Exploring the Innovative Development of Marketing Strategies in the Bar Industry - Taking Jumping Sea Bar as an Example

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Abstract:

In modern society, bars have evolved into typical social centers that surpass traditional physical institutions, and their marketing strategies are also being reshaped and innovated. Exploring new ways of bar marketing is crucial for the sustained operation and development of bars. This study used a case study method to analyze the development history of bar enterprises and the core business development model of The Jumping Sea Bar. The results showed The Jumping Sea Bar has a relatively complete business development model, but its consumer experience is poor, and the marketing model has not been adjusted from the perspective of consumer experience. With the increasing emphasis on the economic and social significance of bars, technological advancements, and changes in consumer preferences, hotel owners are required to maintain adaptability and innovation. Embracing technology and understanding consumer behavior is an important way for hotels to achieve sustainable development.

Keywords: The Jumping Sea Bar, Marketing Strategy, Consumers

1. Introduction

The dynamic world of hospitality and entertainment has undergone a transformative change, with pubs evolving into quintessential social hubs that transcend conventional brick and mortar institutions [1]. Pubs have become increasingly popular due to this evolution. The success of a pub is not solely dependent on the quality of its beverages and the atmosphere it offers; instead, it is heavily dependent on the strategic promotion used to attract and engage customers. [2] The promotion of pubs has developed into a unique complex dance between the innovation and tradition in this era marked by ever-changing customer preferences and a digital landscape that is continually and predominantly reshapes marketing dynamics.[3]

By introducing activities that are interesting, pub openings can be made more participatory. [4]Dartboards, pool tables, and board games should be set up in order to encourage customers to interact with one another. In order to foster a spirit of friendly competition, you may host pub quizzes or trivia nights and award prizes to the victors. In addition, you should think about holding activities such as beer tasting sessions or interactive cocktail-making workshops that are conducted by skilled staff members. The pub experience is enhanced by the presence of interactive activities, which also help to cultivate a sense of community.[5]

Offerings That Change Seasonally: Embrace the shifting of the seasons by adding seasonal offerings during the opening of the pub. [6] Events such as barbecue nights or outdoor beer gardens with live music and grilled specialties should be held during the summer months. Establish a warm and inviting atmosphere during the winter months by utilising fire pits, mulled wine, and substantial comfort food. As a result of celebrating seasonal celebrations like St. Patrick's Day, Halloween, or Oktoberfest, businesses have the opportunity to draw themed crowds and enhance revenue through the use of special incentives.

The pubs, which have traditionally been rooted on community and conviviality, have embraced a variety of promotional techniques in order to carve out a niche in a market that is becoming increasingly competitive. This research endeavors to dive into the multifaceted area of pub promotion, with the goal of elucidating the nuanced strategies and approaches that contribute to the success of pubs. The purpose of this study is to shed light on the various strategies that pubs employ in order to attract the attention and loyalty of their target audience.[7] This will be accomplished by analyzing the interaction between traditional and digital marketing channels, investigating the influence of branding, and analyzing the role that events and collaborations play.

With the ability to provide pub owners, managers, and other stakeholders with useful insights that can help them

refine and optimize their promotional endeavors, this research is significant because of its potential to deliver such insights.[8] We will navigate through case studies of effective pub promotion programmes as we embark on this investigation. We will also deconstruct customer attitudes and behaviors in reaction to promotions, and we will tackle the obstacles and opportunities that create the promotional environment for pubs in the present day. In the end, the purpose of this research is not only to gain an understanding of the current state of pub marketing, but also to provide recommendations that can be put into practice to improve the efficiency of these methods in a market that is always changing.[9]

2. Enterprise Development History

The tavern is located on the ground floor of a mixed-use building with an exterior gallery. The design removes the glass curtain wall and replaces it with foldable window sashes that can be fully opened. The compact 60 square meter interior space is fully opened and connected to the city street through the eaves, becoming an urban living room that can accommodate more young people and different forms of activities. In consideration of the overall renovation of the building where the tavern is located, the interior floor of the first floor was raised by nearly half a level, so as to be level with the corridor floor. With the aim of borrowing space downward and creating a free and varied use of space, the design partially dismantled the original floor and restored a sunken space with step seating with a height difference of 1.2 meters from the entrance area of the eaves in the center of the interior. To support the elevated floor for the rest of the interior, steel structures were also erected along the four walls of the sunken space. Because they can be easily dismantled and recycled, these steel structures will not be reduced to land-fill construction waste even if the use of the store changes in the future. Both the iron and birch multilayer panels are treated with varnish. It not only protects the original grain characteristics of the material, but also makes the tone more warm. The original Lafarge base of the indoor ceiling was partially washed to form a mottled texture with the exposed concrete. Various structural nodes, closing and occlusal modes in the room have been carefully processed, thus presenting a non-conventional and logical node form. Starting from the brand concept of hopping sea, combined with the site characteristics, responding to the behavioral characteristics of young people, and thinking about the sensory feelings brought by the material combination, the design not only completes the sincere and friendly overall atmosphere, but also makes a breakthrough in the spatial experience level and node

