

# Research on Brand Promotion and Communication Strategy of Donglong Sturgeon Caviar

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**Abstract:** Brand promotion and communication can not only enhance brand awareness and influence, but also create a unique brand image, convey product value, and establish a deep emotional connection with consumers. The PEST analysis of Donglong sturgeon caviar was carried out, and specific brand promotion and communication strategies were put forward from the aspects of improving brand awareness, expanding brand communication channels, enhancing brand influence, and building a lifetime mini program for Donglong sturgeon.

**Keywords:** Donglong sturgeon caviar; Brand promotion, Brand communication

## 1. Introduction

The report to the 20th National Congress of the Communist Party of China pointed out that it is necessary to establish a big food concept, develop rural characteristic industries, comprehensively promote rural revitalization, and accelerate the construction of an agricultural power. Heilongjiang's unique natural endowment advantages and policy support have ushered in new opportunities for the development of large-water fisheries, and provided rich germplasm resources for the development of large-water surface aquaculture. Cold-water fishery is an important industry of agricultural economy in Heilongjiang Province, an important representative of the green organic food industry of 'cold black soil', and an important starting point for Heilongjiang to promote the revitalization of modern agriculture and accelerate the construction of a strong agricultural province. [1]

Cold-water fish is one of the top ten categories of "Black Soil Excellent Products", which has been widely praised by consumers, but there is still a lot of room for improvement in marketing and sales. In December 2022, the Heilongjiang Provincial Department of Agriculture and Rural Affairs issued the "Heilongjiang Province Cold-water Fishery Revitalization Action Plan", which plans to stabilize the aquaculture area of the province at more than 6.35 million mu by 2025, the total output of aquatic products will reach 1.09 million tons, and the total economic output value of the primary, secondary and tertiary fishery industries will strive to reach 30 billion yuan. The "14th Five-Year Plan" National Fishery Development Plan proposes to promote the high-quality development of fisheries and promote the modernization of fisheries as a whole. Fuyuan Donglong Sturgeon Industry Co., Ltd. is an enterprise that insists on making high-quality and healthy caviar, with a long history of development and outstanding quality. In the face of the caviar industry with broad development prospects and increasingly fierce competition, it is a powerful weapon to develop the market to achieve differentiated competition through brand building. How to achieve effective brand communication and seize the market is a problem that Donglong Sturgeon urgently needs to solve. [2]

## 2. PEST analysis

### 2.1. Political environment

China has always attached great importance to agricultural development, and in recent years, it has successively introduced a series of policies to benefit farmers and strengthen agriculture, focusing on consolidating and expanding the achievements of poverty alleviation, comprehensively promoting rural revitalization, accelerating the modernization of agriculture and rural areas, highlighting the guarantee of supply and security, and revitalizing the smooth cycle. In 2021, Heilongjiang Province issued the "14th Five-Year Plan for Fishery Development in Heilongjiang Province", proposing to develop and utilize cold-water fish germplasm resources and tap the potential of development advantages. In December 2022, the provincial government held a meeting to promote the revitalization and development of cold-water

fisheries in the province, and issued the "Action Plan for the Revitalization of Cold-water Fisheries in Heilongjiang Province", proposing to rely on the unique resource advantages, good industrial foundation and long-standing cultural heritage of our province to make up for the shortcomings of development, release the kinetic energy of fisheries, and promote the revitalization and development of cold-water fisheries in Longjiang. The "2022 Heilongjiang Cold-water Fish Winter Fishing Season" held in 2022 is the first high-standard, large-scale and influential winter fishing activity held at the provincial level, which is not only an important measure for the provincial party committee and the provincial government to build a pioneer place for practicing the big food concept and strengthen the revitalization of cold-water fisheries, but also an excellent window to display the fishing and hunting culture of our province, promote Longjiang ice and snow tourism, and promote the provincial high-quality agricultural brand of "Black Soil Excellent Products".

## **2.2. Economic environment**

According to preliminary calculations, the annual GDP in 2023 will be 1260582 billion yuan, an increase of 5.2% over the previous year. At the end of 2023, the urbanization rate of the country's permanent population was 66.16%, an increase of 0.94 percentage points from the end of the previous year. China's social and economic level has changed from a high-speed growth stage to a high-quality development stage, people's living standards and consumption demand have been transformed, and the demand for famous and high-quality agricultural products has increased greatly, requiring the ability to "eat well and eat fresh", which has become a favorable opportunity for the brand building of geographical indication agricultural product brands.

