

The Communication Path of Cosmetics Brands in the Digital Media Environment Design Research - Taking Huaxizi as an Example

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Received: 23.05.2025 | **Accepted:** 28.05.2025 | **Published:** 30.05.2025

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DOI: [10.5281/zenodo.15552251](https://doi.org/10.5281/zenodo.15552251)

Abstract

Original Research Article

As China enters a new era of building a moderately prosperous society in all respects, the lifestyle and living standards of its people have undergone earth-shattering changes. The continuous development of internet technology and the advent of the new era of digital media have not only broadened the channels through which consumers obtain brand information, but also presented enterprises with various opportunities and challenges. Against this backdrop, strengthening brand communication has become an effective way for enterprises to gain competitiveness. This article takes the Chinese cosmetics brand Huaxizi as an example. By applying case analysis and literature review methods, based on the 3i theory, and analyzing the brand communication path of cosmetics brands in the digital media era, it is concluded that Huaxizi's brand communication layout consists of three modules: emphasizing that brand positioning should be consistent with the real demands of consumers, focusing on creating emotional resonance with consumers, and paying attention to whether the brand can win the trust of consumers to generate spiritual resonance. The brand communication strategy of Huaxizi is mainly divided into four parts: precise positioning, precise reach, effective interaction, and ultimate content. The layout and strategy of Huaxizi's brand communication are taken as the main theoretical basis of this article, and the brand communication path is designed from the perspectives of communication depth, communication breadth, communication persistence, communication efficiency, and communication quality. The aim is to provide inspiration for Chinese domestic cosmetics brands in brand communication.

Keywords: Digital Media, Brand Communication, Hua xizi, Consumer, Cosmetics Brands.

Citation: Sun, Z., & Feng, W. (2025). The communication path of cosmetics brands in the digital media environment design research: Taking Huaxizi as an example. *GAS Journal of Economics and Business Management*, 2(2), 79-87.

1. INTRODUCTION

Since China achieved the grand goal of building a moderately prosperous society in 2020, under the correct leadership of the Communist Party of China, the happiness index and consumption level of the Chinese people have rapidly and significantly improved. Moreover, with the continuous deepening of reform and opening up and the continuous development of science and technology, digital media has emerged, ushering in the digital media era. People's lifestyles have undergone earth-shattering changes. Short video platforms such as Douyin and Xiaohongshu, as well as e-commerce platforms such as Taobao, have developed rapidly and been widely popular, expanding consumers' purchase

channels while also providing new opportunities for various enterprises. The development of China's digital media has been constantly evolving, with the following prominent characteristics: ① Media platforms with prominent social attributes, such as Weibo and WeChat, have seen an increasing user base; ② The online video industry has grown larger, with platforms such as Douyin and Kuaishou, as well as Weibo and WeChat, adding video modules; ③ E-commerce has developed steadily, triggering a "live-streaming sales" craze; ④ Mobile client apps have become the primary online terminal for Chinese netizens. Whether enterprises can seize the opportunity to maximize the utilization of digital media has become one of the key factors that enterprises must consider for their success.

The Chinese cosmetics market has attracted much attention due to its recent vigorous development. According to relevant documents from the National Bureau of Statistics, as of October 2021, China's total social consumer goods retail sales reached 35,851.1 billion yuan, among which the national online retail sales reached 10,376.5 billion yuan, and the online retail sales of physical goods were 8,497.9 billion yuan, with a year-on-year growth of 14.6%; accounting for 23.7% of the total social consumer goods retail sales. As of October, the sales of cosmetics reached 309.7 billion yuan, with a year-on-year growth of 16.7%. And from the data released by the National Bureau of Statistics from 2014 to 2020, although in 2020, due to the global impact of the COVID-19 pandemic, the growth rate of sales in the cosmetics category decreased, the absolute amount still showed a steady growth trend, indicating that the development prospects of the cosmetics industry in China are good. Cosmetics are often regarded as impulsive and enjoyment-oriented consumption behaviors, and one of its important characteristics is the emphasis on brands. Since the late 20th century, the era of brand competition has arrived. Due to the narrowing gap in product quality, people's focus has gradually shifted to brands.

2. CORE CONCEPTS AND RELATED THEORIES

2.1 Digital Media

Digital media, in a broad sense, encompasses digital sensory media (such as text, graphics, images, sounds, video images and animations), logical media (i.e., the encoding that represents the above sensory media), and physical media (including storage, transmission and other media used to display the logical media). Its general definition is an information carrier that records, processes, disseminates and acquires information in the form of binary digits.

The concept of digital media discussed in this article is derived from the definition of digital media provided by Marry and Li Wenshi (2021) in their study on creating a brand through digital media: Digital media is a new type of media in contrast to traditional media. It refers to a way of communicating the information that a company wants to convey to the target audience by relying on new technologies such as the Internet and mobile Internet and new information carriers.

