

Brand Marketing Strategy of Native Functional Skincare Products from WINONA

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Abstract

With the progress of science and technology, and the continuous improvement of people's living standards, functions of skin care products have been more emphasized, and proper choice of functional skin care products are aimed at targeted effects according to the skin types and needs. However, in today's market full of increasingly fierce competition, many famous functional skin care brands abroad have successfully occupied a large market in China with high-quality products and good marketing methods, and become the main choice for most consumers, which greatly limits the development of domestic brands. When facing the strong attack of all the skincare products at home, WINONA, as a functional skin care brand focusing on sensitive skin care, has used its scientific research and reasonable price to be of certain influence and discourse power in the existing market. By introducing the general situation of the local functional skin care market and the WINONA brand, this paper mainly analyses the marketing strategy of WINONA brand from the efficacy priority strategy, brand promotion strategy, pricing strategy, discount strategy, online channel, offline channel, emotional marketing strategy and event marketing strategy based on the 4P principle. Meanwhile, the SWOT strategic analysis is also used to summarize the existing marketing strategy of WINONA brand. Furthermore, the quality of WINONA's product is positively shown, and its focus on the own brand positioning and its rational layout in marketing is well advocated, while WINONA's shortcomings in the channel of sales and advertising investment are forwarded accordingly. It is also believed that WINONA is facing both opportunities and threats at the same time, and more attention should be paid to creating products of high quality, reasonable price and distinctive characteristics in order to enhance the competitiveness of the brand.

Keywords

WINONA; Native Functional Skincare Products; Marketing Strategy.

1. Introduction

The appearance of skin care products can be traced back to a very remote ancient time. For thousands of years, the pursuit of beauty has never stopped. With the progress of science and technology, and the continuous improvement of people's living standards, functions of skin care products have been more emphasized, and proper choice of functional skin care products are aimed at targeted effects according to the skin types and needs. However, in today's market full of increasingly fierce competition, many famous functional skin care brands abroad have successfully occupied a large market in China with high-quality products and good marketing methods, and become the main choice for most consumers, which greatly limits the development of domestic brands. When facing the strong attack of all the skincare products at home, WINONA, as a functional skin care brand focusing on sensitive skin care, has used its scientific research and reasonable price to be of certain influence and discourse power in the existing market. As the leader of the local functional skincare brands, WINONA has been focusing on sensitive skin care since its establishment in 2008. It is one of the most popular

Chinese medical skin care brands that has passed clinical tests, and its scientific research has been recognized at the national level.

However, with today's market economy booming, WINONA not only faced a number of international brand competition, and it even faced numerous of domestic brands. So it has to enhance competitiveness by improving its quality, which must also be in close connection with consumers, to build products of high quality and to establish proper marketing strategy.

By introducing the general situation of the local functional skin care market and the WINONA brand, this paper mainly analyses the marketing strategy of WINONA brand from the efficacy priority strategy, brand promotion strategy, pricing strategy, discount strategy, online channel, offline channel, emotional marketing strategy and event marketing strategy based on the 4P principle. Meanwhile, the SWOT strategic analysis is also used to summarize the existing marketing strategy of WINONA brand. Furthermore, the quality of WINONA's product is positively shown, and its focus on the own brand positioning and its rational layout in marketing is well advocated, while WINONA's shortcomings in the channel of sales and advertising investment are forwarded accordingly. It is also believed that WINONA is facing both opportunities and threats at the same time, and more attention should be paid to creating products of high quality, reasonable price and distinctive characteristics in order to enhance the competitiveness of the brand.

2. Brand Marketing Strategy of Native Functional Skincare Products from WINONA

With the increasingly obvious trend of market homogeneity, the brand has become an important symbol for enterprises to guide customers to identify themselves and distinguish their products from competitors[1].Ataman Berk et al. has believed that marketing strategies have a long-term and significant impact on sales[2]. For brands, only by developing marketing strategies in line with their own development, can they improve their competitiveness. In order to win the market, the WINONA brand has also developed a series of marketing strategies.

2.1. Product

Product strategy is the core of marketing 4P combination and the basis of price strategy, distribution strategy and promotion strategy. In order to gain the advantage in the fierce market competition, the brand must formulate the specific marketing strategy of the product itself in the process of production, packaging and sales, so as to quickly improve the brand awareness and reputation.

