

Research on Brand Rejuvenation Marketing Strategy in the New Media Environment—Taking Lao Feng Xiang as an Example

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Abstract: With the rapid iterative development of the Internet, young consumer groups are gradually becoming the main part of consumer groups. Young consumer groups were born in the initial stage of the development of Internet digital media, and were greatly influenced by Internet digital media in the growth stage. As the young consumer groups are influenced by the diversified culture spread by the Internet digital media, the new generation of young consumer groups have formed relatively different consumption concepts, hobbies and characteristics from other consumer groups. This paper takes the jewelry brand of Lao Feng Xiang as the research object, analyzes the specific case of the new media marketing of the jewelry brand of Lao Feng Xiang, and summarizes the problems faced by the brand of Lao Feng Xiang, so as to better realize the brand rejuvenation of the traditional brand, enhance the brand competitiveness, and realize the sustainable development of the brand. The research provides a new practical direction for Lao Feng Xiang to further achieve brand rejuvenation through new media marketing and publicity under the environment where Generation Z has become the main consumer group, and for all kinds of old jewelry brands in terms of brand rejuvenation.

Keywords: new media; brand rejuvenation; marketing strategy; brand competitiveness; Lao Feng Xiang

1. Introduction

As a traditional Chinese ornament, gold ornaments are not only of decorative significance. In ancient times, gold jewelry was a symbol of identity, and it also had the meaning of wealth, well-being, peace and prosperity. In the family, the gold jewelry handed down from generation to generation is the link of family inheritance. In the process of craft inheritance, artisans embodied ancient techniques such as filigree, oath carving, hammer, inlay and gold repair in gold jewelry, so that their skills could be better and more effectively inherited [1]. Lao Feng Xiang is a jewelry enterprise with a history of nearly 100 years, mainly engaged in the design, production and sales of gold jewelry. This enterprise has a high reputation among Chinese jewelry enterprises. With the rapid development of the times, the consumption ability of Chinese consumers has attracted more foreign jewelry merchants to enter the domestic market, which has greatly increased the pressure on domestic jewelry enterprises. Under the trend of the main consumer market becoming younger, Lao Feng Xiang brand is facing the problems of aging image, old product design, and the gap between the age of consumer users and the age of young consumer groups, which has greatly affected the continuation and sales of the brand. Therefore, the younger marketing of Lao Feng Xiang brand has become an inevitable trend.

Based on the theory of brand rejuvenation and cross-border marketing, through literature and specific case analysis, this paper discusses how Lao Feng Xiang realizes the characteristic differences in a number of jewelry brands. The purpose of this study is to make Lao Feng Xiang further realize the rejuvenation of the brand, and provide reference for the development of various old jewelry brand industries.

2. Theoretical Basis and Research Progress

2.1. Brand Rejuvenation

Brand rejuvenation means that in the process of brand development, in order to adapt to the development of the market, through the product rejuvenation innovation, improve the user experience, improve the brand image, and actively adapt to the needs of new major consumer groups in the market, so as to slow down the aging of the brand, continue the vitality of the brand, restore the vitality of the brand, and improve the market competitiveness of the brand. The rejuvenation of the brand is based on innovation. Without changing the original concept and sales system of the brand, the long-term development of the brand can be achieved by balancing the tradition and innovation of the brand and integrating into the new market environment.

As the concept of brand rejuvenation has not been specifically defined by the academic community, the concept of brand aging is similar to the concept of brand rejuvenation. The concept of brand aging is first put forward in Aaker's brand purpose theory. The concept of brand aging refers to the decline of brands in the process of development. Aaker believes that when a brand enters the state of brand aging, it will enter the states of high recall, low recall and low purchase intention. It means that consumers have heard of this brand, but cannot remember it when buying, or do not consider this brand to buy the products under this brand. The phenomenon of brand aging is inevitable in the long-term development of multiple brands [2].

