



My Computer



My Documents



Internet Explorer



My Network Places



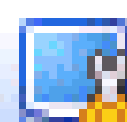
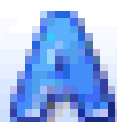
Recycle Bin



Outlook Express



Try The Micros...



Nostalgia marketing in China

December 2020

HONG KONG | BEIJING | SHANGHAI

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A vibrant night market stall featuring a variety of skewered foods. In the foreground, there are several skewers of fruit, including purple grapes and yellow and green pieces of fruit. In the background, there are skewers of meat, possibly chicken or pork, and other food items. A person is visible on the left side of the frame, and a woman is on the right side, looking at the food. The scene is illuminated by warm, yellow lights, creating a cozy and inviting atmosphere.

2. What is nostalgia and nostalgia marketing?

Nostalgia marketing aims to capture customers' attention by appealing to memories

This is accomplished by:

- Returning to **concepts** from an earlier phase in the target consumers' lives such as school and family.
- Through **sensory triggers** like music, tastes and images.
- By **pairing with popular brands, products and icons** from childhood and early adulthood.



Why do we feel nostalgia?

Our brain's "feel good chemicals", **dopamine, serotonin and oxytocin** are activated at higher levels between the **ages of 12 to 22**.

This means teenagers and young adults experience **happy emotions more intensely**, and these emotions can become attached to music, sights, sounds and smells.

Nostalgia is longing for an emotion, rather than an event



Nostalgia is not related to a specific memory, but rather to a **specific emotion**. The idealized emotion is framed within a previous era in one's life.

Emotions become displaced onto sights, sounds, smells and tastes that were experienced concurrently with the emotions. **Sensory stimulation** can trigger a **longing** for these idealized emotions.



Common nostalgia triggers

Sensory stimuli, conversation, self-directed memory recollection, and negative feelings



Smells

The olfactory bulb, which is the part of our brain that processes smells, is a part of the limbic system, the emotional center of the brain. This is why smells often trigger nostalgia.



Sounds

Music is one of the most common nostalgia triggers. Our brain is good at recognizing sounds we have heard before. Music also lights up the visual cortex, making it closely linked to memory recall.



Sights

We perceive 80% of impressions from vision and most cultures believe it to be our dominant sense, therefore most memories are recalled visually.



Sadness

Negative feelings, like loneliness, often trigger nostalgia. However, nostalgia is shown to increase self-esteem and mood, leading researchers to believe nostalgia is a resource to counter negativity.

Our nostalgia research method

In-depth interviews with 13 Chinese millennials and gen z from all over China

1.

Recorded hour-long in-person interviews with Chinese 19 to 26 year olds on the topic of childhood and teenage memories

2.

Created transcripts of each interview

3.

Analyzed transcripts for trends and commonalities, then compared with market trends and case studies



3. Nostalgia triggering smells, sounds and sights



What smells, sounds and sights come back when you think of home?

Concepts related to food and eating were mentioned by most participants



Smells

- Homemade rice
- Fried pork
- Braised beef
- Osmanthus
- Soup
- “Jin fang” laundry detergent



Sounds

- Mother’s catchphrases and ‘nagging’
- English tape player
- Mother calling dinner time
- TV and video games



Sights

- Plants
- Comics, anime posters
- Dolls and teddy bears
- Eating with family
- Stay cats



Feelings

- Feeling comfortable in bed
- Feeling warm to be with family
- Feeling relaxed on the sofa

Appealing to nostalgia of home - Grace Towel TV commercial



The brand launched a video campaign that appealed to people's nostalgia of home and their mothers



A young boy asks, "Mom, where's the towel?" Mom passes him towel and says, "Wipe yourself quickly, don't catch a cold."



A teenager now, the same boy asks, "Mom, where's the towel?" Mom passes him towel and says, "Here, come out and eat afterwards."



The young man asks, "Mom, where's the towel?" Mom passes him towel and says, "You are so late; don't forget to eat."



The grown man asks, "Mom, where's the towel?" but there is no response. The final shot says "Cherish the times you can call for mom"

Many interview participants recalled the **sounds of their mothers doing chores**, making food, and calling dinner time when they think of home. Grace Towel utilized all these elements in this short ad campaign that depicts a **mother-child relationship through time**. The campaign appealed to the nostalgia and emotions of Chinese young adults who grew up being "spoiled" by their mothers. The video was featured by many official accounts on Weibo, **generating more than 2k shares**.

What comes to mind when you remember your school days?

