongshu accounts with substantial follower counts to capture the attention of the target audience.

4.2 Offline promotion channels

4.2.1 DM leaflet promotion. A total of 10 000 leaflets can be issued, and promotional efforts are undertaken by engaging with target communities through various ground promotion activities and the distribution of these leaflets.

4.2.2 Ground promotion activity. Theme activities are organized within the target community, where stalls are established to display informational leaflets and distribute gifts aimed at attracting individuals from prominent community groups. This approach serves as an effective method for raising awareness.

4.2.3 Hanging curtain promotion. The "Longxuhuang" brand can be effectively promoted for sale by utilizing hanging curtains in targeted communities and along roadside areas, thereby achieving a favorable promotional impact.

4.2.4 Small video promotion for elevators. Within a two-month period preceding and following the sale, video advertisements may be strategically positioned in the elevators of upscale residential communities, ideally during peak hours and after 4:00 in the afternoon. The primary objective of these videos is to promote the "Longxuhuang" brand, emphasizing its attributes of health, freshness, and reliability, thereby encouraging consumer purchases of the products.

4.2.5 Co-operation with fitness centers. We can collaborate with fitness centers located in the central area of Huizhou City to implement a mutually beneficial promotional strategy. This initiative

may include the display of posters, which should be tailored to meet the preferences of the fitness population. Additionally, we will highlight the advantages of the "Longxuhuang" brand and distribute coupons to their clientele, thereby capturing the interest of a specific target client.

4.2.6 Precise media promotion. DM magazine, due to its precise targeting, high delivery accuracy, aggressive information dissemination, and the provision of complimentary gifts, can effectively promote and enhance brand culture. DN advertisements are disseminated as newspaper inserts in collaboration with various magazines that focus on comprehensive scientific and technological topics related to agriculture, nutrition, and other relevant fields. For instance, a partnership with *Impression of Goose City* in Huizhou facilitates the distribution of the brand as an insert accompanying the newspaper to its readership. This collaboration is maintained regularly over a period of three months to enhance publicity efforts.

4.3 Public opinion monitoring We will provide real-time feedback on the impact of various promotional channels. It will assess the effectiveness of each channel to facilitate adjustments in media strategies. Specifically, the analysis will involve a monthly evaluation of the costs incurred for each promotional channel, the estimated traffic generated, and a comprehensive analysis of the advantages and disadvantages associated with each promotional method. Following the initial two months of comparative analysis, we will eliminate channels that incur high costs with minimal promotional impact. Instead, we should select promotional channels that are conducive to their specific development needs, prioritizing those offer low promotional costs while demonstrating effective promotional outcomes.

5 Budget for promotion costs

The estimated cost of promotion is presented in Table 1. It is important to note that the budget outlined is for reference purposes only, and the actual implementation will be contingent upon real-world circumstances.

6 Promotion risk prediction and response measures

6.1 Promotion risk prediction In the absence of specific market data for reference, it is challenging to propose an appropriate alternative plan. The promotional channels in the initial stages may be obstructed, which could hinder the achievement of the anticipated promotional outcomes. Additionally, financial constraints related to promotion may impede the ability to engage all relevant personnel effectively. Furthermore, promotional videos and advertising slogans may not adequately resonate with the target audience, resulting in ineffective content delivery that lacks creativity and fails to capture the attention of the intended population.

6.2 Promotion risk response measures If the previously established promotion channel is obstructed, we may consider alter-

native promotion channels or conduct a comparative analysis to determine which promotion channel is more effective; subsequently, we can prioritize the promotion of the more effective channel. We can enhance our efforts within the primary communities by implementing distribution of promotional leaflets. Additionally, we could increase our engagement with community members by conducting more frequent visits. Furthermore, collaborating with social media accounts that have a substantial number of fans may also serve as an effective promotional strategy. Relevant personnel, particularly skilled marketing specialists, are adequately equipped, while managing promotional funds effectively. If necessary, we may consider engaging a reputable video production studio to undertake the creation of promotional films.

Table 1 Budget for the promotion of "Longxuhuang" fresh chicken

No.	Item	Promotion channel	Fund yuan
1	Online promotion	Weibo, Today's headlines	2 000
2		Douyin	3 000
3		Famous diners and internet influencers	5 000
4	Offline promotion	DM leaflet	3 000
5		Ground promotion activity	80 000
6		Hanging curtain	2 000
7		Elevator advertisement	6 000
8		Precise media promotion	2 000
Total	—	Promotion cost	103 000

7 Analysis of the predicted promotion effect

The anticipated impacts of both online and offline promotional strategies for "Longxuhuang" fresh chicken are presented in Tables 2 – 3, respectively.

Table 2 Prediction of online promotion effect of "Longxuhuang" fresh chicken

No.	Promotion channel	Click-through rate// %	Reading volume	Forwarding rate // %
1	Douyin	60	> 10 000	30
2	Weibo	50	> 900	15
3	Today's headlines	30	> 300	5
4	Xiaohongshu	20	> 100	5

Table 3 Prediction of offline promotion effect of "Longxuhuang" fresh chicken

No.	Promotion channel	Prediction of promotion effect// %
1	DM leaflet	75
2	Hanging curtain	54
3	Promotion of ground promotion activity	90
4	Elevator advertisement	90
5	Precise media promotion	50

8 Conclusions

Through the implementation of multi-channel and multi-method
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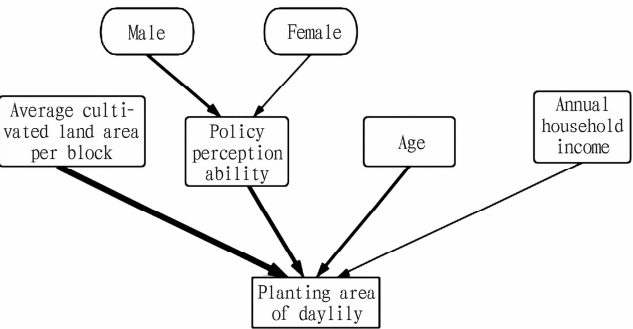


Fig.2 Significant factors affecting the planting area of daylily

4 Conclusions

The planting area of daylily was most significantly affected by the average area of each cultivated land, followed by the policy perception ability. In addition, the education level of the head of the household and the annual income of the family also had a significant impact on it. Cultivated land fragmentation is represented by average plot area, which affects daylily production and farmers' planting decisions. Through reasonable planning and scientific construction of daylily planting area, the small plots are synthesized into new large plots, the land is improved, arranged and adjusted, and the utilization efficiency and quality of land are improved, which can provide more suitable land conditions for daylily planting and accelerate the development of daylily industry.

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promotional strategies, it is possible to maximize the regional visibility of Longmen bearded chicken. This approach aims to enhance awareness of the "Longxuhuang" brand among the residents of Huizhou, thereby improving brand recognition and establishing an image associated with health and high quality for Longmen bearded chicken and the "Longxuhuang" brand. Simultaneously, the brand should prioritize capturing market share in the boutique fresh products and gift sectors within the center of Huizhou City. Additionally, it is essential to establish a niche in the gourmet food segment that is distinctive to the brand within the urban area of Huizhou City, thereby cultivating a robust competitive advantage for local specialty products.

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