2.1.1. Efficacy-oriented Strategy

Efficacy-oriented strategy means WINONA is mainly focusing on efficacy of fighting against an allergy caused by many sensitive faces.

In the market of skin care products, customers always rely on the real quality. In just a few years, WINONA has been able to win from other functional skin care brands at home and abroad and its biggest advantage lies in its strong medical background and scientific research strength. At the beginning of brand establishment, WINONA mainly focus on solving the common problem skin of Chinese people, focusing on the functional skin care of sensitive skin, integrating Chinese and foreign expert resources. It has completed a lot of basic research on the cause of problem skin, and cooperated with the dermatology department of nearly 100 top hospitals in China to carry out multi-center and large-scale product effect observation, forming an academic advantage with characteristics of WINONA, and developing a series of safe and effective high-quality products. In terms of technology, WINONA Research Institute has created a series of technologies which have already gained the patent, especially in the application of extraction technology, which provides technical support for the extraction of active ingredients

beneficial to sensitive muscles. In terms of ingredients, WINONA obtained four kinds of plants with good activity from the endemic plants in Yunnan, which are prinsepia utilis, purslane, paris polyphylla and camellia reticulata, which constitute the four proprietary ingredients of the brand. The active ingredient extracts of these four plants have been approved by the state food and drug administration to be added to the list of effective cosmetics. A brand can independently complete the development of functional ingredients and get the official certification. So WINONA has used its efficacy to win the market.

After the clinical verification of 54 top hospitals, its basic research has been recognized by the national level. At present, the dermatology department of more than 2000 hospitals in China uses WINONA's products in the form of prescription to solve skin problems for customers.

On June 12, 2019, the 24th World dermatology Congress, known as the Dermatology Olympic Games, was held in Milan, Italy. As the largest dermatology conference in the world, dermatology conference has gathered the authoritative dermatology organizations, experts and famous brand enterprises all over the world. At the meeting, many experts and scholars carried out research and discussion on the occurrence mechanism and precise prevention and treatment of sensitive skin, and jointly discussed the effect verification of WINONA allergy-relieving moisturizing special cream. Professor Li Chengxin, director of Dermatology Department of PLA General Hospital expressed the fruitful achievements of Chinese brands represented by WINONA in the field of sensitive skin research have reached the international advanced level and are unanimously recognized by dermatologists from all countries. WINONA's prevention and treatment concept and practice achievements for sensitive muscles can be internationally recognized, which reflects the continuous breakthrough and innovation of WINONA and even the whole Chinese dermatology circle in the research of sensitive muscles, and also reflects that WINONA brand has always put product quality research and development in the most important position for many years.

During diversified factors which influence the market, the efficacy of products is the soul of marketing, and other factors are only around the quality of products. In a sense, product efficacy is the determining factor for functional products. WINONA project always attaches great importance to the efficacy of products, with each product owning self-propagation attributes, so that WINONA project in the competitive skin care market become a blockbuster, to carve out a place of his own.

2.1.2. Product Promotion Strategy

In order to keep up with the market, WINONA must create its own brand image by timely optimizing the formula of the product, improving the packaging and creating different series of products.

Firstly, WINONA has optimized the formula several times. WINONA combines Yunnan rare medicinal plants with modern skin care technology to create medical-grade products suitable for Chinese skin with zero fragrance, zero pigment, zero alcohol and zero sensitizing preservatives. As a local functional skincare brand focusing on sensitive skin care, each product of WINONA will go through skin tests conducted by thousands of people with each one testing for at least 12 times before going on sale. Once there is an allergic reaction, the formula will be reformulated, which greatly reduces the possibility of allergic reactions among users.

Secondly, on product packaging, WINONA mainly adopts similar packaging strategy. Most of WINONA's products have similar outer packaging and inner packaging, with red and white as the theme color, and with the design being simple and generous. WINONA's product packaging and other functional skin care brand packaging has obvious differences, easy for customers to identify at a glance. This can not only save the cost of packaging design, but also enhance the influence of the brand.

Finally, WINONA makes four different series of products according to the different needs of users with sensitive skin. According to the official website, WINONA divides its products into four broad categories according to skin care procedures, product lines, skin type and skin type, with each category carefully categorized. This provides great convenience for consumers with different needs to choose products and can more comprehensively meet the needs of customers.