Many participants recounted stories about friends and strict teachers



Smells

- Fried meat in classroom and in front of mini shops
- Fresh air
- Mini hotpots in dorms



Sounds

- Songs in school broadcasts
- Chatting with roommates at night
- Teacher's angry and sharp voice
- Class bell



Sights

- Ivy grown on school walls
- Bunk beds
- Uniforms
- Homework
- Stacks of books
- Views outside of the class window



Feelings

- Relaxed returning to dorms
- Enjoyed going to school to spend time with friends
- Afraid of strict teachers

Appealing to nostalgia of school - school uniform photoshoots

An activity that is becoming popular as young adults try to relive their schooldays

“服装上选择了老式蓝白校服，其实这种校服感觉满面变成一种特色了，穿上立马有种带你回忆青春时光的感觉。

We chose to wear the old blue-white uniforms, they are becoming symbolic. Wearing them automatically brings you back to teenage years.



“仿佛一下子就回到了上学的日子。女生聚在一起说着悄悄话，男生负责耍帅扮酷。一起换上白色校服一路奔跑，躺在草地上偷偷看喜欢的人。 Felt immediately like when we were in school. Girls would chit chat together and guys would pretend to be cool. Running with the white uniforms on and sneaking glances at our crushes.

“那天下午仿佛真的有回到学生时代。是那个燥热的午后，一起吃冰棒，一起放学回家。 That afternoon, we felt like we were back to our school ages. A hot afternoon where we ate popsicles together and went home together after school.



On Xiaohongshu, **10,000+ search** results show up when keywords “**Uniform Photos**” are entered into the search bar. Top posts all have several thousands of likes. Uniforms were an integral part of Chinese high schools, and many people are willing to pay for school uniform photoshoots to re-live their school life.

What do you remember about exams during school?

Tests are an integral part of Chinese schooling, and the intense pressure leaves a strong impression on many students. Most remember the Gao Kao as the single most influential exam in their life



Smells

- Mosquito spray
- Smell of dust
- Smell of rain during the first day of Gaokao
- Smell of books in the library



Sounds

- Junior students cheering for Grade 12 students before the Gaokao
- Alarm sound
- Doing English listening practice



Sights

- Dark nights and well-lit classrooms during self-study sessions
- Piled books on the table
- People napping from exhaustion



Feelings

- Grade 12 year felt very packed and satisfying
- Tired but very motivated
- Exam day was nerve-racking but felt peaceful in the end

Appealing to nostalgia of exam days - paid study rooms

Reviews on paid study rooms show that adults reminisce about time studying in high school



Then: A night self-study session for senior year students preparing for Gaokao



Now: A paid study room that mainly targets white-collar workers in their 20s

“在学生时代的时候，老是不珍惜以前的各种学习氛围。现在真的好还念那时候注意力集中，专心致志的样子哦。来这儿继续怀念那种感觉，顺便培养一下自己的专注力。

I never cherished the studying environment back in my school days. Now I really miss the time when I was able to focus. Came here to remind myself of that feeling and train my concentration abilities.

“中规中矩的风格让我回到了学生时代挑灯夜读的日子，在容易沉浸的黑屋氛围中学习效率事半功倍。

The modest setup reminds me of my school days when I studied very hard at night when most people have gone to sleep. The dark environment makes studying more efficient.

Our in-depth interview analysis shows that Chinese young adults felt **most focused and motivated during their preparation for Gaokao**. Therefore, paid study rooms is a rising trend among Chinese 20-30 year olds who want a quiet, low dimly lit learning environment that replicates the classroom settings they were in during their preparation for Gaokao.

What comes to mind when you think of your first crush?

Many commented how they concealed their relationships from parents and teachers, many of the female participants commented that they liked 'class monitors' and good students



Smells

- The smell of hamburgers
- The smell of fresh grass
- The smell of sweet fruit



Sounds

- Asking him/her questions
- Chatting while walking together
- Symphony band performance
- Playing piano



Sights

- Him playing basketball
- Nice Handwriting
- White shirt
- Dark eyes
- Seeing her on the school bus



Feelings

- Heart beating fast when walking together and when making eye contact
- Girls think their crushes were warm, clean and bright
- Boys think their crushes were gentle and sweet

Appealing to nostalgia of first crush - sweet-scented perfumes

Sweet and light perfumes are often marketed as “first-love scent”, reminding people of their crushes



“记忆里的白衬衫少年：每次喷到就像回到了高中。邂逅初恋的情境涌上心头、甜而不腻、不浓不烈、很是舒服。
Reminds me of the boy that wears a white shirt. I think of high school every time I smell it. The moment when I met my first crush, sweet but not too strong, very cozy.