According to the latest data released by CNNIC, as of December 2021, the number of Chinese internet users has reached 1.033 billion. The current internet penetration rate in China has reached as high as 73.0%. This indicates that the scale of digital media users in our country is huge. After conducting multiple searches of relevant literature, it is concluded that Chinese digital media mainly have the following characteristics (all data are sourced from the "China Internet Development Statistical Report"):

First, platforms with prominent social attributes such as Weibo and WeChat have seen an increasing number of users. In 2021, among various applications, the "instant messaging" applications with social attributes had the largest user base, reaching 100.666 million people, and the user rate was also the

highest, reaching 97.5%, an increase of 2.6% compared to the same period last year.

Second, the market size of the online video industry shows a steady growth trend. The development momentum of short videos is particularly strong. In 2021, the user rate of online video applications was second only to instant messaging, reaching 94.5%, and the user rate of short videos was the highest, reaching 90.5%. Besides the original short video platforms such as Douyin and Kuaishou, short video modules have also been added on social platforms such as Weibo and WeChat.

Third, the craze of "live streaming for e-commerce" has brought about a new height in the development of e-commerce. Since the outbreak of the COVID-19 pandemic in 2019, this new e-commerce method has gradually been accepted by more and more people. On the "Double Eleven" pre-sale day in 2021, the transaction volume of Li Jiaqi's live streaming room was nearly 20 billion yuan. The user scale of online payment and online shopping last year reached 87.6% and 81.6% respectively.

Fourth, the primary internet access terminal for Chinese netizens has transformed into mobile client. The scale of mobile internet users in China has reached 1.029 billion, and the proportion of internet users accessing via mobile devices has reached 99.7% of the total internet user population.

From the above characteristics of digital media, it is easy to see that with a series of measures such as building the world's largest fiber-optic and mobile broadband internet, China's digital economy has a good and solid foundation. The lifestyle of the Chinese people has also undergone subtle changes as a result. Enterprises must thoroughly understand and utilize these characteristics, grasp the living habits of the people, and attach importance to the application of digital media in optimizing their own brand communication paths.

2.2 Brand Communication

2.2.1 The Concept of Brand Communication

By reviewing the relevant literature on brand communication as discussed in the previous text, it is not difficult to summarize that the concept of brand communication can be roughly divided into two categories based on different purposes: one is aimed at enhancing brand assets, and the other is aimed at shaping brand image. In the former category, a representative example is the book "Brand Communication Studies" published by Yu Mingyang and Shu Yongping in 2005, which states that the meaning of brand communication is to achieve continuous communication with the target audience through various communication means, thereby achieving the ultimate goal of increasing brand assets. The latter category is advocated by Shen Cheng and Liu Xiaofeng in the book "Brand Management", which is that brand communication is a process of conveying the image of one's own brand to consumers to gain consumer recognition through various means.

The brand management discussed in this article places greater emphasis on how to reasonably and maximally utilize these digital media resources in the current digital media era, design a brand communication path suitable for one's own

brand, and thereby enable the enterprise to gain greater competitive advantages in the competition with similar brands.

2.2.2 The characteristics of brand communication based on digital media

In the era of mass media, the main methods of brand communication include advertising communication, promotional communication and interpersonal communication, etc. Compared with these traditional communication methods, the brand communication in the digital media era has the following two characteristics.

First, it breaks the limitations of time and space. The emergence and rise of digital media have made the situation of brand communication diverse. Enterprises can use various platforms such as social media and short video platforms to disseminate brand information anytime and anywhere to consumers. This not only expands the scope of communication but also saves costs, making it easier and more convenient for the public to receive brand information.

Second, it breaks the rule of one-way communication by the brand. Traditional brand communication is mainly carried out by the brand itself, and consumers passively receive the information, with the possibility of consumers providing information feedback to the brand being almost zero. However, the emergence of digital media enables every netizen to create and disseminate information. The threshold of information dissemination has been greatly reduced, breaking the one-way communication situation of traditional brand communication, and effective interaction between enterprises and consumers has become possible. But this has also brought about new problems, such as the difficulty in guaranteeing the quality of information and the authority of information. These are all factors that enterprises need to consider when conducting brand communication activities.

2.3 The 3i Theory

The father of modern marketing, Philip Kotler, and Haimann Katagaya first proposed the 3i strategic marketing triangle model in their co-authored book "Re-thinking Marketing". This model divides the enterprise strategic business model into three dimensions: positioning, differentiation, and brand. Later, in the context of the marketing 3.0 era, Kotler upgraded the 3i theory to address the issue of how to layout brand communication. This included three modules: brand logo, brand ethics, and brand image.