2.2. Cross Border Marketing

Cross border marketing refers to the cooperation between brands in different industries through new media channels. Through the core strategies of user complementarity, scene integration, content co creation and technology empowerment, it can continuously reach a wider audience and improve the marketing effect. User complementarity refers to the overlap or complementarity between the user audiences of both parties, and the expansion of user coverage through cross-border marketing. Scene integration refers to the integration of scenes used by different brands to create new experiences. Content co-creation refers to the production of creative content through the social media platform, enhancing the brand's communication power, achieving long-term regular connection with users, and constantly appearing in the user's vision. Technology empowerment refers to the use of augmented reality (AR), virtual reality (VR), metaverse, virtual reality (VR). AI and other technologies to create interactive experience. However, there are also challenges and countermeasures in cross-border marketing. First, if there are conflicts in brand tone, you need to choose partners with the same values. For example, domestic brands need to take into account cultural connotations. Second, users are at risk of acceptance. If there is a large difference in the user portraits of the two joint brands, it will lead to a mediocre response [3]. Third, the implementation complexity is high, and a clear division of labor is required. For example, the live broadcast accountant needs to coordinate the distribution of the links and traffic of the two parties' anchor products. Therefore, successful cross-border marketing needs to focus on user needs and achieve the effect of $1 + 1 > 2$ through creativity, technology or emotional ties. The real-time interactivity of new media channels and its relatively strong communication power further magnify the possibility of cross-border marketing.

2.3. Changes in Marketing Channels in the New Era

Before the rise of new media, the marketing method was relatively simple, mainly focusing on offline publicity, marketing and sales. Nowadays, with the development of the Internet, the rise of new media platforms, the rapid development of the digital economy, and the diversification of marketing methods, the marketing channels in the new era have changed from offline publicity, marketing and sales to online publicity, marketing and sales through new media platforms, which has improved the communication efficiency. The

traditional sales methods such as physical stores, counters, dealers and wholesalers have gradually been replaced by live broadcast platforms, e-commerce platforms and short video platforms. The traditional sales methods mainly based on selling goods have also become online sales through publishing content, precise delivery, communication and interaction with users, and emotional resonance. Due to the rapid development of the Internet, the brand realizes personalized recommendations and precise delivery to target users through big data analysis and user portraits, and fine operation of content to strengthen brand publicity and promotion. At the same time, with the development of the Internet, users' consumption is no longer limited by time and place. Users can purchase online at any time and place.

3. Overview of Related Concepts of Generation Z

In terms of consumption concept, most scholars believe that "Generation Z" prefers selfie and promotes the "selfie economy". After hearing about stimulating consumption, they get a sense of happiness and satisfaction, but they are vulnerable to the influence of surrounding groups, online communities and culture, and will share their own and shopping experience [4].

At the Third Plenary Session of the 20th Central Committee of the Communist Party of China, it was pointed out that people should improve the long-term mechanism for expanding consumption, reduce restrictive measures, reasonably increase public consumption, and actively promote the first economy [5]. With the development of the times, Generation Z has gradually become the mainstream consumer group. Due to the influence of multiculturalism in its growth process, the consumption behavior of Generation Z also tends to be diversified. Generation Z has the consumption characteristics of pleasing oneself, social attributes, emotional value and personality expression. In terms of feelings of pleasing oneself, the essence of pleasing oneself is humanistic thought. Due to the affluence of material life in the growing environment and the change of parents' ideas, the Generation Z group pays more attention to personal feelings, so the Generation Z group has higher requirements for self-needs and satisfaction from childhood. Therefore, the products that can meet the interests and personalized needs of Generation Z can attract their attention and make them have the desire to buy. In terms of social attributes, since Generation Z grew up in the development period of the Internet, the interests and hobbies of generation Z will be divided into different social circles on the Internet. Because the Internet has the characteristics of interactivity, anonymity and virtuality, Generation Z does not shy away from expressing their personal ideas with strangers. After shopping, they will share their shopping experience. At this time, shopping often has social attributes and will become the social currency of Generation Z. In terms of emotional value, Generation Z will express its attitude through consumer behavior. Influenced by patriotism since childhood, Generation Z will project patriotism into consumer behavior. Therefore, when the brand or its products have patriotism or sense of the times, these products tend to be more popular with Gen Z. In terms of personality expression, since Generation Z grew up with the rapid development of the Internet, and was influenced by diversified information since childhood, they have a high ability and degree of acceptance of new things. Therefore, they are no longer satisfied with the influence of mainstream culture and will turn their attention to all kinds of niche culture, which is their expression of personal self-consciousness and the symbol of Generation Z consumer personalization [6].

