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**QUALIFYING MASTER'S THESIS**

on the topic:


**BRAND MANAGEMENT IN THE STRATEGIC  
DEVELOPMENT OF THE COMPANY**

student of higher education **Chen You**

**The work is accepted for defence in the EC**

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**TASK**  
**FOR A QUALIFYING MASTER'S THESIS**  
Chen You

1. Topic of work: "BRAND MANAGEMENT IN THE STRATEGIC DEVELOPMENT OF THE COMPANY".

Scientific adviser Iryna Denchyk  
(full name, academic degree, academic title)

Approved by order of the university dated September 17, 2024 № 4601-5/1025.

2. The deadline for student submission of work November 18, 2024.

3. List of topics to be developed:

• In Chapter 1: to explore the concept, essence, and main functions of a brand; to classify brand types and analyze the main approaches to their categorization; to examine core models and strategies for brand building.

• In Chapter 2: to provide technical and economic characteristics of Midea; to analyze Midea's brand communication and dissemination policies; to assess the process of creating and sustaining a strong brand at Midea.

• In Chapter 3: to evaluate the application of global brand management experience in Midea's operations; to propose strategies for strengthening Midea's branding strategies

and market positioning; to address challenges in brand building and maintaining Midea's corporate image and reputation.

4. Plan of qualifying master's thesis

No	Names of work sections
1	THEORETICAL ASPECTS OF BRAND MANAGEMENT
2	ANALYSIS OF MIDEA'S BRAND STRATEGY
3	ENHANCING THE ROLE OF BRAND MANAGEMENT IN THE STRATEGIC DEVELOPMENT OF MIDEA

5. Date of issue of the task September 25, 2024.

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Scientific Adviser Iryna Denchyk Iryna Denchyk  
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## ABSTRACT

The qualifying master's thesis contains 107 pages, 14 tables, and a list of 42 references.

**The object of research** is Midea's brand management practices.

**The subject of research** is the development and optimization of brand management strategies to enhance Midea's strategic development and market position.

**The purpose of the master's thesis** is to develop theoretical and practical recommendations for improving Midea's brand management system to strengthen its market positioning, corporate reputation, and competitive advantage.

**Tasks of a qualifying master's thesis include:**

- to explore the concept, essence, and main functions of a brand;
- to classify brand types and analyze the main approaches to their categorization;
- to examine core models and strategies for brand building;
- to provide technical and economic characteristics of Midea;
- to analyze Midea's brand communication and dissemination policies;
- to assess the process of creating and sustaining a strong brand at Midea;
- to evaluate the application of global brand management experience in Midea's operations;
- to propose strategies for strengthening Midea's branding strategies and market positioning;
- to address challenges in brand building and maintaining Midea's corporate image and reputation.

**The research outcomes** include the identification of strengths and weaknesses in Midea's current brand management practices, as well as opportunities for improvement through the application of global best practices. The analysis highlights the importance of a strong, well-defined brand strategy in achieving long-term corporate goals and maintaining competitive advantage.

**The obtained results** have practical implications for Midea and other companies seeking to optimize their brand management systems to enhance competitiveness and corporate value.

**Year of completion of the qualifying master's thesis: 2024.**

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## INTRODUCTION

In the development of the company's strategy, brand management plays an important role. With the increasingly fierce market competition and the deepening of the globalization trend, enterprises also pay more and more attention to brand management. Brand is not only a logo, a name or a symbol, but also a symbol of the core competitiveness and market position of an enterprise. A strong brand can leave a deep impression in the hearts of consumers, and then translate into continuous purchasing behavior and loyalty, bringing long-term and stable benefits for the enterprise.

From the perspective of management, brand management involves multiple levels of content, including brand positioning, brand communication, brand asset evaluation and brand extension. These links are interrelated and influence each other, and together constitute a complete system of brand management. Brand positioning is the foundation of brand management, which determines the unique position of the brand in the market and the target consumer groups. Through accurate brand positioning, enterprises can clarify their own market positioning and development direction, laying a solid foundation for the subsequent brand communication and marketing activities.

Brand communication is to transform brand positioning into specific communication strategies and actions, and transmit brand information to target consumers through advertising, public relations, promotion and other means, so as to enhance their cognition and memory of the brand. In this process, enterprises need to fully consider the needs and preferences of target consumers, choose the appropriate communication channels and methods, to ensure that the brand information can accurately and efficiently reach the target audience.

Brand asset evaluation is an important link to measure the effect of brand management. Through the evaluation of key indicators such as brand awareness, reputation and loyalty, enterprises can understand the actual performance of the brand in the market, and timely find and solve potential problems. At the same time, the

brand asset evaluation can also provide strong data support for enterprises to develop future brand strategies, and help enterprises to better grasp the market opportunities and challenges.

In the process of brand management, enterprises also need to pay attention to the problem of brand extension. With the constantly changing market and the increasingly diversified consumer needs, enterprises may need to expand new market areas and product lines through brand extension. However, brand extension is also a double-edged sword, and if not handled properly, it may damage the image and value of the original brand. Therefore, in the brand extension, enterprises need to fully consider the market demand, competition pattern and their own resources and other factors, and formulate scientific and reasonable extension strategies.

To sum up, brand management plays an irreplaceable role in the strategic development of the company. Through the systematic brand management practice, enterprises can shape a unique brand image, enhance the market competitiveness, and achieve long-term and stable development. However, brand management is not an overnight process, it requires enterprises to continue to invest energy and resources, and constantly optimize and improve. In the future market competition, only those enterprises that can deeply understand the connotation of brand management and put it into practice can stand out in the fierce market competition and become the leader in the industry.

Take Midea brand as an example, its successful brand strategy and management practice provide us with valuable experience. Through the clear brand positioning and communication strategy, Midea has successfully shaped the brand image of high-quality and innovative technology, and won the wide recognition and trust of consumers. At the same time, Midea also pays attention to the continuous evaluation and optimization of the brand assets, and timely adjusts the brand strategy to adapt to the market changes. These successful experiences are worth other enterprises to learn from. In the future development, Midea will continue to strengthen the role of brand management in strategic development, and constantly

explore and innovate the concept and method of brand management, in order to achieve more long-term development goals.

#### Research Methods and Ideas:

When exploring the topic of brand management in the strategic development of companies, this study adopts the method of combining case analysis and theoretical research. As an important branch of management, brand management involves strategic planning, marketing strategy and resource allocation, and plays a vital role in the long-term development of enterprises and the promotion of market competitiveness. Through the in-depth analysis of the brand strategy practice of specific enterprises, combined with the relevant theoretical framework, we can more fully understand the connotation of brand management and its position and role in the development of enterprise strategy.

Specifically, this study first sorted out the basic theory and development context in the field of brand management through literature review, and provided theoretical support for subsequent research. On this basis, we take Midea Group as an example and conduct an in-depth case analysis. Through the development process of Midea brand, as well as the detailed analysis of its brand strategy formulation and implementation process, we can have an insight into the successful experience and shortcomings of Midea in brand management. The strength of the case study is its ability to provide rich practical details to help us understand the complexity and dynamics of brand management at an operational level.

With the case analysis, this study also focuses on the depth and breadth of theoretical research. We use the classical theory in strategic management, marketing management and other fields to systematically interpret and evaluate Mideas brand strategy. These theories not only provide us with a multiple perspective on the analytical problem, but also help us to construct a more perfect analytical framework. Through the mutual verification of theory and practice, we can further reveal the internal logic and external performance of Mideas brand management, and further enrich the theoretical system of brand management.

In the process of research, we always adhere to the problem-oriented, and strive to solve practical problems through scientific research methods. On the basis of case analysis and theoretical research, we put forward a series of targeted suggestions, aiming to help Midea Group to further optimize its brand management strategy and enhance its brand influence and market competitiveness. At the same time, we also expect that these research results can provide useful reference and reference for other enterprises in the brand management practice.

This research is committed to deeply explore the brand management in the strategic development of the company, especially focusing on the practical application of brand management theory, the strategic analysis of Midea brand, and how to enhance the role of Midea brand management in the strategic development. As an important part of modern enterprise management, the combination of theory and practice of brand management has a decisive significance for the long-term development of enterprises.

In the theory of brand management, we will analyze the core concepts, basic principles of brand management and its position and role in the development of enterprise strategy. Brand is not just a logo or name, it is a bridge of trust and emotional connection between enterprises and consumers. Effective brand management can enhance the market competitiveness of enterprises, enhance customer loyalty, and then promote the improvement of enterprise performance. Therefore, we will comprehensively elaborate the connotation and extension of the brand management theory from the brand equity, brand positioning, brand communication and other dimensions, etc.

On the basis of in-depth analysis of brand management theory, this research will take Midea brand as an example for specific strategic analysis. As a well-known home appliance enterprise, the successful implementation of Mideas brand strategy has an important demonstration significance for the development of the whole industry. Through detailed data collection and case analysis, we will deeply explore the advantages and disadvantages of Midea brand in the market competition, as well as the fit degree of its brand strategy and the overall development strategy of the

enterprise. In addition, we will also pay attention to the market performance of Midea brand in the context of globalization, in order to provide a useful reference for its future brand development.

One of the priorities of this study is to further enhance the role of Midea brand management in strategic development. We will combine the actual situation of Midea brand, put forward a series of targeted strategy suggestions. These suggestions will cover brand building, brand maintenance, brand innovation and other aspects, aiming to help Midea brand maintain a leading position in the future market competition and achieve sustainable development.

# CHAPTER1

## THEORETICAL ASPECTS OF BRAND MANAGEMENT

### 1.1. Concept, essence and main functions of the brand

(1)The multi-dimensional concept of brand: profound and rich commercial symbols

In today's ever-changing business world, the brand has already gone beyond its original function as a simple product logo. It is like a multi-dimensional three-dimensional sculpture, standing at the forefront of the market, and becoming a comprehensive carrier of enterprise value, profound cultural heritage and emotional resonance of consumers. Brand, the bright pearl in the commercial field, gathers multiple elements, and works together to weave a fascinating brand picture scroll.

In this rapidly evolving business landscape, the significance of the brand extends far beyond mere identification. It stands as a towering edifice, built upon a solid foundation of unique elements that encompass not just visual aesthetics but also deeply entrenched cultural values and emotional connections. This intricate tapestry of brand elements intertwines to create a narrative that transcends products and services, resonating deeply with consumers on an emotional level. As businesses strive for distinction and longevity, the brand assumes a pivotal role, guiding every aspect of their operations and forging strong bonds with their target audience.

The essence of branding lies in its ability to encapsulate the very soul of an enterprise, reflecting its vision, mission, and values in a coherent and compelling manner. By meticulously crafting and nurturing these elements, organizations can cultivate a distinct identity that sets them apart from the competition. The journey of brand building is a continuous process, requiring strategic planning, innovative communication, and a relentless commitment to delivering exceptional experiences that resonate with customers' hearts and minds.

Furthermore, the brand serves as a beacon, guiding consumers through the vast sea of choices and fostering trust and loyalty. It becomes a symbol of quality,

reliability, and innovation, reassuring customers that they are making informed decisions when they choose to engage with a particular brand. As such, the brand's influence extends far beyond the immediate transaction, shaping consumer preferences, influencing purchasing decisions, and fostering long-term relationships that endure through time.

#### 1) The composition of the brand elements

**Name:** The name of the brand is the direct expression of its identity, just like the name of a person, carrying the vision and mission of the enterprise. An excellent brand name should not only be concise, easy to remember and pronounce, but also contain deep meaning and can touch people's hearts. For example, the name "Apple" is simple and elegant. It is not only a name of a fruit, but also a symbol of innovative, pure and concise design concept, which is deeply imprinted in the memory of consumers around the world. Such a name, like the sound of the soul of the enterprise, passes through the boundaries of time and space, and establishes an emotional connection with every consumer.

**Logo:** Brand logo, as the core of visual recognition, is a silent interlocutor between the brand and consumers. Through the exquisite combination of graphics, color, font and other visual elements, it builds a unique brand image, and conveys the core concepts and values of the enterprise. Nike's "Swoosh" logo, with its simple and smooth lines and dynamic form, became a symbol of the sports spirit. The design of this logo not only shows the vitality and enterprising spirit of the brand, but also stimulates the consumers' infinite yearning for sports and health. Every appearance of the brand logo is a profound interpretation and extensive dissemination of the brand concept.

**Symbols and design:** including brand packaging, product appearance design, etc., these elements together constitute the visual recognition system of the brand. For example, the classic bottle design of Coca-Cola not only has a unique visual effect, but also becomes an important recognition symbol of the brand. Innovation in brand symbol and design can enhance the attractiveness and differentiation advantage of the brand.

To sum up, the multi-dimensional concept of brand is reflected in its rich elements and profound connotation. The exquisite fusion and mutual echo of names, signs, symbols and design elements jointly build a unique and charming brand image. This image not only represents the quality of the products and services of the enterprise, but also conveys the cultural concept and values of the enterprise. In the fierce market competition, the brand is like a banner, leading the enterprise to continuously move forward and surpass.

## 2) Brand culture and values

The brand is not only a visual or sensory presentation, but also a profound embodiment of corporate culture, values, historical inheritance and future commitment. A successful brand can convey unique brand concepts and cultural values to consumers, thus emotionally resonate with consumers.

**Brand story:** Brand story is an important part of brand culture. By telling the origin, development process and major events of the brand, consumers sense of identity and sense of belonging to the brand are enhanced. For example, Starbucks has successfully attracted a large number of consumers who pursue a quality of life by telling the story of its "third space" brand.

**Values:** Brand values are the core embodiment of corporate culture, reflecting the mission, vision and core values of the enterprise. These values are passed on to consumers and influence their purchasing decisions through brand communication and behavior performance in daily operations. For example, Teslas emphasis on environmental protection and technological innovation has attracted a lot of consumers concerned about sustainability.

(2)The profound nature of the brand: the double symphony of value and emotion

When we deeply analyze the inner core of the brand and explore why it can stand out among many competitors and win the deep recognition and trust of consumers, it is not difficult to find that the root of all these is deeply rooted in the unique value and deep emotion of the brand. What a brand represents is not only the quality and function of the product itself, but also a life attitude, spiritual pursuit and

emotional resonance that it conveys. These invisible forces, like a magnet, attract those consumers who fit with the brand concept, making them naturally inclined to the brand that touches their hearts.

Specifically, the value of the brand is reflected in many aspects. It may represent innovative technology, excellent quality, professional service, and may also contain the attention and commitment to environmental protection, social responsibility and other issues. These values are not only the brands positioning and pursuit of itself, but also a profound insight and satisfaction of consumer needs. When the value of the brand fits with the values of consumers, it will produce a strong emotional connection with the brand, so that consumers will have a high sense of identity and belonging to the brand.

In terms of emotion, the brand establishes a deep emotional bond with consumers through a series of carefully designed marketing activities, brand image building, user experience optimization and other means. These emotional bonds may be based on common values, life concepts, or they may be based on loyalty and love for the brand. They allow consumers to choose a brand more rational, but more emotionally driven. This emotion-driven power is huge, and it can make brands occupy an irreplaceable position in the hearts of consumers, and become an indispensable part of their lives.

To sum up, the key reason why a brand can occupy an important position in the hearts of consumers lies in the unique value and profound emotion it carries. These values and emotions together constitute the soul and charm of the brand, which enables the brand to stand out in the fierce market competition and win the wide recognition and trust of consumers.

#### 1)The embodiment of value

The value of a brand is reflected in several key dimensions, covering product quality, service quality, technological innovation and other aspects. A brand with excellent reputation and wide recognition, has undoubtedly become a synonym for high-quality products and services. This value not only accurately connects with the

actual needs of consumers, but also greatly improves their purchasing experience and satisfaction.

**Product quality:** excellent product quality is the solid foundation of brand reputation. We are committed to through strict quality control and fine production process, to ensure that each product can show stable and reliable performance, accurately meet the needs of consumers.

**Service quality:** Quality service experience is the key to improving consumer purchase satisfaction and loyalty. We provide a full range of after-sales service and detailed customer relationship management, aiming to enhance consumers trust and dependence on the brand through every detail.

**Technological innovation:** and technological innovation is a powerful engine to promote the sustainable development and progress of the brand. We continue to increase investment in research and development, the courage to innovate and breakthrough, committed to launching industry-leading technology products, in order to meet consumers unremitting pursuit of fresh experience and excellent quality.

## 2) Emotional resonance

In the highly competitive market, the brand is not only the identification of products or services, but also the emotional bridge between enterprises and consumers. The key to a brand touching consumers heartstrings is to accurately capture and respond to their psychological demands and value orientation. Through in-depth study of consumer psychology, the brand understands its material and emotional needs, and skillfully integrates the brand elements to achieve resonance and recognition. At the same time, the brand needs to accurately locate the value, fit with the value orientation of consumers, show the sense of social responsibility and the spirit of responsibility, and win the trust and respect. Empirical research shows that more than 70% of consumers will consider the value fit when choosing a brand, and the brand loyalty significantly increases when the fit is high. Brand building should pay attention to the combination of details and creativity, and show its unique charm and values through design, advertising, service and other means, so as to

attract consumers attention and love. In short, the brand needs to constantly improve the emotional value and cultural connotation to win more consumer favor and loyalty.

**Brand story:** By telling the real and touching brand story, stimulate the emotional resonance and identity of consumers. These stories often align with consumers life experiences and values, resulting in strong emotional connections.

**Advertising:** Exquisite advertising can attract consumers attention and stimulate their desire to buy. Through clever creative and visual presentation, the brand concept and values are transmitted to consumers and arouse their resonance.

**Social media interaction:** Social media has become an important platform for brands to interact with consumers. Build close ties with consumers and enhance their sense of participation and belonging by publishing interesting content and responding to their comments and questions.

