

**THE SYNERGISTIC EFFECTS OF DESIGN EMPOWERMENT
AND INNOVATIVE MARKETING STRATEGIES: A CASE STUDY OF THE
'XUNXIANGJI' SNACK BOX**

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1. Introduction:

With the rapid development of the global economy and the trend of globalization, brand competition has gradually shifted from simple product and price competition to competition for brand influence. How to create an influential brand in the fierce market competition has become an important challenge for today's enterprises. In this context, the synergistic effect of design empowerment and innovative marketing strategies has gradually attracted people's attention. Design empowerment refers to the use of design methods to increase added value and brand influence for brands and products, thus achieving brand and product differentiation. Innovative marketing strategies refer to the use of novel and unique marketing methods to attract consumers' attention and improve brand awareness and reputation.

As an innovative snack product, the "Xunxiangji" snack box combines hometown flavors, cultural dissemination, design empowerment, and innovative marketing strategies, and has received praise from many consumers. This paper takes the "Xunxiangji" snack box as an example to study the impact of the synergistic effect of design empowerment and innovative marketing strategies on brand influence, aiming to provide theoretical and practical support for brand and product differentiation.

2. Background and Scope of the Study:

2.1 The background and content of the snack box "Xunxun" snack box

During a visit to Beijing's old city, Qianmen Dong area, President Xi Jinping expressed his deep sentiments about preserving memories of the city and the importance of cherishing nostalgia. In China, cultural confidence has a unique relationship with the countryside, deeply rooted in the homeland's socialist characteristics, and intertwined with the traditional cultural gene of nostalgia culture. "What does nostalgia mean? It means that you will miss this place when you leave." Nostalgia is an expression of emotions based on cultural awareness and cultural identity, a unique identity symbol of the Chinese nation in "self-cultivation, family management, governance of the country, and peace in the world." By using nostalgia culture, relying on the rich food and folk culture of China's vast land, it is an effective way to cultivate self-identity and strengthen cultural confidence.

The concept behind the "Xunxiangji" snack box is to use snacks as a medium for consumers to experience the distinctive cultural features of their hometown and recall happy memories. Each box contains snacks from different regions, and the type

and quantity of snacks in each box are not entirely the same, similar to the design of a blind box, bringing uncertainty and a sense of surprise to consumers. This research aims to explore the synergistic effect of design empowerment and innovative marketing strategies on brand influence using the "Xunxiangji" snack box as an example, providing theoretical and practical support for brand and product differentiation.

3. Study on Xunxiangji Snack Box as an example

3.1 Design Empowerment of "Hometown Collection" Snack Box

Design empowerment is the application of design thinking to a company's strategy and processes in order to enhance its core competitiveness and performance. In the "Hometown Collection" snack box, design empowerment is mainly reflected in the following aspects:

Selection of products: relying on the "Weixunji" WeChat fan group to initially collect a list of hometown snacks and stories, extensive procurement is carried out, and the first generation of snack contents are carefully selected through internal tasting, public appraisal, and mass voting.

Design: fully leverage the team's professional expertise and combine various city cultural connotations, customs, and popular elements to design. Through the continuous iteration of the scheme, the optimal packaging is found. After the plan is determined, suitable manufacturers are contacted for sampling and production.

In terms of packaging design, the "Hometown Collection" snack box's main visual magnifying glass corresponds to the brand's "search" imagery, and the English logo is a combination of "found" and a question mark, representing the blind box

attribute of the snack box. The blue color symbolizes mystery and also contains random and surprising content, further enriching the product's connotation and value.

3.2 Innovative marketing strategy of "Xunxiangji" snack box

The innovative marketing strategy of "Xunxiang Collection" snack box mainly includes product strategy, price strategy, channel strategy and promotion strategy.

In terms of product strategy, "Xunxiang Ji" snack box takes the form of a similar blind box, that is, the contents of each snack box are not exactly the same, and randomness and surprise become one of the highlights of the product. In addition, the selection of snacks takes into account the characteristics and representativeness of different regions, allowing each region to leave its mark on the snack box.

In terms of price strategy, at the beginning of the project, we will buy food on Taobao according to the selected categories. After verifying the business model and operating for a period of time, we will choose a manufacturer with a wide range of business and cost-effective for long-term cooperation through price comparison. "Xunxiangji" will directly connect with manufacturers, and the final snack box products will be directly sold in the wechat online mall of "Wuji", saving a large part of secondary sales expenses, fundamentally controlling costs and lowering prices.