The consumption demand of Generation Z is characterized by the pursuit of interactive quality and personalized brand identity. In the pursuit of interaction, Generation Z consumers will consume only after they have a deeper and comprehensive understanding of product information, which is a very rational consumption behavior. After consumption, Generation Z consumers usually share and communicate with other consumers to improve their sense of participation and satisfaction. At the same time, Generation Z consumers are more active in receiving information and feedback information, which reflects the consumption characteristics of Generation Z consumers' pursuit of interaction in consumption behavior. In terms of quality and brand, Generation Z consumers usually choose products with good quality and low price. When Wumart and low price conflict, Generation Z consumers may prefer Wumart products. In fact, as long as the products of enterprises are good enough, even if the price is high, consumers in the new era will have the tendency and willingness to buy. In addition to the high quality and low price, the popularity of the brand is also one of the reasons why Generation

Z consumers choose to consume it. For z-era consumers, high brand awareness may represent better quality assurance to a certain extent. In terms of personalization, Generation Z consumers have deep contact with the Internet and are influenced by different cultures spread by the Internet. Therefore, in addition to the mainstream culture, some niche cultures are also vulnerable to the attention of Generation Z consumers. Products that are unique or meet their aesthetic or needs will be more likely to attract new generation consumers. In terms of sense of identity, Generation Z consumers will have a strong connection with the circle they are interested in, so they can better find partners with the same interests and hobbies as themselves, and form their own unique circle of interests and friends [7].

4. Analysis on the Rejuvenation Strategy of Lao Feng Xiang Brand

4.1. Cross Border Co-Branding: Making Distinctive Differences

Lao Feng Xiang, through cross-border co-branding and co-branding with games, animation, Disney popular IP, furniture brands, etc., has expanded the user coverage while retaining the original concept of its brand. At the same time, it has injected new trend vitality and the flavor of the times into the brand, enabling the brand to quickly enter the consumption circle of Generation Z, and to a certain extent, changing the brand cognition and image of Generation Z's "old and traditional" brand. Lao Feng Xiang combines intangible cultural heritage technology with cross-border co-branding, which increases the popularity of co-branded products and makes them value preserving, good-looking, fun and story telling. It has proved that Lao Feng Xiang is not an old brand, and it also allows Lao Feng Xiang to make distinctive differences among a number of jewelry brands such as Chow Tai Sang and Chow Sang Sang [8].

4.2. The Spontaneous Communication of Star Endorsements and Their Fans' UGC

In today's era of highly developed social media, advertising alone cannot spread the brand well. A multi-channel and multi-level communication matrix must be established to achieve in-depth promotion and communication for target users and future target users. In January 2026, Lao Feng Xiang officially announced Ding Yuxi as the global spokesperson, who was the first global spokesperson in the gold category of jewelry after 95 years. After 24 h of official publicity, he sold 75 million+ in all channels, and the same model was sold out in five minutes. On the microblog, the topic of "Ding Yuxi and Lao Feng Xiang are the same" has been read by 500 million people, which is spontaneously spread through UGC fans. The marketing process of seeding through star-style collaborations, spontaneous fan UGC propagation, and offline experiential purchasing was successfully completed. At the same time, Lao Feng Xiang encouraged users to show their orders and conduct evaluation, forming a fission of public praise, and better marketing and communication of Lao Feng Xiang's brand.