2.2. Price

Price is often an important factor in the success or failure of a deal. For brands, it is extremely important to formulate reasonable price strategy by combining their own situation and market situation.

2.2.1. Pricing Strategy

Compared with other functional skin care brands at home and abroad, such as VICHY, AVENE, Dr. Yu and so on, WINONA has a similar pricing system. According to the official flagship store, the highest price of single product of WINONA brand is 398 RMB, and the lowest price is 68 RMB. In the market of functional skincare brands, WINONA does not have obvious advantages. However, from the perspective of the whole skincare market, the price of WINONA belongs to the level that most people can accept. In general, WINONA's overall pricing is reasonable.

The first pricing strategy WINONA has adopted was pricing according to net content. Product form pricing strategy is to set different prices for different specifications of products. WINONA has launched a small package for popular products, such as its ace face cream, which is 50g in size and sells for 268 RMB. However, the cream comes in a small size of 15g and sells for 68 RMB. Products designed in small packages are not only suitable for consumers who have not used the first try, and it is also easy to carry. To a certain extent, it can also play the competitive advantage of price.

The second pricing strategy is mantissa pricing. The last single digit of the price of every WINONA product is the number 8. For example, WINONA sells a cream for 68 yuan and a sunscreen for 188 yuan. Due to the influence of national customs, social customs, and cultural values in China, some special numbers are often endowed with some unique meanings. The number 8 means wealth and good fortune. WINONA's pricing strategy is easy to win favor with consumers, so that its products are favored.

Finally, WINONA also adopted the strategy of free pricing. Free pricing strategy is to provide free brand products and services to potential consumers. The most common form of free pricing strategy in the skincare industry is giving away samples. WINONA distributes trial kits to passersby and participants at offline promotional events and public benefit events. When consumers buy products from online platforms, WINONA will also give them a free sample if the required price is reached. The free pricing strategy cultivates consumers' goodwill towards the brand, shortens the relationship with consumers and brings great benefits to the brand.

2.2.2. Discount Strategy

WINONA's official flagship store has a number of discount strategies and offers. For new buyers, the free membership is followed by a no-threshold cash discount. This means that no matter how much money one consumes, he or she can get a 5 RMB cash coupon and a forever membership. If the amount of consumption reaches 199 RMB, one can get another 10 RMB discount. There is also a gift-giving event in the store. If the order price reaches a certain amount, one can get many samples from the store. In addition, consumers can also obtain credits from the store through concerning the store, checking in every day, and placing an order. The credits can be used as a part of cash which is also a form of discount.

If you become a member of WINONA, the official flagship store of WINONA will give you a bonus on your birthday. Members can get a 20 RMB discount as long as they buy the product. In addition, WINONA also actively participate in the shopping festival activities, to give consumer

welfare. For example, WINONA reduces the price of some of its products during all famous shopping festivals such as the Labor's Day or the Christmas. When the total amount of the order reaches a certain amount, one can also get a great discount according to the relevant rules. At the same time, WINONA will also cooperate with famous anchors in the lively broadcasting room, and customers can get coupons during the process of broadcasting, which will enhance the sales.

2.3. Place

Place strategy refers to the process of route selection and management by a brand in order to get its products into the target market. The purpose of establishing the point of sale is to make the product more smoothly to the hands of consumers, fully reduce the cost, and at the same time to meet the needs of customers. In terms of sales channels, WINONA mainly adopts online sales channels and offline sales channels.

2.3.1. Online Channels

From the perspective of online marketing, WINONA sells the products mainly on official website or through the platform. WINONA brand official website is directly managed by the brand, owning the concise page, and complete functions. Consumers are more likely to buy products on platforms such as Taobao and JD. The price of WINONA products sold through these channels is unified, and can ensure that the products are genuine to provide better after-sale for consumers.

2.3.2. Offline Channels

WINONA's offline sales are mainly hospitals and physical stores. As the only functional skin care brand that has passed clinical test in China, WINONA's basic research has been recognized among consumers. At present, the dermatology department in more than 2,000 hospitals in China uses WINONA's products in the form of prescription to solve skin problems for customers. Consumers can buy WINONA's products directly from major hospitals and offline stores.

2.4. Promotion

Promotion strategy refers to a series of measures taken by enterprises to convey product related information to consumers through sales, advertising, public relations and other ways in order to attract the attention and interest of target consumers and promote consumers' purchase. Through the promotion strategy, the brand can expand sales and obtain loyal customers. The promotion strategies adopted by WINONA mainly include emotional marketing and event marketing.