(3) Multiple functions of the brand: to identify and ensure the perfect combination of communication

In today's competitive market environment, the function of brands has gone far beyond the scope of simple logo or name. They are like a strong Bridges, connecting the emotion and trust between enterprises and consumers. The functions of the brand are rich and diverse, and every detail contains a profound strategic intention and brand value, which together constitute the core pillar of the brand management and support the steady progress of the enterprise in the business sea.

First of all, the brand has the recognition function. This is the most basic and the most intuitive function of the brand. A unique and easy to identify the brand logo, can stand out in many similar products, quickly attract the attention of consumers. Just like Apples Logo, the simple apple pattern has become a synonymous with technology and fashion, which makes people associate the excellent quality and innovative spirit of its products at a glance. Through brand identification, enterprises can establish a unique brand image in the hearts of consumers, and lay a solid foundation for the subsequent marketing activities.

Secondly, the brand has the communication function. In the era of information explosion, the brand has become an important carrier for enterprises to convey their

own ideas, values and product information. Through carefully planned brand communication strategy, enterprises can show their own unique charm to the majority of consumers, stimulate their own desire to buy. For example, Coca-Colas brand concept of "sharing happiness", through a series of warm and happy advertising, is deeply rooted in the hearts of the people, so that people can feel the happiness and happiness of sharing while tasting Coca-Cola. This kind of brand communication not only improves the market share of the products, but also enhances the consumers loyalty and sense of belonging to the brand.

Moreover, the brand has a value-added function. A strong brand can bring far more value to the enterprise than the product itself. This value is reflected in many aspects: first, the brand premium ability, that is, consumers are willing to pay higher prices for products with well-known brand; second, brand loyalty, that is, loyal consumers will buy over and over again the products of the same brand to form a stable consumer group; third, the brand extension ability, that is, enterprises can use the visibility and reputation of the existing brand to launch new products or services and quickly occupy the market. These value-added functions have brought great economic and social benefits to the enterprise, and are an important driving force for the sustainable development of the enterprise.

In addition, the brand also has a protective function. In the fierce market competition, the brand is like the shield of the enterprise, which can effectively resist the invasion from the competitors. By means of trademark registration and patent application, enterprises can protect their brands from infringement and safeguard their legitimate rights and interests. At the same time, brands can also help enterprises to distinguish between fake and shoddy products, and protect the legitimate rights and interests of consumers and the good reputation of enterprises.

To sum up, the functions of brands are rich and diverse, and they together constitute the core pillar of brand management. If the enterprise wants to remain invincible in the fierce market competition, it must attach great importance to the construction and brand of the management. Through continuous innovation and improvement of brand functions, enterprises can create a brand with strong

competitiveness and influence, and inject a steady stream of power into the development of enterprises.

#### 1) Identification function

In the environment of a wide variety of goods and fierce market competition, the identification function of the brand is particularly important. A unique and distinctive brand can quickly catch the attention of consumers and help them easily identify the products or services they need in many products.

**Uniqueness:** Brands need to have a unique name, logo and visual recognition system to stand out among many brands. This uniqueness not only helps consumers to quickly identify the brand, but also improves the brand awareness and reputation.

**Simplify the purchase decision:** Brand recognition function can simplify the purchase decision process for consumers. By understanding the brands product characteristics and service quality information, consumers can quickly make purchase decisions and reduce purchase risk.

**Convenient and safe shopping experience:** the brand provides consumers with a convenient and safe shopping experience. By choosing the products and services of well-known brands, consumers can enjoy the shopping process more confidently and reduce unnecessary troubles and disputes.

**Establish trust and credibility:** Beyond facilitating decision-making, the identification function of a brand also helps to establish trust and credibility in the minds of consumers. A strong brand identity, consistently upheld over time, signals reliability and quality, making consumers feel more confident in their choices and fostering long-term loyalty.

**Enhance personal identity:** Brands often become extensions of an individual's personal identity. By associating oneself with particular brands, consumers can express their values, beliefs, and aspirations. This emotional connection further strengthens the identification function of the brand, fostering a sense of belonging and community among like-minded individuals.

**Promote brand loyalty:** Ultimately, the identification function of a brand is integral to fostering brand loyalty. When consumers feel a strong emotional

connection to a brand and identify with its values and mission, they are more likely to remain loyal to that brand over time. This loyalty translates into repeat purchases, positive word-of-mouth recommendations, and increased brand equity, all of which are essential for long-term success in the marketplace.

Table 1.1

#### Overview of brand multiple functions

functional category	description	importance
recognition function	Unique and distinctive, simplify the purchase decisions, and provide a convenient and safe shopping experience	The foundation and the key
quality assurance	High quality symbol, enhance purchase confidence, reduce purchase risk	Win your trust and win your loyalty
communication and communication	Transfer of values and ideas through brand stories and advertising campaigns, and establish emotional connections	Cultivate loyal customers and enhance the brand influence

#### 2) Quality assurance function

Brand, as a bright treasure in the commercial field, its connotation is far beyond the logo on the surface of the product, deeply rooted in the inner trust and dependence of consumers. It is like a bright beacon, providing clear guidance to consumers in the complex market, ensuring that every choice can bring satisfaction and trust. A prestigious and widely recognized brand, behind it embodies countless times of careful carving and unremitting efforts, a symbol of high quality products and services, is the dual protection of quality and reputation.

First, we need to deeply explore the nature of the brand. Brand, as the emotional link between enterprises and consumers, is a comprehensive display of corporate culture, values and product characteristics. It goes beyond a single trademark, name or slogan, but is a profound commitment, a precise grasp and

satisfaction of consumer needs. It is this deep commitment that makes the brand stand out in the fierce market competition and win the love and loyalty of consumers.

So, why does the brand become a solid backing for quality? This is inseparable from the enterprises unremitting pursuit of product quality and strict management. Apple, for example, has a high global reputation, thanks to its consistently high-quality products and services. Whether it is the fine craftsmanship of the hardware, or the continuous optimization of the software, Apple is committed to the perfect presentation of every detail, to ensure that users can enjoy the unparalleled use experience. It is this ultimate pursuit of quality that makes the Apple brand become a synonym for high-quality products and services.

In addition, the brand also carries the social responsibility and responsibility of enterprises. Excellent brands, in the pursuit of excellent products, more courage to undertake social responsibilities. For example, some environmental protection brands reduce their impact on the environment by adopting sustainable production methods, and advocate consumers to pay attention to environmental protection and save resources. This kind of brand behavior not only improves the brand image, but also wins wide praise and respect from the society.

In the deepening globalization, the power of brand is more prominent. A strong brand can cross the boundaries, culture, language, the enterprises products and services to the world. At the same time, the brand has also become an important part of the national soft power, highlighting the countrys economic strength, scientific and technological strength and cultural charm. Therefore, building a brand with international influence has far-reaching significance for enhancing national competitiveness and promoting economic development.

To sum up, the brand is not only the identification of the product, but also a solid guarantee of quality. It carries the commitment and pursuit of the enterprise, and is the comprehensive embodiment of the corporate culture, values and product characteristics. Brands with good reputation and wide recognition often represent high-quality products and services, and are the cornerstone of consumer trust and

choice. In the future development, the brand will continue to play its unique charm and value, to create greater commercial value and social benefits for the enterprise.

symbol of high quality: Brand is a symbol of high quality. Through strict quality control and production process, to ensure that the product performance is stable and reliable and to meet the needs of consumers. This high quality not only enhances the competitiveness of the product, but also enhances the purchase confidence of consumers.

Enhance purchasing confidence: Brand quality assurance function can enhance consumers purchasing confidence. When choosing products, consumers are more likely to choose products from well-known brands because they have higher trust and recognition of the quality and performance of these brands.

Reduce the purchase risk: Brand quality assurance also reduces the purchase risk for consumers. By choosing the products and services of well-known brands, consumers can reduce the disputes and losses caused by product quality problems.

### 3) Communication and communication functions

Brand is an important channel for enterprises to convey values and ideas. Through brand stories, advertising and other diversified means, enterprises can convey unique brand concepts and values to consumers so as to establish a deep emotional connection with consumers.

Brand story: By telling the real and touching brand story, enterprises can stimulate the emotional resonance and identity of consumers. These stories not only convey the values and culture of the enterprise, but also enhance consumer loyalty and belonging to the brand.

Advertising propaganda: Exquisite advertising propaganda can attract consumers attention and stimulate their desire to buy. Through clever creative and visual presentation, the enterprise can convey the brand ideas and values to consumers and arouse their resonance and attention.

Social media interaction: Social media has become an important platform for enterprises to interact with consumers. By publishing interesting content, responding to consumer comments and asking questions, companies can build close ties with

consumers and enhance their sense of participation and belonging. This interaction not only helps to enhance brand awareness and reputation, but also promotes word-of-mouth communication and recommendation behavior among consumers.

## **1.2. Classification of brand types: main approaches**

In the vast field of brand management, the systematic and detailed classification of brand types is an important cornerstone for enterprises to develop brand strategy and build brand image. The following classification analysis of brand types from different angles.

### **(1) A diverse perspective of the brand owners**

Brands can be classified according to the different identities of their owners. This classification method is intuitive and basic, but it profoundly reveals the power structure and market logic behind the brands.

#### **1) Manufacturers brand**

The manufacturers brand is directly owned and managed by the manufacturer, which is closely linked to the enterprises core technology, research and development strength and quality control system. These brands usually have high visibility and reputation, such as Apples iPhone series. Through continuous investment in research and development and innovation, manufacturer brands launch products with leading technologies to meet consumers needs for high quality and high performance.

#### **2) Middlebank brand**

The middleman brand is owned by wholesalers, retailers and other channels, which occupy the market with their keen insight into the market and rich marketing resources. These brands usually have strong market adaptability and flexibility, and can timely adjust their product strategies and sales strategies according to the market demand and consumer preferences. For example, Wal-Mart's own brand products have won the favor of a large number of consumers with its price advantage and quality assurance.

### 3) Mixed brands

Mixed brand is the product of the cooperation between manufacturers and middlemen, which integrates the superior resources of both sides. This cooperation model can not only help to reduce production and marketing costs, but also enhance the competitiveness and market influence of the brand. For example, some well-known clothing brands cooperate with large retailers to achieve a win-win effect by sharing resources and complementary advantages.

#### (2) Multi-dimensional review of market influence

From the perspective of market influence, brands can be subdivided into leading brand, challenging brand, following brand and filling brand.

##### 1) Leading the brand

Leading brands are the best in the market, with strong brand influence, high consumer identity, and continuous innovation capabilities. These brands often have a broad market share and strong brand loyalty, which can lead market trends and drive the industry. For example, as one of the most well-known soft drink brands in the world, Coca-Cola has unparalleled market influence and consumer loyalty.

##### 2) Challenge the brand

Challenging brands are "rebels" who are not willing to meet the status quo. They challenge leading brands through their unique product positioning, innovative marketing strategies and strong execution. These brands usually have a distinct personality and a differentiated competitive advantage, which can attract the attention and affection of specific consumer groups. For example, Tesla electric vehicle, as a challenging brand in the electric vehicle market, has successfully challenged the position of traditional automakers through its leading technology and innovative design.

##### 3) Follow the brand

Follow the brand with market trends and the pace of leading brands to meet consumer demand with similar products or services. These brands often lack a unique competitive advantage, but they can also have a place in the market by responding quickly to market changes and flexibly adjusting their product strategies. However,

due to the lack of differentiation advantage, following brands is often difficult to build stable brand loyalty and market share.

#### 4) Fill up for the brand

Brands focus on filling gaps or segments in the market to meet the needs of specific consumers. These brands are often highly professional and have deep insight into market segments, and are able to provide unique products and services to meet the needs of specific consumer groups. For example, the brand focusing on infant care products has won the trust and love of a large number of parents through its professional product line and meticulous service.

In the realm of branding, those that fill up for the market gaps are not only adept at identifying niche areas but also possess a nuanced understanding of the specific demands within those segments. They employ a strategic approach to carve out a unique position in the market, offering tailored products and services that resonate deeply with their target consumers.

One of the hallmarks of these brands is their level of professionalism, which extends from product development to customer service. They invest heavily in research and development to ensure that their offerings are not only innovative but also address the specific pain points of their consumers. Additionally, they maintain a close relationship with their customer base, gathering feedback and incorporating it into their product iterations, further solidifying their position as experts in their respective fields.

The infant care product brand you mentioned serves as a prime example of this approach. By focusing solely on the needs of parents and infants, they have been able to create a comprehensive range of products that cater to every aspect of infant care. Their attention to detail, from the ingredients used in their products to the packaging designed for ease of use, has endeared them to countless families. Furthermore, their commitment to providing exceptional customer service has only strengthened their bond with their consumers, turning them into loyal brand advocates.

Brand classification from the perspective of market influence

brand type	feature	instance
Leadership brand	Strong market influence, high recognition of consumers	Coca-Cola, Apple
Challenge the brand	Unique positioning, innovative marketing	Tesla Electric Car, and Uber
Follow the brand	Follow market trends, similar products or services	Many smart phone manufacturers, chain fast food brands
Fill the gaps in the brand	Fill in the market gap, to meet the specific needs	Infant care products brand, niche fashion brand

### (3)The close connection between brand and product

Based on the close connection between the brand and the product, the brand can be further refined into three categories, namely, product brand, enterprise brand and organizational brand.

#### 1)Product brand

The product brand is closely related to a specific product or service. These brands usually have a clear product positioning and market positioning, attracting consumers through their unique product characteristics and brand image. For example, Apples MacBook series is a typical product brand, and its unique design and high-performance configuration has won a large number of consumers love.

#### 2)Corporate brand

Enterprise brand represents the image and reputation of the whole enterprise, beyond a single product category. These brands usually have wide market recognition and good reputation, which can bring long-term brand value and market influence to the enterprise. For example, Google is a technology company with a strong corporate brand, and its brand image and corporate culture are well recognized by consumers and the industry.

#### 3)Organize the brand

Organizational brands focus on brand building by non-profit organizations or public institutions. These brands usually have specific social missions and public

welfare goals, and enhance social awareness and influence through brand communication and public welfare activities. For example, UNICEF is a widely influential organization brand, which promotes the protection of childrens rights and interests and welfare undertakings through brand communication and public welfare activities.

#### (4)Quantitative assessment of the brand strength

Some scholars also classify brands from the perspective of brand strength, such as strong brands and weak brands. This classification method provides a more intuitive basis for brand evaluation for enterprises by quantifying key indicators such as brand market performance, consumer loyalty and brand value.

##### 1)Strong brands

Strong brands have a strong influence and competitiveness in the market, and can resist a variety of market risks and challenges. These brands often have a broad market share and a high degree of consumer loyalty, which can bring stable revenue and continuously growing brand value to the enterprise. For example, brands such as Apple and Coca-Cola are typical strong brands.

##### 2)Weak brands

Weak brands are faced with problems such as shrinking market share and declining consumer loyalty, so active measures need to be taken to enhance their brand strength. These brands may decrease in brand value and market influence due to fierce market competition, serious product homogenization or poor brand management. In order to enhance brand strength, these brands need to increase brand investment, optimize product strategy, and strengthen marketing and customer relationship management.

Table 1.3

Brand strength classification and evaluation indicators

brand type	feature	Evaluation indicators
Strong brand	Strong influence and competitiveness	Market performance, consumer loyalty, and brand value
Weak brands	Market share shrank and loyalty declines	Market share, consumer feedback, and brand value growth potential

### 1.3. Core models and strategies of brand building

Brand building is a systematic and complex process, and its core model can be summarized as three pillars: brand positioning, brand communication and brand experience. These core models and the corresponding strategies are detailed below.

#### (1)The core model of brand building

##### 1)Brand positioning

Brand positioning is the starting point of brand building, and also the key to its success. It requires enterprises to have a deep insight into the real needs of the target market, grasp the psychological pulse of consumers, and at the same time combine their own resources and capabilities to develop a differentiation strategy that is both in line with the market trend and highlights the brand personality.

Strategy elements: Target market identification: make clear the target consumer group and market positioning of the brand.

Differentiation advantage construction: explore and strengthen the unique selling points of the brand, in order to distinguish it from the competitors.

Brand value proposition communication: clearly and consistently convey the brand concept and commitment, and enhance consumers sense of identity and loyalty to the brand.

Key points of implementation: In-depth understanding of consumer needs: through market research and consumer insight, accurately grasp the needs and preferences of target consumer groups.

Explore and strengthen the unique selling points of the brand: combine the core competitiveness and market trend of the enterprise, to create a unique brand advantage and differentiation advantage.

Clearly and consistently convey brand concept and commitment: through advertising, public relations activities and other channels, convey brand concept and commitment to target consumers, and maintain the consistency and consistency of brand information.

Successful case: Apple has always focused on the core concept of "innovation", and has continuously launched disruptive products (such as iPhone, iPad, etc.) and innovative marketing strategies (such as iPhone, etc., Apple Store experience store, iTunes music store, etc.). This positioning not only satisfies consumers' freshness and pursuit of technological products, but also has a strong resonance with consumers emotionally.

Challenges and Responses: As market competition intensifies and consumer demand changes, brands need to constantly innovate to maintain their positioning. Apple responds to challenges and strengthens its market position by increasing investing in research and development, maintaining technology leadership, actively expanding emerging markets, and strengthening interaction and communication with consumers.

## 2) Brand communication

Brand communication is a key step to transform brand positioning into market cognition. In the digital age, the means of brand communication are increasingly diversified, from traditional advertising, public relations to emerging social media, network marketing, etc.

Strategy elements: Selection of communication channels: select the appropriate communication media and channels according to the target audience.

Content creativity and planning: to produce high-quality and attractive brand content to attract consumers' attention and interest.

Word-of-mouth marketing and community operation: Use user word-of-mouth and community power to expand brand influence and promote word-of-mouth communication and recommendation behavior among consumers.

Key points of implementation: Accurate delivery: According to the characteristics and behavior habits of the target audience, select the appropriate communication channels and media for accurate delivery to improve the communication efficiency.

High quality content: Create creative, interesting and practical brand content to attract consumers' attention and interest and enhance the brand image and reputation.

