



## Autumn Competition of Besunyen Academy Awards Comes to Successful Conclusion through Cloud Appraisal



- ◆ In January 2021, the online appraisal of autumn collection campaign for the Academy Awards of Besunyen 2020 was initiated. Although the pandemic made it impossible for us to feel the fierce battle of words offline, we still experienced a delightful creative showdown on the cloud.
- ◆ In the autumn competition of the Academy Awards this year, Besunyen once again brought the little blue friend, Besunyen Orlistat capsules into the campus. The dual themes — “Little Blue Friend Shows the Real Me” and “Keep Me Fit. Also Little Blue Friend” inspired the creators to show their deep understanding of the product characteristics and brand tonality in the works.
- ◆ In the autumn competition, Besunyen received a total of 20,462 groups of 24,403 works under 6 categories, including print advertisements, video-film advertisements, short videos, advertisement copywritings, marketing plans and comic stories. The great achievement was evidenced by more than 20,000 works received in total. The judges from academia, the industry and the enterprises gave high marks to the works collected by Besunyen.





## 2020 Food Industry Discussion Among Industry Players Besunyen Plays Vital Role in Development



- ◆ On 7 January 2021, supported by Newspaper Association of the PRC, and hosted by Food and Drug Industry Development and Regulatory Research Center of Chinese Academy of Social Sciences, and Wudaokou Food Salon, the Wudaokou Food Industry Salon invited the leading enterprises in the food industry such as Moutai Group, Besunyen, as well as the representatives of the mainstream media of financial and industrial fields in the group to talk about “The 2020 China Food Industry in the Eyes of Industry Players”.
- ◆ Lin Ruhai, vice president of Besunyen Holdings Company Limited, expressed his views on how to cope with the changes in consumer demand, meet the changes in the market and revitalize the enterprise in the specific environment. He said the pandemic caused more people to stay at home, which led to the needs for weight management. Besunyen expanded its micro-client sales team, while the work of the micro-client sales team focused on the establishment of private domain product system. As a new sales model, it can shorten the communication time with customers and improve the communication efficiency by analyzing and making use of private domain traffic. In addition, Besunyen’s brand rejuvenation strategy has allowed the Company to have more young consumers.
- ◆ Besunyen’s e-commerce team has gradually formed a matrix organization equipped with integrated marketing support, sales management support, supply chain support and customer service support with business line as its core, forming an operational complex with combination of business and service support. In the next few years, Besunyen also plans to do more of its private domain traffic, decentralization and de-platform to build its own brand.



## Innovative Marketing Increases Social Media Traffic Besunyen Wins Gold Medal of 9th Golden Bee Award in Marketing Category



- ◆ On 27 November 2020, the 9th Social Marketing Forum and Golden Bee Awards Ceremony hosted by Advertiser (formerly known as Advertiser Magazine) and academically supported by the School of Advertising of the Communication University, was held at JW Marriott Hotel Beijing. At this award ceremony, Besunyen stood out from many finalists by its excellent marketing case of “Besunyen plots for you in the old palace as workplace” (《深宮職場「碧」有一計》) and won the gold medal in the integrated marketing category.
- ◆ With a precise insight into the public’s health demands in the context of pandemic, “Besunyen plots for you in the old palace as workplace” has carefully created an interesting brand marketing that traverses the ancient and modern and dreams back to the old palace, which has not only won the strong attention of professionals and young consumers, but also received the praise and recognition of the Golden Bee Award officials and the industry.
- ◆ According to statistics, during the half-month event of the “Besunyen plots for you in the old palace as workplace”, Besunyen brand products have been exposed nearly 100 million times. The store sales at TMall JuHuaSuan Happy Day driven by the event has made a breakthrough with impressive results.