2.4.1. Emotional Marketing Strategy

To achieve the long-term development, brands need to carry out emotional marketing strategy from the perspective of the spiritual or psychological needs of the audience, so that the audience can consciously become a brand propagandist.

With the continuous improvement of the homogenization degree of functional skincare products, emotional marketing strategy is bound to become one of the focuses of the future market competition, and the brand will depend more on the core culture and emotional connotation of the brand. Emotional claims in emotional marketing are closely related to the characteristics of brand products.

The WINONA brand clearly focuses on sensitive skin care, and in late 2018, based on the emotional insights of millions of clinical users, it released a short video titled Don't be Afraid of Sensitive Skin. The video reflects the sensitive situation that women may face in today's high-pressure society through the true portrayal of three women of different ages. For example, how to get understanding and approval from boyfriend and boss, how to stick to oneself when being forced to marry by family, and how to balance work and family for working mothers. Finally,

through the slogan, deep emotional resonance from women occurred. In the consumers' mind, WINONA focused on sensitive skin. Therefore, when they choose cosmetics, they are prone to pick WINONA as their first and best choice. Through a unique perspective, WINONA captures the deeper emotions of the human heart, successfully delivers care from the brand, shapes the emotional link with consumers, and arouses the emotional needs of consumers. It induces the emotional resonance of consumers, and establishes the brand loyalty of consumers.

The video has been viewed more than 50,000 times on Tencent's video app, attracting numerous women. After that, some of the users will deliver this video to their friends, and in turn, this behavior is beneficial in consumer participation and attracting more and more people to know WINONA brand. Through effective emotional marketing strategy, WINONA shows its unique emotional factors, and quickly wins the attention of consumers which has laid a good foundation for market.

2.4.2. Event Marketing Strategy

Attention paid to a company is essentially important, so the essence of event marketing is to attract the attention of the media, social groups and consumers. Event marketing attaches great importance to methods and innovation, with infinite diversity, novelty and interest. Once successful, the benefits are incalculable. As a representative local functional skincare brand, WINONA has timely grasped the focus of effective event marketing and created a series of activities to facilitate event marketing.

1) Volunteer medical consultation

WINONA has always been committed to fulfilling corporate social responsibility. On one hand, WINONA has carried out hundreds of live volunteer medical consultation activities on Weibo since 2017. WINONA invited a number of dermatologists to explain skin care knowledge to the audience free of charge through the microblog live broadcast platform, and answered questions. This can not only make consumers believe in WINONA's professionalism, but also can drain the shop and stimulate consumption. On the other hand, WINONA brand not only provides free clinic service for participants when organizing offline pop-up shops, but also organizes a team of dermatologists to approach high UV areas such as Inner Mongolia Autonomous Region, Yunnan Province and Hainan Province in recent years, donating sunscreen products for the local area, helping residents to establish the concept of sunscreen and skin care, and preventing the occurrence of skin diseases from the source.

2) Creative street activities

525 National Skin Care Day is a special day which means I should love myself in China. And in 2017, WINONA took advantage of this special day to organize a group of male doctors to appear on the streets of Shanghai around the theme of diagnosis and rescue of sensitive skin. Doctors were dressed in uniforms, tied balloons about the brands at the back of bicycles, rode all the way, and distributed samples of WINONA brand to women. In an intensely competitive industry, only market-driven marketing innovation increases firm value[3]. This innovative out-of-the-street activity is of great success, and it successfully attracted people's attention.

3) Spokesmen employment

WINONA has hired the idol group Tangram and the actor Luo Yunxi as spokesmen. On one hand, it is necessary to hire star spokesmen to improve brand awareness, shorten the distance with the media, and promote the effective operation of brand public relations. On the other hand, the economic power of fans can not be ignored. Tangram and Luo Yunxi have a huge influence and own a large number of fan groups. When favorite idols endorse a brand, fans will have a certain degree of good will for the brand products. Continuous transformation of effective fans to stimulate consumption will enhance the brand's customer base. When the outstanding artists and excellent brands are combined together, they will enlarge the sales and win the market.

