

The Mechanism and Optimization Path of Cross-Border Collaboration Marketing Strategies in Enhancing Brand Image

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Abstract: This article focuses on the mechanism and optimization path of cross-border collaboration marketing strategies in enhancing brand image. First, elaborate on the concept and characteristics of cross-border collaborative marketing, and analyze the key elements for enhancing brand image. Then, we will delve into the mechanism by which cross-border collaboration marketing strategies enhance brand image, including aspects such as resource complementarity, innovative perception, and topic creation. This paper proposes a path to optimize cross-border collaboration marketing strategies from the perspectives of precise positioning, deep integration, and continuous innovation to enhance brand image, aiming to provide theoretical support and practical guidance for enterprises to carry out cross-border collaboration marketing.

Keywords: Cross-Border Co-Branded Marketing; Brand Image Enhancement; Mechanism of Action; Optimize the Path

1. Introduction

In today's highly competitive market environment with highly diversified consumer demands, traditional marketing models are confronted with numerous predicaments. Consumers are gradually developing immunity to conventional advertising and product promotion, making it difficult for brands to leave a deep impression on consumers and establish long-term stable brand relationships through traditional means [1]. Meanwhile, the rapid development of technology has led to an extremely fast speed of information dissemination, and the market is changing at an unprecedented pace. Brands need to constantly innovate and transform their marketing strategies to adapt to the rapidly changing market environment [2].

Cross-border co-branded marketing, as an emerging and highly dynamic marketing model, is gradually becoming an important means for brands to enhance their competitiveness and expand their market share. It breaks down the barriers between industries, organically integrating brands or elements from different fields and industries to create products or services with unique value and appeal [3]. Through cross-border collaborations, brands can leverage the resources and advantages of their partners to achieve resource sharing and complementary strengths, thereby bringing consumers brand-new experiences and feelings and enhancing the brand's image and status in the minds of consumers.

In recent years, research on cross-border collaborative marketing and brand image enhancement has gradually increased. In terms of cross-border co-branded marketing, scholars mainly focus on its concept, characteristics, models and influencing factors, etc. Cross-border co-branded marketing is a marketing approach where different brands achieve resource sharing and complementary advantages through cooperation. It features innovation, complementarity and topicality [4]. In terms of brand image enhancement, scholars mainly study the constituent elements, influencing factors and enhancement strategies of brand image. Brand image encompasses multiple dimensions such as brand awareness, brand reputation, brand loyalty, and brand association. To enhance brand image, efforts should be made from various aspects, including product quality, service quality, and brand communication [5].

2. The Concept and Characteristics of Cross-Border Collaborative Marketing

2.1 The Concept of Cross-Border Collaborative Marketing

Cross-border co-branded marketing refers to a

marketing approach where two or more brands from different fields or industries cooperate to jointly launch products or services and carry out joint marketing activities. This kind of cooperation can be direct collaboration between brands or cooperation between brands and non-brand entities such as artists, designers, and IPs. For instance, when a clothing brand collaborates with an anime IP, it incorporates anime elements into its clothing design to launch co-branded garments. At the same time, both parties jointly carry out promotional activities [6].

2.2 Characteristics of Cross-Border Collaborative Marketing

2.2.1 Innovation

Cross-border collaborations break the boundaries between industries, integrating elements from different fields to create products or services that are unique and novel. This kind of innovation can attract consumers' attention, stimulate their curiosity and purchasing desire. For instance, the collaboration between Heytea and Hiroshi Fujiwara combines tea beverages with trendy culture, launching packaging and peripheral products with a sense of fashion, bringing consumers a brand-new experience [7].

2.2.2 Complementarity

Different brands often complement each other in terms of resources, technology, brand awareness, target audience and other aspects. Through cross-border collaborations, both parties can integrate their respective resources, achieve complementary advantages, and enhance the market competitiveness of their brands [8]. For instance, in the collaboration between sports brands and technology companies, the sports brands can leverage the technological advantages of the technology companies to enhance the technological content and performance of their products. Technology companies can expand the sales range of their products through the marketing channels and brand influence of sports brands.

2.2.3 Topicality

Cross-border collaborations themselves possess certain news value and topicality, and are likely to draw the attention and discussion of the media and consumers. Brands can take advantage of this topicality for promotion and publicity to enhance their brand awareness and reputation. For instance, the collaboration between Luckin Coffee and Moutai, which launched the "Soy

Sauce Aroma Latte", quickly became a hot topic on social media, attracting a large number of consumers' attention and purchases.