Among them, the brand logo refers to the positioning of the brand. Nowadays, due to the development of digital media, consumers can receive many different brand messages every day. To enhance their competitive strength, the brand must make consumers have a clear and unique positioning of their own brand in their minds, and the most crucial point is that the brand positioning must be relatively consistent with the real demands of the target audience users, so as to better attract consumers to focus on their brand.

The second module, brand image, emphasizes more on whether the brand can generate an emotional resonance with the target audience. This requires enterprises to pay more attention

to the emotional needs of the target audience and potential users, so that the brand value conveyed by the brand can resonate with their needs, rather than just remaining at the level of meeting users' needs through its usability value.

Finally, brand ethics emphasizes more on whether the brand can win the trust of consumers. In other words, the ultimate goal of brand ethics is to enable the enterprise to achieve spiritual identification with the customer. The more consumers are willing to believe in this brand, the stronger the brand's brand ethics will be. This requires the brand to have its own character and have different value propositions from other brands in the same industry.

3 OVERVIEW OF THE HUAXIZI BRAND

3.1 Introduction to the Huaxizi Brand

The line of thought "If you want to compare the West Lake to Xi Zi, the light makeup and the rich makeup always suit well" comes from the poem by Su Dongpo. This is how the name of the Huaxizi brand originated. As one of the brands with promising development prospects among the cosmetic brands in China, Huaxizi was born in the West Lake area of Hangzhou in March 2017. Since then, the brand has gained a firm foothold in the domestic cosmetics market with its marketing strategies that have great reference value for domestic cosmetics, including brand communication strategies. It has often been called "the light of domestic cosmetics".

3.2 Brand Communication in Digital Media

The founder of Huaxizi brand, Wu Chenglong, accumulated experience in the e-commerce industry and the cosmetics industry during his tenure as the operations director at YI NET ONE CREATION and Bai Quan Yin before founding the brand. This experience laid the foundation for the success of the Huaxizi brand.

3.2.1 Creating Brand Characteristics

Huaxizi brand seized the opportunity of the "Chinese trend" in 2018 and delved into the traditional Eastern aesthetic concepts and beauty wisdom in Chinese culture, launching its corporate vision "to create Eastern makeup that makes Chinese people proud". In fact, there was a folk rumor that Xi Shi used red and blue flower juice to make rouge as early as 4,000 years ago. Since its establishment, Huaxizi has combined ancient techniques with modern advanced technologies, striving to add selected flowers and other herbal essences to every product it produces. It has also summarized the brand concept of "Eastern makeup, nourished by flowers". And from its product design to product packaging, and to the selection of brand endorsers, it can be seen that the Huaxizi brand has been trying its best to create a cosmetics brand with the charm of classical Chinese fashion, and to promote Chinese traditional classical aesthetics and the exquisite and fashionable Eastern style to the extreme.

3.2.2 Utilizing Digital Media

After Huaxizi brand entered the Tmall platform and opened a brand store in August 2017, it began to recruit product

"experience officers", truly listening to the voices of users and achieving user co-creation. From April to August 2018, celebrities such as Lin Yun and Zheng Hehuizi, as well as beauty hosts, recommended Huaxizi products. In September 2018, Huaxizi participated in Li Jiaqi's fan festival and initiated a cooperation with Li Jiaqi. In 2019, the Huaxizi brand entered its rapid development stage. On May 8, 2019, Huaxizi selected Ju Jingyi, whose image and brand image were highly consistent with its own brand image and who had the title of "Three Thousand-Year Eastern Beauty", as its first brand endorser. During the 618 mid-year promotion period, Huaxizi became a "dark horse" brand in domestic cosmetic products. In September, it officially announced that Li Jiaqi would become its chief endorser. In just three years, the domestic market share of the Huaxizi brand in 2020 accounted for nearly 3 billion yuan. At the same time, the Huaxizi brand did not neglect the development of the international market. In the 2020 Tmall Double Eleven event, Huaxizi ranked first among export cosmetic brands.

4 ANALYSIS OF HUAXIZI BRAND COMMUNICATION STRATEGY

4.1 Brand Communication Layout of Huaxizi

Based on the 3i theory, the brand communication layout can be divided into three modules, namely brand logo, brand image, and brand ethics. In the following section, this article will use the 3i theory combined with the available relevant materials to briefly summarize Huaxizi's brand communication strategy.

4.1.1 Brand Logo

In the 3.0 era of marketing centered on consumers, the positioning emphasized by the 3i theory requires understanding the true needs of customers as a prerequisite. In today's era of comprehensive development of digital media, we receive countless pieces of information every day. As a result, what consumers care about is no longer limited to the differences of the products themselves. The question of whether the products of this brand can better solve their own needs compared to other brands has become the core issue that most consumers are concerned about.