4) KOL matrix establishment

KOL is the abbreviation of Key Opinion Leader. It refers to a person with great influence in some aspects on the internet. These people are professionals in a certain field, and they are loved and followed by their fans. Therefore, their behavior is quite influential. WINONA not only reached the strategic cooperation with the network anchors who were popular among the public, such as Li Jiaqi, and Vic, but also actively selected key opinion leaders in the popular platforms such as Red, Tik Tok, Wechat, Zhi Hu, Micro-blog and so on, and formed KOL matrix to work at the same time. Brand awareness and influence is largely improved, and WINONA's brand concept is continuously conveyed to attract a large number of netizens' attention.

5) Establishment of Pop-up shops

As a new way of off-line operation, the Pop-up shop is a kind of means that the brand likes to take when it carries out promotion and sales. This brand guerrilla store, which opened unexpectedly and closed suddenly in the prosperous area of Commerce, retreated in time when the attraction reached the climax, but it had a unique charm. On May 25, 2018 and September 7, 2018, WINONA opened Pop-up shops in Shanghai and other cities, bringing users a professional and fun offline flash experience. In these activities, WINONA not only introduced cutting-edge technology to make consumers feel unique skin care experience, but also invited famous skin experts such as Professor He Li, Professor Yuan Chao and Professor Liang Hong, who are well-known in the National Skin industry, to form a super expert group to directly conduct one-to-one free consultation for the audience on the spot. The professional image of WINONA cosmetics products is deeply embedded in the hearts of every audience. In addition, the well-designed decoration on site, creative advanced equipment, free exclusive skin care scheme and active on-site atmosphere make the audience very willing to take the initiative to display WINONA brand in their social platform and circle of friends. WINONA brand has established a meaningful relationship with the target audience, thus expanding the communication scope of the Pop-up shop, ensuring the effectiveness of the continuous communication of topics, and to a certain extent, creating a better reputation for the brand.

6) Cross-border cooperation

At the end of October 2019, WINONA carries out cross-border cooperation with Beijing 12th Workshop and used an IP icon called Zhangcao Yantuanzi to be printed in the facial mask package, which is sold in Tmall's flagship store. The combination of the cute cartoon image and anti-sensitive repair nursing product image has received the users' acknowledgement. Until November 10, more than 22,000 packages of the facial masks had been ordered. Through this crossover cooperation, WINONA not only breaks through the circle, amplifies the transmission effect, but also shapes a warmer and comprehensive brand image for itself.

7) Product placement

In Tmall Double 11 Evening Party in 2019, WINONA implanted the outstanding functions of its brand, conveyed brand concept in a fancy way, and let consumers both at home and abroad know the brand. Luo Yunxi, the new brand ambassador of WINONA, was invited to interact deeply at the scene of the party, implant the natural plant ingredients of WINONA in the performance, and launch the activity of One RMB Rush to Buy Brand Products on the scene.

WINONA took advantage of Tmall's party to successfully attract the potential consumers through the Double 11 Evening Party, and to use the placement of artists with good public image to publicize their brand. At a lively atmosphere, it reduced the rejection of consumers for advertisement, continued to increase commercial value, and helped the brand to improve its popularity and sales.

3. SWOT Analysis based on Brand Marketing Strategy of WINONA

3.1. Strengths

3.1.1. Emphasis on Efficacy and Quality

First of all, for a product that consumers need to use in the daily life, the efficacy and quality of the product itself always enjoys the top priority and is the most favorable weapon for competition. The biggest advantage of WINONA lies in its strong medical background and scientific research strength. Dr. Guo Zhenyu, founder of WINONA brand and chairman of Kunming Betaine Biotechnology Co., Ltd., revealed in an interview with reporters in April 2018 that in the past decade, WINONA has not invested a penny in advertising. This also means that WINONA has spent more than ten years to study and improve herself, and is committed to building a local functional skin care product quality brand, while hardly paying attention to marketing. Nowadays, WINONA is the only functional skin care brand in China that has passed clinical test and obtained international recognition in terms of scientific research foundation, and it is also the first case of real success in cross-border daily use of native medical skin care products. At present, more than 2000 hospitals across the country have used WINONA's products in the form of prescriptions to solve skin problems for customers. Compared with other local functional skin care brands, WINONA has been in the forefront of the industry.

