

Analysis of Brand Concept Marketing Strategy Based on Customer Value Realization

—Take Jellycat as an Example

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Abstract:

In the era of all kinds of Netflix products, the brand's marketing strategy is the focus of today's research, and the researchers found that Jellycat is expensive but can always maintain a high level of heat in the whole industry. The reason for the success of its internal marketing strategy is worth an in-depth study of the subject in order to understand the brand communication and customer value of the association. However, there is still a lack of more detailed explanation and cognition about the brand concept marketing strategy, so this study can further promote marketing psychology-related research and also help major brands to further improve customer value, with theoretical significance and practical significance. Therefore, this paper investigates the conceptual connotation, target group, and experiential feedback of the Jellycat brand through the literature research method and questionnaire survey method. In this paper, the target customer group and the reason why the concept attracts the target group through relevant research reports. Besides, this paper, through the questionnaire survey, randomly selected netizens to ask a series of questions about the Jellycat brand in order to investigate the marketing and effectiveness of the Jellycat brand concept. Finally, the study found that the Jellycat brand concept effectively locks the target group, and its unique marketing strategy also promotes its concept deep into the hearts of customers, which helps to realize its customer value.

Keywords: Customer Value; Brand Concept; Marketing Strategy

1. Introduction

1.1 Research Background

Customer value is the core concern of enterprise marketing and is considered by scholars to be the cornerstone of marketing decisions [1]. Customer value is the ratio of customer utility to customer cost. Customer utility refers to all the benefits that customers hope to obtain from the purchased goods, including product value, service value, image value, and so on. Customer cost is the total cost that the customer has to spend in the process of purchasing and using the product [2]. To optimize customer value, it is necessary to maximize customer utility in the process of reducing customer cost, i.e., to increase the value of the product or service sold as much as possible. In today's marketing, whether a brand can utilize effective marketing strategies to gain buyers' favor and generate customer val-

ue is an important measure of its profitability. In today's era of various Netflix products, the Jellycat brand, a plush toy specialty store, has been able to maintain a high level of popularity in the same industry despite its high price. The reason for the success of its marketing strategy is worth studying in depth to understand the association between brand communication and customer value. Therefore, this paper focuses on the Jellycat brand in order to conduct a relevant study. In the existing market environment of plush toys, prices are generally double-digit, while almost every doll in the Jellycat is up to three digits or more, some even more than a thousand dollars, and also basically no price cuts and other activities. Visible, the price of Jellycat does not have the advantage, so the customer cost here can be analyzed weakly. Therefore, this paper will focus on the brand to enhance customer utility methods. Scholars Xu and Zeng believe that the brand concept can guide consumer behavior and can play

an important value in a specific industry [3]. Based on this, this paper will analyze the brand concept of Jellycat and explore the marketing strategy of its brand concept in order to explore how the brand concept can promote the realization of customer value and make breakthrough research from both theory and reality.

1.2 Research Significance

This study has both theoretical and practical significance. Through the investigation of this study, it is found that the academic research on Jellycat mainly analyzes its emotional marketing strategy and its emotional value dissemination on social platforms, but there are no systematic and specific studies on the analysis of its brand concept and the marketing strategy of its brand concept [4]. On this basis, this paper further expands the content of whether brand concept marketing promotes the realization of customer value, which can, to a certain extent, make up for the current lack of social research on the reasons for the enduring popularity of doll brands such as Jellycat, and add a new perspective to the study of the Jellycat brand. In addition, this paper expands in more detail the related contents in the field of consumer emotional marketing strategy and advertising and marketing, thus advancing the solution of the problems in the related fields and helping the academic community to understand market operation and consumer psychology more profoundly.

The research topic is analyzed from the perspective of brand concept marketing strategy and adopts an innovative approach to investigate the common ways of brand concept promotion and the principles behind them, addressing the issue of deep intrinsic emotional value connection between goods and customers and breaking through the traditional limitations. It provides an in-depth investigation of commercial marketing strategies from another unique psychological perspective, which is also inspiring to the study of consumer psychology. At the same time, from a practical point of view, the use of marketing strategy has a very important impact on the operation of enterprises. The end of this article will summarize and analyze the results of the survey on the Jellycat brand and how the marketing strategy of each enterprise should be effectively implemented to attract customers. Through this article, companies can also be inspired to improve their marketing strategies to enhance their customer value and ultimately gain more profits.