The process of creating value and expanding value through interaction between producers and consumers is considered value co-creation [15]. Since its establishment in 2017, Huaxizi has adhered to the principle of user co-creation in research. From the application of the embossed technology in the engraved lipstick to the later products such as the Hundred Birds Paying Homage Makeup Palette, the Lock Gift Box, and the Miao Ethnicity Gift Box, Huaxizi would recruit product testers before each product was launched. Starting from August 2017, Huaxizi first released an invitation for recruitment on its brand's official Weibo and WeChat accounts to invite users to participate in the experience of six new makeup products. By 2021, more than 200,000 testers had participated in Huaxizi's user co-creation project. That is to say, before each product was launched, Huaxizi would release recruitment

notices for testers through various platforms including its brand mini-program, recruiting hundreds or even thousands of users to try the product and fill out user experience reports. Truly, the user co-creation was carried out to the extreme. And during this process, the products were updated generation by generation, the quality of the products was iterated again and again to become more perfect, and the problems that the users could solve were also more extensive, thus ensuring the reputation of its new products.

This research principle, by increasing effective interaction between the brand and users, helps the brand build brand reputation and also enables Huaxizi to precisely position its brand and shape a brand logo suitable for itself, laying a solid foundation for a good brand communication effect.

Proposition 1: Through "user co-creation", the brand positioning becomes more precise.

4.1.2 Brand Image

The maturity of 5G technology and the development of digital media have made communication between consumers and consumers, as well as between consumers and the brand, much easier. That is to say, the paths of brand communication in communication studies, such as human communication, interpersonal communication, and mass communication, can become more efficient due to the reasonable utilization of digital media. As one of the key factors in the brand communication layout of the 3i theory, the shaping of brand image becomes even more important. The brand must through the shaping of the brand image allow consumers to see the value it conveys is consistent with their own values, which is emphasized in the 3i theory as the brand should have a deep emotional resonance with consumers.

Huaxizi's establishment coincided with the first year of the "national trend" when China's comprehensive national strength significantly increased and national pride greatly enhanced. The formation of national style and the rise of the national trend led some young people to spontaneously form a retro consumption circle. In this consumption circle, consumers tend to be younger, more individualistic, and more eager to have a brand that aligns with their individualistic pursuits. All of these are in line with the brand image that Huaxizi wants to convey to consumers, which also enabled Huaxizi to gain a certain base and a certain level of loyalty from consumers in its early establishment. After the target user profile is clear, the brand needs to utilize various digital media to enable its target users to have more frequent and direct access to the relevant information of its brand, making the brand image in the minds of its target users clearer.

Fasizi aims to achieve this goal by taking the following main measures: choosing brand ambassadors that are consistent with its brand image, deep cooperation with leading KOLs, and making full use of digital media. Consumers often tend to equate the brand with a specific group of people, especially well-known figures [24]. Ju Jingyi, known as the "Three Thousand-Year-old Oriental Beauty", participated in the

traditional Chinese culture variety show "National Youth Beauty Show" in 2019, and at the same time, she also starred in the story-related TV series "New White Fairy Legend". These programs undoubtedly strengthened Juyingyi's image as an Oriental Beauty in the hearts of the Chinese people. On May 8, 2020, Fasizi officially announced that Juyingyi became the brand's first ambassador. This made a significant contribution to the consolidation of Fasizi's image. Later, when choosing brand ambassadors, "traditional Chinese culture" and "classical" also became the keywords for them. Li Jiaqi and Fasizi brand announced in 2019 that Li Jiaqi became the chief recommendation officer of Fasizi, making full use of Li Jiaqi's live streaming room advantages and launching content related to the brand on various digital media, constantly presenting its brand concept of "Oriental makeup, nourished by flowers" to the public, making its brand image deeply rooted in people's hearts.

Proposition 2: Maintaining brand popularity through cooperation with brand ambassadors and KOLs helps to make the brand image deeply rooted in people's minds.

4.1.3 Brand Ethics

In the 3i theory, brand ethics to a certain extent refers to whether an enterprise can make the public believe that it is willing and able to achieve the brand vision and fulfill its original intention. In the early stage of brand establishment, Fasizi defined its brand vision as "creating Oriental makeup that makes Chinese people proud", and later upgraded it to "promoting Oriental beauty and forging century-old Chinese makeup".

