

The Application of Short Video Marketing in Local Specialty Brands: The Case of Lumila Potato Chips

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Abstract. In the today's digital era, the advent of short video marketing as a novel form of communication has emerged as a key strategy for augmenting brand impact and market competitiveness. With its fast-paced delivery, diverse content formats, and strong user engagement, it caters to the need for quick information and entertainment during fragmented time, making it a dominant approach for brand promotion. As such, this paper uses Lumila potato chips from Zhaotong, Yunnan, as a case study to explore the application of short video marketing in promoting local specialty brands. By analyzing key strategies like topic-driven marketing, the combination of creative content and entertainment elements, and online-offline integration, it reveals how short video marketing can break via the limitations of the regional market via innovative content and cultural integration, and significantly enhance the brand's national awareness and market competitiveness. The results demonstrate that short video marketing effectively addresses challenges faced by local brands, such as limited reach and low recognition, providing valuable experience and support for digital marketing of local brands.

Keywords: short video marketing, local brands, cultural integration, Lumila, market competitiveness

1. Introduction

Lumila Potato Chips, a local brand from Zhaotong, Yunnan, is beloved by the local community for its distinctive taste and cultural significance. However, it has primarily been confined to the regional market. Through short video marketing, it utilized local cultural elements and creative content production to rapidly gain widespread attention on short video platforms. The brand successfully overcame regional limitations and boosted its popularity nationwide. Through user engagement and targeted promotion, it effectively drove sales conversions, thus making it a prime example of how short video marketing can support the growth of local brands. As a result, using Lumila Potato Chips as an example, the paper explores the application of short video marketing in local specialty brands, analyzing strategies, such as topic-driven marketing, the integration of creative content and entertainment, and the combination of online and offline marketing. In addition, it discusses how short video marketing can effectively address the communication challenges faced by local brands, and enhance their market competitiveness. Through this case study, the paper aims to provide practical strategies and insights for local brands on how to leverage emerging communication tools during their digital transformation process to enhance market competitiveness and brand influence.

2. Overview of Short Video Marketing

2.1. Key Features and Benefits of Short Video Marketing

The rise of information technology has precipitated the emergence of short video marketing as a pivotal modality of brand communication and promotion, especially in modern society, where rapid information exchange is a defining characteristic. And short videos exhibit high interactivity, fragmented dissemination, providing the benefits of low costs coupled with high efficiency. In contrast to traditional marketing approaches, short videos effectively display product features using engaging audio-visual elements. This conveys information to users rapidly and elicits emotional responses, thus improving the overall consumption experience. In addition, short video platforms use big data analysis and accurate recommendation algorithms to help brands accurately reach their target users, effectively enhancing user stickiness through comments, likes, shares and other interactions, forming a long-term brand influence [1]. The strategic targeting of the audience and the effective mode of communication are

critical factors in the success of short video marketing. With the continuous development of short video platform and the increase of user participation, the scope of brand dissemination is no longer limited by the time and space of traditional media. The social attributes of short video marketing enable it to quickly generate viral communication effects, significantly boosting brand exposure and market awareness. As a result, short video has become not only a new channel for brand marketing but also a medium for two-way interaction between brands and consumers, fostering a stronger emotional connection and enhancing user loyalty [2].

2.2. The Market Value of Food-related Short Videos

The emergence of short video platforms has significantly benefited the food industry, particularly in the promotion of local specialty foods. Short videos can demonstrate the uniqueness of food products in a vivid and intuitive way, not only showing the appearance, taste and production process of the products, but also making the brand story more infectious by combining elements such as local culture and historical background. For example, Yunnan's specialty foods can enhance the brand's cultural connotation and stimulate consumers' emotional resonance by telling origin stories, production techniques and local customs through short videos. Local specialty food often relies on unique regional culture and traditional craftsmanship, which are amplified by the presentation of short videos, attracting a large number of consumers interested in local culture. In addition, short videos have changed the purchase decision process of consumers while promoting the food industry. In short video content, the presentation of product information is not only limited to the traditional introduction of features, but also enhances the added value of the product by telling the story behind the product and triggering the user's emotional response. Short video marketing enables food brands to quickly raise brand awareness and maintain visibility by consistently creating content and engaging with users. This approach offers local specialty food brands a cost-effective and efficient promotional channel, fueling rapid growth while also strengthening consumers' connection to and loyalty toward local culture [3].