At the same time, in order to stimulate consumers' desire to buy, increase product sales and enhance enthusiasm, "Xunxiangji" will also take certain means of membership points, to provide 20% discount for consumers who buy twice or more or actively recommend snacks.

The pricing of "Xunxiangji" snack box is relatively reasonable, which can not

only meet the needs of consumers, but also ensure the profits of enterprises.

In terms of channel strategy, "Xunxiang Ji" snack box relies on the "Topsy Ji" studio, which has hundreds of thousands of followers on various platforms, and the wechat public account alone has 10w+ fans. Under the steady operation of the public account, we have a stable traffic base to provide the attention needed in the early stage of the project. In the first sales cycle, we completed 49 orders, of which 47 were successfully transferred to our fan community, with a private conversion rate of 96%. On this basis, we will cultivate the first group of users into our loyal customers, through activity stimulation, in order to achieve fan fission.

In terms of marketing strategy, "Xunxiang Collection" carries out marketing from online and offline channels. Snack collection and public voting are good opportunities for early publicity. The snack list of Xunxiang collection snack box is collected by the public, which has a natural advantage of customization, which is conducive to the good expectation of the public from the early stage of the project. At the same time, some small tasting sessions will be held, inviting the proposers to choose and taste the snacks and share the stories behind the snacks in their hometown.

3.3 Empirical study on synergistic effect of "Xunxiangji" snack box

In the third chapter, we will specifically study the synergistic effect of "Xunxiangji" snack box, and verify the existence of this effect through empirical research. This study adopts the method of questionnaire survey to survey the college students who have used "Xunxiangji" snack box. We focus on the following two areas:

First, we investigated the influence of "Xunxiangji" snack box on college

students' identification and sense of belonging to their hometown. The results showed that college students who used "Xunxiangji" snack box felt the characteristics and charm of their hometown more strongly, and enhanced their sense of identity and belonging to their hometown.

Secondly, we investigated the influence of "Xunxiangji" snack box on brand word-of-mouth and sales. The results showed that college students who used Xunxiangji were more willing to introduce the product to others, thought it had a good reputation, and were more willing to buy the product again.

Through empirical research, we prove the existence of synergistic effect of "Xunxiangji" snack box, that is, the synergistic effect of design empowerment and innovative marketing strategy can improve product reputation and sales, and strengthen college students' sense of identity and belonging to their hometown. The results of this study not only have implications for the brand marketing of "Xunxiangji" snack box, but also have reference significance for the design and marketing strategies of other brands.

4. Conclusion and enlightenment

4.1 Research Conclusion

The purpose of this study is to explore the synergistic effect of design empowerment and innovative marketing strategies, and take "Xunxiangji" snack box as an example to conduct an empirical study. By analyzing the characteristics and application of design enabling and innovative marketing strategy, as well as the design and marketing strategy of "Xunxiangji" snack box, this study draws the following conclusions:

Design empowerment can enhance the added value of products and user experience, and thus promote product sales and brand communication. Design empowerment can also help enterprises achieve brand differentiation competition and improve market competitiveness.

Innovative marketing strategies can break the traditional marketing mode and stimulate consumers' purchase desire and participation. Innovative marketing strategies can also improve brand exposure and expand market space.

The design ability of "Xunxiangji" snack box is reflected in many aspects, including the appearance design of the box, snack selection and collocation. These design enabling measures can stimulate the curiosity and purchase desire of users, promote product sales and brand communication.

The innovative marketing strategy of "Xunxiangji" snack box mainly includes the blind box model, cultural emotion marketing and so on. These innovative strategies can improve consumer engagement and satisfaction, and promote brand loyalty.

The synergistic effect of "Xunxiangji" snack box has been empirically verified. Data showed that the sales and user evaluation of "Xunxiangji" snack box showed significant improvement. At the same time, the cultural value and regional characteristics of "Xunxiangji" snack box have been more widely disseminated and recognized.

4.2 Enlightenment and Prospect

The conclusion of this study shows that the synergistic application of design empowerment and innovative marketing strategies can significantly improve brand

influence and competitiveness. At the same time, taking "Xunxiangji" snack box as an example, the research shows that combining regional characteristics and emotional resonance, through meaningful design and innovative marketing strategies, the product can be transformed into a cultural symbol and emotional bond, so as to achieve product differentiation and brand deep integration.

On this basis, future research can continue to deepen the understanding and application of design enabling and innovative marketing strategies, and try to explore more diverse and innovative marketing strategies to meet the changing needs of consumers and the evolving requirements of brands. At the same time, excessive design and marketing should be avoided in practice, so as to maintain the authenticity of products and deliver the core value of the brand.