With the continuous deepening of supply-side structural reform, China's economy has entered a high-quality development stage. The new product series "Miao Yin" launched by Fasizi in 2020 is a manifestation of this policy response. The 5,000-year-old traditional culture of the Chinese nation, with each of the 56 ethnic groups having its own unique cultural charm. As an enterprise that integrated Chinese traditional classical culture into its brand creation concept from the very beginning, Fasizi has been using its actions to show its unwavering determination to remain true to its original intention. When it comes to the Miao ethnic group, many people will think of the unique silver jewelry of the Miao ethnic group. As a migrating ethnic group, and with most of the Miao people living in the mountains, the inheritance of Miao silver culture has become particularly difficult. The documentary "Not Ordinary Intangible Heritage" produced by Li Jiaqi as the host, in collaboration with Fasizi and People's Daily, to record the Miao ethnic silver jewelry, has made an indelible contribution to the dissemination of Miao silver culture. At the same time, with the help of Li Jiaqi and the inheritor of Miao silver forging skills, the Fasizi brand, using elements related to Miao culture as design inspiration, launched the "Miao Impression" series of makeup products. The products of this series, whether in the production process or product packaging, highly replicated the unique craftsmanship of the Miao ethnic group, showcasing the beauty of the Miao ethnic group.

In addition, Fasizi has been constantly proving to the public its high sense of social responsibility in various aspects. When launching the silver painting series of makeup products, Fasizi brand cooperated with the China Poverty Alleviation Foundation to continue promoting the "Miao Girl Education Assistance Program". During the implementation of this program, for every Miao Impression limited edition box sold, 10 yuan would be extracted as assistance funds for Miao girls' education in poverty. Consumers can also make a contribution to social charity through the Fasizi brand. In addition, whether on the list of epidemic prevention and relief in 2020 or on the donation list for the Henan rainstorm in 2021, we can all see the presence of Huaxizi.

Proposition 3: Demonstrating brand morality by actively undertaking social responsibilities.

4.2 Brand Communication Strategy of Huaxizi

4.2.1 Precise Positioning

The establishment of Huaxizi was inspired by the traditional culture of the Chinese nation, drawing on the elements related to using flowers to nourish makeup. From the brand concept of "Eastern makeup, nourishing with flowers" that has been consistent throughout Huaxizi's development and the brand vision of "Promoting Eastern beauty and creating a century-old national makeup" proposed at the beginning of the brand's establishment, we can see that Huaxizi has an extremely precise brand positioning. From the brand name itself, which is named after "flower" and "Xizi", to the origin of the brand name "Desiring to compare the beauty of West Lake with Xizi, the light and heavy makeup always suits", including the brand logo that contains classical elements such as "flower" and "window", as well as the brand color palette mainly consisting of pink and dark blue. A series of designs have made Huaxizi's brand positioning more clear in the minds of the public.

In addition to the complete brand communication framework that Huaxizi possesses, its precise positioning of the target users is also quite accurate. It initially targeted the ancient-style consumption circle as its main target. During the early stage of Huaxizi's establishment, it coincided with the rise of the national trend and the two major opportunities of e-commerce live streaming. The 95 generation became the main force of the domestic consumption market. These consumers pay more attention to individuality and are willing to try domestic products. This young consumer group is also the main user of digital media and is more likely to receive and accept the brand communication information on digital media. This made these young people become potential users of Huaxizi's brand, and the brand could further precisely position its pricing, sales, design and other strategies based on this.

4.2.2 Precise Reach

On the platform with a significant star effect, such as Weibo, Huaxizi will adjust its content to mainly announce and introduce brand ambassadors, new brand products, and upcoming event previews, and complement it with the full utilization of the topic function of Weibo to increase the breadth

of brand communication. At the same time, it can also increase the discussion heat of the topic by leveraging the activity of the star's fans. For the launch of new products, Huaxizi chooses to use influencers to release different scenarios dramas containing Huaxizi brand information on platforms such as Douyin, to attract consumers' attention. Huaxizi will also look for some top anchors to conduct color tests, box openings and evaluations of Huaxizi lipsticks, and release them on platforms such as Kuaishou for product promotion. On Bilibili, Huaxizi mostly cooperates with niche updaters such as Hanfu and anime to showcase Hanfu culture and national-style makeup to achieve brand dissemination in the niche circle. On platforms such as Xiaohongshu, which are more focused on content promotion, Huaxizi will release details about the products, product usage tutorials and user experience evaluations.

Huaxizi's approach of analyzing the user characteristics and usage habits of different platforms to make different content placements has increased the precision of brand communication.

After the brand positioning is clear, the brand owner needs to use various channels and appropriate methods to convey the brand logo, brand image, and brand ethics that the brand wants to communicate to its consumers. Since the target users of different digital media are different, in order for the brand owner to accurately reach the target users in different circles, the brand should adopt different content formats for brand communication in different digital media.

