

# Research on the Joint Crossover Marketing of Traditional Liquor Moutai and Modern Brand Luckin

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## Abstract:

This study delves into the innovative cross-border cooperation model between Moutai, a venerable liquor manufacturer with a storied history in China, and Luckin, a dynamic and rapidly expanding coffee chain. By examining their market positioning, consumer preferences, and brand values, the research aims to propose novel collaborative initiatives that can benefit both brands. The empirical findings suggest that this partnership holds significant potential for complementary market advantages, thereby enhancing the brand influence of each entity. Moutai, known for its traditional craftsmanship and premium quality, brings a rich heritage and strong brand loyalty to the table. On the other hand, Luckin, with its modern, tech-driven approach and widespread consumer base, introduces a fresh and innovative edge. The synergy between these two distinct brands can lead to unique product offerings and marketing strategies that appeal to a broader audience. The conclusion of this study not only offers strategic insights for the joint ventures of Moutai and Luckin but also serves as a valuable reference for other enterprises exploring cross-industry collaborations. By leveraging their respective strengths, Moutai and Luckin can create a powerful alliance that not only boosts their individual market presence but also sets a precedent for successful brand partnerships in the ever-evolving marketplace.

**Keywords:** Moutai & Luckin; Brand value; Cross-border cooperation; Brand Influence

## 1. Introduction

In today's era full of innovation and change, co-branded marketing has become a social and cultural phenomenon that cannot be ignored. It not only reflects consumers' pursuit of fresh experiences and personalized products but also shows the infinite possibilities of cooperation between brands. The joint marketing of Luckin Coffee and Moutai is a vivid example of this phenomenon. Through cross-border cooperation, these two brands perfectly integrate tradition and modernity to create a unique consumer experience. Luckin Coffee, as an emerging coffee brand, not only helps to break the original user circle and penetrate into middle-aged and elderly users but also helps Moutai attract young consumers and realize brand youth and market expansion. Further, the "Maotai-flavor latte" launched by Luckin Coffee is an innovative product of this joint cooperation. It combines the flavor of Maotai, provides consumers with a novel experience, enriches Luckin's product line, and adds product differentiation [1]. This product innovation has not only enhanced Luckin's brand image but also brought new consumer groups to Moutai. As a liquor brand with a long history in China,

Moutai represents a symbol of tradition and culture, while Luckin represents youth and fashion. This contrasting effect between tradition and modernity is not only a cultural impact but also provides a new experience for consumers. Luckin makes use of Moutai's high-end image and Maotai-flavor characteristics to enhance the grade and differentiation of its products, while Moutai has expanded the consumer group through Luckin's youth and fashion. This kind of joint marketing gives full play to the compound interest effect of brand assets and realizes small cost and high income [2]. At the same time, this kind of joint name also reflects the topic and grassroots nature of brand communication, which is in line with the needs of brand communication in today's Internet era, especially in the era of we-media. The gap between price and image subverts the convention, attracts the attention and hot discussion of consumers, and realizes the "reverse" effect, thus bringing new growth points and market opportunities for the two brands. The significance of this co-branded marketing lies not only in its commercial value but also in that it provides new ideas and strategies for brand communication and market expansion.

## 2. Development Status of Traditional and Modern Brand Joint Marketing at Home and Abroad

Brand co-branded marketing has become a common phenomenon in the global fashion industry and in the food industry. As consumers gradually get tired of the homogenization trend of co-branded products, cross-border cooperation between brands has become particularly important. This cooperation can not only significantly improve the brand's market response and sales performance but also face the challenge of how to innovate while maintaining product quality.

In China, the rise of Chinese fashion culture provides new opportunities for brand-co-branded marketing, especially in the makeup industry. China-fashion The integration of elements makes the brand glow with new vitality. Academics are also paying attention to this phenomenon, studying the strategy of brand co-branded marketing and how it can help brands increase their value. Deep collaboration between brands, combined with product innovation and content creation, is becoming a new trend to meet consumer needs [3].

Quality products and elaborate content are the keys to improving the effect of co-branded marketing. Brand co-branding is not limited to the combination of the two brand names but needs to go deep into the product research and development, design, and production process to ensure that the co-branded products can truly reflect the essence of the two brands. In addition, content marketing also plays an important role in brand co-branding. Through storytelling and social media interaction, brands can enhance consumers' emotional identity and loyalty.

On the international stage, brand co-branded marketing also shows a trend of diversification and innovation. For example, in the fashion industry, the series of designer brands and sports brands has become a trend. They combine fashion elements and sports features to create both practical and sporty products. In the food industry, brands launch limited edition products through cooperation with well-known chefs or re [4].

