

Research on Multi-Channel Marketing and Profitability of Commercial Companies—Taking Pop Mart and Disney as Examples

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Abstract:

Disney and Pop Mart have successfully leveraged Diversified Integrated Marketing (DIM) strategies to broaden their sales channels and significantly boost their revenue. By integrating various marketing tools and platforms, they have managed to create a comprehensive approach that resonates with the youth demographic. Their products, which often feature unique designs and innovative concepts, have gained widespread popularity due to the strategic use of social media, online stores, and physical retail spaces. The process these companies employ involves a multifaceted approach. They start by identifying their target audience and understanding their preferences. Disney, with its rich history of storytelling and beloved characters, and Pop Mart, with its trendy collectibles, both create products that appeal to young consumers. They then use digital marketing to reach out to this audience, employing social media platforms to engage with them, showcase new products, and create a sense of community. The success of Disney and Pop Mart can be attributed to their ability to seamlessly integrate online and offline marketing efforts, creating a cohesive brand experience that keeps customers coming back for more. Their DIM strategies have not only increased their sales but also solidified their positions as market leaders in the entertainment and collectibles industries. By staying ahead of trends and continuously innovating, they have managed to captivate the hearts and wallets of young consumers worldwide.

Keywords: Marketing; Disney; Pop Mart.

1. Introduction

Nowadays, since technology develops faster and fast-

er, social media plays an important role in expressing messages to the public. On the internet, blind box, which is sold by Pop Mart company, is highly dis-

cussed by young people, and many characters from Disney company's movies are well known all over the world. Not only their products are liked by the public, but also the games designed by Pop Mart and Disney Park both have high reputations. This paper tends to figure out how a business expands its sales and accurately captures customer's favor to earn profit. As a result, this paper may offer some ideas for the new business and give customers some references in choosing products and preventing scams. By looking at Disney's selling process and the establishment and distribution plan of Pop Mart, ways of earning profit will be drug out. Since these companies transform single products into derivatives and sell those derivatives in different ways, profit maximizes. The paper uses the method of comparative analysis. Background information is given in the paper at the beginning, the selling process of Disney and Pop Mart are followed later and finally ends with the comparison, comparison, and expectations.

2. Literature Review

2.1 Introduction of Marketing and Distribution Plan

The whole process of marketing can be separated by mainly three parts: targeting, distributing, and inventing. The first step to begin is content, which means that the company should initially have a product or an idea waiting to be developed. When choosing that product (or idea), several factors are important to be considered. According to online research [1], it points out that companies should follow the trend of the market. Analyzing the position may stop companies from missing their way. Furthermore, due to the development of technology, companies now may get more and more accurate information leading to the customers' needs. Needs always encourage companies to update their services. In addition, companies may also see other companies' decisions as references, which may help both of them to improve. All in all, companies who have a product liked by the market, services enjoyed by customers, and sites of other companies, will have high comparative advantages throughout the market. The second step is about distribution. Needs are captured during this period. The goal of distribution is to introduce the product to the public and to be liked. To do that, companies should survey questionnaires to ask for feedback. If companies know what should be improved, then everything else will be clear. Knowing the direction, then run! Moreover, expanding distribution ways is the thing to do. Companies can make their distribution more reasonable as well as the cost by using the Internet. The Internet can bring a reputation everywhere around the world, which ensures that

profit is maximized. The third step is to invent new things. Distant places bring more opinions and opportunities. It's time to invent something new for surprises, which may provide more options for the customers.

2.2 Diversified Integrated Marketing

It is a powerful technique that helps expand its market. It mainly includes selling assigned in parts, both online and offline selling, and database selling [2]. Take white wine's selling as an example of selling assigned in parts. The process of selling whines includes production, storing, and selling. However, not all these parts are possessed by a single company. Usually, there are three companies and each of them takes responsibility for exactly one part. It ensures responsibility and enhances efficiency. Online and offline selling are easy to understand, and the difference is the place of selling products. Online selling's advantage is that it won't be limited by either place or time. In contrast, offline selling offers customers opportunities to touch the products. Finally, database selling is the most invisible way of marketing, though it truly accompanies people every day, from the time people stop for a video to a sentence people leave under the video. This selling is kind of monitoring every detail of customers, to steal their habits and favors, which makes success for companies.

2.3 Introduction of Pop Mart and Disney

Pop Mart is a company that mainly focuses on blind box selling. A blind box is a kind of selling technique that before people open it, they never know which one they will get. Pop Mart is now really popular throughout China which has many fans. The first store was opened in 2010. They break through tradition and bring a new world for young people. Many characters like Molly, Pucky, and Dimmo are liked by young people, not only because of their cute appearances but also the idea behind them. Toys represent fresh, memory and hearts, which are related to youth.