Community operations: Build brand communities through social media and other channels and strengthen interaction and communication with consumers to build solid customer relationships and enhance brand loyalty.

Successful case: Xiaomi has managed to attract a large number of young users through its social media marketing. Xiaomi not only publishes new product information, user reviews and other content on its official social media platform, but also actively interacts with users to collect feedback and constantly optimize its products and services. In addition, Xiaomi has also established a huge fan base through community operation. These fans not only become loyal users of Xiaomi products, but also help Xiaomi expand its brand influence through word-of-mouth communication.

Challenges and Responses: The diversification of communication channels may lead to information fragmentation and enterprises need accurate delivery to improve efficiency. At the same time, enterprises with fierce competition in content creativity need to constantly innovate to enhance their attractiveness. For the negative public opinion that may be caused by word of mouth marketing, enterprises need to actively respond to crisis public relations to maintain their brand image.

### 3) Brand experience

Brand experience is one of the ultimate goals of brand building. It touches consumers hearts and deepens their brand loyalty through carefully designed consumption scenes, intimate service process and personalized interactive experience.

Strategy elements: Product and Service optimization: Provide high-quality products and services to meet consumer expectations and exceed their expectations.

Brand contact point management: to ensure that consumers can get a good brand experience and impress them at each contact point.

Customer relationship maintenance and loyalty enhancement: to establish a long-term and stable customer relationship and to enhance consumer loyalty through personalized service and bonus points.

Key points of implementation: Quality products and services: Through strict quality control and optimized service process to ensure that consumers can obtain a quality brand experience at all contact points.

All-round contact point management: from product purchase to after-sales service and brand activities and other links should pay attention to consumer experience and ensure consistency and consistency.

Customer relationship management: through customer relationship management system and data analysis and other means to deeply understand consumer needs and behavior habits, and provide personalized services and recommendations to enhance consumer loyalty and satisfaction.

Successful case: Starbucks brand experience strategy is exemplary. Starbucks not only provides high-quality coffee drinks, but also creates a unique brand experience for consumers through its unique store environment design (such as warm lighting, comfortable seats, etc.) and meticulous services (such as free Wi-Fi, personalized recommendations, etc.). In addition, Starbucks has maintained its long-term relationship with consumers and increased their loyalty through its membership system and bonus program.

Challenges and Responses: The increasing diversification of consumer demands requires companies to respond quickly and adjust their products and services. At the same time, customer relationship maintenance costs are high and the need for refined operations to reduce costs and improve efficiency. Companies need to constantly innovate and optimize their products and services to meet the changing needs and expectations of consumers, and to use technology to improve the efficiency and effectiveness of customer relationship management.

## (2) Brand-building strategy

After establishing the core model framework of brand building, enterprises should carefully plan and implement a series of effective and operable strategies to ensure the continuous prosperity and development of the brand. Here is an overview of several key brand-building strategies:

### 1) Brand consistency

Brand consistency requires enterprises to maintain a high degree of unity and coherence in brand design, advertising, product packaging, service process and other links. Through the unified brand image and voice, deepen consumers impression and cognition of the brand and establish a stable brand image. Companies can ensure the consistency of brands across the contact points by developing brand manuals and brand specification guidelines. These specifications should cover all aspects of the brand identification, color, font, intonation, etc., to ensure that the message transmission of the brand is consistent regardless of which channel or platform.

Furthermore, brand consistency also necessitates a cohesive approach in the way the brand interacts with its stakeholders, including customers, employees, partners, and the wider public. It involves creating a seamless brand experience that transcends individual touchpoints, fostering a sense of unity and familiarity among those who engage with the brand.

To achieve this, organizations must cultivate a strong internal brand culture, where employees are not just ambassadors but active participants in shaping and preserving the brand's identity. Regular training sessions, workshops, and internal communication channels can reinforce the brand's values, messaging, and expectations, ensuring that everyone within the organization is aligned and committed to delivering a consistent brand experience.

Moreover, brand consistency should be a continuous effort, requiring ongoing monitoring, evaluation, and adjustments as market conditions, consumer preferences, and technological advancements evolve. By staying agile and adaptable, brands can maintain their relevance and resonate with their target audiences, even amidst changing landscapes.

### 2) Brand differentiation

Brand differentiation is the key to distinguish enterprises from their competitors and attract consumers. Enterprises need to create a differentiated brand image through unique product characteristics, innovative service concept or clever marketing strategies, in order to meet the unique needs of consumers and establish a

unique brand image. Differentiation is not only reflected in product functions, but also reflected in brand value, service experience, cultural concept and other levels. By clarifying their differentiation advantages, enterprises can stand out in the competitive market.

Brand differentiation is not only a simple difference at the product level, but also a comprehensive and deep brand strategy. In order to achieve brand differentiation, enterprises first need to have a deep understanding of the needs and expectations of target consumers, and dig out the unmet needs of market segments. Subsequently, companies can create a differentiated brand image through the following ways:

First of all, in terms of product design, enterprises can focus on innovation and develop products with unique functions or designs. These products can not only meet the basic needs of consumers, but also bring them unexpected surprises and pleasure. For example, by introducing new technologies, new materials, or new design concepts, companies can create products that are different in performance, appearance, or user experience.

Secondly, in the service field, enterprises can provide personalized services that exceed consumers expectations. This includes building fast response mechanisms, providing customized solutions, and creating unique service experiences. Through quality service, enterprises can deepen the emotional connection with consumers, and establish a solid customer relationship.

In addition, in terms of brand communication, enterprises also need to pay attention to differentiation. Through the unique brand image design, infectious advertising language and innovative marketing methods, enterprises can attract the attention of consumers and stimulate their desire to buy. For example, companies can use social media platforms to interact with consumers and share brand stories and values, thus enhancing consumers sense of identity and belonging to the brand.

Finally, brand differentiation also needs to be reflected in the level of brand culture and values. Enterprises need to establish their own unique brand concepts and missions, and practice these ideas and missions through practical actions. By

delivering a positive brand culture and values, companies can attract consumers who fit with the brand philosophy and build long-term brand loyalty.

To sum up, brand differentiation is the key for enterprises to achieve brand building and market competitive advantage. Enterprises need to pay attention to product innovation, service optimization, brand communication and cultural shaping and other aspects of the differentiation strategy, in order to create a unique brand image and meet the unique needs of consumers.

### 3) Brand extension

As one of the enterprise strategies, brand extension aims to effectively promote new products or services with the help of the awareness and market influence of the existing brands. This strategy enables enterprises to control the marketing cost and quickly penetrate into the new markets or fields, so as to realize the expansion of market share and the improvement of brand value. However, the implementation of brand extension should be cautious to ensure that new products or services are consistent with the existing brand image to avoid adverse market reactions. To this end, enterprises should carry out detailed market research, accurately grasp consumers acceptance of new products, and develop scientific and reasonable promotion plans accordingly.

Successful cases of brand extension often reveal a deep connection between brand power and consumer loyalty. For example, a well-known food brand has successfully attracted more potential customers by introducing new products that taste similar to its core products but target different consumer groups. This strategy not only expands the product line, but also further solidifies the brands position in the hearts of consumers. In order to achieve the best effect of brand extension, enterprises should also pay attention to product innovation to ensure that new products can bring consumers new experience and surprises, so as to enhance the attractiveness and competitiveness of the brand.

At the same time, the brand extension also needs to take into account the changes in the market competition environment. In a rapidly changing market, enterprises need to maintain a keen market insight, timely detect and seize market

opportunities. By flexibly adjusting the brand extension strategy, enterprises can better respond to the market challenges and ensure the successful implementation of the brand extension. For example, enterprises can extend their brand to new areas different from the original product field through cross-border cooperation, so as to realize the diversification and maximization of brand value.

In addition, the brand extension also needs to pay attention to the unity of the brand image. When promoting new products or services, enterprises should ensure the consistency and consistency of brand image, to avoid the confusion and conflict of brand image. This requires enterprises to always adhere to the core values and brand concept of the brand in the process of brand extension, and to ensure that all products or services can be consistent with the brand image. Only in this way can brand extension really play a role and bring more market opportunities and brand value to enterprises.

#### 4) Brand cooperation and alliance

As one of the effective strategies of the enterprise to expand the market and enhance the brand value, the importance of brand cooperation and alliance cannot be ignored. By cooperating with or establishing an alliance relationship with other well-known brands in the industry, enterprises can realize resource sharing and complementary advantages, and then jointly enhance the market value and influence of the brand. Such cooperation not only helps enterprises to quickly penetrate into new markets or new fields, but also can establish a more solid and credible brand image in the eyes of consumers, and enhance brand recognition and goodwill. Therefore, in the selection of partners, enterprises should attach great importance to the fit and complementarity of the two sides, to ensure that the establishment of cooperative relations can truly achieve a win-win situation, and jointly promote the sustainable development of both sides.

In addition to the benefits mentioned earlier, brand cooperation and alliance can also bring about innovative opportunities. By combining the strengths of different brands, enterprises can jointly develop new products or services that cater to market demands and create unique selling points. This collaborative approach fosters a

culture of innovation and experimentation, which is crucial for staying ahead in today's fast-paced business environment.

Moreover, brand alliances can serve as a powerful tool for crisis management. In times of adversity, such as a public relations scandal or economic downturn, having a strong alliance partner can provide much-needed support and resources. The combined efforts of both brands can help mitigate the negative impact and restore consumer trust more quickly.

When forming a brand alliance, it is essential to establish clear communication channels and collaboration mechanisms. Regular meetings and joint planning sessions should be held to ensure that both parties are aligned on strategic objectives and understand each other's strengths and limitations. This level of transparency and cooperation fosters a sense of trust and mutual respect, which is vital for the long-term success of the alliance.

Furthermore, it is important to maintain flexibility in the alliance arrangement. As market conditions change and new opportunities arise, the alliance may need to be adjusted or renegotiated. By remaining open to change and adapting to new circumstances, enterprises can ensure that their brand alliances remain relevant and effective over time.

In summary, brand cooperation and alliance are critical strategies for enterprises seeking to expand their market reach, enhance brand value, and foster innovation. By carefully selecting partners, establishing clear communication channels, and maintaining flexibility, enterprises can create powerful alliances that drive mutual growth and success.

#### 5) Digital brand building

In today's rapidly evolving digital era, the scope of brand building has gone far beyond the traditional advertising and image building, which requires enterprises to keep pace with The Times, deeply integrate digital tools and technologies, and cope with the complex challenges and broad opportunities of the market with a new attitude. In order to stand out in the fierce market competition, enterprises need to

make full use of digital means to strengthen brand influence and optimize user experience, so as to build a more stable market position.

First, social media, as a key platform in the digital age, has built a seamless communication bridge between enterprises and consumers. With the help of Weibo, wechat, TikTok and other popular social platforms, enterprises can release brand information, share product stories, organize interactive activities, and establish a closer and more direct contact with consumers. This immediate and efficient interactive mode not only enhances consumers cognition and goodwill of the brand, but also stimulates their enthusiasm for participation and enhances their brand loyalty. At the same time, through social media data analysis, enterprises can accurately have an insight into consumers interest preferences and behavior patterns, providing solid data support for brand communication.

Secondly, mobile applications, yet another, as an important tool in the digital era, are gradually reshaping peoples lifestyle and consumption habits. Enterprises can develop exclusive mobile applications to provide consumers with convenient one-stop experience, such as product inquiry, purchase and after-sales service, to meet their diversified needs. In addition, through the personalized recommendation, intelligent customer service and other functions of mobile applications, enterprises can further improve the quality of service, and enhance consumer satisfaction and loyalty. At the same time, mobile applications can also help enterprises to collect and analyze user data, providing a more accurate and scientific basis for brand decisions.

Moreover, big data analysis, as the core engine of the digital era, is leading enterprises to the direction of intelligence and precision. Enterprises can use big data analysis technology to deeply mine and analyze massive consumer data and reveal market rules and consumption trends. These valuable data resources not only enable enterprises to more accurately grasp consumer needs and preferences, but also provide strong support for the formulation of brand strategies. For example, enterprises can adjust the product structure, optimize the marketing strategy, and improve the service quality according to the results of big data analysis, so as to maximize the brand value.

To sum up, the digital era has brought unprecedented development opportunities and severe challenges to brand building. Enterprises should keep up with the pace of The Times and make full use of social media, mobile applications, and big data analysis to build a close and efficient consumer relationship network, enhance brand loyalty and user engagement; accurately grasp market trends and consumer demand, provide scientific basis for brand decision-making; and constantly innovate and optimize service experience to create a unique brand image. Only in this way can enterprises set sail in the tide of the digital era and create a more brilliant chapter.

## CHAPTER2

### ANALYSIS OF MIDEA'S BRAND STRATEGY

#### **2.1. The technical and economic characteristics of Midea**

##### (1) technical characteristics

###### 1) Continuous innovation: Technology leads the future

Midea Group, as the leader of the home appliance industry, its continuous innovation in the technology field is undoubtedly the solid foundation of its market leading position. In this ever-changing era, artificial intelligence, Internet of Things, big data and other cutting-edge technologies come in like the tide. Midea Group has keenly captured the infinite possibilities brought by these technologies, and deeply integrated them into product research and development and innovation, thus leading an intelligent revolution in the home appliance industry.

First of all, Midea Group has spared no effort in exploring the field of artificial intelligence. They know that the future of home appliances will no longer be cold mechanical equipment, but intelligent partners who can intelligently interact with users, understand user needs and actively provide services. Therefore, Midea has invested heavily in the research and development of AI technology, not only established its own AI laboratory, but also actively cooperated with top scientific research institutions at home and abroad to jointly explore the innovative application of AI in the field of home appliances. These efforts bear fruits, beauty launched a series of intelligent home appliance products, such as intelligent refrigerator, intelligent air conditioning, intelligent washing machine, etc., not only has the strong learning ability, can automatically adjust working mode according to the users usage habits, also through voice, gestures, such as a variety of ways to interact with the user, greatly improve the users experience and quality of life.

Secondly, the application of the Internet of Things technology has also inserted wings for the product innovation of Midea Group. Midea deeply realizes that the future home appliance products will no longer be an isolated individual, but a part of

the intelligent network that interconnects them and works together. Therefore, they actively promote the Internet of things of home appliances, connect all kinds of home appliances through the cloud platform, and realize the interconnection and remote control of devices. Users only need to master the running status of various devices in their home anytime and anywhere, and carry out remote control and intelligent management. This convenience and intelligence degree, undoubtedly brings users an unprecedented comfortable experience.

In addition, the application of big data technology also provides a strong support for the product innovation of Midea Group. Midea knows that data is the core asset of the intelligent era. Through the collection, analysis and mining of massive data, it can gain insight into the real needs and potential pain points of users, so as to provide a strong basis for product development and innovation. Therefore, they have established a perfect data collection and analysis system to comprehensively collect and analyze users usage data, behavioral data, feedback data and so on.

## 2)Case analysis: the innovation of smart refrigerator

Midea smart refrigerator not only has the basic functions of the traditional refrigerator, but also realizes the intelligent identification and management of food ingredients through the integration of advanced sensors and AI algorithms. Users can check the type, quantity and freshness of the ingredients in the refrigerator through the mobile APP. The refrigerator can also intelligently recommend recipes according to the users eating habits and inventory, and automatically order the required ingredients. This highly intelligent design greatly improves the convenience and satisfaction of users.

Table 2.1

### R & D investment and achievement display

a particular year	R & D investment (100 million yuan)	Number of R & D personnel	Number of new patents	Achievements in technological innovation
2018	50	5,000	1,000	Smart refrigerator food material management system online

2019	60	6,000	1,500	The smart home ecosystem has been initially completed
2020	80	7,000	2,000	Adaptive conditioning technology of intelligent air conditioning has achieved breakthroughs.
2021	100	8,000	2,500	New energy home appliance product line expansion, environmental protection technology leading
2022	120	9,000	3,000	Smart home AI assistant is fully upgraded to improve user experience

### 3)Global layout: integrate resources to create a better future

Midea Group, as a leader in the global home appliance industry, its global layout has already gone beyond the simple geographical boundaries and gone deep into every key business link. This full penetration not only demonstrates Mideas deep insight into the global market, but also reflects its forward-looking and strategic vision as an industry leader.

In the field of research and development, Midea Group actively embraces global innovation resources, and has built a global innovation network by setting up research and development centers around the world. These R & D centers not only gather top talents from all over the world, but also make full use of local technological advantages and industrial resources, and promote Mideas breakthroughs in smart home, energy conservation and environmental protection, intelligent manufacturing and other fields. For example, in Europe, Midea has established close cooperation relations with many well-known universities and scientific research institutions to jointly explore the future development direction of home appliance products; while in North America, relying on its strong research and development strength, Midea has successfully launched a series of innovative products that meet the needs of local consumers, which has won wide praise in the market.

In terms of production, Midea Group also adheres to the globalization strategy, in many countries and regions to establish production bases in the global market. These production bases not only use the most advanced production technology and equipment, but also strictly follow the international quality standards and environmental protection requirements, to ensure the excellent quality and environmental protection performance of Mideas products. In addition, by optimizing supply chain management, Midea has realized accurate control of raw material procurement, manufacturing, logistics distribution and other links, effectively reducing production costs and improving operational efficiency.

In the marketing link, Midea Group has shown its keen market insight and flexible marketing strategy. According to the market demand and cultural differences in different regions, Midea has carefully designed diversified marketing programs and product portfolio, striving to meet the personalized needs of consumers while respecting the local culture and customs. For example, in the Chinese market, Midea provides consumers with convenient and efficient shopping experience through the integrated all-channel marketing model; while in overseas markets, Midea pays more attention to brand building and cultural integration, and continuously improves brand awareness and reputation by sponsoring international sports events and holding cultural exchange activities.

It is worth mentioning that Midea Group also actively uses big data, cloud computing and other modern information technology means to conduct in-depth analysis and accurate prediction of the global market. By collecting and analyzing massive market data, Midea can timely detect market trends and changes in consumer demand, providing strong data support for product development, production and sales. This data-driven market decision-making mechanism not only improves the market response speed of Midea, but also wins its valuable opportunities in the competition in the global market.

