

Optimizing Corporate Marketing Strategies in the Era of New Media Advertising Trends: A Case Study of Mixue Ice Cream's Short Video Ads

Yonghong Yin^{1.a}, Siyu Tao^{2.b} and Liangwei Deng^{3.c.*}

¹Guangzhou Huali College, Guangzhou, Guangdong 511325, China

²Guangxi Minzu University, Nanning, Guangxi 530007, China

³Zhujiang College South China Agricultural University, Guangzhou, Guangdong 510000, China

Email: ^a18475993482@163.com. ^btsytsy05232005@outlook.com. ^{*c}deng00505@outlook.com

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Abstract

Short videos have become a core battleground for brand communication, with new media advertising entering the deep waters of “AI + humanization.” Enterprises urgently need to establish systematic marketing optimization logic. This study examines the short video advertising practices of Milk Snow Ice City, employing case analysis to dissect its communication elements based on the 5W communication theory. Findings are validated through literature review and data synthesis. Findings indicate that Mixue Ice Cream achieved brand breakthroughs through diverse communication channels, precise content strategies, and omni-channel deployment, though optimization remains possible in influencer management and content innovation. Consequently, the study proposes a systematic optimization pathway for corporate short video marketing, encompassing tiered empowerment mechanisms, innovative content systems, and channel synergy strategies, providing practical guidance for businesses adapting to new media advertising trends.

Keywords

New media advertising; short video marketing; 5W communication theory; case analysis; marketing strategy optimization; Mixue Ice Cream

1. Introduction

1.1. Research Background and Significance

1.1.1. Trends in New Media Advertising

New media advertising is undergoing a major transformation, with short videos emerging as the core traffic driver. By 2025, daily active users on platforms like Douyin and Kuaishou will continue to climb. The concept of “content as the shelf”

enables brand communication to directly trigger consumption. IP personification enhances brand affinity, while private domain traffic accumulation builds stable user assets. However, this diversified communication environment also presents businesses with the challenge of “fragmented communication elements.” Companies must coordinate multiple communication entities—including official accounts, stores, and users—across various platforms, integrating communication formats such as short videos, live streaming, and communities.

1.1.2. The Adaptive Value of the 5W Theory

Lasswell's 5W communication model provides a systematic analytical framework for short video advertising chains through five dimensions: “Who communicates, Which channel is used, What method is employed, To whom is the message directed, and What effect is achieved.” This theory clarifies the interrelationships among communication elements, identifies weak links, guides marketing strategy optimization, and effectively resolves the analytical challenge of “fragmented elements.”

1.1.3. Research Significance

This study uses Mixue Ice Cream as a case sample, integrating both the 5W theory and case analysis dimensions. On the theoretical level, it explores the applicability of the 5W theory and refines the analytical framework. On the practical level, it provides actionable, decomposable marketing optimization solutions. Through the two-way interaction of theory guiding practice and practice validating theory, it offers reference for enterprises to address the challenge of fragmented communication elements.

1.2. Current State of Domestic and International Research

1.2.1. Applied Research on the 5W Communication Theory

Current applied research on the 5W communication theory primarily focuses on traditional media and early social media contexts. Wang & Zhang (2021) were the first to explore the application value of the 5W model in e-commerce short video marketing, identifying new characteristics such as “diversified communication subjects” and “fragmented content formats.” However, their study emphasized theoretical applicability validation and lacked in-depth practical guidance [1]. Shi (2022) analyzed the dissemination mechanisms of fitness-related short video content based on the 5W theory, revealing a significant correlation between user engagement and content professionalism. However, this study was confined to a vertical domain and did not extend to commercial advertising contexts [2]. A review of existing research indicates a relative scarcity of studies examining the adaptability of 5W elements to short video advertisements, particularly lacking systematic case analyses integrating theory with practice. This theoretical gap is precisely what the present study aims to address.

1.2.2. Short Video Marketing and Case Studies

In current short video marketing research, Zhou (2024) examined the impact of short video marketing on film promotion using the Douyin platform as a case study. The findings revealed that interactive content significantly enhances user conversion rates, though a comprehensive analytical framework for communication elements remains unestablished [3]. La Rocca (2024) conducted comparative research revealing that short videos hold distinct advantages over traditional long-form video ads in capturing user attention and information delivery efficiency, providing crucial methodological references for this paper [4]. Regarding Milk Snow Ice City, existing research predominantly focuses on the dissemination phenomena of isolated viral events like the “Snow King Theme Song” or “Store Dance Battles,” lacking a systematic review of the brand's overall short video marketing strategy. This fragmented research perspective struggles to distill universally applicable marketing optimization pathways and limits the practical value of research findings. This study aims to bridge this research gap by integrating communication theory with case analysis.