2.3. Application of S-O-R Theory in Short Video Marketing

The Stimulus-Organism-Response (S-O-R) model is a well-established behavioral framework in consumer psychology, used to explain how external stimuli influence consumers' emotions and cognition, which lead to specific behavioral responses [4]. In short video marketing, brands elicit internal responses from consumers via engaging content, visual effects, and emotional resonance, triggering behaviors such as interaction, purchases, or brand recommendations. Specifically, the creative content of short videos, such as humor, emotional appeal, and local cultural elements, serves as the external stimulus that influences consumers' internal responses, including identification, empathy, and emotional engagement. These emotional and cognitive reactions ultimately lead to behavioral responses, such as making purchases, sharing content, or leaving comments. And this marketing strategy, grounded in the S-O-R theory, emphasizes how brands can forge emotional connections with consumers and enhance their engagement and loyalty through careful emotional design and content innovation [5]. Furthermore, the recommendation mechanisms of short video platforms, based on big data analytics, continuously adjust their algorithms to help brands monitor and optimize marketing effectiveness in real-time. Brands can rapidly collect feedback through data to assess consumers' emotional reactions and adjust their content creation strategies accordingly. As such, the theory offers brands a framework to gain deeper insights into consumer behavior and serves as a foundation for dynamically adjusting their marketing strategies. And this enables brands to maintain long-term competitiveness on short video platforms while cultivating sustained, interactive relationships with consumers [6].

3. The Exploration of Lumila Potato Chips' Short Video Marketing Strategies

3.1. The Application of Trend-based Marketing

Lumila Potato Chips have successfully attracted widespread consumer attention on short video platforms by innovatively combining local Yunnan culture with unique ingredients through trend marketing strategies. The brand cleverly utilizes short videos as an emerging medium, creating a series of creative content focusing on Yunnan culture, thereby strengthening the brand's local cultural identity. These videos not only highlight Lumila's unique status as a local Yunnan potato chip brand but also engage consumers emotionally via interactive marketing activities such as "chips for local food" and "folk songs singing challenge," effectively bridging the gap between the brand and its audience. Through its deep integration with local culture, Lumila has not only enhanced brand recognition but also effectively encouraged user engagement. For example, by launching region-specific flavors such as Yunnan shiitake mushrooms and hosting an interactive event on short video platforms titled "Leaving your desired flavor in the comments," it attracted a large amount of user engagement, garnering over 1.2 million views and more than 4,000 comments. This campaign tapped into consumer engagement and fostered brand recognition and loyalty based on cultural resonance, enhancing the brand's long-term influence and user retention. Moreover, Lumila has enhanced its influence among young consumers via a precise content marketing strategy, skillfully leveraging the core features of trend marketing, that is, timeliness, interactivity, and sociality, within the interactive environment of short video platforms.

3.2. The Integration of Creative Content and Entertainment

The content creation trends on short video platforms are increasingly leaning toward entertainment and humor, providing brands with an effective way to capture the attention of their target audience. Lumila Potato Chips tapped into this trend by using humorous videos and popular internet culture elements, like cat memes, to move beyond the confines of traditional one-way marketing. By emphasizing fun and interactivity, the brand has successfully increased user engagement and loyalty. Analyzing its short video content shows that the use of humor played a key role in driving higher engagement, reflected in metrics like views, likes, comments, and shares. The impact of humorous elements on video dissemination is evident when analyzing video performance over a given period. Table 1 shows the results of the regression analysis, demonstrating the significant impact of creative elements, like cat memes, on video views. For example, videos featuring cat memes garnered considerably higher view counts compared to those without such creative elements. This finding reinforces the idea that humorous and creative content is highly effective in grabbing the attention of young consumers.