4.2.3 Effective Interaction

In June 2020, during the process of jointly producing a theme song for the same theme with three professionals with "national style" labels, Zhou Sheng, Fang Wenshan, and Du Juan, Huaxizi popularized the knowledge of Chinese classical music on its official media while using a lottery method to allow the viewers of the song MV to have an effective interaction with the Huaxizi brand while experiencing the beauty of the East. In addition, Huaxizi has its own fan base on mainstream platforms such as Tmall and WeChat, and it turns consumers into good friends of the brand by giving out red envelopes and other methods, thereby shortening the distance between the brand and the customers, and maintaining the activity of the fan base through daily topics such as fan benefits, lotteries, and flash sales. Regarding the negative news about Huaxizi that appears on various platforms, especially on digital media platforms such as Taobao and Xiaohongshu, which contain consumer negative reviews, one can see the official responses from Huaxizi, using actions to make users feel that they are valued by the brand. There are many cases of effective interaction between Huaxizi and its users. For example, the incident of giving away all makeup wipes in the Li Jiaqi live broadcast was a perfect illustration of Huaxizi's brand's emphasis on user feedback and achieving effective interaction in the brand communication process. Just because Li Jiaqi, the brand's chief advocate, expressed dissatisfaction after using the new makeup wipes, Huaxizi decided to give away all the makeup wipes that were originally for sale that day for free to consumers, and later, Huaxizi's makeup wipes appeared on the market again as a top-

level product of its kind. Huaxizi also has been actively practicing the "user co-creation" concept, and for the "Loudai Shenghua Eyebrow Pen", after thousands of testers' continuous feedback and the brand's continuous upgrades, it has now reached the fourth version. All these are manifestations of Huaxizi's emphasis on effective interaction with users in the brand communication process.

The advent of the digital media era has greatly narrowed the distance between brands and their target users. Therefore, the interaction between consumers and brands is more convenient in the era of mass media. Holliman Rowley (2014) believes that the essence of marketing is to achieve information sharing, and on the basis of effective interaction, to promote purchasing behavior. In the traditional media era, due to the one-way communication channels, the brand had absolute control over the discourse. However, with the advent of the digital media era, digital media has built a communication bridge between the brand and the audience, forcing the brand to pay attention to incorporating consumers' voices into its brand development. Therefore, effective interaction plays a crucial role in brand communication.

4.2.4 Ultimate Content

Many brands use storytelling to attract customers and maintain customer relationships [26]. Huaxizi adopts this approach by conducting cross-border collaborations to specifically create corresponding communication content to achieve good brand communication results. This method can not only precisely convey the brand's desired information to its existing audience through ultimate content, but also explore potential users and achieve a brand communication effect of $1 + 1 > 2$. The following is a review of Huaxizi's cross-border collaboration cases:

(1) Huaxizi + Music

On the morning of June 29, 2020, a song with an oriental flavor, titled "Huaxizi", was officially released. The song was sung by Zhou Sheng, who has sung popular Chinese folk songs such as "Big Fish". It was immediately praised upon release. In the beautiful lyrics created by Fang Wenshan, we see an oriental beauty named Huaxizi. She was born into a medicine family and not only had excellent medical skills but also was proficient in music, calligraphy, chess, and painting. She wrote a story of a beautiful Jiangnan female doctor who, while providing free medical consultations for the people, would also row a boat alone on the West Lake to pick lotus flowers and combine them with herbs to make rouge powder, dressing herself up and looking like a lotus flower in full bloom. The vivid story with unique oriental charm, combined with the graceful and melodious Jiangnan Xiuqiu melody, brought a refined and elegant image of an independent woman to life. This oriental beauty, Huaxizi, as a Chinese domestic cosmetics brand, has shaped its own image by inheriting oriental beauty.

(2) Huaxizi + Games In 2020, Huaxizi and "Jian Guan San" seized the marketing opportunity of the Qixi Festival and specially launched the "Baiyi Xiangsi" limited edition carved lipstick, with only 20,000 pieces available. It adopted the symbol of love - the pair of birds, and was complemented by

different marks specific to the fifteen sects in "Jian Guan San". It gave people a particularly exquisite feeling. This lipstick replicated the ancient formula of "Hua Lu Qian Zi" and ingeniously integrated Eastern classical aesthetics with modern fashion, while embodying Huaxizi's brand philosophy and spreading the Huaxizi brand in the gaming circle.

(3) Huaxizi + Baijiu

On the Double Eleven of 2019, a gift box jointly launched by "Luzhou Laojiu Taohuazui", "Yuju Taohuazheng Mi Fen" and "Huaxizi Bianmi Manjing" featuring "Taohuazui" from Luzhou Laojiu and Huaxizi emerged. The design theme of the gift box was peach blossoms and beauties. The integration of national style beauty and fashionable trends was seamlessly presented in its concept and design. The abundant national style elements contained in the gift box, as well as the modern Eastern aesthetic charm, were fully displayed and gave people a pleasing visual experience.