2. Method

This paper firstly obtains the content of the Jellycat brand concept by inquiring about the relevant website pages, provides whether this aspect can promote the realization of customer value based on a large amount of literature,

and then explores the reasons why the buyers are willing to buy through the actual investigation, compares with the theoretical research, and finally draws the conclusion.

This paper focuses on two means of research: the literature research method and the questionnaire survey method. For the establishment of the concept and the concept of publicity, this paper uses a large number of analyses of the literature to understand how to attract the attention of buyers to enhance customer value and to determine how to accurately position the brand concept of Jellycat brand target customers. At the same time, this paper, through the design of Jellycat-related questionnaires, aims to obtain the real ideas of buyers and people who want to buy. The purpose of this questionnaire is to explore the impact of the Jellycat brand concept marketing model on consumer purchasing power and psychology. There are fourteen questions in the questionnaire, which are about how consumers know the Jellycat brand and why they buy the products of this brand. In this paper, a few representative questions are selected, such as the channels to know the brand of Jellycat, the reasons to buy the brand of Jellycat, and whether they will have the desire to buy after watching the advertisement of the brand of Jellycat, etc. The results are analyzed by making graphs and charts. Finally, the results are presented through the production of a graphical analysis.

This study can not only further promote academic research on brand concept marketing strategy but also help major brands to improve in order to obtain customer value, which has both theoretical and practical significance and is worth researching.

3. Jellycat Brand Philosophy

3.1 Definition of Brand Philosophy

Brand philosophy embodies the characteristics of the brand and reflects its business consciousness and value system. For a brand, whether consumers are willing to become its customers essentially depends on whether they identify with its philosophy. Effective brand philosophy should precisely target its intended customers and quickly evoke brand associations, thereby increasing expectations for the product, enhancing customer utility, and promoting customer value. The brand's beliefs and principles, such as material quality, purpose, and future goals, along with design style and quality, emotional connections, interactions with consumers, and its precise market positioning and target audience, all constitute the brand philosophy.

3.2 Analysis of Jellycat's Brand Philosophy Audience

Jellycat's unique style, emphasizing softness and safety,

stands out. They pay great attention to the softness of the material, achieving absolute softness both in appearance and texture. According to Jellycat’s official website, their brand slogan and philosophy are: “If one of these cuddly toys can make you smile, let it become part of your family.” This philosophy highlights the toys’ ability to improve mood, emphasizing that the toys are like family to the buyers. The brand promotes itself in an anthropomorphic way, reflecting the “companionship” element in its philosophy. Each plush toy is meticulously designed and crafted to make children feel the warmth of family when they hug them.

Additionally, a survey by Reachout in Australia involving over 660 young people revealed that 69% of females and 40% of males felt lonely, with loneliness-related stress manifesting in various forms, including mood changes (75%) and sleep disturbances (64%). Moreover, 65% of young people in remote areas and 55% in large cities reported feelings of loneliness [5]. This shows that loneliness is a common feeling among young people, accompanied by various physical and mental health issues. By continuously innovating, Jellycat brings psychological comfort and joy to consumers worldwide.

Jellycat’s philosophy of “companionship” is particularly appealing to the current demographic experiencing widespread loneliness (young people). Through its products, the brand conveys warmth and love, establishing a con-

nection with consumers, thus successfully making young people their primary target customers. This demonstrates that Jellycat’s brand philosophy precisely targets its intended customers, increasing the likelihood of raising expectations for its products and ultimately promoting customer value realization.

The chart below from Similarweb shows the proportion of people of different age groups and genders visiting Jellycat’s official website. The data indicates that over 60% of the visitors are women, while men account for about 30%. This analysis reveals that young people (especially women) are indeed prospective customers of the Jellycat brand. This demographic is also the target audience of the Jellycat brand.

Jellycat’s brand philosophy is not only about the products themselves but also about the emotional connections they foster. By creating toys that are designed to be soft, huggable, and comforting, Jellycat taps into the emotional needs of its consumers, offering them a sense of security and companionship. This is particularly significant in today’s fast-paced world, where many individuals, especially the younger generation, may experience feelings of isolation and stress. By addressing these emotional needs, Jellycat is able to establish a loyal customer base that values the brand not just for its products but for the emotional support and comfort it provides.