design. By guiding each visitor to interact with the space, products and people in a way that feels most comfortable, without restraint, the creative potential of this "less is more" space is fully released.

According to the Forrester & Sullivan report, considering the growth of Chinese residents' disposable income, the potential of the night economy and the urbanization of second - and third-tier cities and the change in consumption habits, China's tavern industry is expected to usher in rapid growth, and the scale of the tavern industry is expected to reach 189.3 billion yuan in 2025, with a compound growth rate of 18.8% from 2020 to 2025.

Not only the saloon, but also similar saloon business is in a high stage of development. For example, "Litun" liquor convenience brand road stores are also accelerating expansion and considering franchise models; COMMUNE, A restaurant and bar chain, completed hundreds of millions of yuan A+ round of financing last year; "Tavern world snow Ice City" Helen Division is also officially listed on the Hong Kong Stock Exchange in 2021.

But maintaining that sense of relaxation will be a challenge as it expands.

A Guangzhou bar practitioner on the interface news analysis, community type pub is essentially a "people" business, people will instinctively refuse strange things, need to make consumers familiar with is difficult; It takes people to maintain and manage a community. It takes skills to create a conversation and maintain a buzz. When the number of stores increases, how to increase the linkage and stickiness with customers is more difficult. This makes the scale of the sea jumping tavern difficult.

In addition, community pubs tend to limit their clientele, after all, most tavern customers just want a drink. "How to continuously integrate the store and community experience found in new stores into the overall community methodology may be a relatively big challenge and topic in recent times." Sui Yi told interface news. When Jumping Sea Tavern opened in Guangzhou, many customers came to the store and asked a question: Is there a seat? "We have communities here, we have newspapers here, we have events here..." But when they realized there were no seats, they turned around and left.

3. Enterprise core business model

In order to bring in new customers and keep the ones you already have coming back for more, you need provide experiences that are both original and innovative at your bar. You should think about which concepts are compatible with your brand and the people you are trying to reach, and you should also try out a variety of events and deals to see what your customers find most appealing.

To help you get started, here are some names:

Offer specials during the happy hour.

Throw a gaming night or a trivia night.

Establish a client loyalty programme for those who are regulars.

Live music or karaoke evenings should be hosted.

Provide one-of-a-kind cocktails that are seasonal.

Have a night where you paint and drink.

Make a cocktail menu with a theme, such as a holiday, a popular culture, or something else.

Provide a brunch menu that includes bloody marys and bottomless mimosas respectively.

Organise a night of laughs.

Create a cocktail that is unique to your establishment.

Pub openings are more than just the act of unlocking doors and pouring drinks; they are occasions that give you with the opportunity to create experiences that your customers will remember. Pubs need to be always innovative in order to attract and keep consumers in order to compete with the increasing level of competition in the hospitality business. In this essay, unique suggestions for improving the opening experience of pubs are discussed, with a particular emphasis on the atmosphere, the services, and the involvement. One strategy for capturing the attention of customers is to hold themed openings. With a themed opening, anticipation and excitement are generated, regardless of whether it is a night in the 1980s, a feast in the Middle Ages, or a beach party. The bar should be decorated appropriately, themed beverages and nibbles should be offered, and both the staff and customers should be encouraged to dress up. In addition to offering a one-of-a-kind experience, themed openings have the potential to attract a wide variety of customers. The incorporation of live entertainment into the opening of a pub is a great way to infuse the environment with vitality and energy. During peak hours, you should hire local bands, solo artists, or comedians to carry out their performances. If you want to get involved with the community and find fresh talent, you might want to think about sponsoring open mic evenings or talent shows. Live entertainment not only improves the whole experience but also encourages customers to remain for longer periods of time, which in turn increases revenue prospects.