(4) Huaxizi + Clothing

Huaxizi collaborated with Sanze Meng and Yangluo to launch a joint design of Hanfu and presented it on the stage of New York Fashion Week. The unique brand elements of Huaxizi were integrated into the Hanfu with a classical and fashionable temperament, allowing the diverse charm of Eastern elements to be fully displayed. Coupled with the concept of "Eastern Makeup, Cultured Makeup", it provided the younger generation of consumers, especially those in the 95s and 00s, with a new and eye-catching visual experience.

This enabled the brand to occupy a place in consumers' memory area and ensure that it would not be forgotten for a certain period of time, which is the fundamental purpose of brand communication. And the key to solving this problem is to establish consumers' recognition of the brand community. Huaxizi precisely grasped this essence and expanded its brand community through cooperation with different fields, and then achieved effective brand communication through the application of digital media by establishing a strong brand relationship with customers.

Brand Communication Path Design of Huaxizi Brand

Huaxizi has precisely and strongly strengthened its brand logo, brand image and brand ethics through the "User Co-creation" project, maintaining brand popularity and actively undertaking social responsibilities. Based on the 3i theory and the three propositions proposed in Chapter 4, this article will design the brand communication path of Huaxizi on different digital media based on its brand characteristics.

5. DESIGN OF BRAND COMMUNICATION PATH FOR HUAXIZI BRAND

5.1 Maximize the "User Co-creation" Project

User co-creation is an important measure that Huaxizi has always adhered to and has achieved good results. Therefore, Huaxizi should maximize this project.

5.1.1 Across All Platforms

Whether the various resources can be effectively utilized is an important factor to consider in brand communication. Currently, Huaxizi has only recruited brand experience officers on Weibo and WeChat. Huaxizi brand should fully utilize various different types of digital media platforms to promote it, expand its influence while deeply exploring product pain points, and make the brand positioning more precise.

① The brand official website is an important window for the brand to communicate externally and should set up a user co-creation module to introduce it in detail. At the same time, set up a pre-registration window for "Experience Officers" to allow more people to participate in this project.

② Utilize short video platforms such as Douyin and Kuaishou. Through cooperation with various domain anchors, disseminate content related to Huaxizi's user co-creation, and utilize the characteristics of extreme content in Huaxizi's brand communication to promote user co-creation.

5.1.2 Utilize Star Effect

Weibo is a digital media platform with a strong star effect. The brand can increase and maintain brand popularity through daily content and topics on Weibo while also expanding its influence by collaborating with stars. Recruiting stars as brand experience officers and creating a "Huaxizi User Co-creation" super topic, fully utilize the star effect on Weibo to expand the influence of Huaxizi brand's user co-creation and deeply explore product features, making the product positioning more precise.

Proposition 4-1: User co-creation can enhance the depth of brand communication.

5.2 Maintain Brand Popularity and Deepen Brand Image

5.2.1 Official Weibo: Maintain Brand Popularity

Weibo is one of the mainstream digital media. Its users are likely to be the enterprise's existing or potential consumer. The majority of the Weibo content currently released by Huaxizi is about product introductions and announcements from the spokespersons, which is relatively formatted. The number of likes, retweets, and comments is also relatively small, failing to fully utilize the advantages of Weibo to achieve zero-distance interaction with users.

Research shows that regularity is also one of the key elements of brand communication. In addition to the current content released by Huaxizi, it can choose to follow the facts and regularly launch some topics to create a relaxed and lively discussion atmosphere on Weibo, add more interesting content to attract fans and increase the exposure of Huaxizi's official Weibo, establish a close interaction relationship with fans to achieve the purpose of deepening the breadth of brand communication.

Proposition 4-2: Maintaining brand popularity can expand the breadth of brand communication.

5.2.2 Short Video Platforms: Avoid User Fatigue

The main feature of short video platforms is to capture the attention of users. Excessive promotion leads to users being unable to distinguish whether the communication content is a real usage experience. This is one of the main reasons why consumers dislike domestic products nowadays. Intensive投放 and high-repetition content works content not only does not improve the efficiency of brand communication, but may even cause consumer fatigue.

Therefore, the brand should form its own professional team for real-time monitoring of the content related to Huaxizi on the internet, conduct data analysis, and provide real and reliable data for brand communication. Based on the data obtained, the promotion content on digital media should be precisely processed. At the same time, with a large amount of data at hand and professional personnel conducting analysis and processing, truly meaningful information about the development of the Huaxizi brand can be obtained. Because on the short-video platform, many contents are not actively solicited by the brand from consumers, but rather initiated by users as the active party. This often helps the brand analyze the real pain points in its data and ensure the effectiveness of brand communication.