“它代表着初恋的味道：甜而不腻，软糯又不失清新的少女香。我仿佛看到了穿着洁白长裙的少女在草地奔跑。
It represents the smell of first love. It's a sweet, soft and light feminine smell. I see a girl wearing a long white dress, running on the field.



“我记忆中的少年大概就是这样，干干净净穿着清爽的白衬衫，迎着阳光缓缓走来。清新的柑橘带着一种清凉感。
The boy in memory is like this: wearing a simple white-shirt, walking towards me under the sun. Sweet and cool orange scent.



“想象一下夏天漫步在花海中少女，一袭白裙，路过你身旁带去了一阵橘子味的清风，就是这种甜而不腻的初恋感。
Imagine a girl walking in a sea of flowers during summer, wearing a white dress, walking pass you with fresh orange scent. The sweet and light feelings of first love.

When female participants recalled their first-crush, they often mentioned “**white-shirt**” and “**clean**”. When males recalled their first-crush, they often mentioned “**fruity**” and “**sweet**”. Perfume brands have caught on to these impressions and marketed their suitable products to **attract consumers who feel nostalgic to these first-love moments**.

What smells come to mind when you think of childhood?

Participants from different regions of China have distinctively different scent memories



North Region

- Grilled meat
- Firecrackers
- Cedar after snow



East Region

- Osmanthus
- Fresh cut grass
- Chicken soup



Southwest Region

- Hotpot
- Chili peppers
- Sweet and sour soup



South Region

- Mangos, bananas
- Pool water
- Fresh juice

Appealing to the nostalgia of childhood: Osmanthus Products

Osmanthus season is memorable to those with roots in Eastern China



Osmanthus Perfume

“ 每每闻到有关于桂花的味道，我都不自觉地想起那童年时光，一段不能忘怀的美好童年记忆。

Every time I smell something like Osmanthus, I would automatically think of my childhood, a memory so great that I can never forget.



Osmanthus Latte

“ 桂花酒酿拿铁，我的天，桂花真的是我儿时的回忆，我上辈子肯定是一只吸花蜜的小蜜蜂，我真的好爱桂花的味道，配上燕麦奶真的太好喝了。

The Osmanthus latte; oh my god, Osmanthus is really the memory of my childhood. Strongly Recommended!



Osmanthus Cake

“ 记得桂花花期是八九十月份，也是儿时最幸福的时候，慈祥的外婆会在那高高的灶台上做起洁白如玉的桂花糕、Q弹软糯、清甜爽口、桂花浓郁、那滋味，此生难忘。

The Osmanthus season is between August to October, and it was the happiest time during childhood. My kind grandmother would make Osmanthus cakes; they are soft, light and filling. I can never forget that taste.

Osmanthus is native to Eastern China and is much celebrated during the autumn season when the aroma can be smelled in every corner of the cities. Therefore, **many people recall Osmanthus as an integral part of their childhood:** for example, Osmanthus cakes made by their grandmother. Now, there are many commercial in the market catering to people's nostalgia of Osmanthus and the memories it bring.

3. Nostalgic brands, celebrities and IP



What was your favorite cartoon as a child?

Japanese anime was highly influential in the 90's and early 2000's China



Crayon Shin-Chan
Japanese



Detective Conan
Japanese



Chibi Maruko
Japanese



Big Ear Tutu
Chinese

“ When I was young, I liked watching **Big Head Son, Small Head Dad** and **Journey to the West**. At that time, I watched it on a CD-ROM. One CD contains two episodes, a large box of CDs looks very advanced. In the 3rd grade, I started watching **Conan**. From then on, I watched a lot of anime.
- 24 year old female from Yunnan



Big Head Son, Small Head Dad
Chinese



Journey to the West
Chinese



Tom and Jerry
American



Martin Morning
French

“ **Dragon Ball, big-headed son and small-headed father, Haier brothers, Nezha legend**. The original Haier brothers' discs were bought by my dad. I watched them with my dad. They were quite expensive. **Very warm memory to think of now.**
- 23 year old male from Dalian

What was your favorite movie as a child?

Many participants fondly recalled their first time going to the cinema when asked about movies



“**Transformers**, it was my first time going to the cinema to see a movie, I was very excited. My parents and I went to the oldest cinema in the center of Kunming. When I was young, I liked Transformers when watching cartoons, so I went to the cinema to watch the movie version.

- 19 year old male from Kunming



Who was your favorite artist as a child?