## Besunyen Launches New Beauty Functional Drink and Wins the “Meiyao Oriental Brand Creativity Award”

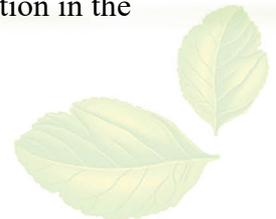


- ◆ New in skin care and experienced in body management, Besunyen has recently launched a new beauty drink, Besunyen “Seven Flowers in a White Can (七花小白罐)”. It uses a traditional recipe of “Jun, Chen, Zuo, Shi” (君、臣、佐、使), which is scientifically formulated with the essence of seven kinds of flowers, namely honeysuckle, safflower, chrysanthemum, rose, dandelion, silk flower and bitter orange flower. As evidenced by functional tests, it has significant effects on the inhibition of acne and chloasma.
- ◆ At the “20th Anniversary of Rayli Fashion Meiyao Oriental Ceremony” held on 20 December 2020, Besunyen’s “Seven Flowers in a White Can” won the honor of “Meiyao Oriental Brand Creativity Award” with the outstanding heritage of the product and excellent marketing.
- ◆ It is understood that this is the first time that Besunyen has created a product regarding the concept of “beauty functional drinks” and the concept is rare both within the brand and in the market. As a result, Besunyen pays particular attention to this product, not only strictly controlling the quality of the product, but also making efforts in the direction of design and marketing to achieve a perfect combination of products and culture. With great efforts being made, “Seven Flowers in a White Can” has become popular among consumers from all platforms as soon as it is launched to the market.



## Expand Sales in Private Domain Can Besunyen's New E-commerce Road be Replicated?

- ◆ The big health industry has long depended on offline and e-commerce platform sales. The sales of Besunyen in the private domain has achieved a leap in the annual sales. According to Zhou Yutong, general manager of CRM operation center of Besunyen Holdings Company Limited, the growth of Besunyen's e-commerce sales mainly came from micro-client sales. The work of the micro-client sales team focuses on the establishment of private domain product system.
- ◆ The successful performance of Besunyen in the private domain has set a good example for the peers in the big health industry. However, can Besunyen's success mode be replicated? What is the key to its success? Li Song, deputy editor-in-chief of [www.cnfood.cn](http://www.cnfood.cn) said that Besunyen's new attempt in e-commerce followed the business logic and its sales model consists of a closed loop of acquiring customers, marketing and service, none of which are unattended, thus it will develop healthily.
- ◆ The private domain owned by Besunyen is not inherited but precipitated by the enterprise through refined application in practice, which is also the key to success of Besunyen. It not only allows the brand to occupy a strong position in the new competitive environment, but also injects new vitality into the enterprise.





## 2020 China Economic Media Integration and Development Forum Lin Ruhai, vice president of Besunyen: How Can “Evergreen” Build a Better Future?



◆ On 26 December 2020, Besunyen attended the “2020 China Economic Media Integration and Development Forum”. Lin Ruhai, vice president received an exclusive interview where he elaborated the efforts and transformation of Besunyen in the new retail era.

- ◆ Besunyen was founded in 2000, and its main products in early years were Besunyen Detox tea and Slimming tea. After its listing in 2010, Besunyen expanded its business and introduced OTC projects and some weight-loss nutritional supplement projects. However, it still focuses on maintaining public health in two aspects of intestinal management and weight management and becomes a well-known brand in the field of big health. In terms of product innovation, it has created Orlistat, which is popular in the whole network. Orlistat is OTC and better meets the needs of young people.
- ◆ Under the impact of the pandemic, Besunyen began to build online marketing through all in wechat and community business. Based on the customer data accumulated by the Company in the past, favorable results have been made.
- ◆ In order to cater to the arrival of the new retail era, Besunyen has done three things. First, make the brand younger and let more young people know about Besunyen. Second, make social communication, which is not only about advertising. Socializing and PR activities communication are in progress. Third, make scenario marketing and make Besunyen suitable for more people. By transforming the brand via the three aspects above, Besunyen can be recognized by more young people and online.