Proposition 4-3: Avoiding user fatigue can enhance the effectiveness of brand communication.

5.2.3 WeChat Official Account: Maintaining Customer Relationships

The WeChat official account is often followed by those who are interested in the brand or have purchased its products. Therefore, the greater use of the WeChat official account lies in maintaining customer relationships. The Huaxizi official account is currently composed of three parts: "Hot Products", "Official Store", and "Fellowship Benefits". The frequency of post sending is 7-8 times per month, and the content is mainly product recommendations and welfare discounts. There is a lack of innovation in content and form, and the appeal to consumers is insufficient.

WeChat should be one of the most frequently used digital media by people at present. Huaxizi should attach importance to the utilization of the WeChat official account. Firstly, it should enhance its form and content innovation to give readers a refreshing feeling that is different from other brands' official accounts. Secondly, when pushing on the WeChat public platform, the time and frequency of the push should be adjusted, and some topic-related content should be initiated to stimulate people's interest and increase the browsing rate of the WeChat public platform, enhancing the brand's favorability in consumers' minds. At the same time, it can also generate emotional resonance between the brand and consumers, making consumers actively act as communicators, and improving the effectiveness of brand communication.

Proposition 4-4: Maintaining customer relationships can strengthen the persistence of brand communication.

5.3 Expand the Influence of Public Welfare Activities

Since its establishment, the Huaxizi brand has basically carried out public welfare activities every year, but the awareness is relatively small. Huaxizi should also expand the influence of its public welfare activities from "full-scale publicity" and by cooperating with influential people, such as through shooting documentaries or short videos. At the same time, while calling on more people to join the public welfare cause, it can also subtly establish the brand's morality, having a positive effect on brand communication.

5.4 Master the Active Right of E-commerce Platforms

Huaxizi's excessive reliance on the main opinion leader Li Jiaqi has become a recognized problem for Huaxizi. Almost all of Huaxizi's best-selling products come from Li Jiaqi's live streaming room. The sales volume of products that have appeared in Li Jiaqi's live streaming room and those that have not can be up to twenty times different. Once the Huaxizi brand was listed on the hot search list due to poor quality, it was only because Li Jiaqi said something unsatisfactory about the product in the live streaming room. Such a high dependence on Li Jiaqi cannot be separated from the high commission investment, which is extremely detrimental to the long-term development of the brand. Therefore, in the live-streaming field of e-commerce platforms, Huaxizi should firmly hold the brand's initiative. Through data analysis, users with common points can be gathered together to create a brand-specific high-stickiness fan group to improve the brand's independence, master the initiative, and optimize the structure of brand communication on e-commerce platforms.

Proposition 4-5: Expanding the influence of public welfare activities and mastering the active right of e-commerce platforms can ensure the quality of brand communication.

6 RESEARCH CONCLUSION

With the improvement of 5G technology and the continuous deepening of China's internet development, the scale of digital media users in our country has been expanding significantly. We have officially entered the digital media era, which not only changes the overall environment for enterprises to conduct brand communication, but also enhances the importance of brand communication to the development of enterprises. This article, through the review of relevant literature on "digital media" and "brand communication", as well as a case study of Huaxizi, based on the 3i theory in brand communication, has sorted out the brand communication path of Huaxizi brand. It is concluded that for domestic brands to conduct brand communication, they should consider the following three aspects:

① Brand logo: Focus on effective interaction between the brand and users to find the real pain points, so that the brand positioning is increasingly closer to the real demands of consumers.

② Brand image: Make full use of the characteristics of digital media to cater to their preferences, cooperate with artists, with the same image, and regularly release content to maintain brand popularity, achieving the purpose of generating emotional resonance between the brand and consumers.

③ Brand ethics: Actively respond to the policies of the country promoting high-quality development, take on the responsibility of inheriting traditional culture, and demonstrate their extremely high sense of social responsibility in all aspects, so that consumers gradually deepen their spiritual identification with the brand.

7. SHORTCOMINGS AND PROSPECTS

The main shortcomings of this study are as follows: Firstly, when choosing Huaxizi as the research object, its initial social environment and policy conditions had certain particularities. Secondly, this study mainly uses case analysis to prove the theoretical model constructed based on the propositions presented in the article.

It is hoped that in future research, these two limitations can be overcome, and more empirical studies on the model in this article can be conducted. For example, developing relevant scales and collecting data for statistical analysis can be carried out. Thus, more effective and feasible suggestions can be proposed for the brand communication of domestic cosmetics brands in our country, allowing more people to see our excellent domestic brands and seeing more "lights of domestic products".

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