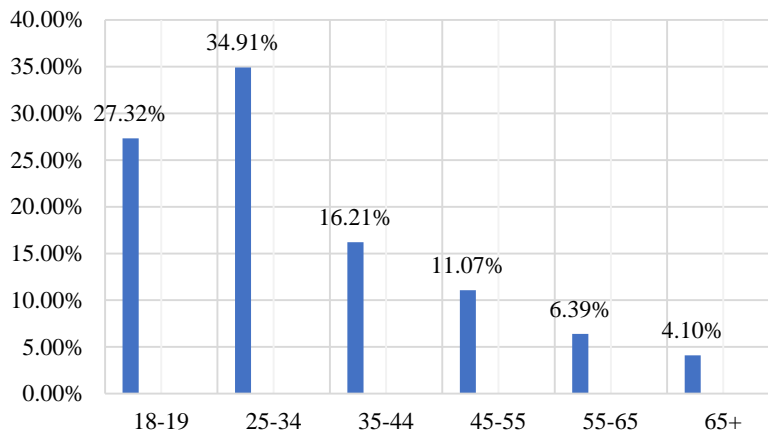


Fig. 1 Similar web-1-age distribution

Figure 1 and Figure 2 shows the percentage of hits on the Jellycat website by age and gender groups, as shown by similar sites. It can be found that the age of 25-34 years old accounted for the largest proportion of about 35%, followed by the 18-19 age group, accounting for 27.32%

of the total number of people, from the 35-44 age group began to reduce the click rate with age gradually. Based on this, this study can see that the click rate of Jellycat’s official website is as high as 63% [6].

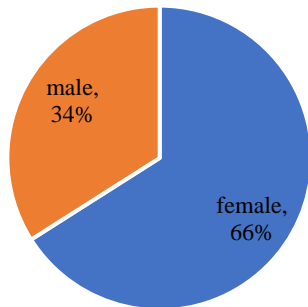


Fig. 2 Similar web-2-gender distribution

In conclusion, Jellycat's brand philosophy of "companionship" and emotional support is precisely aligned with the needs and desires of its target audience. By offering high-quality, comforting, and emotionally supportive products, Jellycat effectively connects with its consumers, enhances their emotional well-being, and establishes a strong, loyal customer base. This strategic alignment of brand philosophy with consumer needs not only enhances customer satisfaction and loyalty but also drives the overall success and growth of the Jellycat brand.

4. Formulation of Brand Concept Promotion and Marketing Strategies

4.1 Survey Analysis

4.1.1 Analysis of means of communication

Jellycat owes much of its growth to clever branding and marketing. They have a unique charm that sets them apart from other plush toys. Their marketing touches on emotions, creating a strong brand story and attracting more buyers. Jellycat often uses social media to reach out to their customers, and they show off new designs and hype before releases. Jellycat stands out with its unique approach to retailing, blending the charm of a classic toy store with modern twists. According to survey information, Jellycat offline stores create hands-on areas where children and parents can touch and feel plush toys, personally experience the texture of Jellycat products, and enhance their overall purchasing experience. Some of their frequent releases are limited edition special toys that have a lot of collectible significance and more unique designs that appeal to collectors and fans.

4.1.2 Offline sensitization

The stores change with the seasons or holidays to keep the shopping experience fresh, and some host events, in-

cluding storytelling times or how to care for your plush. This can give customers a deeper understanding of Jellycat's brand philosophy - companionship. Personalization options: they offer a variety of ways to make your plush unique, either through embroidery or accessories.

For Jellycat, customer engagement is paramount. They emphasize experience marketing. The essence of experience marketing is to pay attention to the customer's consumption experience and inner needs, emphasizing that marketing should be based on the psychological feelings of consumers, attracting customers through diversified and personalized ways, creating a good experience atmosphere, and its ultimate goal is to satisfy the customer's spiritual experience of the product is very personalized [7]. For example, embroidery services can add a unique touch to make the gift more special; their food series, such as burgers and pizzas, will be as exquisite as the restaurant's packaged food, giving customers a very immersive experience. One of the Barcelona bears is also very classic, and Jellycat has given it a unique meaning - a cute bear, a good companion to accompany children to sleep, which coincides with Jellycat's brand concept of "companionship". Most of Jellycat's offline stores use warm-colored lighting, which enhances customers' desire to buy under the influence of their inner soft-object complex and outer sense of belonging. Customer value co-creation not only helps companies brainstorm but also brings a range of benefits to the organization. It also meets the diverse needs of customers, optimizes the consumer experience, and realizes customer value [8-10]. These methods optimize the overall offline shopping experience of customers and enhance their sense of belonging.