Table 1. Analysis of the Impact of Humorous Elements in Creative Content on View Counts

Dep. Variable:	Video_view	R-squared	0.136			
Model:	OLS	Adj. R-squared:	0.130			
Method:	Least Squares	F-statistic:	22.74			
Date:	Mon, 23 Dec 2024	Prob (F-statistic):	4.49e-06			
Time:	22:35:36	Log-Likelihood:	-2049.2			
No. Observations:	146	AIC:	4102.			
Df Residuals:	144	BIC:	4108.			
Df Model:	1					
Covariance Type:	nonrobust					
	coef	std err	t	P > t	[0.025	0.975]
Const	2.355e+05	2.62e+04	8.978	0.000	1.84e+05	2.87e+05
Cat meme	4.364e+05	9.15e+04	4.769	0.000	2.56e+05	6.17e+05
Omnibus:	55.34		Durbin-Watson:	1.574		
Omnibus:	0.000		Jarque-Bera (JB):	122.20		
Skew:	1.661		Prob(JB):	2.90e-27		
Kurtosis:	6.009		Cond. No.	3.67		

Furthermore, the trend in follower growth directly illustrates the long-term impact of entertainment-oriented strategies. As shown in Figure 1, Lumila Potato Chips achieved rapid growth in fan numbers within just 90 days, a success attributed largely to frequent exposure and interaction driven by creative content. Humorous videos, in particular, not only sparked emotional connections and encouraged users to share but also led to higher video views, which in turn helped build brand loyalty and grow a larger fan base. The combination of entertainment and creative content has become a crucial strategy in short video marketing. This approach caters to the fragmented consumption patterns of today's users while boosting brand recall and shareability via humor and cultural references. For local brands aiming to broaden their presence on short video platforms, producing fun and interactive content is essential for attracting young consumers and fostering greater loyalty.

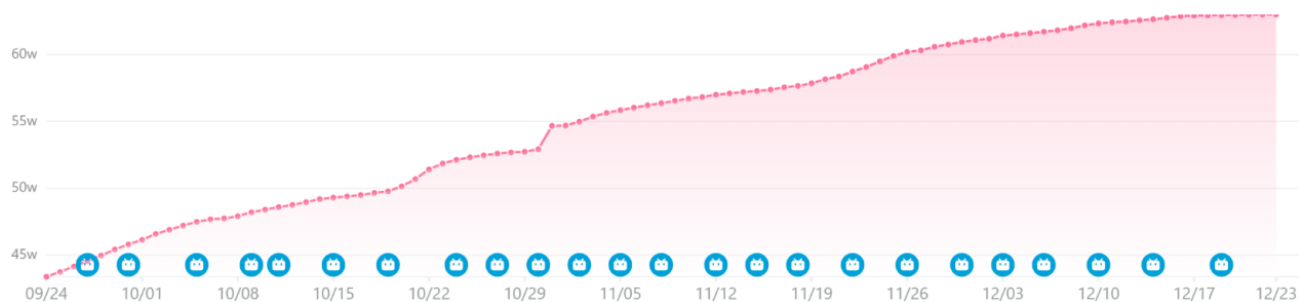


Figure 1. Brand Follower Growth Trend Over 90 Days

3.3. The Combination of Online and Offline Marketing

Lumila Potato Chips has successfully built a comprehensive marketing loop by integrating online short videos with offline activities, effectively enhancing brand visibility and consumer engagement. Through short video platforms, the brand captures

consumer interest with interactive and entertaining content, guiding them to e-commerce platforms. Strategies such as time-limited discounts and coupons further increase conversion rates, successfully bridging the gap between online engagement and actual purchases [7]. For example, Lumila used short video campaigns to promote a series of offline events, including press conferences and multi-city exhibitions in places like Jiang'an and Changning. During these exhibitions, the brand hosted activities such as free tasting sessions, mini-games with prize draws, and interactive challenges, offering consumers memorable experiences. And these events were widely promoted on short video platforms through teasers, behind-the-scenes footage, and user-generated content, all of which helped boost audience engagement and encourage active participation. Related short video campaigns achieved 380,000 views, drawing significant attention and participation from consumers. The combination of online and offline strategies has proven to be highly effective in fostering emotional connections between consumers and the brand. Offline activities offer direct, immersive brand experiences, while online campaigns help expand their reach and impact. For instance, short videos not only announced the dates and locations of offline events but also highlighted event moments, attracting more attendees and sustaining the event's momentum online [8]. This complementary approach maximizes marketing efficiency by aligning the immediacy and scalability of digital platforms with the tangible and personal engagement of offline activities. It also fosters stronger consumer loyalty, as the combined strategies provide a seamless and interactive brand journey. Lumila's marketing loop has successfully expanded its market reach, enhanced brand influence, and provided valuable insights for other local specialty brands looking to leverage digital platforms while maintaining strong local market connections.