A "pub opening business" theoretical framework integrates multiple theoretical views to offer a thorough understanding of the aspects affecting a pub's formation, operation, and success. The theory of entrepreneurship, which incorporates concepts from academics such as Schumpeter and Shane, offers valuable understanding of the incentives, methods of decision-making, and daring actions of individuals initiating pub enterprises. Anyone stepping into pub openings needs to have a solid understanding of creativity, entrepreneurial qualities, and opportunity detection. The strategic management of resources for competitive advantage is the main focus of the resource-based view, which was established by Barney and others. This idea can be used to examine the special assets (such as location, atmosphere, and staff knowledge) that support a pub's ability to succeed and remain in business when it comes to openings. DiMaggio and Powell's institutional theory aids in the comprehension of how laws, social conventions, and cultural expectations affect organizational behavior. For pub openings, institutional environment analysis is essential since it influences licensing, compliance, and public views. The Coleman and Putnam-developed social capital theory places a strong emphasis on the value of relationships and social networks for corporate performance. Building solid ties with customers, vendors, and the neighborhood can help create the social capital necessary for a new pub to be viable over the long run.

There are multiple steps involved in opening a bar, and it affects the local community, the business owner, and the economy as a whole in different ways. Additionally, Determine the intended audience, the level of competition in the field, and the inclinations and patterns of the consumer base. Get the required licenses and permits and register your business.

Respect zoning rules, alcohol licensing standards, and health and safety regulations. A pub's opening is more than just the beginning of a new company; it's a significant event that affects the local economy as well as the larger society. Pubs have traditionally been essential to the social and cultural fabric of communities, acting as sites for cultural exchange, community gatherings, and socializing in addition to being locations to enjoy a drink. We shall examine the many effects of a pub opening on the neighborhood and the local economy in this essay. The instant economic stimulation that a pub company opening brings to the community is one of its benefits. Employment opportunities are created by the establishment for bartenders, servers, culinary personnel, and managerial roles. This promotes a sense of economic stability in the society in addition to lowering unemployment. Pubs have always been important centers of culture and society. They give people in the community a place to gather, which promotes a feeling of identification and belonging. The establishment of a pub can improve or restore links within the community by providing a space for a range of gatherings, celebrations, and social events. Additionally, bars frequently serve as venues for cultural expression. They might have themed evenings, live music, or celebrations of regional customs and history. Customers' cultural experiences are enhanced, and local culture is preserved

and promoted in the process.

As a hub for the community's business community, the pub draws customers who may otherwise visit surrounding stores, fostering the expansion of other local companies. In addition, the taxes collected from the pub's sales go towards the total tax revenue, which helps the local and national economies.

Creating a visual representation of the enterprise development process for opening a pub can be effectively done through a flowchart. Here's a simplified flowchart outlining the key steps involved in the process:

Creating a table of product prices for pub items can vary based on factors such as location, target market, and specific offerings.Table 1 is a generic example of a table for pub items, including sample prices. Keep in mind that these prices are illustrative and may not accurately represent current market rates:

Table 1 Pub Items and Price List

Pub Items	Price ($)
Draft Beer (Pint)	5.00
Craft Beer (Bottle)	7.50
House Wine (Glass)	6.00
Well Drink (Single)	5.50
Signature Cocktail	8.00
Soft Drink (Cane)	2.50
Pub Fries	4.00
Chicken Wings	8.50
Mozzarella Sticks	7.00
Nachos with Cheese	5.50
Caesar Salad	8.50
Classic Burger	9.00
Vaggie Wrap	8.50
Fish and Chips	12.00
Live Music Charge	5.00

4. Development of Company

On social media platforms, when people talk about the Jumping Sea Tavern, one comment gets a lot of likes: "I can't feel pain here when I return to my boss's wechat, because the atmosphere around me is relaxed."

The Sea Hopping Tavern has many labels, "migrant shelter", "frustrated young people shelter"... Here is full of graffiti, rock and other subcultural elements, in the dim light, workers can remove the tension of the day, in the hangover chat or even "crazy".

Sea Hopping Tavern opened its first store in Beijing's Houhai neighborhood in 2019. In the past three years, it has opened stores in Shanghai, Guangzhou, Shenzhen, Hangzhou and Chengdu, and now has 20 stores nationwide. At present, it is speeding up the pace of opening a shop, jump sea tavern partner with easy to interface news revealed that there are 5 jump sea stores in preparation, 2024 in Wuhan, Xiamen will also start to open a shop.

In fact, there isn't much difference between the offerings at Sea Hop and those of a chain of bistros like Helens.