4.1.3 Online/Internet Publicity

Jellycat also has an engaging advertising campaign video posted on YouTube. They have brought the dolls released within the brand to life by singing, skiing, and climbing trees. Many of these series of dolls resonate deeply with contemporary major consumer groups, such as football and coffee-themed dolls, which not only attract the love of specific groups, such as football enthusiasts, workers, and coffee enthusiasts, but also truly connect with people's inner world. Some scholars have compared and analyzed short video-implanted advertisements with traditional advertisements from different dimensions and found that the former has the advantage of a strong sense of immersion compared to the latter.

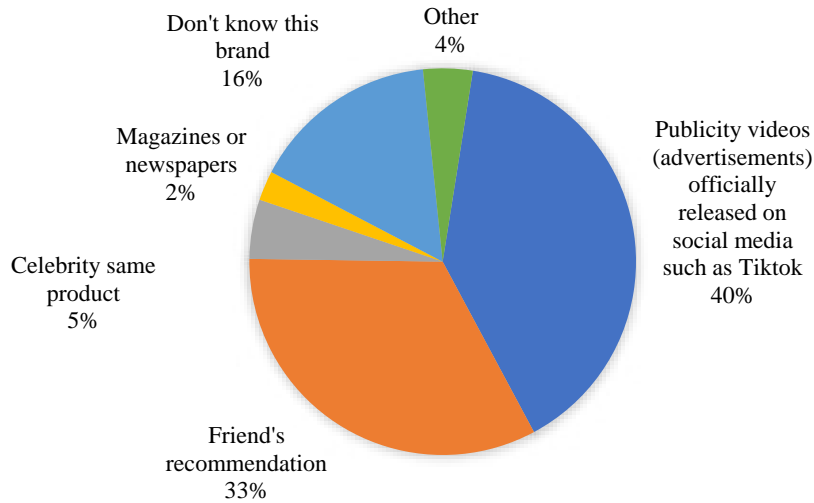


Fig. 3 Percentage of different Jellycat understanding channels

A questionnaire was set up for this study, and a total of 110 samples were collected. This questionnaire attempted to investigate their thoughts about the Jellycat brand by randomly selecting internet users. First, customers are asked about the channels through which they knew about the Jellycat brand. The results (Figure 3) show that the

largest number of people learned about the brand through short videos and other channels, which allows this part of the population to get a stronger sense of experience and deepen the impression of the brand's concept through short videos.

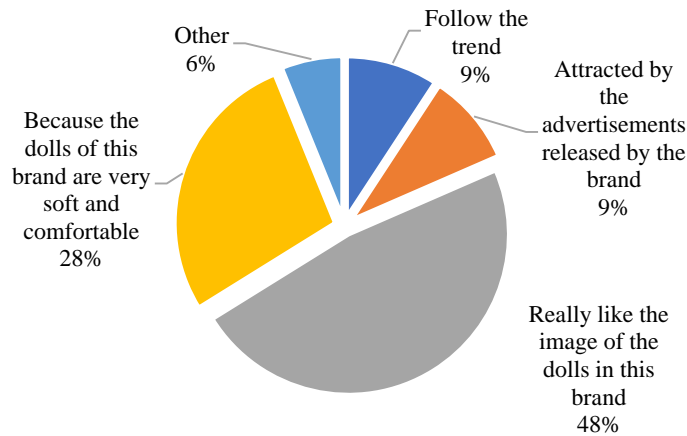


Fig. 4 Percentage of different customers' reasons for purchasing

For customers who have purchased the brand, this survey asked about the reason for their purchase, and nearly half of the respondents' purchase was driven by the fact that the doll's image in the advertisements endeared it to them (Figure 4). This shows the important role that the Jellycat advertising model plays in brand image promotion.