Disney is well-known throughout the world, and everyone is familiar with the character 'Mickey'. The company was established in 1923. After a hundred years, now, it has hundreds of characters under its name. The company has many businesses including film or stage production, entertainment parks, products, and distinct media.

3. Marketing Process of Disney

3.1 Designing

Disney mainly focused on filmmaking since the company was established by Walt Disney in 1923. Take the movie

Frozen as an example. In the beginning, the production team was considering what kind of story would catch people's eye [3]. Before that moment, there were many stories like Prince and Princess, or girls are secured by boys. People got tired of looking at those stories. Also, they wanted to invent a completely new theme to show their pluralism. They decided to create a story about female power—a story about the queen and her sister. After their appearances were confirmed, then they would be made to be alive. The production team will first use technology to stimulate and control the characters' movements like the clothing, hair, and muscle, then lay out characters, backgrounds, and props, and shoot cameras. Every still is rendered later. Those stills compose the whole movie, and they will be put into the cinema. They not only have original characters like Mickey Mouse, but also, they purchase many other companies such as Pixar Animation and Marvel Entertainment. They now hold more characters that can be used later, and also, they have no competitors in the market.

3.2 Distributing

Disney spread out their movies in the early days by designing advertisements about characters. Movies created by Disney have different selling windows now. The first window is a theatrical window which is where people can directly go to cinemas to watch. This window gains the most profit. The second window is a nontheatrical window through which people can buy their movies through Disney+. It will be less expensive than a movie ticket and people can select whether paying for counting in times or periods of watching. The third window is that Disney company will give some public places or online platforms access of to play the movie for final selling. The last window is sometimes completely free, and people can watch it at home at any time. Film companies always use social media to spread out their ideas. Between each step of the production process, the company can show their work to the public like their storyline, character's appearance, or some cool special effects of the sequence, which attracts more and more people to continue focusing on the process and go to see the movie.

3.3 Derivatives

Besides gaining money from the box office, they build Disneyland. The first Disneyland was established in California, in 1955. Since the result was pretty good, they built more parks all over the world. Disneyland was built in Hong Kong in 2005 and another was built in Shanghai in 2019. Each of them gains a good profit in China. The park satisfies people's needs for playing and shopping.

The park contains different kinds of games, including small games and exciting programs. People who are afraid to play roller coasters can go to play Ferris wheel and merry-go-round, even throwing or fishing games. On the other hand, people who are interested in films can buy their favorite characters' products such as water bottles and toys. In Shanghai Disneyland, Linabelle, which is a cartoon character created by the Disney company, is the most popular character among Chinese people. When her new series comes out, all of the products will be sold out in a few minutes. Also, the park sells classical characters' products like princesses and Mickey's friends. They have approximately 7 thousand products for sale [4]. The financial report of Disney shows their revenue for the first season in 2023 and they earned 87.36 billion from the park. In addition, Disney created its own online game called Disney Fantasy Online. People can change their clothes and decorate their towns, use magic to fight, and collaborate with Mickey. Its keywords are romantic, magic and adventure. The most special part is that players can get a wedding in the game, near the castle or on a ship. Its free play mode is liked by many young people.

4. Marketing Process of Pop Mart

4.1 Content-Accumulating designs

Lattice shops were the inspiration of Wang, the CEO of Pop Mart [5]. When he was a student in Zhengzhou Province, there were lattice shops around his university. Its model is to divide containers into indefinite lattices, selling different products. Although the profit is small, passenger flow volume is high. After graduating, Wang took Watson as a reference to learn the retail industry. He began his shop, Pop Mart. He changed the way of renting out lattice to independent selection. He defined Pop Mart as a shop that accumulates different kinds of products including creative stuff, toys, and household products, even digital products. He thinks that the quality of products, the way of displaying, and several factors of the designing of the shop both decide the success. They truly made success for a short while. However, when online shopping appeared in public sight, it was harder for offline shopping to survive. Pop Mart didn't have advantages over other companies. At that moment, Wang decided to change the slogan as to "Go to Pop Mart for buying gifts". Wang noticed a cute character whose name is Sonny Angel. It has twinkling eyes, a round stomach, and no clothing. It represents purity. Many young people showed their love of the angel, which shows Wang the way Pop Mart can go. Later on, Wang tried to find more designers for asking corporations. Molly was born. Her designer Kenny trusted

Wang, since Wang ensured him that his child Molly would be well known in the future. Then, they put their effort into making Molly alive, as a toy. To do that, Wang began searching for suitable factory to do the job. He was cautious about the process of producing, including modeling, oiling, and assembling. Finally, Wang has accumulated many designs such as Pucky, Labubu, and Dimmo.