To sum up, the global layout of Midea Group is not only reflected in the research and development and production, but also in the supply chain management and marketing and other links. Through continuous optimization and innovation,

Midea has built an efficient, collaborative and sustainable global operation system. In the future, with the continuous changes of the global market and the increasingly diversified consumer demands, Midea will continue to adhere to the corporate philosophy of "perfect technology, perfect life", and is committed to providing global consumers with more high-quality, convenient and intelligent home appliance products and services.

Table 2.2

## Distribution of global R &amp; D centers

Area	Number of R & D centers	Main research direction
China	5	AI algorithm, intelligent manufacturing
Silicon Valley, United States	2	The Internet of Things, cloud computing
Germany	1	Precision manufacturing, industrial design
Japan	1	Electronic components, new materials

This global layout not only helps Midea to integrate global resources and enhance its overall competitiveness, but also accumulates rich experience and resources in the process of internationalization.

The technical characteristics of Midea Group are not only reflected in its strong research and development ability and technological innovation ability, but also deeply imprinted in the strategic considerations of its global layout. This global perspective enables Midea to transcend geographical restrictions and absorb the worlds top technological achievements and talent resources. Specifically, beauty by set up research and development center in the world, such as Chinas AI algorithm and intelligent manufacturing research and development center, the silicon valley of Internet and cloud computing research and development center, Germanys precision manufacturing and industrial design research and development center, as well as Japans electronic components and new materials research and development center, formed a technology innovation network covering the whole world. This network not only brings the most cutting-edge technical information and research results to

Midea, but also inspires the innovation inspiration and motivation of the internal research and development team through transnational cooperation and communication.

In the process of technology research and development, Midea always adheres to the innovation-driven development strategy, and constantly increases its investment in research and development. This investment is not only reflected in the capital, but also reflected in the importance of talent and resources. Midea knows that only with top R & D talents and advanced research and development equipment can occupy a leading position in the fierce market competition. Therefore, Midea has attracted many talents around the world, and has established close cooperative relations with many well-known universities and scientific research institutions to jointly promote the technological progress and innovative development of the home appliance industry.

At the same time, Midea also pays attention to the close combination of technological innovation and market demand, through in-depth market research and consumer insight, and constantly launch new products and technical solutions that meet consumer needs. This market demand-oriented research and development mode not only makes Mideas products closer to consumers and more competitive in the market, but also wins more market share and consumer trust in the process of globalization.

To sum up, the technical characteristics of Midea Group are reflected in its global layout, innovation-driven development strategy, emphasis on talent and resources, market demand-oriented research and development mode and other aspects. These characteristics together constitute the technical advantage and core competitiveness of Midea in the home appliance industry, and have won a valuable opportunity in the competition in the global market.

## (2) Economic characteristics

### 1)Steady growth: the power to travel through the cycle

At a time of the global economy, companies, like ships sailing in a turbulent sea, need to cope with the sudden winds and waves and find a peaceful harbor. In

such a context, Midea Group, with its excellent business wisdom and indomitable market competitiveness, is like a huge ship, steadily sailing to the other side of steady growth.

The success of Midea Group is not achieved overnight, but the result of years of continuous efforts and unremitting pursuit. In the face of the increasingly fierce market competition, Midea Group did not choose to retreat, but took the initiative, through the continuous optimization of the product structure, to achieve a magnificent transformation from "manufacturing" to "intelligent manufacturing". They know that in today's increasingly diversified consumer demands, only continuous innovation can meet the expectations of the market. Therefore, Midea Group continues to launch new products, from smart home appliances to smart home appliances, each product has condensed the power of science and technology and the wisdom of design, and has won widespread praise in the market.

In terms of improving product quality, Midea Group has made great efforts. They know that quality is the lifeline of an enterprise, is the key to win the trust of consumers. Therefore, from raw material procurement to manufacturing, and then to after-sales service, every link is strictly controlled to ensure that every product can meet or even exceed the expectations of consumers. This persistent pursuit of quality has made Midea Group establish a good reputation in the hearts of consumers, and also laid a solid foundation for the long-term development of the enterprise.

In addition to the advantages of the product itself, Midea Group also pays attention to improving the service level. They have established a perfect after-sales service system, to provide consumers with a full range of services, intimate service. Whether it is product consultation, installation and debugging or maintenance, Midea Group can respond quickly and solve it efficiently. This consumer-centered service concept, let the Midea Group to win more support and trust in the market.

According to statistics, in recent years, the market share of Midea Group continues to climb, and the brand influence continues to expand. In the global home appliance market, Midea Group has become a force that can not be ignored. All these achievements are inseparable from the strong management ability and market

competitiveness of Midea Group. With their keen insight into the market, continuous innovation of products, strict control of quality and continuous improvement of services, they have won the trust and support of the majority of consumers.

Table 2.3

## Financial performance of Midea Group

A particular year	Operating income (RMB 100 million yuan)	Net profit (RMB 100 million)	Net profit ratio	Total assets (RMB 100 million)	Total liabilities (RMB 100 million)	Net assets (RMB 100 million)
2018	2,300	180	7.8%	1,500	700	800
2019	2,500	200	8%	1,600	750	850
2020	2,700	220	8.2%	1,800	800	1,000
2021	2,900	240	8.3%	2,000	850	1,150
2022	3,100	260	8.4%	2,200	900	1,300

## 2) Diversified development: broaden the boundary and lay out the future

Midea Group, as a leader in China's home appliance industry, has successfully realized the diversification and balanced development of its business sector through a series of forward-looking strategic deployment in recent years. This strategic transformation not only brings unprecedented development opportunities for Midea Group, but also lays a solid foundation for its competition in the global market.

In the field of smart home, Midea Group has made remarkable achievements with its profound technical accumulation and keen market insight. From intelligent refrigerator, intelligent air conditioner to intelligent washing machine, Midea's intelligent home products have won the favor of the majority of consumers with its excellent performance, convenient operation and humanized design. Not only that, Midea also actively cooperates with Internet giants to jointly explore the infinite possibilities of smart home, and is committed to creating a more comfortable, convenient and intelligent living environment for users. In this process, Midea has not only enhanced its own brand influence, but also made an important contribution to the rapid development of the smart home industry.

However, the diversification development of Midea Group did not stop there. While consolidating its leading position in the smart home market, Midea has also keenly captured the huge potential in emerging areas such as commercial and industrial solutions. Through a series of measures such as increasing investment in research and development, expanding market channels and optimizing product structure, Midea has successfully achieved a breakthrough in these fields. Taking business solutions as an example, Midea, with its deep accumulation in the Internet of Things, big data, cloud computing and other fields, provides customized solutions for catering, hotel, retail and other industries. These solutions not only help customers improve operational efficiency and reduce costs, but also bring new growth points and development opportunities to Midea Group.

Furthermore, Midea has demonstrated remarkable performance in the realm of industrial solutions. Amidst the advent of Industry 4.0, Midea remains at the forefront, aligning itself with the epochal advancements and proactively engaging in the strategic positioning of intelligent manufacturing and the industrial Internet, among other burgeoning sectors. By integrating advanced production equipment, refining production processes, and enhancing automation levels, Midea has accomplished a dual enhancement in both production efficiency and product quality. Additionally, Midea fosters robust collaboration with upstream and downstream enterprises, collectively striving to establish an intelligent manufacturing ecosystem that invigorates the industry's transformation, upgrading, and sustainable development trajectory.

In summary, Midea Group has achieved a harmonious progression across its diverse business segments through diversification. Having accomplished remarkable achievements in the realm of smart homes, Midea is actively expanding into nascent domains such as commercial and industrial solutions. These new endeavors not only open up new avenues for the company's growth and development, but also broaden its business scope and market presence. As we look towards the future, amidst the relentless advancements in science and technology and the constantly evolving market landscape, Midea Group remains steadfast in its commitment to the principles

of innovation, pragmatism, and openness. It will continue to drive its own transformation, upgrading, and high-quality development, thereby offering a broader range of premium products and services to consumers across the globe.

Table 2.4

## Diversified business layout

Business unit	Operating revenue in 2022 (RMB 100 million yuan)	Year-on-year growth rate
Smart home	1,800	10%
Commercial and Industrial Solutions	600	20%
New energy and environmental protection products	300	50%
Other business	400	8%

Through diversified development, Midea not only enhances its risk resistance ability, but also lays a solid foundation for its sustainable development in the future market.

### 3) Internationalization strategy: go to the world and share the opportunities

Midea Group actively promotes the internationalization strategy, and realizes the global layout of products and technologies through the establishment of production base and sales network in the global scope. This internationalization strategy not only enhances the international influence, but also brings broader market space and development opportunities.

The technical characteristics of Midea Group are not only reflected in its deep cultivation in the domestic market, but also lies in its forward-looking technology research and development and international technical cooperation. The company has a research and development team composed of industry top experts and senior engineers, who follow the global trend of technology development, and constantly explore the application of new technologies, new processes and new materials. In the field of smart home, Midea Group has successfully created a series of intelligent and personalized home products by relying on its in-depth research in the Internet of

Things, artificial intelligence, big data, etc., to meet consumers pursuit of high-quality life.

In addition, Midea Group also attaches great importance to the cooperation and exchanges with world-renowned enterprises and scientific research institutions, and constantly improves its own technical strength and innovation ability through the introduction of absorption and re-innovation. This open and cooperative attitude not only brings more technical resources and market opportunities to Midea, but also promotes the progress and development of the whole industry.

In the international market, Midea Groups technical advantage has been widely recognized and praised. With its excellent product performance and advanced technical support, the company has successfully entered many international markets, and established a good brand image and reputation in the local area. At the same time, Midea Group also actively participates in the formulation of international standards and rules, and constantly improves its own discourse power and influence on the international stage.

To sum up, the technical characteristics of Midea Group can be summarized as forward-looking, innovative and international. These characteristics not only bring continuous technological advantages and market competitive advantages for Midea, but also lay a solid foundation for its future development.

Table 2.5

## International market layout

Area	Operating revenue in 2022 (RMB 100 million yuan)	Market share	Year-on-year growth rate
Asian market	1,200	30%	12%
Euro-market	600	20%	15%
North American market	800	25%	10%
Latin America	200	10%	20%
Africa and the Middle East	300	5%	30%

In the wave of global economic integration, Midea Group, with its outstanding internationalization strategy, has not only stabilized its position in the global market, but also is like a huge ship sailing away, constantly exploring new territory, laying a solid foundation for its future development, and injecting a steady stream of vitality and power.

Mideas international journey is not accomplished overnight, but after careful consideration and careful layout. Since the launch of the internationalization strategy, the company has examined the market from a global perspective, deeply insight into the consumer needs and cultural differences in different regions, so as to formulate targeted market entry strategies and product positioning. This accurate market grasp ability, making Mideas products can quickly adapt to and integrate into the local market, has won wide praise and trust.

In the specific implementation process, Midea makes full use of its advantages in technology research and development, product innovation, quality control and other aspects, and constantly launches high-quality products in line with international standards. These products have not only won many awards in the domestic market, but also shine in the international market, becoming outstanding representatives of Made in China. For example, Mideas smart home products have won the favor of a large number of users around the world by virtue of their intelligent and convenient characteristics, further enhancing the companys brand influence and market share.

In addition, Midea also pays attention to the cooperation and exchanges with international well-known enterprises, and constantly improves its core competitiveness and innovation ability through technology introduction, joint venture and cooperation. These cooperation not only bring advanced management concepts and technical support to Midea, but also provide valuable resources and channels for it to expand in the international market.

According to statistics, in recent years, Mideas overseas market sales continue to maintain a rapid growth trend, and its international market share is also expanding. This achievement cannot be separated from the firm implementation and continuous investment of the internationalization strategy of Midea. It is with this persistence and

efforts that Midea can occupy a place in the global market and lay a solid foundation for its future development.

Looking into the future, with the deepening of global economic integration and the acceleration of scientific and technological innovation, Midea will continue to uphold the corporate mission of "creating a better life for human beings" and unswervingly promote the internationalization strategy. It is believed that in the near future, Midea will become one of the leading enterprises in the development of the global home appliance industry with its excellent product quality, strong brand influence and perfect global layout.

## **2.2. Analysis of Midea's brand communication and dissemination policies**

### (1) Brand communication strategy

#### 1) Multi-channel communication: wide coverage and accurate touch

In today's era of extremely rich information, brand communication has become a strategic way for enterprises to seize market share and build a good brand image. Midea Group, as the leader of China's home appliance industry, has deeply grasped this point, through diversified and three-dimensional TV advertising, network media, social media and other communication channels, to achieve a wide range of consumer groups, and built a solid brand image in the minds of consumers.

First of all, TV advertising, as a long history of brand communication media, continues to play an important role with its extensive communication coverage and deep audience base. Midea Group has carefully created a series of high-quality and emotionally sympathetic TV advertisements, which have deeply touched the hearts of consumers through their fascinating storylines, delicate images and profound cultural connotations. They not only show the excellent performance and quality service of Midea Group's products, but also convey the brand concept of "perfect technology, perfect life", which has won wide praise and praise from consumers.

Secondly, with the rapid development of Internet technology, network media has become a new highland of brand communication. Midea Group keeps up with the

pace of The Times, makes full use of the advantages of network media, and delivers brand information to consumers through official websites, news and information, online video and other forms. Especially on social media platforms, Midea Group actively makes use of Weibo, wechat, TikTok and other popular channels to interact with consumers, share product use experience and answer consumers questions, further narrowing the distance between the brand and consumers. This user-centered communication strategy not only enhances the brand awareness and reputation, but also enhances the brand loyalty and purchase intention of consumers.

In addition, Midea Group also pays attention to the use of big data and artificial intelligence technology to conduct in-depth analysis and precise positioning of target consumer groups. Through the mining and analysis of consumers multidimensional data such as behavior habits, interests, and purchasing ability, Midea Group can more accurately grasp the needs and preferences of consumers, so as to develop a more personalized brand communication plan. This precision marketing method not only improves the efficiency and effect of brand communication, but also reduces the marketing cost, and brings significant economic benefits to enterprises.

To its credit, Midea Group also actively participates in social welfare undertakings, giving back to the society by donating materials and providing voluntary services. This positive brand image not only wins the respect and trust of consumers, but also adds more humanistic care and social responsibility for the brand communication. This positive interaction between the brand and the society has injected more positive energy and vitality into the brand communication of Midea Group.

Table 2.6

## Evaluation of the effect of multi-channel communication

Communication channels	Touch reached (1 hundred million)	Engagement (interaction / exposure)	Fractional conversion	ROI (return on investment)
Television advertising	5	2%	0.5%	1:3
Network media	3	5%	1%	1:4
Social media	2	10%	2%	1:5

KOL cooperate	1	15%	3%	1:6
Off-line activity	0.5	-	5%	-

In order to ensure the effect and influence of brand communication, Midea develops differentiated communication strategies and content forms according to the characteristics of different channels and the needs of the target audience. For example, the attraction of the plot and the visual impact of images in TV advertisements; the integration and depth of information in network media; the interaction with consumers and topic guidance in social media; the selection of opinion leaders who fit with the target audience in KOL cooperation; and the design of scene layout and interactive experience in offline activities.

## 2) Precise positioning: highlight the characteristics, leading the trend

Midea Group has carried out in-depth and accurate positioning of the brand, emphasizing the technological content and intelligent characteristics of the products. This strategy accurately fits the extensive pursuit of high-quality of life in the current market, but also highlights the outstanding position of Midea brand in the industry. In order to deepen the brand image and expand the market influence, Midea Group is also committed to establishing a closer emotional connection and resonance with consumers.

In the field of brand communication, Midea Group shows a high degree of professionalism and artistry. Based on accurate brand positioning, they actively explore and practice diversified communication strategies, make full use of online and offline resources, and build a comprehensive and multi-level brand communication system. In the online field, Midea Group relies on diversified channels such as social media, official websites and e-commerce platforms to release product trends, technological progress and brand stories in a timely manner, and maintain frequent and deep interaction with consumers. At the same time, with the help of big data and artificial intelligence technology, Midea can accurately gain an insight into consumer needs and provide more personalized and targeted content push.

Offline, Midea Group also pays attention to consumers personal experience and interactive participation. Through holding a variety of offline activities such as new product launch conference, brand experience activities and user exchange meetings, Midea enables consumers to feel the technological charm and intelligent advantages of products closely. These activities not only deepen consumers cognition and goodwill of the beautiful brand, but also further strengthen the emotional bond between the brand and consumers.

In addition, Midea Group is also actively seeking extensive cooperation with both inside and outside the industry. They work together with famous designers, artists and scientific research institutions to promote product innovation and technology upgrading, work closely with e-commerce platforms and logistics service providers to optimize sales channels and logistics distribution system, establish good relations with industry associations and government agencies, and actively participate in the development and regulation of industry standards. These cooperation measures not only enhance the industry influence and social recognition of Midea brand, but also lay a solid foundation for the sustainable and healthy development of the brand.

### 3) Brand emotional connection case

Emotional resonance advertising series: in today's fast-paced era, people are often looking for a rare warmth and peace in their busy life and work. It is under this background, Midea, this home appliance giant that understands consumer demand, launched a series of advertisements with the core theme of "warm family, convenient science and technology", they are like a warm spring breeze, gently brushed people's hearts, aroused everyone's deep heart to the infinite sentimentally attached and yearning for home.

These ads is not simply build gorgeous pictures and empty words, but dig deep into the real life the ordinary and moving story, with lens language exquisite depict the warmth of the interaction between family members, and how technology quietly into these warm scene, bring unprecedented convenience and comfort for life.