Most millennials and Gen Zs were attracted to both Mandopop and foreign music in the early 2000s



S.H.E (2001)

Superstar, Chinese Language



Angela Chang (2004)

Invisible Wing, Aurora



Fahrenheit (2005)

Only Have Feelings For You, KO One



Lady Gaga (2008)

Just Dance, Born This Way



Jay Chou (2000)

Common Jasmine Orange, Chrysanthemum Terrace



JJ Lin (2004)

River South, A Thousand Years Later



Super Junior (2005)

Sorry, Sorry, Mr. Simple



Xu Song (2006)

The Funeral of Rose, Why Not

“ In primary school, I liked **Fei Wang**, I bought an album, nearly 200 yuan, it was very expensive for me and I bought one of her books. I later liked **Xiao Yaxuan** and bought one of her albums for 100 yuan. **Adele** was the first foreign singer I have ever heard of in primary school. The first pop song I heard is called **Perfume Lily**.
- 20 year old female from Ningbo

What were your favorite video games as a child?

4399 Mini Games and Tencent QQ were two main platforms that Chinese feel nostalgic about



最新好玩小游戏列表

NEW 今日已更新小游戏 66 款 | 最新推荐游戏 | 更多+



Tetris

Phones, 4399



Gold Miner

4399



GTA

Windows



Super Mario

4399



CrossFire

Tencent, Windows



QQ Pets

Tencent



Crazy Arcade

4399, Tencent



Dressing Games

4399



Hungry Snake

Phones



Need for Speed

Tencent

Hungry Snake, Super Mario;

I played a lot of games on **4399 mini games** from sixth grade to middle school. For example, **Gold Miner, Instant Noodle Making** and other **Female-Oriented Games**.

- 24 year old female from Yunnan

League of Legends, crossfire.

I rushed to finish my homework so I could play games every day. I worked hard to do my homework between classes to play games at night.

- 25 year old male from Shanghai

What were your favorite snacks as a child?

Most recalls of snack brands bought from the small stores (小卖部) in front of their schools



**Ovaltine
Cocoa Powder**
Ovaltine



Xiao Man Tou
Wang Zai



**Green Tongue
Ice-cream**
Wall's



**White Rabbit
Candy**
*Shanghai Guan
Sheng Yuan Food*



La Tiao
Wei Long



**AD Calcium
Milk**
Wahaha



Mylikes
*Knockoff of
Malteser*

“ In elementary school, right outside of the gate, there was a **small shop** on the right-hand side. Every time I would **buy snacks** there. My favorite shop around the school was the **fried chicken shop** directly opposite to the school. If you didn't have money, you wouldn't eat anything good. My favorite was fried wings.

- 25 year old male from Shanghai

What were some of the most memorable ads?

Informercials and advertisements that played on TV were memorable, and considered “brainwashing”



Baby Gold Water

- Baby singing a catchy song to her mother.
- Lyrics: “Shower shower I want to take a shower; I must use Baby Gold Water. Drop one drop, take one bath, no more mosquitos bites!”

Taiji Acute Bronchitis Syrup

- Showed a cheetah chasing a girl.
- The cheetah reveals that he’s chasing her for the acute bronchitis syrup in her hand.

Naobaijin (Melatonin)

- Famous slogan: “This year, no gifts will be accepted during the holidays, only melatonin will be accepted.”
- Featured cartoon figures of grandparents.

Haodi Hair Products

- Famous slogan: “It’s truly good when everyone’s good.”
- Advertisement collaboration with Coco Lee, a famous songwriter.

What were some of the most memorable brands?

Many participants recall foreign brands as a sign of “luxury” and “rare treat” in their childhood

Foreign Brands



Domestic Brands



“ When I was young, I could only go to KFC if I got a good grade on the exam. I went there for my birthday. It was considered **very luxurious** at the time, and it was **quite expensive**. Normally my parents would not let me go, or I would go only when I was sick.
- 20 year old female from Ningbo

“ Dico opened during middle school. Before, it was a copycat version of KFC. I liked it very much. I had to behave very very well to eat at my neighbor’s house. My family would never buy it. Neighbor would buy some and share with me, but I was only allowed to go if I behaved.
- 25 year old female from Dalian

What were some of the most memorable historical events?

High overlaps in responses, all commenting on four major domestic events that evoked national pride



Shenzhou 5 (2003)

- China's first successful human spaceflight
- Keywords: TV, Family, Proud, Yang Liwei, National Pride



Sichuan Earthquake (2008)

- A massive earthquake with a magnitude of 8 that caused severe casualties.
- Keywords: Moment of Silence, Alarm, Country, Unified, Donations



Beijing Olympics (2008)

- An important milestone for China as it was the first Olympic Games held by the nation.
- Keywords: Opening ceremony, Flags, TV, Family, Mascots, Performances



Shanghai Expo (2010)

- A major World Expo held in Shanghai that generated more than 73 million visitors.
- Keywords: Hot, Long line-ups, Impressive, Water Sprays, Foreigners

“ The 2008 Olympic Games, I was in the supermarket with my family that night just before the opening ceremony. We came home and joined **the countdown**. We watched the **opening ceremony**; it was very exciting.