1.3. Research Methods and Innovation Points

1.3.1. Research Methods

To systematically analyze Mixue Ice Cream's short video marketing practices, this study employs three methodologies. The case analysis method focuses on dissecting core communication events from 2023 to 2025, including the “Snow King Theme Song” that sparked a nationwide wave of user-generated content and the “regionalized short dramas” that drove in-store traffic. By tracking full-cycle data from content release and user engagement to conversion outcomes, it distills key success factors within the brand's marketing strategy. The 5W Communication Theory Analysis constructs a five-dimensional framework encompassing “Communicator, Content, Channel, Audience, and Effect.” This theoretical tool systematically identifies synergies and potential conflicts among communication elements, providing theoretical support for marketing strategy optimization. Data analysis principles integrate core metrics across platforms, including content views, user engagement rates, and conversion data[5]. By validating the actual communication effectiveness of each 5W element through data, it ensures research conclusions possess objectivity and credibility.

1.3.2. Innovation Points

The innovation primarily manifests in two dimensions: theoretical application and practical guidance. Theoretically, it achieves a deep integration of the 5W communication theory with short video advertising scenarios, breaking through the limitations of applying this theory to traditional media research. The established closed-loop analytical logic—“element decomposition-problem identification-path

optimization” —both expands the theoretical application scope and enhances the practical value of the analytical framework[6]. At the practical level, the research findings demonstrate strong replicability. Through systematic case analysis and data validation, the refined marketing optimization strategies possess both theoretical grounding and practical applicability for enterprises. This integrated approach of theory and practice provides brands with clear actionable guidance for short video marketing initiatives.

2. Core Concepts and Theoretical Foundations

2.1. Core Conceptual Definitions

New media advertising exhibits distinctive communication characteristics driven by digital technology, most notably in short-form video ads. Leveraging algorithmic recommendation systems, short-form video ads achieve precise user targeting. Their interactive nature fosters a two-way dialogue between ads and users, breaking the limitations of traditional one-way advertising. The lightweight nature of short-form video content grants these ads distinct advantages in information density and dissemination efficiency, allowing users to quickly absorb advertising messages during fragmented moments. Case study methodology, a crucial analytical tool for examining short-form video advertising, utilizes a single brand's marketing practices as research samples[7]. Through three stages—phenomenon description, element decomposition, and pattern extraction—it delves into brand communication logic and success factors, providing actionable marketing insights for other enterprises.

2.2. The 5W Communication Theory and Its Adaptability

The 5W Communication Theory establishes a systematic analytical framework encompassing five core elements: communicator, content, channel, audience, and effect. These elements are intricately interconnected, collectively forming a complete communication chain. The short video advertising landscape has driven new adaptations to the 5W theory: - The scope of communicators has expanded beyond brand headquarters to include retail outlets and user communities, forming a new paradigm of multi-stakeholder collaborative communication; - Advertising content has evolved beyond one-way information delivery into interactive vehicles with entertainment attributes and co-creation spaces; Communication channels transition from single platforms to multi-platform matrices, enabling synergy between public and private domains. Audiences evolve from passive recipients to active participants, allowing for precise segmented operations[8]. The effectiveness evaluation system becomes more comprehensive, covering the entire chain from interaction to conversion to repeat purchases. These adaptations enhance the 5W theory's analytical value and practical guidance in short-video advertising research.

3. Case Study of Mixue Ice Cream's Short Video Advertising Based on the 5W Theory

3.1. Communicators: Multi-Subject Matrix for Communication

Mixue Ice Cream has established a multi-tiered communicator matrix for its short video campaigns. The brand's official channels serve as the core communicator, consistently producing high-quality content including meticulously crafted theme song music videos and brand-themed short dramas. This content defines the brand's tone and style, with official accounts achieving an average view count exceeding 5 million per video in 2024. Over 30,000 nationwide stores serve as auxiliary communicators. Store staff actively participate in initiatives like the “Snow King Dance Challenge,” creating locally tailored short videos—such as dialect-based promotional clips—effectively blending national brand identity with regional customization. The user base emerged as a vital force in brand dissemination. Under the “UGC Reward Program,” users created over 100,000 pieces of secondary content, with the most popular video surpassing 8 million views. This significantly reduced brand communication costs[9]. This multi-stakeholder collaborative model enabled Mixue Ice Cream to achieve exponential growth in communication effectiveness.