## **2.3. Social environment**

As the public pays more and more attention to health issues, more than half of the people consider themselves to be in a sub-health state, and people who are troubled by various health problems are spending more on health care. Compared with the previous simple "soak wolfberry in a thermos cup", "eat lotus root to moisten the lungs", "traditional Chinese medicine conditioning", etc., now consumers have higher and higher requirements for Chinese-style tonic products. Health nourishment is no longer only the needs of middle-aged and elderly people, but also young people have begun to urgently. In fact, China's nourishing culture has a long history, and the demand of domestic consumers for nourishing health has never changed, especially under the influence of the epidemic, Chinese nourishing health care has become a way recognized by consumers to solve health problems.

## **2.4. Technological environment**

In 1993, China began scientific research on artificial breeding and breeding of wild sturgeon, and made a technical breakthrough in 1999. Fuyuan Donglong Sturgeon Industry Co., Ltd. has further developed the imitation wild breeding technology of sturgeon on the original technology, and also researched the aseptic, odorless and non-fragmented processing technology of sturgeon caviar, realizing the standardization of the production process. However, due to technical defects, most caviar manufacturers in the market have high residues of colonies and other harmful substances in the product and produce peculiar smells, resulting in serious hidden dangers in the products, and can only be masked by increasing the amount of salt added. The company's traditional caviar production skills were listed as provincial intangible cultural heritage in September 2012, ensuring that the caviar produced by Donglong Group is more high-quality and delicious while ensuring the ecological environment and the health of raw materials. At present, Donglong sturgeon industry has made a new breakthrough in the mass production technology of fish spawn collection, which not only promotes the sustainable development of the sturgeon fish industry, but also opens a new door for sturgeon caviar to enter the homes of ordinary people.

## **3. Improve brand awareness-two-stage word-of-mouth communication model**

The first stage is B2C, achieving direct contact between the brand and the key opinion leader KOL.

Through product contact (caviar gifts) and cultural contact (visits), key opinion leader KOL (government officials, business elites, cultural celebrities, Internet celebrities, well-known bloggers, etc.) can fully experience the high-quality products and services of Donglong Sturgeon Caviar, spontaneously form a good reputation, encourage them to express their opinions through social networks, and drive

word-of-mouth communication with celebrity effect.

The second phase is C2C, with the key opinion leader KOL as the core of communication to influence various communities.

The consumer evaluation of key opinion leaders on social media can influence the consumption choices of their communities, and a good reputation will drive all kinds of communities to form a good public opinion effect, promote more consumers to experience the products and services of Donglong Sturgeon Caviar, and form a good reputation to achieve further brand dissemination in the community in a self-spreading way. Focus on "customer experience", so that customers have the process of interacting with the company's products, people and processes. It can make customers enjoy the fun of consumption and bring a strong desire to consume. The more profound and unforgettable the feelings brought by experiential consumption, the more vivid and vivid the word-of-mouth communication will be, and the stronger and more exciting the appeal will be.

#### **4. Enhancing Brand Influence-Building Tourism Brand by Combining with Literature Travel**

As the hometown of China's sturgeon and the area where the Donglong sturgeon brand is located, Fuyuan is located in the East Pole of China and has a number of scenic spots, so it can make every effort to develop Donglong sturgeon caviar into a characteristic tourism product in Fuyuan, Northeast China, and promote the brand of Donglong sturgeon to the whole country and the world in the form of high-end gift boxes of Donglong sturgeon. [3]

Freshwater Fish Culture-Experiencing Fishermen's Fun. In the East Pole of China, not only can you enjoy the first ray of sunshine in China, people come to the "East Pole" to watch the sunrise, eat river fish, but also feel the fishing and hunting culture of the Hezhe people, fish is the cultural root here. In the village of Jihezhe in Wusu Township, some fishermen have set up a "fishing family". The traditional Hezhe dance and bonfire party allow visitors to experience the primitive and simple fishing and hunting life of the Hezhe people.