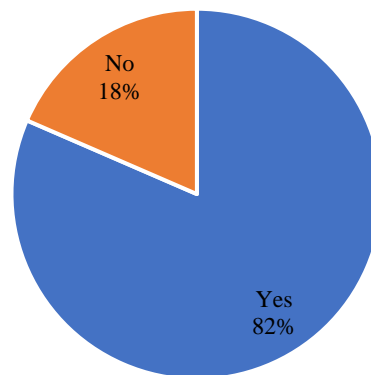


Fig. 5 Influence of Advertisement on Purchase Intention Survey

In order to further explore the role of brand advertising in publicizing the Jellycat brand concept, this questionnaire also surveyed the respondents who did not know about the Jellycat brand by showing them some of its advertisements and asking them whether they had the intention to buy it or not. The result shows that 82% of them want to buy (Figure 5).

4.2 Brand Concept Marketing Strategy Optimization

In modern society, Jellycat's existence is not only companionship but also spiritual sustenance because Jellycat's plush toys are full of softness and warmth. Both children and adults can find comfort in these plush toys. Jellycat's brand philosophy is that Jellycat is not just a stuffed animal but accompanies their loyal friend. These toys create a sense of happiness and satisfaction in everyday life, allowing people to find a little peace and joy in their busy lives. In a modern, fast-paced life, people often feel stressed and lonely, and the Jellycat brand can bring a kind of spiritual healing, no matter the time, as if there is a warm harbor.

In the current digital era, Jellycat has used social media for effective promotion. Jellycat uses Instagram, TikTok, and YouTube platforms to publish its own videos, most of which are animated dolls, product demos, and scene productions, to increase consumer love and visual impact of dolls and to cooperate with big stars to increase exposure and attract customers. Jellycat also launched a number of limited versions of dolls during the festival and provides custom services, which can increase the intimacy between consumers and dolls, enhance the participation of consumers, and attract the interest of consumers. In addition, Jellycat uses a combination of offline and online brand activities to enhance consumers' sense of participation and purchase desire. Jellycat continues to engage audiences and strengthen the emotional connection with customers by holding regular pop-up stores, playing interactive games, and participating in social media challenges.

Whether through creative advertising or regular events, all of Jellycat's promotional activities serve its brand's concept of friendship. Effective publicity deepens the customer's understanding of its brand concept, thereby strengthening the expectations of the brand's products. Ultimately, this will facilitate the realization of customer value and foster a loyal customer base that supports the long-term growth and success of the brand.

5. Conclusion

5.1 Core Findings

The results of this research show that an effective brand

concept marketing strategy can have a positive driving effect on enhancing customer value. The Jellycat brand accurately positioned the young group as the target customers in brand conceptualization, which effectively meets the psychological needs of this group and enhances their expectations of the product. In terms of brand concept publicity and marketing, Jellycat adopts a combination of online and offline methods. The brand's offline stores will hold regular activities to increase customer participation in order to cultivate their feelings for the dolls. On the Internet, the Jellycat brand official will publish doll-centered brand publicity ads on various short video platforms, mainly in the form of doll animation. In summary, the above publicity methods are diverse, but they all re-emphasize the core concept of brand companionship so that more people understand, thus successfully shaping a good and unique brand image and ultimately oriented to the enhancement of customer value.

5.2 Limitations

This paper can make up for the current social research on Jellycat and other doll brands' lasting heat into the shortcomings, add more about the customer value based on the realization of the brand concept of marketing strategy content, and help to promote the relevant issues. This research topic analyzes the brand concept and advertising and marketing methods from the perspective of the brand concept and solves the problem of their in-depth inner connection in an innovative way. For enterprises, the realization of customer value enhancement can accurately grasp the target customers through effective brand concepts and improve their brand associations with the brand; at the same time, reasonable means of publicity are also needed. This can promote the improvement of customer utility so that the ratio of customer utility to customer cost can be increased, which ultimately contributes to the enhancement of customer value.

This questionnaire survey will try to balance the different age groups of customers of different genders and ensure a certain number of investigators. However, due to the limited time of the study, the number of customers surveyed in the questionnaire is also relatively limited, which may reduce the accuracy of the results.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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