3.2. Content: Balancing Entertainment and Commercial Appeal

Mixue Ice Cream's short video content system revolves around the “Snow King IP,” skillfully achieving a balance between entertainment and commercial appeal. The brand creatively integrates product information into catchy theme songs, scenario-based brand shorts, and practical promotional activities, effectively softening the hard-sell nature of advertising. The 15-second theme songs and the cartoon character “Round and Chubby Snow King” perfectly align with the “short, flat, and fast” dissemination characteristics of short video platforms, significantly reducing user memory costs. Carefully designed interactive segments like “dance battles” and “collaborative videos” ignited user enthusiasm, boosting engagement rates 28% above industry averages. While maintaining entertainment value, the content consistently revolved around product and promotional messages, achieving a seamless integration of communication impact and marketing objectives.

3.3. Channels: Multi-Platform Synergy and Seamless Integration

In channel deployment, Mixue adopts a three-dimensional communication strategy combining public domains, private domains, and offline channels. On public platforms, Douyin and Kuaishou serve as primary content amplifiers—by 2025, Douyin alone generated over 20 billion views for related topics. Xiaohongshu and Bilibili focus on deep engagement, creating professional reviews and immersive experience content. Private channels leverage short videos to guide users into corporate WeChat groups, where exclusive coupons are pushed[10]. Repurchase rates among

private users are 42% higher than public domain users. Physical stores display short video QR codes and loop brand videos, creating a closed-loop system where online content drives traffic and offline stores convert sales. This multidimensional channel matrix not only amplifies brand visibility but also boosts marketing conversion efficiency.

3.4. Audience: Precise Segmentation and Needs Alignment

Audience operations strategy centers on precise segmentation, implementing differentiated content approaches for distinct demographics. Targeting the core audience of 18-25 year-old students, the brand prioritizes content like “budget meal deals” and “campus events” —such as the “Back-to-School Season Snow King Cup Sleeve Giveaway” video—to effectively reach this price-sensitive demographic. Young professionals aged 26-35 and stay-at-home moms receive more content about “convenient ordering” and “family-share portions,” fully meeting their demands for convenience and household consumption. By leveraging platform algorithmic tags and private domain user profiles, the brand achieves personalized content delivery (“thousand faces for a thousand people”), boosting delivery accuracy by 35%. This user-segmentation-based precision marketing strategy significantly enhances content reach efficiency and conversion performance.

3.5. Results: Full-Path Data Evaluation

Moxue Ice Cream's short video marketing campaign achieved remarkable success. In terms of reach, cumulative short video views exceeded 50 billion, with brand search volume surging 180% compared to 2023, driving exponential growth in brand visibility. Regarding conversion, short video content directly contributed to 30% of online orders. During marketing activities preheating livestream sessions, single-session transaction volume peaked at over 50 million yuan. Regarding brand building, the Snow King IP achieved 92% recognition in 2025 third-party surveys, with its “high value-for-money” and “youthful” brand image deeply resonating with consumers. This multidimensional data performance validates the success of the brand's short video marketing strategy, offering valuable insights for other brands.

4. Advantages and Existing Issues of Mixue Ice Cream's Short Video Advertising

4.1. Core Advantages: Synergistic Application of the 5W Elements

Mixue Ice Cream's short video advertising demonstrates significant strengths through the coordinated use of the 5W communication elements. The user base transforms into active content creators during brand dissemination, acting as “free promoters” that substantially reduce customer acquisition costs. This cre-

ates a virtuous cycle of “official guidance followed by user-driven viral spread.” The brand tailors differentiated content strategies to each platform's characteristics: emphasizing “short, flat, fast, interactive” content on Douyin while deepening “IP interpretation” content on Bilibili, thereby avoiding the inefficient “one-size-fits-all” dissemination model of traditional advertising. Precise user segmentation ensures high-matching content-audience alignment. Brands tailor communications based on distinct user groups' interests and consumption habits, boosting content reach efficiency while reducing wasted traffic spending. This enables optimal allocation of marketing resources.