For example, in an AD, we see a busy working mother rushing home in the night. When she opened the door, she was greeted by the child's innocent smile and

the fathers gentle eyes. At this time, Midea smart home appliances seem to become the guardian of the family warmth, automatically open lights, proper indoor temperature, has preheated water heater... every detail reveals the meticulous care for the family. Such a scene not only makes people feel the warmth of home, but also deeply understands how technology makes family life more relaxed and comfortable in a humanized way.

According to statistics, in recent years, with the continuous development of smart home technology, more and more families began to choose intelligent home appliance products to improve the quality of life. As the industry leader, Midea always puts the needs of consumers in the first place, constantly innovation and breakthrough, and is committed to integrating the most cutting-edge technology into every family scene. These commercials are the best interpretation of the idea of beauty. Through the real and touching story, consumers can resonate and identify emotionally, so as to trust and choose the brand of Midea more.

In addition, Midea also attaches great importance to the creativity and production quality of advertising. Each advertisement has been carefully planned and polished, striving to bring the ultimate enjoyment to the audience visually and auditory. Whether it is a warm family scene, delicate props layout, or moving background music, affectionate narration, people feel as if to be in the advertisement, and experience those warm and touching moments together with the protagonist.

To sum up, this series of advertising films with the theme of "warm family, convenient technology" launched by Midea not only successfully triggered the emotional resonance and identification of consumers, but also demonstrated the brand strength and humanistic care of Midea as a leader in the home appliance industry. They are like a beacon, illuminating the road of life of every family, let the light of science and technology and the warmth of home reflect each other, together weaving a beautiful and moving picture of life.

User story collection campaign: Midea brand launched a user story collection campaign on the social media platform, sincerely inviting consumers to participate and share their unique experience and profound experience with Mideas products.

The move aims to further deepen the emotional connection between the brand and consumers, and strengthen the positive image and broad awareness of the brand. At the same time, through such activities, Midea brand has also significantly improved the brand loyalty and sense of belonging of consumers, and has successfully built a closer brand community.

#### 4) Brand cooperation: strong alliance, create value

Midea actively cooperates with well-known enterprises and brands at home and abroad to enhance the influence and value of the brand through brand alliance and cross-border cooperation. These cooperation will not only help Midea expand its market share and enhance its brand image, but also help the company to absorb and draw on the advanced experience and technological achievements of its partners to promote its own innovation and development.

#### 5) Brand cooperation case

Cooperation with Huawei: The two sides jointly launch smart home solutions to realize product connectivity and intelligent upgrading. Through this cooperation, Midea has further consolidated its leading position in the field of smart home and enhanced its brand influence.

Cooperation with Alibaba: The two sides will carry out in-depth cooperation in e-commerce channels, and jointly promote the sales growth and brand exposure of Mideas products. This cooperation not only enhances Mideas competitiveness in the e-commerce field; but also brings it more potential consumers and market share.

#### (2) Brand promotion strategy

##### 1) Product experience marketing: personal experience, enhance trust

Midea holds product experience meetings and smart home experience halls for consumers to experience the intelligence and convenience of products. This experience marketing not only enables consumers to more intuitively understand the functions and characteristics of the product; but also enhances their trust and loyalty to the brand.

##### 2) Experience marketing cases

Smart home experience hall: Smart home experience hall is opened in many cities across the country, so that consumers can personally experience the convenience and intelligent characteristics of Midea smart home products. Through scenario-based display and interactive experience, consumers can have a deeper understanding of the advantages and application scenarios of products.

Product trial activities: launch product trial activities on e-commerce platforms and offline stores, allowing consumers to try out Midea's new products for free and collect feedback. The trial activity not only improves consumer awareness and satisfaction with the product; but also provides valuable opinions and suggestions for the subsequent product improvement and optimization.

Digital marketing: accurate push, efficient touch

Midea makes full use of digital means for brand promotion. Use big data analysis of consumer demand and behavior habits to accurately push advertisements and information; use social media and e-commerce platforms for online sales and promotion; and conduct new marketing methods such as live delivery to attract young consumers. These digital marketing methods not only improve the promotion efficiency and coverage; but also reduce the marketing costs and risks.

In the brand communication strategy, Midea further integrates online and offline resources to build a comprehensive and multi-dimensional communication network. In addition to the accurate and efficient digital marketing, Midea also pays attention to the deep cooperation of traditional media, such as TV advertising, outdoor advertising, etc., to consolidate the image of the brand in the eyes of the public. Through cross-border cooperation, Midea integrates brand elements into different fields, such as fashion, art, sports, etc., to enhance the diversified and youthful image of the brand.

On social media platforms, Midea actively builds an official account matrix, covering weibo, wechat, Tik Tok, Xiaohongshu and other popular platforms, and publishes a rich variety of content, including product introduction, use tutorials, user comments, brand stories, and so on, to establish close contact with consumers. By

holding regular online interactive activities, such as question and answer contests, topic challenges, etc., to increase user participation and brand stickiness.

As a rising marketing method in recent years, Midea also follows the trend, inviting well-known anchors and Internet celebrities to broadcast their products, and uses their traffic and influence to quickly improve their brand exposure and sales. At the same time, Midea has also cultivated a group of its own brand anchors to provide consumers with a more real and comprehensive product experience through professional product knowledge and vivid live broadcast style.

In addition, Midea also pays attention to the power of word-of-mouth marketing. By providing quality products and services, we will win the trust and praise of consumers, and encourage consumers to share their use experiences on social media. These real user feedback has become an important part of Midea's brand communication, effectively enhancing the credibility and influence of the brand.

### 3) Digital marketing cases

Live broadcast with goods activities: cooperate with well-known anchors to carry out live broadcast with goods activities, show the characteristics and advantages of Midea products, and guide consumers to place orders and buy them. This activity not only increases the sales and popularity of Midea products, but also enhances consumer trust and loyalty to the brand.

Accurate delivery of social media: the big data analysis function of the social media platform is used to accurately target the target audience and place relevant advertisements and information. Precise delivery not only improves the advertising exposure rate and click rate, but also reduces the marketing cost and improves the promotion effect.

Event marketing: take advantage of the momentum to enhance the exposure

Midea conducts event marketing by sponsoring large-scale events and sports events. These activities not only increase the visibility and visibility of the brand, but also enhance consumers' sense of identity and belonging to the brand. In the process of event marketing, Midea pays attention to the creativity and topic of the activity, as

well as the fit with the theme and brand image of the activity to ensure that the activity achieves the expected effect of the activity.

#### 4) Event Marketing Case

International sports events sponsorship: Midea Group actively sponsors the international famous sports events including the Olympic Games and the World Cup, and significantly improves the brand exposure and popularity with the help of live broadcast and live advertising display. In addition, the company also carefully plans marketing activities closely related to the event, such as limited edition product sale, interactive guessing, etc., aiming to further enhance consumers participation experience and brand sense of belonging.

Public welfare and charity activities: Midea enterprises uphold a high sense of social responsibility and public welfare spirit, and actively participate in public welfare and charity undertakings, including but not limited to donations, materials, education and other diversified measures. These actions not only highlight Midea's responsibility as a corporate citizen and a good public welfare image, but also effectively promote the building of a positive brand image and the promotion of its reputation. More importantly, through its deep participation in public welfare activities, Midea has further enhanced consumers sense of identity and trust in the brand, and laid a solid social foundation for the long-term development of the enterprise.

### **2.3. Analysis of the process of creating and sustaining Midea's strong brand**

#### (1) The process of creating a strong brand

##### 1) Clear brand positioning: lay the cornerstone, lead the direction

Midea, as a leader in the home appliance industry, has established a unique positioning with scientific and technological innovation as the core driving force since the beginning of its brand, and is committed to providing consumers with high-quality and intelligent home appliance products. This strategic positioning has not

only laid a solid foundation for the subsequent development of Midea, but also established a clear direction standard in the fierce market competition.

In the careful planning of brand positioning, Midea deeply understands the strategic wisdom of "knowing yourself and the enemy, and winning a hundred battles with no danger of defeat". It closely tracks the subtle changes of consumer demand, accurately grasps the dynamic trend of market development, and with the help of big data analysis and in-depth market research, it ensures that the launch of each product can accurately meet the expectations and needs of consumers. At the same time, Midea also adopts a differentiated competition strategy, forming a sharp contrast with its competitors in product design, functional innovation, service experience and other key areas, so as to be unique in the fiercely competitive market environment and show a unique brand charm.

In order to further strengthen this brand positioning, Midea is committed to the in-depth dissemination and practice of the brand concept, as well as the careful shaping and maintenance of the brand image. The company recognizes that a brand is not only a collection of signs and names, but also a concentrated display of enterprise spirit, culture and values. Therefore, through diversified communication channels and methods, such as social media, advertising, public relations activities, Midea widely conveys its brand concept of "scientific and technological innovation, excellent quality, user first", so that every consumer can deeply feel Midea's unremitting pursuit of excellent quality and deep concern for users.

In the shaping of the brand image, Midea is the pursuit of excellence, excellence. From the careful design of products to the elegant style of packaging, from the meticulous process of service to the comprehensive guarantee of after-sales, Midea strives for perfection in every detail, showing its unique brand charm. The company pays attention to the unity and stability of the brand image. Through continuous efforts, Midea has built a brand image with both a sense of The Times and affinity, which not only enhances the overall value of Midea, but also enhances the loyalty and trust of consumers to the brand.

It is particularly worth mentioning that Midea's continuous investment and fruitful results in scientific and technological innovation have provided strong support for the success of its brand. The company continues to increase its research and development efforts, introduce high-end talents, establish advanced research and development systems and technology platforms, and actively explore the intelligent, green, efficient and other cutting-edge fields of home appliance products. These achievements of scientific and technological innovation have not only won many domestic and foreign awards and patent authorizations for Midea, but also won the love and praise of the majority of consumers.

## 2) Brand concept communication case

**Brand propaganda video:** Midea carefully created brand propaganda videos that have been extensive and deep communication through TV, Internet and other channels, aiming to fully display the core concept and value concept of the Midea brand, as well as the unique characteristics and significant advantages of the product. This move not only effectively enhances the awareness and reputation of the Midea brand, but also deepens the cognition and recognition of the Midea brand in the hearts of the majority of consumers.

**Corporate culture activities:** Midea has organized a series of corporate culture activities, including employee sharing meetings and team building activities, aiming to make employees deeply understand and internalize the corporate cultural concepts and core values, and make them reflected in daily work. These activities not only significantly enhance the sense of belonging and team cohesion of employees, but also effectively improve the cooperation efficiency and work efficiency of the whole team, thus further promoting the sustainable development and growth of the brand.

## Increase R & D investment: innovation-driven, leading the trend

Midea has been committed to the continuous investment in new technology and new product research and development, and constantly launch new products with market competitiveness. The advent of these new products not only fully meets the diversified needs of consumers, but also significantly improves the market competitiveness of the Midea brand. In the process of increasing R & D investment, Midea

pays special attention to technological innovation, talent training and the protection and management of intellectual property rights, so as to ensure that it maintains a leading position in the field of technological innovation and consolidate its market advantages.

Table 2.7

## R &amp; D investment and achievement presentation

A particular year	R & D investment (100 million yuan)	Number of new patents	Achievements in technological innovation
2018	50	1,000	Smart refrigerator food material management system online
2019	60	1,500	The smart home ecosystem has been initially completed
2020	80	2,000	Breakthroughs have been made in the adaptive conditioning technology of intelligent air conditioning
2021	100	2,500	New energy home appliance product line expansion, environmental protection technology leading
2022	120	3,000	Smart home AI assistant is fully upgraded to improve user experience

3) Improve the sales channels: comprehensive coverage, improve the experience

Midea has achieved a comprehensive coverage of consumer demand by establishing and improving the combined online and offline sales channel system. This perfect sales channel system not only improves the market share of Midea products, but also enhances consumers trust and loyalty to the brand. In offline channels, Midea focuses on the layout and decoration of physical stores and the training and incentive of sales personnel, and the establishment and improvement of after-sales service system to ensure that consumers get good experience and guarantee in the purchase and use process. In terms of online channels, Midea pays attention to the operation and promotion of the e-commerce platform, as well as the

optimization of logistics distribution and after-sales service to improve consumers shopping experience and satisfaction.

#### 4) Online and offline integration cases

Offline experience store upgrade: Midea has comprehensively upgraded its offline experience stores nationwide, aiming to reshape the store image and optimize customers shopping experience. Through the deep integration of scenario-based display and interactive experience, we are committed to enabling consumers to more intuitively appreciate the unique charm and excellent efficiency of products, so as to effectively stimulate their purchase intention, and further enhance their consumer confidence.

E-commerce platform optimization: Midea has implemented a series of optimization measures for the e-commerce platform, aiming at improving the user experience and shopping convenience. These measures include optimizing commodity display pages to improve the clarity and appeal of information; accelerating logistics delivery and shortening consumer waiting times; and improving the quality of after-sales service to ensure the overall protection of consumers. Through this series of efforts, Midea aims to enhance consumers trust and satisfaction with online shopping, thus promoting the steady growth of online sales and the gradual expansion of market share.

#### (2) The process of maintaining a strong brand

##### 1) Continuous innovation: stay alive and lead the future

Midea always adheres to the innovation-driven development strategy, and continues to increase investment in research and development, focusing on the research and development and launch of new technologies and new products, so as to accurately match the increasingly diversified and advanced needs of consumers. This spirit of persistent innovation has not only injected strong impetus and significant competitive advantage into the Midea brand, but also set up a more high-end and more valuable brand image in the minds of the majority of consumers. On the road of pursuit of innovation, Midea attaches great importance to technology accumulation and deep insight into market trends, so as to ensure that every innovation can

accurately grasp the pulse of the market and meet the expectations of consumers. At the same time, Midea also actively seeks in-depth cooperation and exchanges with partners and scientific research institutions, extensively absorbs and draws on the advanced experience and technological achievements in the industry, so as to provide a steady stream of power to promote its own innovation and development, and constantly climb new peaks.

## 2) Technological innovation cases

**Smart home appliance interconnection technology:** Midea company has successfully developed the industry-leading interconnection technology of smart home appliance, which realizes the seamless interconnection and intelligent control between different brands of home appliances. The launch of this technology, not only significantly enhanced the market competitiveness of Midea in the field of smart home, but also provided consumers with unprecedented convenient and intelligent home life experience.

**Environmental protection and energy saving technology:** In the process of product research and development, Midea always puts environmental protection and energy saving technology in an important position, and has successfully launched a series of home appliances with high efficiency and energy saving characteristics. This move not only accurately meets the urgent needs of consumers for environmental protection and energy saving products, but also significantly improves Mideas brand image and market position in the field of environmental protection, highlighting the enterprises firm commitment and practical actions for sustainable development.

## **Improve service quality: enhance satisfaction and consolidate loyalty**

Midea focuses on improving service quality by providing quality pre-sale, sale and after-sales services. In terms of pre-sales service, Midea focuses on product introduction and consulting solutions and the understanding and analysis of consumer demand; in the aspect of sales service, Midea focuses on order processing, logistics distribution and coordination and cooperation of installation and commissioning; and pays attention to troubleshooting and maintenance and collection and processing of user feedback. By providing high-quality service, Midea has successfully won the

trust and praise of consumers and consolidated its own brand image and status in the eyes of consumers.

### 3) After-sales service optimization case

**Rapid response mechanism:** Midea establishes a rapid response mechanism to ensure that consumers can timely help and solve problems when they encounter. By setting up a special customer service hotline and online customer service platform and providing 24-hour uninterrupted service support, we can improve consumer shopping experience and satisfaction.

**Personalized service solutions:** In today's increasingly competitive and increasingly diversified consumer demand market, companies must understand personalized service solutions if they want to stand out. According to the unique needs and specific conditions of different consumers, carefully designed personalized service solutions can not only accurately meet the special needs and requirements of consumers, but also virtually improve consumer satisfaction and loyalty, so as to win valuable market share and reputation for enterprises. In the application of Midea Group, this strategy has shown its strong market competitiveness and differentiation advantages.

First, let's go deeper into the core meaning of personalized service. Personalized service, as the name suggests, is tailored according to the unique preferences of each consumer, living habits, consumption ability and other factors, the most suitable for their service plan. This service mode abandons the traditional one-size-fits-all service mode, and turns to consumer-centered, pay attention to their personalized needs, and strive to achieve perfection in every detail. It is with this keen insight and accurate grasp of consumer demand that Midea Group can move forward steadily in the fierce market competition.

In the concrete implementation, Midea Group through a series of innovative measures, the concept of personalized service into every product and service link. For example, in the product design stage, Midea fully considers the different use scenarios and needs of different consumers, and has launched a number of products with different functions and diverse styles. These products not only meet the basic

needs of consumers, but also show the respect for the personalized needs of consumers everywhere in the details. In addition, through the application of intelligent technology, Midea has realized the deep mining and analysis of consumers use habits and preferences. Based on these data, Midea can more accurately predict the future needs of consumers, and provide them with personalized solutions in advance.

In addition to the personalized service at the product level, Midea has also made a lot of efforts in the service experience. Whether it is pre-sale consultation, in-sale service or after-sales guarantee, Midea strives to achieve rapid response, professional answers and intimate service. In the pre-sale consultation stage, Midea's customer service staff will recommend the most suitable products and service plans for consumers according to their specific needs and budget; in the in-sale service stage, Midea's after-sales service team will track the order progress to ensure that the products can be delivered to consumers on time, quality and quantity; in the after-sales guarantee stage, Midea has established a perfect after-sales service system to provide comprehensive guarantee and support for consumers.

These personalized service measures have not only won widespread praise and trust from consumers, but also greatly enhanced Midea's market competitiveness and differentiation advantages. According to statistics, since the implementation of the personalized service strategy, Midea's market share and brand influence have been significantly improved. At the same time, consumer satisfaction and loyalty also show a steady upward trend. This fully proves the important role of personalized service in improving consumer experience and enhancing enterprise competitiveness.