I also think of the **moment of silence** when I remember the **Wenchuan Earthquake**. In the classroom, we all stood up together and I remember the alarm. There was also the **World Expo**, the weather was very hot.

- 24 year old female from Hangzhou

What do you think of when you hear “Chinese New Year”?

Over 50% of survey participant recall Chinese New Year as their favorite festival



Fireworks



Spring Gala



Visiting Relatives



Red Pockets



Lanterns



Reunion Dinner

“ My favorite festival was spring festival. My family always hosted dinners for **relatives**; we would have around 3 or 4 full round tables. Lots of relatives, **lots of food**. We would watch the **Spring Gala** and **fireworks**. Me and some relatives would play cards until midnight, other adults would play Mahjong. At midnight, we would eat **dumplings**.

- 21 year old female from Shanghai

Who was your hero as a child?

The participants all chose fictional characters as their childhood heroes, reflecting significant influence of TV shows, cartoons and novels



Monkey King

- The famous protagonist in *Journey to the West*
- “He had always fought hard to save his Master.”



Ultraman

- Ultraman is a superhero in a Japanese show
- “Owns power and skills that I could not acquire.”



Wuxia Characters

- Wuxia is a genre of Chinese fiction about ancient Chinese martial artists.
- “Powerful and brave; bought swords to pretend to be one of them”



Optimus Prime

- One of the main protagonists in Transformers.
- “He’s so cool, versatile and good-looking.”



Nezha

- A deity in popular Chinese folktale.
- “He was very powerful but he also values love & righteousness.”



Conan

- The protagonist in the Japanese anime, Detective Conan
- “Handsome and very smart, seems to be able to solve any problem.”

What are some vintage items from your parents that you recognize?

“Fashion is a cycle”, many fashion items in their parent’s age have regained popularity in today’s market



Flared Pants

210k+ Posts on Xiaohongshu



Chunky Sneakers

160k+ Posts on Xiaohongshu



Padded Blazers

90k+ Posts on Xiaohongshu



Floral Dresses

110k+ Posts on Xiaohongshu



“ **Wide-leg pants, tucked clothes** in pants, **denim elements, blazers.** I also took a lot of clothes from my mom. I like the **retro elements.**
- 25 year old female from Zhenjiang

“ **Flared pants,** I have photos of my mother wearing them, but I don't want to have it because it doesn't fit my aesthetics. **I really want a pager,** which feels cool.
- 22 year old female from Fuzhou

4. Case Studies



A portal to 90's school days: The Continuous Past, Shanghai Restaurant

A local restaurant in Shanghai called 过去进行食 (The Continuous Past) gains popularity for its nostalgic dining experience



“坐在里面就感觉到读书的时候的样子，仿佛坐在身边的是初恋女友。
Sitting inside this place made me feel like I was back in school; almost thought the person sitting next to me was my first girlfriend.



“大学毕业都两年多了，过去是回不去了只能穿元到“过去进行时”，和三五好友一起回忆往昔。
It's been two years since graduation, and time won't travel back. So, I came to "the Continuous Past Restaurant" to recall memories with a few friends.



“无论是女生宿舍还是男生宿舍还是教室的布景都让我实实在在的想到了我逝去的学生时代。
The familiar girl's dorm, boy's dorm and classroom setting all reminded me of my past student days.

Restaurants and entertainment facilities such as **escape rooms** have incorporated **features from the past** to provide guests with an **immersive nostalgic experience**. These **features serve as both selling and marketing points**.

4.6/5

Rating on Dianping

1,795

Reviews on Dianping

#4

Rank in fusion restaurants in Shanghai by atmosphere

10k+

Photos on Social Media

Unleashing the magic of nostalgia with Harry Potter

Many retail companies have collaborated with Harry Potter to launch limited edition items



Popmart x Harry Potter



Ledin x Harry Potter

“第一次有全套入的想法，就是看到了哈利波特的盲盒，仿佛看到了魁地奇世界杯，仿佛看到了霍格沃茨，实在是太太太爱了，童年的精神支柱。

First time wanting to buy all the blind boxes because I saw the Harry Potter series. It makes me feel like I am witnessing the Quidditch World Cup and Hogwarts. I love it so much; a strong reminder of my childhood.