From the drinks on offer, the Sea Jumping Tavern mainly sells craft beers, including Sunset Jasmine, kumquat Big Explosion and so on. The average price of a single cup is 70 yuan, which is about 8-10 yuan higher than the average of a single cup in similar pubs. Most of its stores don't even sell food, because founder Liang You thinks the cost of catering management will be very high, plus the kitchen construction is also a heavy asset.

The saloon is more likely to provide some emotional value, thereby bringing people together in their own space. The Sea Hopping Pub is keen to host all kinds of events. Its five stores in Beijing host about 200 events a year, ranging from rock and hip-hop music to art exhibitions and a series of art exhibitions. As young people come for the event and form a habit of drinking and talking here, the Sea Jumping Tavern is able to gain new customers.

It also knows how to bring online communities offline. On

the one hand, it reduces the cost of obtaining customers and enhances consumer stickiness, on the other hand, it can reduce the strangeness between consumers and make the atmosphere of the pub better.

The Sea Jumping Tavern currently has more than 200 online communities, among which there are "Internet celebrities" in different fields. In these communities, all kinds of topics are discussed all the time, and when these netizens want to organize offline parties, the sea dancing pub is likely to be their first choice.

What's more casual is that many of the bartenders at the Sea Hop are mobile.

It tends to recruit part-time bartenders, who are paid 200-300 yuan a day for free drinks and can offer discounts to their friends. The motivation for this approach is that the use of part-time rather than full-time bartenders reduces labor costs and attracts new customers.

For example, Liang You can accurately summarize the mental state of young people in different cities. "In Beijing, young people may be a little more rock 'n' roll, the whole expression is relatively confrontational; Chongqing is typical, people are just fine, there is not so much anger, there is not so much pressure." Liang You said.

Selling a sense of relaxation also tests their ability to operate.

The "open source bar" proposed by the founder allows each jump sea to grow its own personality, attracting young people with different preferences with a "human flavor" outside of business, so that many bars in the industry can learn from.

The Saloon is a community of young people, a social pub. Founded in August 2019, it was born in the culturally prosperous Drum Tower area of Beijing. It naturally grows out of a community culture of spontaneity, improvisation, dialogue, and sharing. The field of offline pubs has been promoted to Guangzhou, Shanghai, Shenzhen, Chongqing, Hangzhou, Chengdu, Dali, Changsha, Wuhan and other cities. It is not only a wine and food venue, but also a great place to experience the charm of nightlife. It has a unique atmosphere. It makes you feel like you're in a tipsy paradise.

Dancing Sea Tavern currently has 25 branches in the country, of which the Shanghai store rose to the first place in the hot list of public reviews within five days of opening, and other branches also maintain high popularity and countless praise on all major platforms.

According to the data provided to the interface news by the partner of the Jump Sea Tavern, the indoor business area of the Jump Sea Hangzhou store is 120 square meters, and the annual average monthly passenger flow is about 7,000 people. A reference data is that Huatai Securities has calculated the Helen Division, such as a 450

square meter store if you want to make a profit, its average monthly need to reach about 2700 people.

Liang You revealed on the podcast "Super Outgoing" that the annual ping efficiency (that is, the average turnover per unit area) of the Sea Jumping Pub is three to four times that of the similar track Helen, reaching 30,000 to 40,000 yuan/square meter. According to the estimation of Northeast Securities, the annual ping efficiency of Nai Snow's tea standard store is 51,000 yuan/square meter.

If calculated according to Diplodocus, most of the saloon stores have an area of about 100 square meters, and the average annual turnover of a single store is about 4 million yuan. According to the financial report of the Helen Division in the first half of 2023, its average daily turnover of a single store is 8.2 thousand yuan, that is, the average annual turnover of a single store is about 3 million yuan.

The company has not disclosed the exact cost structure, but it is also consciously controlling costs.

In the compression of rental costs, Helen is more inclined to open a shop in the sinking market, aiming at the first-tier and new first-tier cities of the sea jumping tavern although the rent situation is not disclosed, the early may bear a certain rent pressure.

However, according to Liang You, since the Beijing stability store is done, because the brand tone is different, there are many resources to come to the door. As a result, the sea began to change from "asset heavy" to "asset light", that is, the partner shared the rent, paid for the decoration, the sea participated in the preliminary design and was responsible for the output of the brand content, and the two sides shared the income in proportion.

Helen's labor costs in first-tier cities accounted for more than 20% of the total revenue, compared to the hopping Sea hotel's labor costs controlled within 15%, because the store relies more on part-time barristers; In terms of marketing costs, the promotion cost of the Helen Division was 5.2 million yuan in 2018, and it has risen to 15.4 million yuan in 2020, and because most customers come from the wechat community, the Sea Dance Tavern does not have too much direct promotion costs.