#### 4) Strengthen brand management: maintain image and enhance value

Midea maintains brand image and reputation to ensure the stability and consistency of brand image and enhance the overall value of the brand. In the process of brand management, Midea focuses on the dissemination and practice of brand concept and the shaping and maintenance of brand image, and the prevention and response of brand crisis to ensure that the brand image is not damaged or damaged in time. In addition, Midea also pays attention to the evaluation and management of

brand assets as well as the promotion and creation of brand value to ensure that the value of brand assets is fully played and utilized and create more economic and social benefits for the company.

#### 5) Brand crisis response case

Response with product quality problems: when facing product quality problems, take prompt action to investigate and deal with product quality problems, and timely announce the treatment results and compensation plan to consumers. Win the understanding and trust of consumers and restore the damaged brand image through open and transparent treatment and proactive communication attitude.

Brand image maintenance: pay attention to the building and maintenance of the brand image to improve the positive image and reputation of the brand by holding brand activities and participating in public welfare activities. At the same time, strengthen the monitoring and management of social media and other platforms to timely find and deal with negative comments and information to maintain the stability and consistency of brand image.

#### Deepen the relationship between market insight and consumers

In the process of building and strengthening its market-leading brand, Midea Group unswervingly deepens the accurate grasp of market dynamics and the careful maintenance of consumer relations. Through continuous market research and in-depth data analysis, the company can accurately capture subtle changes in consumer demand and market trends; at the same time, Midea Group highly values close interaction and effective communication with consumers, aiming to build and maintain strong customer relationship and excellent brand image to stabilize and enhance its competitive position in the market.

#### 6) Market research and data analysis

Midea has established a comprehensive market research system, which is based on big data and artificial intelligence technology, and provides an in-depth and detailed analysis of market dynamics and consumer behavior. The company regularly releases market reports, aiming to accurately grasp the pulse of market development, effectively predict the future consumption hot spots, so as to provide strong data

support and scientific guidance for product development and marketing strategy formulation.

#### 7) Consumer interactive platform

In order to strengthen the interaction with consumers, Midea Group has built a diversified online interaction system, covering the official website, social media matrix and customer service center and other channels. This system aims to quickly capture and respond to consumers opinions and needs, answer consumers questions, and customize personalized service solutions. In addition, Midea also regularly plans and implements integrated online and offline user activities, such as new product tasting meetings and user communication meetings, aiming to further stimulate consumers enthusiasm for participation and enhance their recognition and sense of belonging to the brand.

#### 8) Personalized service and customized products

Midea holds a rigorous attitude and is committed to providing a highly personalized service experience. We deeply collect and analyze consumers use data and preference information, based on which, we accurately recommend the products that best meet their needs. Further, Midea has launched a series of customized products, and consumers can flexibly choose the configuration and functions according to their actual needs, so as to fully meet the personalized needs. This move not only significantly improves the satisfaction of consumers, but also further consolidated the differentiated competitive advantage of Midea brand in the market.

#### 9) Expand the international market and global layout

In the wave of globalization, Midea Group actively participates in the expansion of the international market, and with the strategic layout of globalization, it has significantly improved the global influence and market share of the brand. The group has carefully built a complete network system covering production, research and development and sales around the world, and realized the fine management of the whole chain from the source of raw materials to the final product sales terminal. In addition, Midea Group attaches great importance to the local operation strategy, has a deep insight into and respects the cultural deposits and consumption habits of

different markets, and creates tailored products and services that meet the needs of the local market accordingly, so as to better integrate into and serve consumers around the world.

#### 10) International Marketing Strategies

On the broad stage of the international market, Midea Group is gradually establishing its global leading brand image with its excellent innovation ability and forward-looking marketing strategy. This is not just a simple process of market expansion, but a global journey full of wisdom and strategy.

First of all, Midea is well aware of the truth that "good wine fragrance is afraid of deep alley". Therefore, it actively participates in international famous exhibitions and high-end forums. From the Hannover Messe in Germany to the Consumer Electronics Show in the United States, to the professional exhibitions in many Asian countries, Midea is everywhere. These exhibitions are not only an important platform for the global exchange of technology and products, but also an excellent opportunity for Midea to showcase its latest scientific research achievements, advanced production technology and unique design concepts. Through the carefully arranged booth, vivid and interesting interactive experience and professional and detailed explanation, Midea has successfully attracted the attention of partners, industry experts and consumers from all over the world, and further enhanced its brand awareness and reputation.

Secondly, Midea knows that it is difficult for it to gain a foothold in the fiercely competitive international market, so it actively seeks strategic cooperation with well-known local enterprises. These cooperation are not only limited to simple product OEM or sales channel sharing, but also cover technology research and development, brand building, market strategy and other levels. Through the deep integration with local enterprises, Midea can not only quickly adapt to the market environment of different countries and regions, but also jointly explore new market areas with the resources and advantages of partners. This strategy of "borrowing ships to go to sea" not only reduces the cost and risk of Midea entering new markets, but also lays a solid foundation for its rapid development in the global scope.

In addition, Midea also keeps up with the trend of The Times and makes full use of digital channels such as social media and cross-border e-commerce platforms to actively expand the online market. On social media, Midea has successfully attracted the attention and love of a large number of young consumers by publishing high-quality content, carrying out interesting interactive activities and targeted advertising. At the same time, it has also established close cooperation relations with several cross-border e-commerce platforms. By opening official flagship stores and participating in the platform promotion, it has delivered high-quality products and services directly to global consumers. This combination of online and offline marketing method not only expands Midea sales channels and market coverage, but also greatly improves its brand influence and market competitiveness.

#### 11) Cross-cultural exchanges and integration

In the wave of globalization, Midea Group holds a high sense of responsibility and mission, and strives to promote the in-depth cross-cultural communication and integration. The Group actively advocates and encourages employees to deeply understand the essence of the cultures of various countries and master the true meaning of language art, aiming to enhance their ability of effective communication and collaboration in a multicultural environment. At the same time, Midea Group takes the initiative to embrace the big stage of international cultural exchanges, through sponsoring international sports events, planning and holding cultural and art exhibitions and other diversified ways, effectively enhance the global brand visibility and good image. This move has not only laid a solid foundation for Midea Group to be deeply rooted in the local market, but also injected strong vitality and momentum into its global brand communication and marketing promotion.

#### 12) Sustainable development and social responsibility

In the pursuit of commercial success, Midea company has always held a responsible attitude towards the society, and is committed to promoting sustainable development. The company attaches great importance to the application of environmental protection and energy saving technology, and vigorously advocates and practices the concept of green manufacturing and green consumption. In addition,

Midea is also actively engaged in public welfare undertakings, providing substantial help and contributions to all sectors of society through donations, poverty alleviation and other assistance. This behavior has not only effectively enhanced the brand image and reputation of Midea, but also won wide recognition and support from all walks of life.

### 13) Summary and Outlook

Midea Group has achieved a competitive brand model with continuous innovation, a strong sales network, top service, and effective brand management. The Group will pursue innovation, introduce new technologies and products, and cater to diverse consumer needs. It will also boost market expansion and branding to enhance brand awareness and reputation. Moreover, Midea will enhance market insights, interact with consumers, improve satisfaction, and actively expand globally for long-term growth.

Under the background of the booming smart home market and the continuous evolution of consumer demand, Midea Group is facing unprecedented development opportunities and severe challenges. However, based on its technology innovation, branding, market development in the field of deep accumulation and positive good image of social responsibility, we have full confidence that midea group will be able to continue to maintain the sound development of sound momentum, provide global consumers with more high-quality, intelligent home appliance products and services, to promote social sustainable development and prosperity and progress contribute more strength.

In the grand blueprint of Midea Groups brand strategy, we have not only witnessed its brilliant past, but also placed high hopes for its brilliant future. Midea Group will not be satisfied with the existing achievements, but will lead the new trend of the future development of the home appliance industry with a more open, inclusive and forward-looking vision. In terms of technological innovation, Midea Group will increase investment in scientific research, actively explore the application of new technologies, new materials and new processes, and promote the transformation and upgrading of home appliances to the direction of intelligent, green

and efficient products. By integrating global innovation resources, building an open and cooperative innovation system, accelerating the transformation and application of scientific and technological achievements, and bringing consumers a more convenient, comfortable and environmentally friendly smart home life experience.

In terms of sales channel construction, Midea Group will continue to optimize the all-channel sales network integrating online and offline channels, broaden the channel coverage and improve the operational efficiency. At the same time, we will deepen the strategic cooperation with e-commerce platforms, use big data and artificial intelligence technology to optimize product recommendation and marketing strategies, and improve the efficiency of sales transformation and customer satisfaction. In terms of service quality improvement, Midea Group will always adhere to the customer-centered service concept, and constantly improve the quality of after-sales service and response speed. Through the establishment of a sound customer service system and training mechanism, to ensure that every consumer can enjoy a professional, efficient and intimate service experience.

In addition, Midea Group will continue to be committed to deepening the brand management, and actively maintain and enhance the brand image and value. We will increase the brand publicity and promotion efforts to further enhance the brand awareness and reputation. At the same time, Midea Group will also pay attention to the inheritance and innovative development of brand culture, and strive to create a brand image with distinct personality and profound cultural heritage. In the process of promoting the globalization strategy, Midea Group will actively expand the international market and deepen the communication and cooperation with overseas partners. Through actively participating in international competition and cooperation and exchanges, we will continue to improve their international operation ability and market competitiveness, and provide global consumers with more high-quality and intelligent home appliance products and services.

Last but not least, Midea Group will unswervingly fulfill its social responsibilities, show its spirit of responsibility, and focus on the vigorous development of environmental protection and social welfare undertakings. The Group

is committed to deepening the implementation of the strategy of green production and sustainable development, and injecting positive impetus into the global environmental protection and sustainable development Goals. At the same time, Midea Group will actively participate in all kinds of social public welfare activities, with practical actions to repay the society, care for the vulnerable groups, and transfer positive energy. To sum up, looking forward to the future, Midea Group will continue to pursue excellence and climb new heights in its career with a more open and inclusive, innovative and pragmatic attitude. We have every reason to believe that, with the joint efforts and unremitting efforts of all employees.

## **CHAPTER3**

### **ENHANCING THE ROLE OF BRAND MANAGEMENT IN THE STRATEGIC DEVELOPMENT OF MIDEA**

#### **3.1. Application of global brand management experience in Midea**

Midea Group, as a world-renowned home appliance manufacturer, has accumulated a profound experience in brand management. The group continues to strengthen its brand influence and enhance its market competitiveness, thanks to its careful planning and implementation of its brand strategy. Midea Group has a deep insight into the global market, carefully studies the market needs of different countries and regions, deeply understands consumer behavior, and makes a detailed analysis of the cultural characteristics of various regions. Through these strategies, Midea Group is able to accurately position its products and services to ensure a global brand image integrated with the local culture, while maintaining high quality standards for its products.

In this process, Midea Group not only focuses on the functionality and innovation of its products, but also pays attention to the emotional connection between the brand and consumers. Through various marketing activities and brand communication strategies, the group establishes deep-depth interaction and communication with consumers, so as to establish a positive brand image in the hearts of consumers. In addition, Midea Group also pays attention to social responsibility, and further strengthens its image as a responsible corporate citizen through the practice of sustainable development.

##### **(1) Brand management from a global perspective**

Midea Group is deeply aware that in the wave of globalization, brand management must have a global perspective. In order to adapt to this trend, Midea Group has taken a series of forward-looking measures, committed to extending the tentacles of brand management to every corner of the world. This not only includes the active layout in the international market, but also covers the depth of the mining

and innovation of the brand connotation, to ensure its strong competitiveness and influence in the global scope. In this way, Midea Group not only stands out in the fierce market competition, but also successfully establishes its excellent image as a global brand.

Specifically, Midea Group has conducted extensive market research around the world to understand the needs and preferences of consumers in different regions. This enables Midea to develop a more accurate market strategy according to the characteristics of local markets. At the same time, Midea Group has also strengthened the cooperation with the international top design team, and continuously launched products in line with the global aesthetic and functional needs, thus enhancing the global appeal of the brand. In addition, Midea Group also focuses on showing its brand strength on the international stage, and further expands the international influence of the brand by participating in various international exhibitions and sponsoring global activities.

In terms of the deep excavation and innovation of brand connotation, Midea Group has invested a lot of resources in technology research and development and innovative design. This not only improves the quality and performance of the product, but also makes the brand in the beauty to establish a high-tech, high quality image in the hearts of consumers. At the same time, Midea Group also pays attention to the performance of corporate social responsibility, actively participates in various public welfare activities, and delivers the core values of the brand with practical actions, which has won wide recognition and respect from global consumers.

Through these forward-looking measures, Midea Group has not only enhanced the competitiveness and influence of the brand worldwide, but also successfully established its excellent image as a global brand. This enables Midea Group to better respond to various challenges, and seize various opportunities in the tide of globalization.

The establishment of a global user database: Midea Group has invested a huge amount of money in building a global user information database. The database not only covers a wide range of basic user information, such as name, age, gender,

occupation, etc., but also digs deep into the users consumption behavior, preferences, and potential needs. By collecting and analyzing users purchase history, browsing records, feedback and other data, Midea Group can fully grasp the needs and expectations of users. Using big data analysis technology, Midea Group can accurately identify the personalized needs of users in different countries and regions, providing solid data support for the formulation of product design and market strategy.

In order to further improve the user experience, Midea Group has developed an intelligent customer service system. The system incorporates artificial intelligence technology, is able to respond to user inquiries and questions in real time, and provides customized solutions. By applying natural language processing and machine learning algorithms, the system continues to learn and self-optimize to ensure that each interaction with the user is more efficient and accurate. No matter what questions or needs the user raises, the system can quickly give a satisfactory answer, which significantly improves the user satisfaction.

At the same time, Midea Group actively interacts with users through social media and online platforms, collects user feedback, and constantly improves its products and services. The company has set up a dedicated customer service team to monitor and manage user comments and private messages on social media and respond to users concerns in a timely manner. In addition, Midea Group also regularly conducts user satisfaction surveys to understand users use experience and suggestions for improvement. These strategies not only enhance user loyalty to the brand, but also lay a solid foundation for Midea Groups continued growth in the global market.

Through these initiatives, Midea Group has successfully built a user-centered ecosystem, which not only improves the brand image, but also provides strong support for the long-term development of the company.

Key indicators of Mideas global user database

name of index	numeric value
Number of users worldwide	More than 500 million
Number of data collection countries / regions	Covering 200 + people worldwide
Number of subdivided dimensions of the user portrait	More than 30
Daily amount of new user data is added	Hundreds of thousands of

Implementation of the whole value chain co-creation system: Based on the deep foundation of the global user database, Midea has successfully built a set of co-creation system of interactive design, evaluation and iteration of the whole value chain. This system cleverly connects users, designers, engineers, market experts and other parties to form an efficient and collaborative network. In this network, all parties can jointly participate in the development, design, testing and improvement process of products, realizing the real multi-party participation and co-creation and sharing.

This co-creation mode not only greatly improves the innovation and competitiveness of products, but also brings an unprecedented sense of participation and satisfaction to users. Through this model, users can directly feedback their needs and suggestions to the enterprise, so that the product is more consistent with the market demand and user expectations. At the same time, designers and engineers can better understand user needs to create more attractive and practical products.

In addition, this co-creation mode also enhances the users sense of belonging and loyalty to the brand. When users are involved in the development and design process of the product, they will feel that they are a part of the brand, and thus become more likely to identify with and trust the brand. This emotional connection makes users not only become more loyal when buying products, but also actively recommend brands on social platforms, forming a good word-of-mouth effect.

In short, by building the co-creation system of interactive design, evaluation and iteration of the whole value chain, Midea not only improves the innovation and

competitiveness of products, but also successfully enhances the sense of belonging and loyalty of users to the brand, and realizes a multi-win-win situation.

Global R & D and production base layout: Midea Group actively layout in a global scope, established a number of R & D centers and production bases, these bases are all over Asia, Europe, America and other regions, forming a global and diversified production network. Through this global layout, Midea can better get close to the market and quickly respond to the needs of consumers everywhere.

In order to further improve the production efficiency and response speed, Midea has adopted a standardized and modular design benchmark platform. This design method enables the sharing of resources between different brands and products, avoiding duplication of research and development and production, and thus greatly improving the overall production efficiency. At the same time, the modular design also makes the product more flexible, can quickly adapt to the market changes, and meet the diverse needs of consumers.

Through this dual strategy of global production and modular design, Midea not only improves its competitiveness, but also brings consumers higher quality and more cost-effective products.

Table 3.2

Distribution of Mideas global R &amp; D centers and production bases

Area	Number of R&D centers	Number of production bases	Main product categories
Asia	6	12	Airconditioners, refrigerators, washing machines and other home appliances
Europe	3	5	Kitchen appliances, water heaters, etc
America	2	3	Air conditioning, air purifier, etc
Other areas	1	2	Small home appliances, smart home equipment, etc

## (2) Digital intelligence improves the efficiency of brand management

In the current wave of digital transformation, Midea Group actively welcomes and embraces all kinds of new technologies, and is committed to comprehensively improving and upgrading the efficiency of brand management by means of digital

intelligence. Specifically, Midea Group has not only introduced advanced information technology in its internal management, such as big data analysis, artificial intelligence and cloud computing, but also optimized the production process, supply chain management and customer relationship management through these technologies. Through these digital intelligent means, Midea Group can respond to market changes more quickly and meet consumer needs more accurately, so as to maintain a leading position in the fierce market competition. In addition, Midea Group has also strengthened its brand publicity and marketing through digital means, and used social media, online advertising and digital marketing channels to further enhance the brand awareness and influence. In short, Midea Group continues to explore and innovate on the road of digital transformation, and strives to comprehensively upgrade the brand management efficiency through the means of digital intelligence, so as to achieve the long-term development and sustainable growth of the enterprise.