4.2 Distributing

Business wants to be known by people, as well as Wang's. When people come to the offline stores established by Pop Mart company, staff will patiently introduce their commodities. When people don't know what is a blind box, staff will give definitions and share their opinions of different characters. Wang doesn't only have offline stores, but also online shops where people can buy blind boxes except considering the cost of going to an offline store. There are many playing strategies when shopping online. For example, people can use different function cards to try to get their favorite one. Some cards can tell people which one this box contains, so people can decide whether to buy or not buy this one. The possibility of buying the favorite one raises, which encourages people to buy it online. There are short videos on social media to discuss those strategies given by Pop Mart. In addition, Pop Mart set up exhibitions each year to attract more designers. The exhibition is a platform for making new friends. Customers can meet their favorite characters' designers as well and they can buy new series on the exhibition, or even limited edition. Plus, Wang pays attention to the feedback of the customer. He once asked young people "Instead of collecting Sonny Angel, what else characters do you want to collect?" He received many responses of willingness to collect Molly. Then he came to meet Kenny for collaboration.

4.3 Derivatives

Since then, Pop Mart has become more popular among young people. They now already have signed contracts with 25 exceptional artists, operate 85 characters, 114 stores, and 825 machines for selling blind boxes. Pop Mart now expanded their market to 21 foreign countries in the world. Their stock value broke through one hundred billion. They are not satisfied with just selling blind boxes. In 2023, Pop Land was born. It is an entertainment park consisting of many amusement facilities and sculptures of classic characters of Pop Mart. Each character represents a subject district. Young people who have their favorite character can go directly to the appropriate district. Many pictures are on social media which attracts more and more people to come to play. The company sells limited edi-

tions in the Pop Land, so people who want to get a limited edition have to pay for the ticket and then go into the park for consumption. In addition, Pop Mart invented its own game called Dream Home. In the game, people can still buy blind boxes to get their favorite one, in the "electronic version". The game not only contains people who are already familiar with the characters but also attracts people who like this kind of game. The theme of the game is pure. It provides young people a place to have a rest, and to be happy, which accords with young people's beliefs and thoughts. The game is easy and people can play it even during a short of spare time, tilling land, fishing, and decorating houses.

5. Similarities and Differences Between Marketing Process of Disney and Pop Mart

They both acculturate many characters as inspirations for the following selling. Disney has its production team creating their characters, while Pop Mart finds artists, the designers, to buy their creations, and use those different creations to form a group of characters, which builds a base for later selling. Their goal is the same, which is to form their contents, but their means are a little bit different from each other. According to the distribution part, based on its competitive content, Disney early used advertisements like posters. In contrast, due to the development of technology, Pop Mart uses social media for advertising like creating a short cartoon. Although they have different strategies, they both tend to let more people know about their work. Lastly, they both now sell the access of their characters to other companies. They also have parks and online video games to solidify their customer, which expands their way of earning profit.

6. Suggestions for Business and Customers

Wang once said: "I believe our company will be as successful as Disney." They follow the trend of successful companies, invent their path, and go into the public's sight. Businesses should have a clear goal, and target audience to create or accumulate their work as content. Then, after having good content, let others know. During the distribution part, ask whether people like it or not by using questionnaires or setting up a discussion online to remake products to fit in taste. Remember, if one day people stop buying your new version, then it's time to update or change the path. Later on, try to solidify customers and maybe cooperate with other companies. Help each other

to improve, and both of you will win. Finally, invent more products. The idea can be the same. The key is to change the way of showing the same idea such as using different series or different genres, so that one thing can become several things to maximize the profit this one thing can bring. It is easier to create a derivative than a new idea. For customers, the challenge is to decide whether to continue buying the same idea or not. It depends on how much people like it that they will buy it again and again though they know they are buying for the same idea. In addition, the marketing given by the company potentially influences people's minds, trying to tell people that although the idea is the same, each generation of the product has differences like efficiency and themes. As a result, the customer has to sharpen their eyes to see whether it's worth buying.

7. Conclusion

The similarity of marketing between the two companies includes the step of finding content, distributing, and transforming the products. The only difference is that Disney has a larger influence in the world compared to Pop Mart. Its original content is made by the company itself as

well. However, Pop Mart finds other designers instead of creating their ideas. They play a role as same to the bridge since they provide a platform for the artist to communicate with the customers. They benefit both sides.

This paper has some limitations as well since it doesn't provide enough data to support the conclusion. In addition, the process of marketing has some cracks between each step. As a result, hope more researchers can find more clues to describe in detail. All in all, hope this paper can help parts of the companies and customers to sell and buy.

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