## 3. Overview of the Logic Behind the Moutai and Luckin Brand Collaboration

When discussing the joint cross-border marketing of traditional liquor brand Moutai and modern coffee brand Luckin, the author can examine this phenomenon from several perspectives. First, the co-branded marketing event is a bold attempt between the top brands in the two fields. As a representative of Chinese liquor, Moutai has a profound cultural heritage and high-end market positioning, while Luckin Coffee is a representative of modern coffee

culture and is famous for its rapid expansion and digital marketing. This cross-border cooperation not only breaks the traditional cognition of consumers on the two brands but also brings new market opportunities and consumer groups for both sides [4]. Secondly, the strategic logic behind joint marketing is worth paying attention to. Through joint marketing, Luckin not only realized the compound interest effect of brand assets but also further strengthened its own positioning in the market through cooperation with Moutai. Luckin's co-branded marketing strategy is regarded as a "special forces" type of small-cost and high-income strategy. Through "traffic mutual washing" with other brands, it penetrates into more people, stimulates more content creativity, and enriches the brand connotation. Moreover, the joint marketing of Moutai and Luckin is also a strategy to occupy the market for young consumers. Through cooperation with Luckin, Moutai tries to break the stereotype of young people on traditional liquor and let more young consumers have the opportunity to experience the taste of Moutai at a lower cost so as to cultivate their cognition and love for the Moutai brand. In addition, the success of the joint marketing also benefited from Luckin's ability in content creativity and digital marketing. Through the carefully built digital marketing link, Luckin has realized effective promotion and communication on TikTok, Weibo, and Xiaohongshu and successfully leveraged social communication, which is also one of the key factors for Luckin's success in co-branded marketing. Finally, the joint marketing case of Luckin and Moutai provides valuable reference and inspiration for other brands. When co-marketing, brands need to have clear strategic planning, deep insight into consumer needs and market trends, and be able to produce high-quality and differentiated content ideas so as to stand out in the fierce market competition. To sum up, the joint cross-border marketing between Moutai and Luckin is a multi-dimensional and deep-depth cooperation case, which not only brings new growth points for the two brands but also provides new thinking and inspiration for the whole marketing industry. The joint marketing case of Moutai and Luckin is a typical strategy of combining traditional and modern brands. The joint "soy sauce latte" has not only achieved great success in marketing but also attracted wide attention and discussion among young consumers [5,6].

## 4. Case Analysis: Joint Analysis between Luckin and Moutai

### 4.1 Product Innovation: A Model of Cross-Border Integration

The birth of "latte": Moutai and Luckin achieved joint cooperation through the launch of "latte" coffee. This cof-

fee contains 53 degrees of Kweichow Maotai in each cup, bringing a unique maotai-flavored flavor to consumers. The co-branded product, launched on September 4, 2023, quickly became popular on social media and became a hot topic. The partnership has not only boosted Luckin's brand voice but also helped Moutai attract more young consumers.

## 4.2 Development of Ready-Made Drinks: Technology and Process Challenges

According to the official information, Maotai coffee is made from a liquor flavor thick milk (formulated milk drink) and coffee produced by Ningxia Sechang Dairy. On the afternoon of the launch, Luckin officially released a video of "Moutai to the production line". Yan Jianguo, chairman of Cezanne Dairy Co., Ltd., also revealed to China Business News that during the Moutai milk production process, the Moutai distillery shipped Moutai and sent people to watch the bottles into the raw materials. Finally, the bottle was taken away collectively, which was very strict. This coincides with the picture that the video.

## 4.3 Technical Challenges and Solutions

As a dairy supplier, Cezanne Dairy has previously helped Luckin develop several ingredients, such as "thick milk." In the development of "Moutai thick milk", Cezanne Dairy has faced the technical challenges of adding Moutai to thick milk, including solving the response of alcohol and milk and the corrosion of alcohol to packaging materials. This rigorous production process ensures the high quality and unique flavor of the product and is one of the keys to the success of the Maotai-flavor latte [7].

## 4.4 Social Media Drive: The Power of Topics and Interaction "The Effect of Weibo Hot Search"

Through the spread of social platforms, the co-branded products have quickly gained wide attention. The topic # Dear Snow, I've married into a wealthy family, has quickly gone viral, with 180 million topic views and more than 250,000 interactions. This high interaction and reading volume shows the important role of the microblogging platform in communication, especially in triggering and maintaining the heat of the topic. High interactivity not only increases brand exposure but also further promotes the spread of the topic through user-generated content (UGC).