4.3. New Media Marketing Channels

Lao Feng Xiang keeps a long-term regular connection with users through live broadcasts, UGC grass planting, jewelry DIY transformation challenges, hot spot linkage, joint releases and other activities on social platforms such as Douyin, Weibo and Xiaohongshu, and constantly appears in the user's vision, enabling users to deeply participate in brand activities and realizing the fission effect of Lao Feng Xiang's brand communication. In terms of jewelry DIY transformation, during the period when Ding Yuxi was officially announced as the global brand spokesperson in early 2026, he released "challenge the most beautiful Lao Feng Xiang to clean up the whole network" on microblog and Xiaohongshu. He posted the transformation works of any Lao Feng Xiang product on topics and posts related to microblogs and Xiaohongshu, and attached the design opinions of the next new product. He solicited in two waves to praise the top two to obtain the jieyuhua crystal bracelet, and drove users' participation through high welfare. At the same time, it has carried out linkage with offline stores. Some stores have launched beaded DIY salons to provide free modification experience, guide users to share on the new media platform after creating in offline stores, and strengthen consumers' awareness of the brands "national trend" and "creative and playable" through the sharing of innovation ideas of young groups. In terms of offline publicity, after Ding Yuxi was officially announced as the global spokesperson

of the brand, Lao Feng Xiang brand set up a special pain car in Shanghai for the pain car tour, and set up a themed pain boat to tour the Huangpu River in 2026, giving users an immersive experience and improving the popularity of Lao Feng Xiang products.

5. Challenges of the Rejuvenation of Lao Feng Xiang Brand

Nowadays, the development of Lao Feng Xiang faces many challenges. In terms of design, the rise of the “national trend” style has led to the extensive use of elements such as dragons, phoenixes, auspicious clouds, and some national elements by various brands in their designed products. A large number of homogeneous products appear in the market, leading to aesthetic fatigue for many consumers. Some consumers are more resistant to these products when they see the use of these elements because the elements are too popular. In terms of marketing, due to the popularity of celebrity endorsements, the product quality of their endorsements is uneven, and consumers pay for them in the end, resulting in some consumers’ doubts about the product quality of star endorsements. Due to the excessive publicity of some co-branded products by the brand, consumers’ expectations of the products are too high, and they feel disappointed with the products due to the inconsistent expectations during the offline experience period. At the same time, due to the fans’ fan circle behavior, the traffic caused by the negative events or excessive marketing encountered by the brand during the co-branding period is extremely high risk. Therefore, the brand needs to consider how to deal with the risk correctly. The brand can also make appropriate use of the Star benefits and traffic brought by the stars to transform into its own long-term traffic. At the same time, during the marketing period, it should ensure the product quality and the service attitude of offline experience, and avoid the behavior that the goods are not the right version or the brand image is bad due to the poor offline experience.

6. Conclusions

Due to the rapid development of digital age and network technology, new media marketing has become an important part of brand marketing. As a century-old jewelry brand, Lao Feng Xiang should be more proactive in adjusting its marketing methods and industrial structure, respond to the call of the state, adapt to the new market environment, better understand and grasp the needs of today’s major consumer groups, strengthen brand innovation of brand products, and improve brand awareness. Nowadays, as the main consumer group, Generation Z should seize the opportunity, aim at the tuiyue, analyze the consumption characteristics and demands of Generation Z, and accurately push the Lao Feng Xiang brand and its products to the social media of target users and future target users with the network platform as the carrier and the new media marketing method as the technology. Lao Feng Xiang has strengthened brand marketing through cross-border co-branding, celebrity endorsement and UGC communication with his fans, as well as the topic challenges of new media platforms, providing consumers with better products and consumption environment when purchasing jewelry, and also providing a development path for the future development of the jewelry industry.

Funding

This research received no external funding.

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

Not applicable.

Conflicts of Interest

The author declares no conflict of interest.

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