Jump sea tavern partner with easy to the interface news revealed that the current jump sea tavern out of the stores have been profitable.

5. Consumer experience

As soon as we entered the door, we met the staff who came out to ask a few of us. I thought we were waiting for them to see that there was a seat and ask us to come in. They asked if there was a number plate and they said no, but they didn't directly tell us that we had to find the seat

ourselves. .Actually, if this was the case, there would be no need to ask us at the beginning. After asking, we were not reminded of anything. We just waited outside while others went straight in to find seats.

After waiting for half an hour, I asked the person again and said: Well, I actually found a seat by myself and was speechless... If they want customers to self-service, they can just say so. No one told the customers that customers would not take it for granted that this store is self-service. In most stores, there are people who help find seats. We can't go through all the detailed guides before going to a store...

The wine was neither good nor cheap. My friend ordered a special drink, but when it was brought to him, he left without any introduction. What he drank was a large glass of sugar water with no quality at all... The price was 128. At the same price, I can find a store that is serious about making wine and providing better service. They don't provide basic informed services while charging 128 for a cup of special blend. When I complain, I say, "This is a sentiment, you don't understand." I don't understand. Customers shouldn't complain about expensive wine and being looked down upon. After increasing the area of the store, it is divided into two areas, one is the original "sea jumping" wind, and the other is a regular bar, in the middle of which there is a visual intercommunication area to promote the "sea jumping" culture and Not all bartenders are professional bartenders, and the wine is not very good Such as power bank, seat, etc.

6. Conclusion

Overall, the core business development model of Jump Sea Bar is relatively complete, and the economic benefits and marketing model of the bar have certain advantages. However, from the perspective of consumer experience, the consumer experience of Jump Sea Bar is not good, and it has not started from the perspective of consumers, aiming to meet their needs for marketing. Therefore, the marketing strategy of Jump Sea Bar should be further adjusted.

As people's material needs continue to be met, spiritual pursuits (unique needs) continue to increase. Therefore, more and more "heterogeneous" groups are born. In an era of the masses, how should we achieve a "win-win" and try our best to conform to the public's aesthetics, preferences, etc. while maintaining "self". For enterprises, an innovative business model will be the key to solving this problem, and the example I studied, "Jumping into the Sea," perfectly combines the two. And I think that in the future, there will be more and more companies and business models that organically combine the niche with the public. This will be reflected not only in business, but also in music, literature and other cultural aspects.

In conclusion, the prospect of venturing into the pub business represents a multifaceted opportunity that intertwines economic, social, and cultural dimensions. The study of pub openings and operations is not only a pursuit of entrepreneurial success but also a venture that contributes significantly to local communities and broader societal interactions. The economic significance of pub businesses is evident in their potential to stimulate local economies. Through job creation, revenue generation, and contributions to the hospitality and tourism sectors, pubs play a vital role in enhancing the financial vitality of the regions they serve. Understanding the economic dynamics involved, from initial investments to ongoing operational costs, is crucial for entrepreneurs and policymakers alike. Furthermore, the social and cultural impact of pubs cannot be overstated. These establishments often serve as communal spaces where individuals come together, fostering social interactions, community bonding, and the preservation of cultural traditions.

The significance of the pub transcends its role as a mere business; it becomes a catalyst for the formation of memories, the celebration of local identities, and the creation of a sense of belonging. The regulatory landscape and compliance requirements add a layer of complexity to the pub business, necessitating a meticulous understanding of legal frameworks, licensing procedures, and health and safety regulations. This underscores the importance of a strategic and compliant approach to ensure the longevity and success of a pub business. As technological advancements and changing consumer preferences continue to shape the hospitality industry, pub owners must remain adaptive and innovative. Embracing technology, understanding consumer behavior, and incorporating sustainable practices are integral components of a thriving pub business in the contemporary landscape. In essence, the study of the pub business extends beyond the realms of entrepreneurship; it is a journey into the heart of communities, an exploration of cultural richness, and a commitment to providing spaces where people can connect, celebrate, and unwind. As entrepreneurs embark on the venture of opening a pub, and as researchers delve deeper into understanding this dynamic industry, it is crucial to appreciate the holistic significance of the pub business in shaping both local economies and the social fabric of our communities. The success of a pub business is not merely measured in profits but in its ability to contribute positively to the tapestry of human experiences and societal well-being.

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