With the theme of "Fuyuan Business Card", we will create participatory characteristic tourism products. Each scenic spot forms an exhibition garden all over Fuyuan. Fully considering the industrial integration and product novelty, adhering to the design principles of clear themes, complete elements, scientific and reasonable budgets, and adopting advanced design concepts and technical methods, we can effectively integrate the scattered characteristics of Fuyuan. [4]

#### **5. Create a lifetime mini program for Donglong sturgeon**

##### ***5.1. Preparation period***

Through the applet to achieve online operation and offline farming, you can experience the joy of "fish farming" without leaving home. On the login sturgeon cultivation applet, we will substitute the use of QQ Farm and QQ Ranch to increase the fun of fish farming and give consumers a relaxed and happy fish farming environment. The target users are moms and dads, office workers, and business elites. Users who love caviar or pay attention to health care.

##### ***5.2. R&D period***

Provide comprehensive camera coverage of the breeding environment and monitor the growth of predetermined fish fry in all directions. R&D personnel conduct applet performance test, functional test, visual test and follow-up BUG maintenance on the applet to ensure that customers can supervise the growth of fish fry smoothly and smoothly through the mobile applet. After the preliminary preparation and the development of the Mini Program are completed, customers will be gradually introduced, and problems found in the process of customer use will be continuously optimized to meet the needs of rich customer experience.

##### ***5.3. Enforcement period***

In the process of customized caviar project, customers can select fish fry in two ways online and offline, and the selected fish fry will be customized according to the needs of customers, and in the process of selecting good fish fry to egg retrieval and sauce, the growth status of fish fry will be sent to

customers regularly through the "The Life of Fish" applet, so that customers can supervise their growth process and quality, and the project party will contact customers to meet the conditions for egg retrieval, and according to the needs of customers, egg retrieval and distribution will be carried out within the time scheduled by customers.

Donglong sturgeon caviar can develop a series of derivative activities based on this technology, among which the two activities of "Festive Fish" and "Good Fish and Good Time" are the main planning directions.

### **5.3.1. Festive Fish**

In the plan of the "Christmas Fish" project, the cloud breeding project will be launched in specific festivals (such as the Spring Festival, Mid-Autumn Festival, Double Ninth Festival, Dragon Boat Festival, etc.). Users can select fish species through online small programs to reserve adult fish one year or half a year before the designated festival. After receiving the user's order, the company will detect the mark of the adult fish selected by the user, and send the status of the fish to the user regularly through mobile phone small programs until the egg production of the adult fish. After the production of caviar, the user can understand the growth status of the fish from the scheduled period to the egg production period through the two-dimensional code on the product packaging, which is consistent with the user's need to express one's feelings in festivals, and the project will send different gifts based on different festivals to wish users happy holidays.

### **5.3.2. Good Fish Good Time**

In recent years, people's living standards have been continuously improved, and people's requirements for food quality have been continuously improved, and the consumption concept of buying and eating harvest products in a specific harvest season has gradually prevailed. The "Good Fish Good Time" project plan is similar to the operation process of the "Festive Fish" project, which is for users to adopt the cloud on the mobile phone applet, and observe the fish through the fish growth state sent by the mobile phone applet after bearing the corresponding costs, which can be used to make paper fish roe out of production, but the "Good Fish Good Time" project plan is different from the "Festive Heart Fish" project plan. The "Good Fish Good Time" project plans to focus more on enabling customers to experience high-quality caviar at a lower price during the sturgeon harvest season, so that consumers can experience the flavor of caviar more, and also to win an opportunity for caviar to enter the homes of ordinary people, so that more people can taste high-quality and mellow caviar.

### **5.4. The period of transmission**

Including online and offline channels, such as inviting friends to get bounties, inviting friends to earn red envelopes, etc. App store purchases, accurate delivery of users. Word-of-mouth communication, product is the primary productive force, is the bridge between enterprises and users. Good product + good reputation = explosive product. A Mini Program can be spread by word of mouth by users, and the peripheral circle is constantly expanded through word of mouth.

## **6. Conclusion**

Brand promotion and communication are crucial to the development of Donglong sturgeon caviar. By increasing brand awareness and influence, creating a unique brand image, and effectively conveying product value, we can establish a deep emotional connection with consumers. Based on the PEST analysis, we proposed a specific promotion strategy for Donglong Sturgeon Caviar, aiming to comprehensively enhance the brand's competitiveness in the market through multi-channel communication, enhancing brand influence, and developing exclusive mini programs. These strategies will help Donglong Sturgeon Caviar to better meet consumer needs and achieve the sustainable development of the brand.

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