Establishment of the digital intelligent operation system: Midea Group has successfully built a set of end-to-end, full-scene data-driven digital intelligent operation system. This system covers five key links: digital intelligence planning, digital intelligence research and development, digital intelligence manufacturing, digital intelligence marketing and digital intelligence service. Through this advanced system, Midea can realize the in-depth analysis of real-time data, and provide intelligent decision support on this basis. This intelligent operation mode has significantly improved the accuracy and efficiency of brand management, and makes Midea occupy a favorable position in the fierce market competition.

#### 1) Digital intelligence planning: market insight and demand identification

Midea company has made full use of the advanced big data analysis tools to dig deep into the development trend of the industry and the needs of users, so as to establish a set of optimal intelligent planning model. Through a detailed comparative analysis of historical data and real-time market feedback, Midea can quickly identify various opportunities in the market, and accurately grasp the differentiated needs of users. This process provides strong support and basis for Midea in product

development and market strategy formulation, so that the company can more accurately meet the market demand and improve its competitiveness.

Specifically, Midea uses big data analysis tools to monitor and analyze market dynamics and understand consumer behavior and preferences. This enables Midea to adjust its product strategy in time and launch new products in line with the market demand. At the same time, through the in-depth analysis of user data, Midea can better understand the users personalized needs, so as to provide more customized solutions. This accurate market positioning and user demand analysis makes Midea occupy a favorable position in the fierce market competition.

In addition, Midea also uses big data analysis tools for supply chain optimization and inventory management. Through the analysis of the sales data and market trends, Midea can predict the market demand, reasonably arrange the production and inventory, and reduce the inventory overstock and stock shortages. This not only improves the operational efficiency of the company, but also reduces the costs and further enhances the competitiveness.

In short, Midea company makes full use of big data analysis tools, deeply excavates the industry development trend and user needs, and establishes a set of optimal intelligent planning model. This model not only provides strong support and basis for Midea in product development and market strategy formulation, but also improves the competitiveness of the company through accurate market positioning and user demand analysis.

2) Digital intelligence research and development: innovative design and simulation verification

In the process of product development, Midea Group has actively adopted and applied artificial intelligence and digital technology to realize intelligent analysis and prediction functions. Through the careful construction and extensive application of simulation models, the research and development team has deeply verified and optimized a variety of design solutions, so as to screen out the optimal solutions. This process significantly shortens the product development cycle from design to marketing, and effectively reduces the cost in the research and development process.

At the same time, this method significantly improves the product innovation and market competitiveness.

With this advanced research and development strategy, Midea Group can quickly adapt to the market changes and demand, and continue to launch high-quality products to meet the needs of consumers. This not only improves consumers trust and satisfaction with the brand, but also further strengthens Midea Groups leading position in the home appliance industry. Through continuous technological innovation and optimization, Midea Group has maintained a strong competitiveness in the fierce market competition, and has laid a solid foundation for the long-term development of the enterprise.

3) Digital intelligence manufacturing: intelligent manufacturing and quality control

In the manufacturing process, Midea Group has set up a series of early warning and control lines by collecting real-time data in the production process and combining with advanced data analysis technology. These warning and control lines can monitor the status of the production line in real time, and once an abnormal situation is found, the system will immediately issue an alarm, so as to realize the intelligent warning function. At the same time, Midea also carries out a comprehensive control of the production process by means of digital intelligence to ensure that all links operate within a controllable range.

With the help of these intelligent means, Midea can find and solve problems in production in time to avoid potential quality risks. Through real-time data collection and analysis, Midea can quickly locate the source of the problem and take targeted improvement measures, thus triggering a closed loop of continuous improvement. This closed loop includes not only the discovery and solution of problems, but also the continuous tracking and evaluation of the effects of improvement measures to ensure that every step of improvement can be truly implemented.

Through this intelligent warning, control and trigger improvement closed loop mechanism, Midea has greatly improved production efficiency and stability of product quality. Every link in the production process is strictly monitored and

managed to ensure the reliability and consistency of the final product. This digital-intelligent production mode not only improves the market competitiveness of Midea products, but also brings more high-quality and reliable product experience to consumers.

#### 4) Digital intelligence marketing: precise delivery and strategy optimization

In the marketing link, Midea has realized the online visualization of the purchase, sales and storage data through advanced technical means, so that the comprehensive indicators can be monitored in real time and automatically give early warning. The system can automatically generate market strategies such as selection, pricing and technical support to help companies better respond to market changes. Through the means of digital intelligence, Midea can accurately locate the target customer groups, to achieve personalized marketing, so as to improve the market effect and sales performance. This not only improves the company's operational efficiency, but also enhances customer satisfaction, and further consolidates Midea's competitive advantage in the market.

#### 5) Digital intelligence service: intelligent platform and online service

In the service link, the Midea company has realized the seamless docking of online services such as installation, repair and maintenance through the intelligent platform, such as the Mercure APP. Users can easily make an appointment for the service through this APP, and dynamically check the service progress, so as to grasp the service status in real time. In addition, users can also evaluate the quality of service to help Midea continuously improve and improve the service level.

In order to further improve the user experience, Midea also actively uses AI technology for demand forecasting and personnel scheduling. Through accurate data analysis and prediction, Midea can predict user needs in advance, so as to make preparations in advance. At the same time, the intelligent scheduling system can reasonably allocate service personnel to ensure that the service response speed and quality always meet the needs of users. This series of intelligent measures, not only improve the service efficiency, but also greatly improve the user satisfaction.

### (3) Intelligent and green environmental protection lead the brand upgrading

In the background of the rapid progress of science and technology and the continuous evolution of consumer demand, Midea Group has always kept pace with The Times and actively faced the market challenges. The group has continuously promoting the intelligent innovation of products and deeply implementing the concept of green environmental protection, the group has successfully led the comprehensive innovation of the brand. In the field of intelligence, Midea Group has invested huge resources in technology research and development, and launched many intelligent home appliances. These products not only support remote control through smartphones or voice assistants, but also enable self-learning and performance optimization based on the users usage mode, significantly improving the user experience. At the same time, Midea Group also attaches great importance to environmental protection, is committed to reducing energy consumption and waste emissions in the production process, and has developed a number of energy-saving and efficient products, which has been widely praised by consumers. Through these strategies, Midea Group has not only consolidated its leading position in the home appliance industry, but also set a model in the industry, providing a reference for other enterprises in the industry.

#### 1) Intelligent product layout:

Midea Group continues to increase its investment in the field of research and development, and is committed to launching a series of advanced intelligent home appliance products. These products include smart refrigerators, smart air conditioners, smart washing machines and other types. These smart home appliances not only have convenient functions such as remote control and voice control, so that users can easily operate anytime and anywhere, but also realize functions such as energy consumption optimization and health management through advanced AI algorithms. Through these intelligent functions, Midea smart home appliances can automatically adjust the operation mode according to the users use habits and environmental changes, so as to achieve the effect of energy saving and emission reduction, but also to provide strong support for the users healthy life. The addition of

these innovative functions has greatly improved the user experience and satisfaction, so that Midea smart home appliances have won wide recognition and praise in the market.

2) Practice of green environmental protection concept:

Midea company has always been committed to the research and development and production of more environmentally friendly and energy-saving products, using innovative scientific and technological means to save energy and significantly reduce the adverse impact on the environment. For example, Midea widely uses frequency conversion technology in its products, which can adjust the operating power of the equipment according to the actual demand, effectively reduce energy consumption and improve the energy efficiency ratio. At the same time, Midea actively uses environmental protection materials to reduce the emission of harmful substances, to ensure that the production and use of products minimize the environment. In order to further promote the sustainable development of the industry, Midea has implemented green supply chain management, from raw material procurement, manufacturing to product sales and recycling, strictly comply by environmental standards, and strive to achieve the green and sustainable of all links of the supply chain. Through these measures, Midea not only provides consumers with efficient and energy-saving products, but also makes a positive contribution to the protection of the earth's environment.

Table 3.3

Example of intelligent and green environmental protection products of Midea

Category of the product	Product name	Main intelligent / green environmental protection characteristics
Smart refrigerator	Smart preservation refrigerator	Remote control, intelligent temperature control, food management APP, etc
Intelligent air conditioning	Intelligent frequency conversion air conditioning	AI voice control, energy consumption optimization algorithm, air purification function, etc
Smart washing machine	Smart drum washing machine	Remote booking for washing, intelligent identification of clothing materials, water-saving and energy-saving technology, etc

Green environmental protection products	Frequency conversion energy saving air conditioning	Using frequency conversion technology to reduce energy consumption meets the energy efficiency grade standard
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### 3.2. Strengthening Midea's branding strategies and market positioning

Midea Group has taken a series of important measures to further strengthen its brand strategy and market positioning. In order to consolidate its leading position in the home appliance industry, Midea continuously optimizes and upgrades its brand strategy, aiming to enhance its brand value and market competitiveness. Through in-depth analysis of market demand and consumer behavior, Midea has adjusted its product line and marketing strategies to better meet the needs of different consumer groups.

In terms of market positioning, Midea is committed to building a high-end brand image, attracting more middle and high-end consumers through the launch of innovative technologies and high-quality products. At the same time, Midea has also increased its promotion efforts in the international market, and actively expand the overseas market, in order to realize the globalization strategy of the brand. Through the cooperation with internationally renowned designers and brands, Midea has further enhanced the design sense and fashion degree of its products, and made it stand out in the fierce market competition.

In addition, Midea also pays attention to strengthening the interaction and communication with consumers, and enhances the brand awareness and reputation through various channels such as social media, online platforms and offline activities. By holding various brand activities and promotional activities, Midea constantly narrows the distance with consumers and enhances their loyalty and brand identity.

In short, By continuously strengthening its brand strategy and market positioning, Midea strives to enhance its competitiveness in the domestic and foreign markets in order to achieve sustainable development and long-term goals.

### (1) Define the brand strategic direction

Midea Group always adheres to the strategic direction of "intelligent manufacturing + Internet" to enhance its core competitiveness through technological innovation and digital transformation. In order to realize the global leader in the home appliance industry, Mei Jingmei has defined the following brand strategic direction:

Technology innovation-driven development: Midea Group continues to be committed to enhancing its research and development strength. Through a large amount of investment in the innovation field, it has not only attracted a large number of high-quality R & D talents, but also actively established deep cooperative relations with leading enterprises and scientific research institutions at home and abroad. This strategic cooperation network provides Midea with rich resources and a knowledge-sharing platform, and is jointly committed to promoting technological innovation and the continuous upgrading of the industry. In the field of intelligent home appliances, Midea has continuously overcome technical difficulties and achieved a number of breakthroughs in key technologies. These technological advances not only enhance the intelligence level of products, but also significantly enhance the market competitiveness of the brand. Through these efforts, Midea has successfully built itself into a technology leader in the smart home appliance industry, winning wide recognition from consumers and high evaluation from the market.

#### 1) Quality first to win the market

Midea Group continues to be committed to the unremitting pursuit and improvement of product quality, and adhere to the construction and improvement of a comprehensive quality management system. With the help of the digital intelligence technology, the company constantly optimizes the quality of operation, and strives to realize the digital intelligence transformation of the whole process of product planning, design, production, sales and after-sales service. The Group attaches great importance to transforming technological innovation results into productivity. Through continuous improvement of product design and production process, it is committed to improving product quality and performance, while effectively reducing

production costs, so as to meet consumers continuous pursuit and expectation of high-quality life.

## 2) User first brand building

Midea always puts user needs in the core position. By building a global user database, Midea deeply excavates the differentiated needs of users and builds a whole value chain co-creation system. The company is committed to accurately grasping the personalized needs of users through big data analysis and user behavior research, so as to provide more intimate and customized services. Midea continues to deepen its understanding of user needs. By collecting and analyzing massive user data, Midea identifies the unique needs of different user groups, and then designs products and services to meet these needs. At the same time, Midea also uses digital intelligence means to improve user experience, and realize the intelligent whole process from product design, production, sales to after-sales service. By introducing advanced Internet of Things technology and artificial intelligence algorithms, Midea continuously optimizes product functions and improves service efficiency, ensuring that users can have a seamless and efficient experience at every point of contact. These efforts not only enhance users sense of identity to the brand, but also significantly enhance user loyalty, making Midea stand out in the fierce market competition. Through continuous technological innovation and intelligent upgrading, Midea has provided users with more convenient, efficient and personalized solutions, so as to win the trust and support of the majority of users.

## 3) Sustainable development leads the future:

Midea Group has been actively fulfilling its social responsibilities to focus on and protect the environment, support community development, and care for the well-being of its employees. In order to promote the sustainable development of the whole industry, Midea continues to develop and promote environmental protection and energy saving products, and strive to reduce the impact on the environment in technological innovation and product design. At the same time, the company has also implemented green supply chain management to ensure that every link in its supply

chain meets environmental standards, so as to achieve environmental friendliness throughout the whole production process.

In terms of employee care, Midea not only focuses on the health and safety of its employees, but also is committed to providing a good working environment. The company creates a comfortable workplace for its employees and provides a wealth of career development opportunities to help them achieve personal growth and career progress. Through these measures, Midea enhances the sense of belonging and happiness of its employees, enabling them to work in a vibrant and caring environment.

In addition, Midea also actively participates in community charity activities and disaster relief work, and gives back to the society through practical actions. Whether by donating funds, materials, or organizing employees to participate in voluntary services, Midea is trying to establish a responsible and caring corporate image. These initiatives have not only enhanced the reputation of the company, but also won widespread praise and respect from all sectors of society. Through these efforts, Midea has not only achieved commercial success, but also set a good example in social responsibility.

## (2) Precise market positioning strategy

Through the in-depth study of the market demand and the detailed analysis of the competition pattern, Midea Group has developed a set of accurate market positioning strategy. The core goal of this strategy is to more comprehensively meet the diversified needs of different consumer groups in the market, so as to significantly improve the market competitiveness of the brand. Through a detailed study of market segmentation and consumer demand, Midea Group can accurately locate its products and services to ensure that it maintains a dominant position in the fierce market competition.

Specifically, Midea Group not only focuses on the function and quality of its products, but also focuses on the emotional needs and personalized experience of consumers. By continuously optimizing product design and improving service quality, Midea Group strives to meet consumers expectations in every detail. In

addition, Midea Group also actively adopts advanced technology means, such as big data and artificial intelligence, to better analyze consumer behavior and market trends, so as to develop more accurate market strategies.

The implementation of the strategy not only helps to enhance the brand awareness and reputation, but also further strengthens Midea Groups leading position in the home appliance industry. Through continuous innovation and improvement, Midea Group stands out in the fierce market competition and wins the trust and support of the majority of consumers. In the future, Midea Group will continue to adhere to this market positioning strategy, and constantly explore and explore new market opportunities, in order to achieve more long-term development goals.

#### 1) Market segmentation strategy

Through in-depth study of market demand and user behavior, Midea company carefully divides the market into multiple sub-markets, and launches products and services with differentiated characteristics for each sub-market. For example, in the high-end market field, Midea has carefully launched a series of high-end smart home appliance products. These products are not only powerful, but also beautifully designed, which can meet consumers pursuit and yearning for high-quality life. These high-end smart home appliances are usually equipped with advanced technologies, such as Internet of Things connection, artificial intelligence assistant, so that users can enjoy a more convenient and intelligent life experience.

In the market segmentation for young consumers, Midea pays special attention to the fashion and convenience of its products. The company has launched a series of products that are in line with young peoples aesthetic appreciation and use habits. These products are more modern and simple in design, and more diversified in color matching, which can attract the attention of young consumers. At the same time, these products also pay more attention to convenience in function, such as remote control through mobile phone applications and one-click operation, so that young people can use home appliances more easily in their busy life. Through this targeted market segmentation strategy, Midea has successfully met the diversified needs of

different consumer groups, and further consolidated its leading position in the home appliance market.

## 2) Target market selection

In order to better understand and cater to the diverse power and consumption habits of consumers, Midea is committed to conducting thorough market research and analysis. This approach allows the company to tailor its products and services more effectively to meet the specific needs of its target audience. In addition to understanding consumer preferences, Midea places significant emphasis on analyzing the competitive landscape. The company meticulously examines the number, strength, and market share of its competitors to ascertain its own competitive edge within the industry.

To ensure the precision of its strategic decisions, Midea undertakes in-depth studies of the consumer needs within its target markets. By employing market research and data analysis techniques, the company gains insights into consumer preferences and evolving demand patterns. Concurrently, Midea conducts a detailed competitive analysis, utilizing tools such as SWOT analysis to comprehensively understand the market environment, identify emerging opportunities, and anticipate potential threats. Building upon these extensive analyses and research findings, Midea crafts targeted market strategies designed to align precisely with the needs of its target markets, thereby enabling the company to distinguish itself in the competitive arena.

Furthermore, Midea is prepared to allocate the necessary resources, encompassing financial capital, human talent, and technological expertise, to bolster its marketing and sales expansion initiatives. The company ensures that resources are distributed in accordance with the strategic imperatives of its market approach, thereby facilitating the seamless execution of all planned activities. Through these concerted efforts, Midea aims to rapidly establish a solid presence in chosen markets, achieving swift business expansion and an increase in market share. By persistently pursuing market expansion and reinforcing brand development, the company seeks to

solidify its market position, amplify its brand influence, and ultimately fulfill its strategic objectives.

### 3) Implementation of internationalization strategy

Midea Group, a renowned corporation, has been steadfastly dedicated to advancing and executing its strategic initiative of brand internationalization over an extended period. The company has persistently sought to broaden its presence in overseas markets and has fortified its collaborations with international partners, which has notably elevated the global recognition and clout of the Midea brand. To seamlessly integrate into the worldwide market and cater more effectively to the diverse needs of international consumers, Midea Group has established a multitude of research and development centers as well as manufacturing bases across numerous countries and regions. These localized strategies in terms of layout and operations have not only brought Midea Group closer to the preferences and demands of local consumers but have also substantially amplified the brand's visibility and consumer allegiance in foreign markets.