“魔法袍大衣一穿起来我就感觉自己要去霍格沃茨上学了。收到的礼盒也是仪式感满满，打开会有哈利波特主题曲，简直回忆杀了。

The wizard robe makes me feel like I'm attending Hogwarts for school. The box it came in also felt ceremonial; the theme song played as I opened the box, surely brought nostalgic feelings.

Hashtag Trends on Weibo

#哈利波特与魔法石内地重映#
“Harry Potter and the Sorcerer's Stone re-releases in theatres”
360 Million views, 182k discussions

#记忆中的哈利波特#
“Harry Potter in Memories”
390 Million views, 198k discussions

Harry Potter remains to be a strong nostalgic presence for Chinese millennials and Gen Zs. **The Harry Potter World** that will open in 2021 within **Beijing's new Universal Studios** will continue to appeal to and grow these nostalgic sentiments.

Reach the nostalgia of many generations with Super Mario

Super Mario expands its presence not only through new games, but also through collaborations



Lego x Super Mario

“熟悉的背景音乐瞬间就带我们回到小时候。本人不算乐高的发烧友，任天堂这套在七月份就下单了。The familiar background music immediately brought us back to our childhood. I'm not that big of a Lego fan, but I ordered this Nintendo set in July.



Uniqlo x Super Mario

“去楼下优衣库瞄了一眼就被马里奥吸引了！这两件马里奥T恤太好看了吧！穿上一秒回到童年。Went downstairs to look at Uniqlo, and Super Mario immediately took my attention! These two Super Mario T-shirts look so good! Felt like kids again wearing these.

Unlike many other nostalgic IPs, Super Mario as a game has **constant updates** and remains a top-played game for Chinese youth and young adults. But the brand is also looking for growth in other potential revenue streams. For example, on November 27th, 2020, Puma launched a **collaboration line with Super Mario** to celebrate Super Mario's 35th anniversary.



McDonald's partnered with English textbook characters

McDonald tapped into post-80s' and post-90s' memories of two textbook characters, simulating an overseas ordering scenario in English.



Li Lei and Han Meimei in the early 1990s English textbook



Li Lei and Han Meimei in a 2018 McDonald's ad

The brief conversation incorporates practical English vocabulary for ordering meals. The two protagonists stayed in character for the ad, and the **common memory** of Li Lei and Han Meimei has **triggered emotional resonance** among netizens.

Li Lei and Han Meimei were the two main characters in the English textbooks of junior high school published by People's Education Publishing House from 1990 to 2000, which was a part of the English curriculum for 100 million Chinese.

“期待这系列漫画能持续更新下去
Looking forward to this series of comics.
Hope it will continue to be updated

Oreo meets the king of Chinese music, Jay Chou



During Tmall Superbrand Day, Oreo announced Jay Chou as its spokesman, and created marketing campaigns focusing on playfulness and throwback hits



Metro exhibit using 50 thousand Oreos to remake Jay Chou's CD Cover



Limited-edition music box

Oreo entered China in **1996**, and Jay Chou made his debut in **2000**, meaning both brands have been in China for **two decades** and have a place in the **hearts and minds of Chinese millennials**. Oreo benefited from the nostalgic feeling people have for both Oreo and Jay to build its brand presence on Tmall Superbrand day.

Campaign results:

3 billion+
Views of the campaign

20%+
YOY growth rate of transaction volume

100,000+
New followers on Tmall

300,000+
Fans acquired on platforms outside of Tmall

1 second
Time for the limited-edition music box to sell out

Sources: Businessnews, Tmall, mondelezinternational

Nostalgia makes box-office records: Birth of the Demon Child Nezha

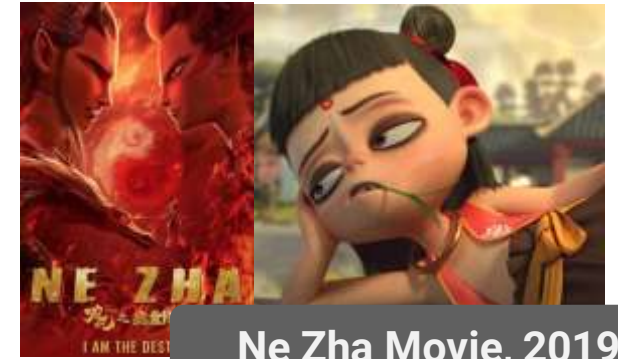
Birth of The Demon Child Nezha hit an all-time high box office among Chinese animated films (5 billion) and recalled audiences' memories of Nezha in Childhood

“ I went to see Nezha yesterday, it was very good, maybe because I am a nostalgic person, I miss the original Nezha when I was a child even more.”