3.1.2. A Proper Position

Secondly, WINONA brand has a proper position for itself. WINONA is the only functional skin care brand focusing on sensitive skin care in China. Nowadays, skin care market is becoming more and more homogeneous. WINONA is not eager to follow the market trend, but focuses on its own positioning. It has made great achievements in the subdivision of sensitive skin care, and has become the preferred brand in many sensitive skin groups. WINONA is clearly on her feet and has proven her explosive power and potential with a string of results.

3.1.3. Selection of a Proper Spokesperson

Different from other brands' strategy making which is too bold and deviates from the market, WINONA has always been pragmatic and adopted a rational and relaxed layout. For example, when WINONA first hired a spokesperson, it did not immediately select artists with too many fans and too high endorsement fees. Instead, it cooperates with a new group which is not very popular but very promising. Firstly, it does not need to pay a lot. Furthermore, the selection of the new group will bring new visual effect to consumers.

3.2. Weaknesses

WINONA's products can also be sold in the Wechat APP. Because Wechat App does not form a strict management system, this channel is easy to disrupt market prices, and fake goods may occur. In order to ensure the brand reputation, WINONA should carry out more strict management and high-level control over the sales channels, and ensure the interests of the brand itself and consumers.

At the same time, WINONA's current offline sales channels are only hospitals and physical stores, and the number of physical stores is too small to better attract consumers. Compared with other brands' more abundant purchase channels, WINONA's offline sales channels are slightly single. Although online sale is convenient, sometimes it wastes some time to deliver the goods. When consumers are in urgent need of similar products, pharmacies or daily chemical stores will generally become the preferred shopping place. Under the premise of strict management, WINONA brand should increase the number of physical stores and expand other sales channels to achieve better competitive advantage.

From the aspect of promotion, WINONA does not devote enough money on advertisement and publicizing, which is therefore not influential. When consumers choose functional skin care

products, they often ignore WINONA, or some of them even do not know WINONA. WINONA's market share is limited. So WINONA may put more efforts in advertising and publicizing to promote sales.

3.3. Opportunities

3.3.1. A Rise in Demand for Skin Care Products

The first opportunity WINONA has comes from a change in the economic environment. With the improvement of people's economic level and the constant pursuit of material life, people's demand for skin care products will continue to rise. Looking forward to the future, the skin care market has a broad prospect and has an inestimable development potential. The growing market capacity will provide broad development space for local functional skin care brands such as WINONA.

3.3.2. Booming of Native Skin Care Products

With the development of China's local skin care market, more and more consumers put down the international brands that used to gain a large share in the market competition in the past, and try to turn their attention to domestic skin care products, which provides opportunities for native brands. With the increasing sales of native skin care products, the brand revenue will also increase. With the increase of self-confidence and efforts, more high-quality products will be produced, which will cultivate and guide the preference of national products, and make local skin care brands have more unique and powerful competitive advantages.

3.4. Threats

On one hand, the international skin care brands occupy the main share of the middle and high-end cosmetics market, and they began to gradually penetrate into the low-end market, which has been a huge threat to native skin care brands. Under these circumstances, native skin care brands have to pay more attention to create products of high quality and reasonable price. On the other hand, native skin care products have begun late. Therefore, more well-known brands have attracted a certain number of loyal consumers through long-term development. Therefore, native skin care brands should be devoted in creating products of unique characteristics to gain more consumers.

4. Conclusion

Compared with other functional skin care brands, WINONA has a shorter history. However, the rapid development in a short time is closely attributed to WINONA's own efforts. By ensuring product quality and constantly improving scientific research, WINONA always pays attention to its products with its own advantages, and develops a series of suitable marketing strategies. In the fierce market competition, WINONA breaks through many restrictions and has a certain voice and influence in the current skin care market.

At the same time, with the continuous change of market environment, WINONA's original marketing strategy also has shortcomings. For example, compared with other brands, WINONA's management of sales channel is not strict and slightly single, and its investment in advertising is relatively insufficient. In view of these problems, it is also suggested that WINONA should expand other sales channels under the premise of strict management, and increase advertising.

Taking WINONA as an example, this paper reviews the general situation of local functional skin care market, studies the relevant literature at home and abroad, and applies 4P marketing strategy and SWOT strategy analysis method to analyze WINONA's marketing strategy. Finally, the summary is given about WINONA's marketing strategy for local functional skin care brands. Therefore, this paper is generally of certain theoretical and practical significance.

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