3. Key Elements for Enhancing Brand Image

3.1 Brand Awareness

Brand awareness refers to the degree to which consumers recognize a brand and can be regarded as the cornerstone of enhancing brand image. In the era of information explosion, consumers are exposed to a vast amount of brand information every day. A brand with high popularity is more likely to stand out from numerous competitors, attract consumers' attention and purchase, and thus occupy a favorable position in the market. For instance, Coca-Cola has become a well-known brand among global consumers through its extensive advertising campaigns and global marketing activities. No matter where they go, people can easily recognize its logo and products. There are various ways to enhance brand awareness. Advertising is one of the most common and effective methods. Enterprises can place advertisements through media platforms such as TV, newspapers, and the Internet to increase brand exposure. Public relations activities should not be overlooked either. Holding press conferences, participating in industry exhibitions and other events can enhance the brand's popularity and influence. Social media marketing is a popular approach nowadays. By leveraging social media platforms such as Weibo, WeChat, and Douyin, enterprises can interact with consumers in real time, disseminate brand information, and enhance brand awareness.

3.2 Brand Reputation

Brand reputation reflects the degree to which consumers recognize and praise a brand, and it reflects the image and reputation of the brand in the minds of consumers. A brand with a good reputation is like a brilliant pearl, which can win the trust and loyalty of consumers and lay a solid foundation for the brand's long-term development. For instance, Huawei has established a good reputation among consumers with its outstanding product quality and innovative technology, and has become one of the representative domestic mobile phone brands. To enhance brand reputation, enterprises need to take multiple approaches. Product quality is the key. Enterprises should strictly control product

quality to ensure that the products meet consumers' demands and expectations. The quality of service should not be overlooked either. High-quality service can make consumers feel the care and respect of the enterprise, enhancing their favorable impression of the brand. In addition, enterprises should also actively fulfill their social responsibilities, participate in public welfare activities, and establish a good social image, thereby enhancing the reputation of their brands.

3.3 Brand Loyalty

Brand loyalty refers to consumers' preference for a brand and their repeat purchase behavior, which is the core goal of brand image enhancement. A consumer group with high brand loyalty, just like loyal fans of a brand, can bring stable sales revenue and profits to the brand and reduce the marketing costs of the enterprise. For instance, Apple's products have a large number of loyal users. They not only repeatedly purchase Apple's products but also actively recommend them to people around them. Cultivating brand loyalty requires enterprises to provide high-quality products and services, meet consumers' demands and expectations, and make consumers feel pleasant and satisfied during the process of using the products. At the same time, enterprises should establish a good emotional connection with consumers. They can enhance consumers' sense of identity and belonging to the brand by holding member activities, sending birthday wishes and other means.

3.4 Brand Association

Brand association refers to the various impressions and feelings related to a brand that come to consumers' minds when they see or hear about it. Positive brand associations can enhance a brand's appeal and competitiveness, and promote its sales and dissemination. For instance, when people mention Nike, they will associate it with positive images such as sports, vitality and hard work. To shape a positive brand, Lenovo requires enterprises to conduct precise brand positioning, clearly define the target audience and core values of the brand. Through effective brand communication, the brand is linked to specific values, lifestyles, emotional experiences, etc., enabling consumers to generate positive associations during their contact with the brand.

4. The Mechanism of Cross-Border

Collaboration Marketing Strategies in Enhancing Brand Image

4.1 Complement Resources to Enhance Brand Awareness

Cross-border co-branded marketing can achieve complementary resources between brands. Both parties can leverage their respective channels, customer groups, brand influence and other resources to expand the brand's reach and enhance its popularity. For instance, when a clothing brand collaborates with a renowned artist, the artist enjoys high popularity and artistic influence, which can attract the attention of their fan base. Clothing brands, on the other hand, have well-established sales channels and production capabilities, enabling them to bring co-branded products to the market. Through the cooperation between the two sides, clothing brands can leverage the popularity of artists to enhance their own brand awareness, and artists can also expand the influence of their works through the channels of clothing brands.

4.2 Innovate Perception to Enhance Brand Reputation

The innovation of cross-border collaborative marketing can bring consumers brand-new experiences and feelings, enabling them to have new perceptions and evaluations of the brand. When a brand launches innovative products or services through cross-border collaborations, consumers will consider the brand to be innovative and fashionable, thereby enhancing their favorable impression and recognition of the brand. For instance, the collaboration between car brands and technology companies integrates advanced technological elements into car design, launching automotive products with functions such as intelligent driving and interconnection. This innovative product can meet consumers' pursuit of technology and fashion, and enhance the brand's reputation in the minds of consumers.

4.3 Topic Creation to Cultivate Brand Loyalty

The topic power of cross-border collaboration marketing can attract consumers' attention and discussion, forming a hot topic on social media. During the process of participating in topic discussions, consumers will interact with and emotionally connect with the brand, thereby enhancing their sense of identification and loyalty to the brand. For instance, cosmetic

brands collaborate with anime IPs to launch cosmetic products featuring anime elements. This co-branded product has attracted the attention and purchase of a large number of anime enthusiasts. They share their usage experiences and purchasing insights on social media, forming good word-of-mouth promotion. In this way, cosmetic brands not only increased the sales of their products but also cultivated a group of loyal consumers.