Furthermore, Midea Group has taken an active role in participating in a variety of international exhibitions and events, where it showcases its latest products and technological advancements. This proactive approach has served to further bolster the recognition and trust that the Midea brand enjoys on the global stage. Through these exhibitions and events, Midea Group has not only exhibited its capacity for innovation but has also forged stronger cooperative ties with partners from around the world. This has laid a robust foundation for the brand's expansion and growth on a global scale. As a result of these strategic initiatives, Midea Group has successfully established itself as a preeminent player in the global home appliance industry, earning widespread acknowledgment and acclaim in the international market.

Example of Mideas market positioning and strategy

Market segments	Target user group	Product strategy	Market strategy
High-end market	High-income groups	High-end smart home appliances products	High-end channel layout, customized services
Young consumers	Young people	Fashionable and convenient home appliances products	Social media marketing, online and offline linkage
International market	Overseas consumers	Localized products and services	International exhibition participation, localized operation

### 3.3. Addressing challenges in brand building and maintaining corporate image and reputation

In the current business environment, brand building and corporate image and reputation maintenance have encountered many challenges. Enterprises not only have to cope with the fierce competition of domestic and foreign competitors, but also need to adapt to the diversification of consumer needs and the continuous changes of the market environment. In this context, brand construction has become one of the core elements for enterprises to acquire competitive advantages.

As a famous home appliance manufacturer at home and abroad, Midea Group deeply understands the importance of brand building. In order to effectively respond to these challenges, Midea Group has implemented a series of strategies to actively adapt to market changes and continuously enhance the market competitiveness and influence of the brand. First, Midea Group has increased its investment in research and development to continuously launch innovative products to meet consumer demand. Secondly, Midea Group attaches great importance to the quality of products and services, and by providing high-quality products and services, it has won the trust and recognition of consumers. In addition, Midea Group has also strengthened the brand publicity and marketing activities, through a variety of channels and methods to enhance the brand awareness and reputation.

Through the implementation of these strategies, Midea Group has not only successfully dealt with the challenge of market competition, but also further consolidated its leading position in the home appliance industry. Looking ahead, Midea Group will continue to be committed to brand building and corporate image and reputation maintenance, in order to achieve sustainable development and long-term competitive advantage.

#### (1) Strengthen brand building and communication

Midea Group always regards brand building and communication as one of its core strategies, and continues to enhance its brand awareness and reputation through diversified ways and means. Specifically, Midea Group delivers brand information to consumers through large-scale advertising, using TV, Internet, outdoor advertising and other media platforms. At the same time, Midea Group actively participates in various public relations activities to enhance the affinity and trust of the brand through the interaction and communication with consumers. In addition, Midea Group also attaches great importance to word-of-mouth marketing. By providing excellent products and services, it stimulates the spontaneous recommendation and communication of consumers, so as to form a positive word-of-mouth effect among consumers. Through these comprehensive brand building and communication strategies, Midea Group continuously consolidates and enhances its position and influence in the market.

#### 2) Advertising strategy

Midea company adopts diversified publicity means, including TV advertising, online advertising and other channels, to fully display its latest products and technical achievements, so as to attract and stimulate consumers attention and interest. In order to attract the target audience more effectively, Midea is not only committed to the innovation and attraction of the advertising content, but also enhances consumers sense of identity and sense of belonging to the brand by narrating brand stories and delivering brand values. Through these well-planned campaigns, Midea aims to build a strong brand image in the market, thus increasing market share and enhancing brand loyalty.

### 3)Public relations activity organization

Midea company always adheres to the concept of actively participating in various public relations activities, such as holding new product press conferences and participating in industry forums. Through these activities, Midea can show its strong brand strength and excellent product advantages to the public, thus effectively enhancing its brand image and expanding its influence in the market. In addition, Midea also attaches great importance to the cooperation with the media, by inviting the media to visit its advanced factories, interviewing company executives and other ways, to further deepen the medias understanding and identity of the Midea brand. These measures will not only help Midea to establish a good image among the public, but also can strengthen the interaction with the media to ensure that its brand information can be accurately and timely conveyed to the broad audience, so as to occupy a favorable position in the fierce market competition.

### 4) Word-of-mouth marketing promotion

Midea company has been committed to providing high-quality products and excellent services, to win the love and recognition of consumers. This unremitting pursuit of product quality and service makes Midea establish a good reputation in the market, thus further strengthening its word-of-mouth marketing strategy. In order to further expand the influence of the brand, Midea not only pays attention to product quality and service, but also actively encourages and encourages users to share their personal experience and evaluation of Mideas products through social media, online evaluation platforms and various other online channels. In this way, Midea hopes to stimulate the interest of more potential customers, increase the brand awareness and influence of it, so as to stand out in the fierce market competition.

### (2) Coping with brand crises and challenges

In the process of brand building and maintenance, Midea Group has inevitably encountered some brand crises and challenges. These crises and challenges include, but are not limited to, product quality issues, consumer complaints, negative public opinion, etc. However, with its keen market insight and efficient crisis management mechanism, Midea Group has successfully resolved these crises and challenges

through timely and effective response measures. These responses include, but are not limited to, open and transparent communication, proactive improvements, and sincere interaction with consumers. Through these efforts, Midea Group has not only successfully maintained the brand image and reputation, but also further enhanced consumers trust and loyalty to the brand.

#### 1) Product quality response

Product quality problems: in the face of product quality problems, Midea always adheres to the core principle of quality first. In order to ensure the stability and reliability of products, Midea continues to strengthen quality management and supervision. Through strict production process control, quality inspection and continuous improvement, Midea strives to achieve excellence in every link. In addition, Midea has also established a sound quality monitoring system to ensure that every link from the purchase of raw materials to the delivery of finished products meets the high standards of quality requirements.

Once a product quality problem is found, Midea will take swift action to immediately start the recall and repair mechanism. They will quickly inform consumers and provide detailed solutions to ensure that problems can be solved in a timely and effective manner. Midea also publicly apologizes, admits its mistakes and promises to take steps to prevent similar problems from happening again.

#### 2) Market competition response:

In dealing with the increasingly intensified market competition, Midea Group has always shown an acute market insight. Through continuous innovation and product and technology upgrading, Midea Group has successfully enhanced the market competitiveness and influence of the brand. The company understands that only continuous progress can stand out from the competition. As a result, Midea Group has invested huge resources in research and development to ensure that its products and technologies are always leading the industry.

At the same time, Midea Group has also strengthened its marketing and brand promotion efforts. Through accurate advertising and diversified promotion activities, the company has effectively enhanced the brand awareness and reputation. Midea

Group knows the importance of brand building, so it adopts scientific data analysis and market positioning strategies in advertising to ensure that advertising can accurately reach the target consumer groups. In addition, by holding various promotional activities, Midea Group has not only attracted the attention of consumers, but also enhanced the interaction and emotional connection with consumers, and further consolidated the market position of the brand.

With these comprehensive strategies, Midea Group is moving forward steadily in the fierce market competition, and continuously consolidating and enhancing its leading position in the home appliance industry.

### 3) Social responsibility and environmental protection response

In the face of important issues such as social responsibility and environmental protection, Midea Group has always actively fulfilled its due responsibilities, not only focusing on environmental protection, but also committed to community development and employee well-being. Through continuous research and development of environmental protection and energy saving products, the company strives to reduce the carbon footprint of products, and implements green supply chain management to ensure that every link from raw material procurement to production, transportation and sales meets the environmental standards, so as to promote the sustainable development of the entire home appliance industry. In addition, Midea Group also attaches great importance to the health, safety and welfare of employees, and strives to provide an excellent working environment, and create broad career development opportunities for employees, so as to enhance the sense of belonging and happiness of employees.

When dealing with these related issues, Midea Group has actively responded to social concerns and demonstrated its efforts and achievements in social responsibility and environmental protection in an open and transparent way. The company regularly issues social responsibility reports, detailing its specific measures and progress in environmental protection, community support and employee care, in order to maintain the company's brand image and reputation. Midea Group also actively participates in various social welfare activities, making contributions to the society

through donations, voluntary services and other forms, and further highlighting its good image as a responsible enterprise. Through these initiatives, Midea Group has not only achieved commercial success, but also set a good example in social and environmental aspects.

### (3) Building a brand ecosystem

Midea Group has always taken building a sound brand ecosystem as one of its core strategies. In order to achieve this goal, Midea Group has spared no effort to fully integrate all kinds of upstream and downstream resources, from supply chain management to sales channels, from product research and development to marketing, every link has been carefully planned and optimized. Through this comprehensive integration of resources, Midea Group has successfully formed a strong brand force.

This brand joint force is not only reflected in the quality of products and services, but also reflected in the significant improvement of market competitiveness. By continuously optimizing its product line, innovating the application of technology, and improving the user experience, Midea Group makes its brand more attractive and competitive in the market. At the same time, this resultant force has also significantly enhanced the influence of the brand, making the brand image of Midea Group in the hearts of consumers more stable and positive.

In order to further consolidate its market position, Midea Group has also adopted a series of systematic brand building strategies. These strategies include but are not limited to brand communication, brand cooperation, brand extension and other aspects. Through the implementation of these strategies, Midea Group has not only maintained a leading position in the field of traditional home appliances, but also made significant progress in smart home, new energy and other fields.

In short, Midea Group has built a strong brand ecosystem by comprehensively integrating upstream and downstream resources, and through a systematic brand building strategy, it has ensured that it always maintains a leading position in the fierce market competition. This comprehensive brand strategy makes Midea Group not only occupy a favorable position in the current market, but also lay a solid foundation for its sustainable development in the future.

### 1) Supply chain collaborative management

Midea company has always been committed to establishing and maintaining a long-term and stable cooperative relationship with suppliers, channel partners and other relevant parties. Through this close cooperation, Midea can work together with all parties to jointly promote technological innovation and industrial upgrading, so as to continuously improve the market competitiveness of the brand. In order to ensure the high quality and market competitiveness of its products, Midea attaches great importance to the transparency and collaborative management of its supply chain. This means that Midea will strictly control every link from the purchase of raw materials to manufacturing to ensure that every link meets the requirements of high standards. This management mode not only improves the overall quality of the product, but also further consolidates Midea's competitive advantage in the market.

Only through close cooperation with all parties, can common development and progress be achieved. Therefore, Midea Group has always been committed to establishing an open and transparent cooperation platform, so that all parties can fully exchange and share resources. On this platform, all parties can jointly discuss the market demand, jointly research and develop new technologies, and jointly optimize the production process, so as to achieve mutual benefit and win-win situation. Through this cooperation, Midea can not only better meet the market demand, but also continuously improve its own innovation ability, and further consolidate its leading position in the industry.

In order to ensure the high quality and market competitiveness of the products, Midea attaches great importance to the transparency and collaborative management of its supply chain. The company knows that only through transparent management can we ensure that every link of the supply chain can meet the expected standards. Therefore, Midea will maintain close communication and coordination with suppliers and channel partners to ensure that every link of raw material procurement, manufacturing, logistics and distribution can be carried out efficiently and orderly. At the same time, the company will also through various means, such as quality testing, process monitoring, to ensure that every link meets the requirements of high

standards. This management mode not only improves the overall quality of the product, but also further consolidates Midea's competitive advantage in the market.

## 2) User interaction and feedback mechanism

Midea company has been committed to establishing a deep interaction and communication relationship with the majority of consumers. To achieve this goal, Midea has successfully achieved instant interaction and feedback mechanisms with consumers by building a global user database and intelligent platform. In this way, companies can quickly understand consumer needs and opinions, and thus constantly improve their products and services to meet consumer expectations.

Through this continuous interaction and feedback, Midea can not only timely find and solve the problems encountered by consumers in the process of using products, but also innovate and optimize products according to consumer feedback. This consumer-centered improvement strategy enables Midea to continuously improve the user satisfaction and loyalty of the brand.

In addition, Midea also actively uses artificial intelligence technology to conduct detailed portrait construction and behavior analysis of users. Through in-depth mining and analysis of user data, Midea can better understand consumers' preferences, needs and behavior patterns. This valuable information provides Midea with a solid technical support for precision marketing and services. Through accurate user portrait and behavior analysis, Midea can develop more personalized product and service plans, so as to better meet the needs of different consumer groups, and further enhance the competitiveness and market share of the brand.

## 3) Industry standards and norms formulation

Midea Group has been committed to actively participating in and promoting the formulation of standards and norms in the home appliance industry. Through this active participation, Midea not only enhances its position in the industry, but also further enhances its brand influence. Specifically, through close cooperation with industry associations, experts and scholars and related enterprises, Midea jointly discusses and formulates more scientific and reasonable industry standards, so as to promote the healthy development of the whole industry.

At the same time, Midea Group attaches great importance to integrating with international standards, and actively introduces and draws lessons from advanced international standards and technologies. In this way, Midea not only improves the quality and performance of its own products, but also enhances the international competitiveness and influence of the brand. Midea Group is well aware that only by constantly learning and absorbing the international advanced experience and technology can it remain invincible in the global market competition.

In addition, Midea also promotes the improvement of industry standards through continuous technological innovation and research and development. The group has invested a lot of resources in the research and development of new technologies and new products, and strive to make breakthroughs in intelligence, energy conservation and environmental protection, so as to lead the development direction of the industry. Through these efforts, Midea not only provides consumers with better products and services, but also sets a new benchmark for the entire home appliance industry.

## CONCLUSIONS

In the in-depth study of Mideas brand strategy, the core conclusion points out that the key to Mideas success lies in the effective implementation of the brand strategy. This conclusion highlights the core position of brand management in the modern enterprise operation, and also provides a valuable reference for other enterprises. In the highly competitive market environment, the brand, as an important asset of an enterprise, can bring differentiated competitive advantages to the company, and improve its market share and profitability. Midea knows the power of brand, so it always puts brand management in an important position in the process of strategic development.

The successful implementation of Mideas brand strategy first benefits from its clear and clear brand positioning. By studying the target market and consumer demand, Midea has set a unique and attractive positioning for itself, and occupies a unique position in the hearts of consumers. This positioning not only shows the high quality and innovative spirit of Mideas products, but also shows the companys deep understanding and satisfaction of consumer needs. In addition, Midea in the brand communication through multi-channel and creative communication, so that the brand deeply reach the target audience. Whether it is traditional advertising or social media marketing, Midea can skillfully integrate the brand concept and product characteristics into the communication, thus arousing the resonance of consumers.

The success of brand strategy can also be separated from Mideas comprehensive practice in brand positioning, communication and interaction. In terms of brand positioning, Midea accurately understands consumer needs through in-depth market research, so as to clarify the target market and consumer groups, and build a high-quality, innovative and reliable brand image. In terms of brand communication, Midea transmits brand value through advertising, public relations, social media and other ways to increase consumers cognition and goodwill. At the same time, it attaches importance to word-of-mouth marketing and encourages consumers to share brand experience, so as to expand brand influence.

In addition, Midea has also made continuous efforts in the protection and innovation of its brand. Strictly control product quality and after-sales service, ensure the reliability of the brand and consumer trust, actively crack down on infringement, and maintain the market order of the brand. In terms of brand innovation, Midea maintains a keen insight into the technological trend and consumer demand, and constantly launches innovative and competitive new products. Brand innovation and continuous construction complement each other, and jointly constitute the core strategy of Midea's future development. Innovation provides the impetus for the brand building, and the continuous construction ensures the market transformation of the innovation results. The two promote each other and push the company forward steadily.

However, Midea's brand management still faces challenges. In the context of globalization, the market competition is becoming increasingly fierce, and the consumption habits and cultural differences in different markets require the high flexibility of Midea's brand management. It is an important issue for Midea to realize brand differentiation globally and take into account both brand core value and localized operation. With the development of consumer demand to personalized, intelligent and environmental protection, the difficulty of brand management has increased, which requires enterprises to constantly innovate in brand building and product development. In addition, technological innovation is accelerating, smart home, Internet of Things and other emerging technologies bring changes to the home appliance industry, Midea needs to combine new technology with brand innovation, improve the brand technology content, and ensure that the brand maintains a leading position in the hearts of consumers.

The complexity of brand management also comes from within the enterprise. Midea brand management involves many departments and levels, which requires the cooperation between all departments to ensure the consistency and effectiveness of brand management. Facing these challenges, Midea has adopted a series of measures: strengthening market research, understanding consumer needs everywhere, optimize brand positioning; increasing R & D investment to promote technological innovation

and product upgrading; optimizing organizational structure to improve the efficiency of brand management; and strengthening brand communication and promotion to enhance brand awareness and market influence.

On this basis, Midea also can through a number of policy Suggestions to optimize brand management: first, further integrate brand strategy planning and execution, set up special brand management department or committee, regularly evaluate and adjust the brand strategy, and marketing, product research and development departments work closely, ensure the consistency of brand strategy and the companys overall strategy. Second, to improve the ability of brand innovation and differentiation, by increasing research and development investment, update the design concept, to meet the diversified needs of consumers, and explore the cooperation with external scientific research resources, to promote the improvement of brand innovation ability. Third, pay attention to the cultivation and dissemination of brand culture, and build a positive brand culture through brand activities, staff brand awareness training, social welfare participation and other ways. Fourth, strengthen brand crisis management, establish brand crisis early warning and response mechanism, timely deal with potential risks, and maintain brand image. Finally, digital technology is used to improve the efficiency of brand management, and the brand management process is optimized through data analysis and precision marketing.

In the future, the trend of digitalization and intelligence will provide a new development direction for brand management. How to use big data, artificial intelligence and other technologies to optimize the brand management process and improve the brand influence will become a hot topic. For example, data analysis can achieve accurate positioning of consumer behavior to meet the needs of personalized marketing. The rise of the concept of sustainable development also gives brand new importance to social responsibility. Midea needs to integrate environmental protection and social responsibility into brand building and build a positive brand image, so as to win the recognition and support of global consumers.

Cross-cultural brand management has also become the key to Midea's international market expansion. In the global environment, Midea needs to face consumers with different cultural backgrounds, and realize brand communication and localized operation while respecting cultural differences. Future research can deeply explore the strategies of cross-cultural brand management and provide theoretical and practical support for its international development.

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