The influence of WeChat Moments and WeChat groups: Many consumers share their "first cup of Maotai coffee" in WeChat Moments and WeChat groups, forming a refresh phenomenon. Buying a Maotai-fragrant latte and publishing it on WeChat has become a social currency, and consumers show their consumption experience and taste in this way, which also brings free publicity and pro-

motion to the brand.

These communication methods not only increase the popularity of Maotai-flavored latte but also form a strong word-of-mouth effect through the interactivity and sharing of social media, further promoting the dissemination and sales of products. That's why the Maotai-flavored latte is successfully made out of the loop.

## 4.5 Successful Elements of Joint-Name Marketing

The joint marketing case of Moutai and Luckin shows how to achieve innovative integration between brands through cross-border cooperation. The success of "Maotai-flavor latte" lies not only in its unique product innovation, namely, the combination of traditional Maotai-flavor liquor and modern coffee culture, but also in its carefully planned marketing strategy. Through the effective dissemination of social media and the promotion of WeChat moments, the product quickly gained attention and recognition in the market [8]. In addition, Cezanne Dairy's contribution to product development, especially the technical challenges and solutions to "Moutai thick Milk", provides a guarantee for the uniqueness and quality of the products. The success of this co-branded marketing proves the great potential of brand cooperation in enhancing market competitiveness, attracting young consumers, and enhancing brand value. It provides valuable experience for other brands, namely, long-term brand development and market expansion through in-term product innovation, accurate market positioning, and effective content marketing. The case of Moutai and Luckin provides a worthy example of brand co-branded marketing, showing how tradition and modernity, technology and creativity can promote each other in a modern business environment and how to create an unforgettable consumer experience jointly.

## 4.6 Problems and Optimization Strategies Existing in Joint Marketing

### 4.6.1 Identifying and overcoming key challenges for effective co-branded marketing

When analyzing the joint cross-border marketing efforts between Moutai and Luckin, the author identified several critical issues that need to be addressed for the partnership to succeed. Firstly, the lack of a clearly defined target market has resulted in co-branded products failing to attract the overlapping consumer groups of the two brands effectively. This lack of clarity hampers the precise transmission of marketing messages, reducing the overall impact of the collaboration.

Secondly, there is a significant issue of brand value dilution. The traditional and prestigious image of Moutai may clash with the modern and trendy image of Luckin. This conflict can weaken the unique strengths and perceptions

of both brands, ultimately undermining their market positions. A careful balance must be struck to preserve and enhance the distinct identities of each brand while benefiting from their partnership.

Additionally, product acceptance poses a considerable challenge. Consumers may be skeptical of a product that merges traditional liquor with modern coffee, leading to hesitation in the market. This reservation can directly impact the product's acceptance and sales. Overcoming this barrier requires strategic marketing efforts to educate and persuade consumers of the value and appeal of such innovative combinations.

The sustainability of innovation is another concern. Without continuous product innovation and regular updates, consumer interest may wane over time. The initial excitement generated by the collaboration needs to be sustained through a steady stream of new and appealing product offerings. This ongoing innovation is crucial to maintaining consumer engagement and enthusiasm.

Finally, the challenges of cultural adaptability cannot be ignored. To succeed in global or multi-cultural markets, the co-branded products must appeal to diverse cultural contexts. This requires tailored localization strategies to ensure that the products resonate with local tastes and preferences while maintaining their core brand identities.

Addressing these issues is essential to ensuring the success of the Moutai and Luckin collaboration. By clearly defining its target market, balancing its brand image, enhancing product acceptance, sustaining innovation, and adapting to cultural differences, the partnership can achieve its full potential. These strategic adjustments will not only enhance the effectiveness of their co-branded marketing efforts but also provide valuable insights for other enterprises exploring similar cross-industry collaborations.

#### **4.6.2 Strategic solutions for enhancing moutai and Luckin's co-branded marketing efforts**

To address the joint cross-border marketing challenges faced by Moutai and Luckin, the author proposes a comprehensive strategy that focuses on deepening market insights, reinforcing brand synergy, and enhancing consumer engagement through targeted educational campaigns.

Firstly, gaining a profound understanding of the target market is crucial. This involves conducting thorough market research to identify the overlapping consumer segments that both brands can appeal to. By accurately defining the target demographic, marketing efforts can be tailored to effectively reach and resonate with potential customers, ensuring that the co-branded products are well-received.