4.2. Existing Issues: Imbalances in the 5W Elements

Several critical challenges persist in brand short video marketing practices. Franchise stores, as key communication channels, produce videos of inconsistent quality. Some “Snow King parody” content severely misaligns with the brand's tone, negatively impacting its IP image. Content creation exhibits innovation fatigue, over-relying on established formulas like “Snow King dance” and “theme songs.” This led to a 15% decline in user engagement rates during Q2 2025 compared to Q1, reflecting audience fatigue. The effectiveness evaluation system overly focuses on superficial metrics like ‘impressions’ and “views,” neglecting tracking and analysis of deeper impact indicators such as “depth of user brand perception” and “long-term repurchase intent.” Channel operations also face coordination challenges, with public domain platform content and private domain operations becoming disconnected. Some short videos failed to effectively embed private domain traffic entry points, resulting in significant potential user attrition. These issues constrain the further enhancement of brand short video marketing effectiveness.

5. Pathways for Optimizing Corporate Marketing Strategies Based on the 5W Theory

5.1. Optimizing Communicator Management: Establishing a “Tiered Empowerment + Standardization” Mechanism

Optimizing communicator management requires establishing a comprehensive tiered empowerment system. As core communicators, brand officials should assemble professional content teams to oversee core content quality and brand tone, ensuring consistent communication direction. Franchise stores and employee groups, serving as auxiliary communicators, need access to standardized content template libraries and systematic training programs. These template libraries should include directly reusable shooting scripts, editing templates, and brand guideline manuals to help stores rapidly produce short video content aligned with brand identity. User engagement can be stimulated through a robust UGC reward system. Incentives like “Best Creative Award” and “Highest Reach Award” should be established to

encourage users to create high-quality derivative content, maximizing dissemination impact.

5.2. Upgrading Content Creation: Building an “Innovation + Tiered” Content System

The upgraded content creation system emphasizes the unity of innovation and tiered approaches. Brands must establish quarterly innovation mechanisms, planning new IP scenarios like “Snow King Campus Tour” and “Snow King Farm Assistance” to break through content homogenization. Under the tiered content strategy, the brand's official channels produce in-depth IP content like Snow King animated shorts to elevate brand image. User communities focus on lightweight interactive content like “Snow King Collabs” to broaden reach. Emotional touchpoints enhance content resonance, with relatable themes like “Student Budget Hacks” and “Worker Afternoon Tea” sparking strong audience connection.

5.3. Strengthen Channel Synergy: Integrate the “Public Domain Traffic Acquisition - Private Domain Retention” Pathway

The key to optimizing channel synergy lies in establishing a seamless linkage mechanism between public and private domains. Brand short videos should embed WeChat QR codes and community join links at the end to create clear private domain traffic acquisition pathways. Differentiated content strategies across platforms are equally crucial: Douyin prioritizes 15-second interactive videos to align with users' fast-paced consumption habits; Xiaohongshu focuses on product reviews and scenario-based inspiration to satisfy users' discovery needs; while Video Accounts concentrate on exclusive content for private domain users to enhance engagement. This differentiated approach maximizes each channel's unique strengths.

5.4. Precision Audience Management: Deepening the “Segmentation + Profiling” System

Upgrading audience management systems requires integrating multidimensional data to build precise user profiles. Brands can combine platform behavioral tags with private domain consumption data to map users' three-dimensional characteristics in consumption habits and content preferences. Based on comprehensive user profiles, achieve precise content delivery—ensuring students see campus discount information while family users receive parent-child package promotions. This guarantees each piece of content reaches its most suitable audience, minimizing waste of communication resources.

5.5. Refining Effectiveness Evaluation: Establishing a Dual-Dimensional “Surface + Depth” Assessment Framework

Refining the effectiveness evaluation system requires establishing a multi-tiered in-

indicator monitoring mechanism. While brands should monitor immediate metrics like views, engagement rates, and conversion rates, they must also prioritize user surveys and long-term repurchase data analysis. This enables a deeper assessment of how content dissemination continuously impacts brand awareness building and user loyalty cultivation. A comprehensive evaluation system not only guides daily communication strategy adjustments but also provides data-driven support for long-term brand development, unifying short-term effectiveness with long-term value.

6. Research Findings

Moxue Ice City's short video advertising practice demonstrates the critical importance of synergistic resonance among the 5W communication elements. Behind the brand's viral success lies the effective coordination of diverse communication entities, precise design of IP content, strategic multi-platform matrix deployment, and scientifically tiered user operations. This systematic communication model provides enterprises with replicable marketing insights. When optimizing marketing strategies, enterprises must ground their efforts in the 5W theoretical framework. They should accurately identify imbalances in critical areas such as communicator management, content innovation, and channel coordination to avoid resource wastage from one-sided optimization. Only by establishing systematic optimization pathways can companies gain the upper hand in short-video era marketing competition and achieve sustained growth in brand value.

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