“ After watching “Birth of the Demon Child Nezha”, I missed the show. I found the Baolian Lantern (宝莲灯) and watched it again. At the late night, I also listened to the songs of Baolian Lantern.”



Ne Zha Cartoon, 2003



Ne Zha Movie, 2019

Nezha, a character based on Chinese mythology, was **popular in the 90's**. Audiences appreciate Nezha's filial piety, and even say **Nezha was their childhood hero**. The movie, “Birth of the Demon Child Nezha” released on July 26th, 2019 and was well-received through its storytelling of Nezha's childhood, which triggered audiences' nostalgia.

Movie results:

20 days

As the single-day box office champion

5 billion RMB

Box office sales by December 19th

8.5/10

Rating on Douban

1st

Ranking in Chinese box office films in 2019

5th

Ranking in the most discussed films in 2019

Sources: Weibo, Yicai, Douban, Sohu, Wrd



White Rabbit is the king of nostalgia co-branding

Brands ranging from fashion to perfume, cooperated with White Rabbit by incorporating the White Rabbit's signature milk candy flavor.



Ledin x White Rabbit



Scent Library x White Rabbit



White Rabbit X Guangming



Lay's x White Rabbit



GODIVA x White Rabbit



White Rabbit X Maxam

“大白兔是我童年的回忆，现在还能买得到，很开心，这次和气味图书馆的合作简直不要太美好啊！
White rabbit is a memory of my childhood. I can still buy it now. I am very happy. The cooperation with the Scent Library is so good.

“最爱吃的大白兔居然有香水啦～想想都开心，儿时最美好的回忆。
My favorite white rabbit finally has perfume~ I am so happy. The best memory in my childhood.

White Rabbit has been doing **aggressive co-branding tactics** with brands ranging from clothing, to food & drinks, to cosmetics. It has partnered with both domestic and foreign brands that have a strong presence in China.

5. Key takeaways



What brand's should know before starting their nostalgia campaign



Appeal to the senses

Each sense has their own unique connection to memory. In product design, popular flavors from the past can be re-created as scents. Sounds such as jingles and music can be used in product presentation to create nostalgia, for example, in the Harry Potter x Ledin collaboration, Hogwarts music played when the product package was opened, bringing a wave of nostalgia to consumers.



Aim for when the target audience was 12-22

People tend to feel the most nostalgic for the events in their life that happened between 12-22. When doing consumer research to understand your target audience, narrow down on these years of their life, and get familiar with the popular music, shows, and products of that time.



Co-branding with local brands and IP is highly effective

New brands don't have to miss out on nostalgia marketing. Many old, cherished brands can create new opportunity through a second-wind. Co-branding is mutually beneficial in helping both old and new brands expand their consumer base. For example, White Rabbit, has renewed itself through co-branding with a variety of different young and hip brands, effectively turning it into a classic brand