4. Marketing Effectiveness Optimization Strategies

4.1. Creative Content Enhancement

During the implementation of short video marketing, continuous innovation in creative content is crucial. Lumila Potato Chips should consistently update the presentation formats and themes of its video content to continuously attract viewers' attention and maintain their interest. For example, designing novel short videos featuring "innovative ways to eat potato chips" could showcase different consumption scenarios or creative pairings, highlighting the product's versatility and preventing visual fatigue. Additionally, the brand should actively engage with trending topics on short video platforms and participate in the creation of hot-topic content. For instance, publishing videos that comment on current events or participate in viral challenges can foster user interaction and participation. Existing studies show that content innovation significantly boosts brand engagement and loyalty among target audiences, especially in fast-paced, information-rich environments like short video platforms, where creative content effectively grabs attention and stimulates viewers' desire to watch. Regular creative updates not only enhance the brand's appeal but build strong brand recognition, increasing its long-term influence in the market.

4.2. Integration of Local Elements

Incorporating local cultural elements is crucial for regional specialty brands. Lumila Potato Chips can deepen its cultural connection and stand out in the market by integrating Yunnan's unique culture into its product design. For instance, the brand could use short videos to share the cultural stories behind Yunnan's distinct ingredients and introduce innovative products like "Yunnan Mushroom-flavored Potato Chips." This approach highlights the product's unique flavor, and creates a stronger bond with local culture, strengthening consumers' emotional connection to the brand. Research indicates that integrating local cultural elements enhances a brand's cultural value, especially in local markets where consumers tend to have a stronger emotional attachment to products that reflect their regional identity. Besides, products infused with local culture are more likely to capture consumers' attention and increase purchasing intent, especially in the growing trend of "cultural consumption," where consumers are placing more value on the cultural significance of brands. AI-powered data analytics can offer deeper insights into consumers' preferences for local cultural elements. By analyzing purchasing behavior, social media trends, and online interactions, it can identify popular local flavors or cultural themes, which can then inform product design and marketing strategies. In addition, AI can provide personalized product recommendations, such as recommending "Yunnan-style" potato chips based on a consumer's profile, which can increase engagement. AI can also predict emerging trends by tracking cultural consumption patterns, allowing brands to stay ahead of consumer demand. In addition, it can make real-time adjustments to product flavors, packaging and storytelling to ensure that brands stay relevant and connected to consumer preferences.

4.3. KOL Collaboration Strategy

In the modern digital marketing environment, the role of KOLs (Key Opinion Leaders) has become increasingly important. When selecting KOL partners, Lumila Potato Chips should focus on choosing those whose values align with the brand and who can effectively reach the target audience, particularly KOLs related to local culture and food [9]. Through collaboration with these KOLs, the brand can effectively expand its communication channels, increase exposure, and build consumer trust by leveraging the social influence of the KOLs. For instance, partnering with food bloggers, short video creators, or KOLs specializing in local culture can boost brand awareness and market penetration by leveraging their influence over followers. Research indicates that

KOLs not only enhance brand credibility but also enable rapid access to potential consumers through the broad reach and impact of their social platforms [10]. By engaging in in-depth collaboration with these KOLs, Lumila can not only expand its brand reach but also enhance market penetration and increase consumer loyalty. Additionally, by using social media analysis tools and influence metrics, brands can evaluate KOLs' impact, audience demographics, and engagement data to predict brand exposure and follower growth from collaborations. This approach allows brands to choose KOLs whose values align with theirs and who can effectively reach the target audience, maximizing the success of their partnerships.

5. Conclusion

This study demonstrate that Lumila Potato Chips successfully overcame the challenges of limited reach and low awareness common to local brands through short-video marketing. And its innovative marketing strategies, such as topical marketing, creative content combining humor and pop culture, and integration of local cultural stories, quickly attracted the attention of target consumers and enhanced emotional identification and loyalty. In particular, the application of the cat meme element significantly increased video playback and user engagement, proving the importance of combining with audience interests. Through the linkage of online short videos and offline activities, Lumila further deepened its brand influence and effectively increased the sales conversion rate. However, this study has some limitations, as it focuses only on Lumila Potato Chips' short video marketing strategy and does not compare it with other local brands or across different industries. Future research could delve deeper into the marketing performance of different types of local brands on short-video platforms and explore how to increase brand exposure and user engagement through multi-channel integration. As technology advances, the application of AI and data analytics in short video content creation and communication effect prediction will also provide more accurate guidance for brand marketing.

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