4.4 Brand Association, Shaping a Unique Brand Image

Cross-border collaborative marketing can integrate elements from different fields to shape a unique image and personality for the brand. When a brand collaborates with a brand or IP that has a specific image and values, consumers will associate the image and values of the co-branded partner with the brand, thereby forming new brand associations. For instance, sports brands have collaborated with environmental organizations to launch sports products made of eco-friendly materials. This joint campaign enables consumers to associate the sports brand with values such as environmental protection and sustainable development, shaping the brand's positive and socially responsible image.

5. Optimization Paths for Cross-Border Collaboration Marketing Strategies

5.1 Precise Positioning and Selection of Appropriate Co-Branded Partners

When conducting cross-border collaborative marketing, enterprises need to accurately position their own brands and target audiences, and select collaborative partners that match their brand image and target audiences. The co-branded partner should have a high level of popularity and reputation, and be capable of complementing and synergistic effects with its own brand. For instance, high-end cosmetics brands can choose to collaborate with renowned fashion magazines or artists to enhance the cultural connotation and artistic value of their brands. Sports brands can choose to collaborate with technology companies or sports events to enhance the technological content and sports attributes of their brands.

5.2 Deep Integration to Create Unique Co-Branded Products

The key to cross-border collaborations lies in deeply integrating elements from different fields to create unique and innovative co-branded products. Enterprises should innovate in product design, functionality, packaging and other aspects, integrating the cultural connotations and brand images of the co-branded partners with the core values of their own brands, to bring consumers brand-new experiences and feelings. For instance, when car brands collaborate with technology companies, it is not only necessary to incorporate technological elements into the appearance of the vehicles, but also to innovate and upgrade their functions such as intelligent driving and interconnection, creating automotive products that exude a sense of technology and futurism.

5.3 Continuously Innovate to Maintain the Freshness of the Brand

In cross-border collaborative marketing, enterprises need to constantly innovate to maintain the freshness and appeal of their brands. One should not merely be content with a successful collaboration event, but constantly explore new collaboration partners and cooperation methods, and launch more innovative collaboration products. For instance, clothing brands can collaborate with various artists, designers, IPs, etc. on multiple occasions. Each collaboration releases products of different styles and themes to meet consumers' diverse demands.

5.4 Strengthen Publicity and Promotion to Expand Brand Influence

Cross-border collaborative marketing requires enhanced publicity and promotion to expand the brand's influence. Enterprises should formulate comprehensive publicity and promotion strategies and conduct publicity through various channels, such as social media, advertising, public relations activities, etc. During the process of promotion and publicity, it is necessary to highlight the uniqueness and innovation of the co-branded products, create topic heat, and attract consumers' attention and participation. For instance, the collaboration between Luckin Coffee and Moutai has sparked extensive discussions and sharing among consumers by posting posters and videos of the co-branded products on social media, thereby enhancing the brand's influence.

5.5 Emphasize After-Sales Service to Enhance Consumer Satisfaction

Cross-border co-branded marketing should not only focus on product design and promotion, but also pay attention to after-sales service to enhance consumer satisfaction. Enterprises should establish a complete after-sales service system to promptly solve the problems that consumers encounter during the purchase and use of co-branded products. By providing high-quality after-sales service, we can enhance consumers' trust and loyalty to the brand and promote its long-term development.

6. Conclusion

Cross-border co-branded marketing, as an emerging marketing model, plays a significant role in enhancing brand image. Through methods such as resource complementarity, innovative perception, topic creation and brand association, cross-border collaborative marketing can enhance brand awareness, improve brand reputation, cultivate brand loyalty and shape a unique brand image. However, when enterprises carry out cross-border co-branded marketing, they also face some challenges and risks, such as inaccurate positioning, insufficient integration, and inadequate publicity and promotion. To optimize cross-border collaboration marketing strategies and enhance brand image, enterprises need to precisely position themselves and select appropriate collaboration partners. Deeply integrate to create unique co-branded products; Keep innovating to maintain the brand's freshness. Strengthen publicity and promotion to expand brand influence; Emphasize after-sales service and enhance consumer satisfaction. Through these optimization paths, enterprises can better carry out cross-border co-branded marketing activities, enhance their brand image and achieve sustainable brand development. In the future, with the continuous changes in the market environment and the increasingly diverse

demands of consumers, cross-border collaborative marketing will continue to innovate and develop, bringing more opportunities and challenges to the brand building of enterprises. Enterprises need to constantly explore and practice to adapt to market changes in order to remain invincible in the fierce market competition.

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