Reinforcing brand synergy is another critical component. The traditional image of Moutai and the modern appeal

of Luckin must be harmonized to create a cohesive brand narrative. This can be achieved through strategic branding efforts that highlight the complementary aspects of both brands. Collaborative marketing campaigns should emphasize the fusion of heritage and innovation, thereby enhancing the unique value proposition of the co-branded products.

To overcome the issue of product acceptance, it is essential to engage consumers through educational campaigns. These campaigns can inform potential customers about the benefits and uniqueness of the combined offerings, addressing any reservations they may have. Demonstrating the value and quality of the products will help build trust and acceptance in the market. Continuous product innovation is vital to maintaining consumer interest. The author suggests fostering an environment of ongoing creativity and development, ensuring that new and exciting products are regularly introduced. This approach will keep the brand fresh and relevant, preventing consumer fatigue. Cross-cultural marketing strategies are necessary to ensure that the co-branded products resonate with diverse audiences. By tailoring marketing messages to fit different cultural contexts, Moutai and Luckin can expand their global reach and appeal. This requires a keen understanding of cultural nuances and preferences, enabling the brands to connect with consumers on a deeper level. Leveraging data-driven approaches to refine marketing strategies will provide valuable insights into consumer behavior and market trends. This allows for more informed decision-making and the ability to quickly adapt to changing market conditions. Establishing a responsive feedback loop and a robust risk management plan will ensure agility and sustainability in marketing efforts. Finally, embracing multi-channel communication will amplify the impact of co-branded initiatives. Utilizing various platforms, from social media to traditional advertising, will broaden the reach and visibility of the marketing campaigns. This multi-faceted approach ensures that the message is consistently conveyed across all touchpoints, strengthening the overall brand presence.

These strategic measures are designed to bolster the Moutai and Luckin joint venture, driving toward greater market success and establishing a foundation for long-term brand relationships.

#### **4.6.3 Comprehensive optimization strategies for Moutai and Luckin's joint cross-border marketing**

For the joint cross-border marketing between Moutai and Luckin, the author put forward a set of comprehensive optimization suggestions with the aim of strengthening brand cooperation, improving market performance, and enhancing consumer experience. First of all, the author will deepen the understanding of the culture and value of

the two brands by strengthening the brand story and clarifying the market positioning to ensure that the marketing strategy accurately meets the needs of specific consumer groups. In addition, the author plans to incorporate more cultural elements into product design and marketing communication, innovatively demonstrating the combination of tradition and modernity to attract a wider range of consumers. Encouraging consumers to participate in the product development and feedback process not only improves market adaptability but also enhances satisfaction and loyalty. The author will also regularly launch new co-branded products or engage in marketing activities to maintain the brand's freshness and market competitiveness. Use the online and offline multi-channel marketing strategy to expand the influence of co-branded products. At the same time, a comprehensive risk assessment and management should be conducted to ensure the steady progress of marketing activities. Finally, an effective market monitoring and feedback mechanism should be established to quickly respond to market changes and consumer feedback and adjust the marketing strategy in a timely manner. With these measures, the author expects to solve existing problems, enhance synergies between brands, and achieve long-term market success and consumer satisfaction [10].

## 5. Conclusion

This study has provided an in-depth analysis of the cross-border marketing collaboration between Moutai, a traditional Chinese liquor brand, and Luckin Coffee, a modern coffee chain. The key findings indicate that the strategic partnership between these two entities has yielded a symbiotic advantage, enhancing brand visibility and consumer engagement for both brands. The innovative "Sauce Fragrance Latte" has successfully captured the interest of a younger demographic for Moutai while enriching Luckin's product portfolio. The study underscores the importance of market positioning, consumer preferences, and brand value in crafting effective cross-promotional strategies.

The research carries significant business value by offering insights into the evolving landscape of brand collaborations. It highlights the potential for traditional and modern brands to coalesce, creating new market opportunities and invigorating brand vitality. The study's implications are pertinent not only to Moutai and Luckin but also serve as a reference for other enterprises exploring collaborative

marketing ventures. It addresses the challenge of brand differentiation in a competitive market and provides a framework for leveraging cultural heritage in modern marketing strategies.

While this paper has relied primarily on secondary data to substantiate its analysis, it acknowledges the limitation of not incorporating primary data sources. Future research could benefit from empirical studies, including surveys and interviews with consumers and industry experts, to gain a more comprehensive understanding of consumer behavior and preferences in cross-brand collaborations. Additionally, longitudinal studies could explore the long-term impact of such marketing strategies on brand loyalty and market share.

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