ABOUT

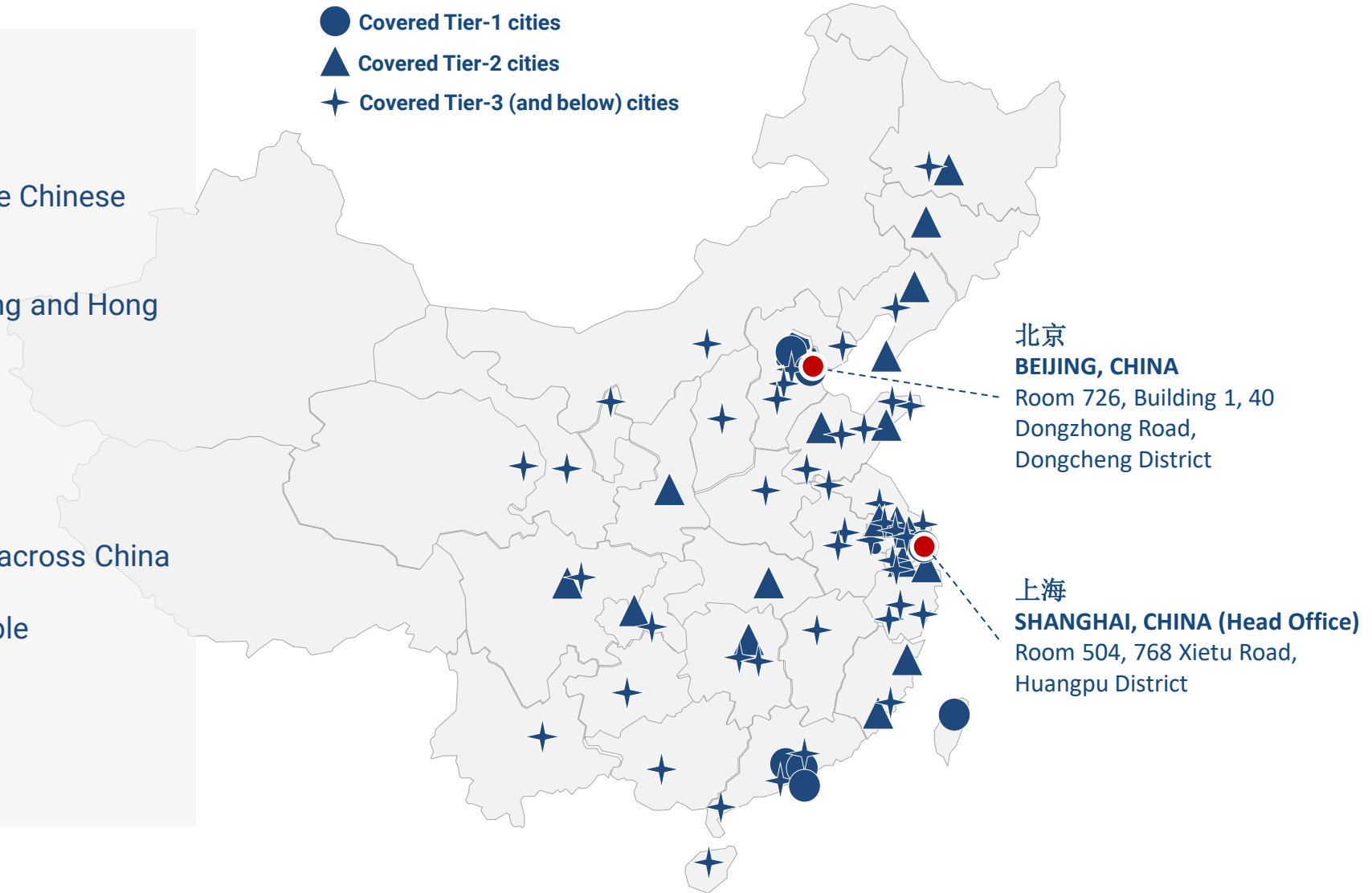


Who we are

Your Market Research Company in China

We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world



Our in-depth interview (IDI) research method

A form of qualitative research used with either market experts or the target consumers to analyze perspectives, experiences or feelings regarding a particular market situation, marketing concepts, or anticipated product launches

1.

Designing the questionnaire

- The aim of the questionnaire is to give a direction to the discussion while avoid losing information during the interview
- We leverage desk research and big data to best identify open-ended questions
- The final product is fully adaptable to the client's requirements

2.

Recruit knowledgeable interview candidates, including professionals or target consumers

- Define criteria for the interviewees
- Identify participants, often sourcing from our own data base of professionals and our network of alumni from China's top universities
- Ask pre-screening questions to ensure participants meet the criteria and needs of the client

3.

Conduct interview and follow up

- Our researchers lead an hour-long open-ended conversation using the questionnaire
- During the conversation respondents are given time and space to say what is on their mind
- Within the week following the interview, we follow up with the participant to gain more insights that may have come up after the interview

Our sensory research method

Sensory research is a scientific research methodology that uses the principles of experimental design and statistical analysis of the human senses.

1.

Preparatory observational analysis and desk research

- Understand the market through competition benchmarking, market sizing and marketing analysis
- Packaging and product analysis, including flavors, feel of packaging, and appearance of product and how it compares with competitors
- Research customers' needs and tastes through social listening, and understand the geographic presence of the product

2.

Conducting sensory tests in controlled conditions

- Sensory testing is conducted in sensory rooms, sensory testing laboratories to not distract participants
- Participants are presented with a series of products, researchers collect raw data based on what participants say and body language.
- Researchers ask follow up questions to get more insights about the participants' perception to the products

3.

Analyze qualitative data

- Our team further employs descriptive tests to identify and quantify the various characteristics within the product profile
- We analyze relations between product data, sensory attributes, and consumer preferences through multidimensional statistical techniques
- Display results with spider charts, synthesize the data and create a final list of actionable recommendations

Our past and current clients

350+ clients with 600+ projects for the past 7 years



A recognized expertise on the Chinese market

Regularly featured and quoted in global publications, [click to view our most recent quotes below](#)



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