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So-Young PR Campaign

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SITUATIONAL ANALYSIS

Company Analysis

So-Young commits itself as a comprehensive online medical aesthetic information company, whose business includes searching, consulting, and booking medical aesthetic services. It has taken the leading place in the medical aesthetic information service industry so far. However, on the other hand, So-Young is still facing some unoptimistic problems in brand image.

So far, users' attitudes toward So-Young are fluctuating between satisfaction and disappointment. Users universally prefer the rich and comprehensive medical aesthetic information on the So-Young app. However, some of them also propose negative comments on So-Young's exaggerated and unreliable service-promoting contents (such as Beauty Diary) the consultation services, and So-Young's previous PR & ads campaigns.

Business Mode & Service

So-Young's success is mainly attributed to its own business (or operating) mode, which combines consultation services, community interaction services, and e-commerce services together.¹

So-Young is currently working on two types of consultation services, including online AI consultation and face-to-face meetings with professionals. The AI consultation, represented by the "magic mirror," offers medical aesthetic suggestions to users by scanning their facial features, as the application serves more like an entertaining test, the results are somewhat less reliable. Compared to the AI consultation, having face-to-face meetings with doctors is more mainstream and more encouraged by So-Young as it ensures reliability and two-way communication. So-Young has more than 6,000 corporates, including certified medical aesthetic hospitals, outpatient departments, and clinics;² therefore, consulting suggestions obtained are more professional and closer to users' actual needs. However, a large of users reported that the consultations sometimes have an obvious profit-marking propensity – some doctors even demean users' appearance excessively, thus to "encourage" consumers to place the orders.³


So-Young has also built a "Beauty Community", in which users can exchange their experiences. On the So-Young App, more than 3.5 million "beauty diaries" have been posted in the form of short videos, live broadcasts, articles, and photos. Besides, So-Young has also developed an extensive new media matrix, fostering their own influential social media accounts. The new media matrix has already outreach to platforms like WeChat, Weibo, and Tiktok, and covered categories including beauty, fitness, plastic surgery, skin care, dressing, and celebrities, etc. In June 2019, the total monthly views of So-Young's new media matrix on the entire network has

¹ Li, L. (2019, July 25). So-Young: "Content + Community + E-commerce" Nuggets Favorable Economy. Retrieved from <https://www.sino-manager.com/136848.html>

² The beauty and sorrow of the "medical aesthetic leader", So-Young. (2020). Retrieved from <https://new.qq.com/omn/20200903/20200903A06Z2200.html>

³ So-Young dominates, what opportunities does Internet medical aesthetic have? . (2020). Retrieved from <http://www.woshipm.com/it/4102928.html>





exceeded 400 million times.⁴ Yet the severe issue faced by the corporation currently is that most published contents are homogenous and, at the same time, because of the unified standard of “beauty” promoted in the articles, users’ anxiety is aggravated, which significantly affects the brand image.

Asides from the consultation services and the “Beauty Community”, So-Young has also developed its e-commerce platform. Users can place orders of medical aesthetic products and services directly on the platform, and even with some price discounts. Moreover, So-Young provides its users with a complete set of medical aesthetic service solutions and offline services, including equipment, medical care, consulting, design, drugs, nursing products, insurances, etc.⁵

History of Company

2013-2014 was the initial stage of So-Young’s start-up business. So-Young Technology Co., Ltd. was founded in March 2013 and headquartered in Beijing. In July, So-Young website and App were officially launched. One year later, the YueHui platform was launched, officially making So-Young become the first plastic surgery e-commerce platform in the nation.

Since 2015, So-Young has attached great importance to the credibility of information posted on its platform as well as the quality of medical aesthetic services. It launched the "Safety 100% Plan" in 2015 and "Strict Selection Plan" in 2016, aiming to offer legal aids for the protection of users’ rights, inquiries for qualification registration of doctors and that of institutions; also, all information related with qualification registration is provided by the National Health and Family Planning Commission. In August 2016, So-Young launched its customized insurance "Young Insurance," which has covered more than 300 medical aesthetic services – with the insurance, if any accident happens during the service, So-Young is obliged to provide corresponding compensations.

Moreover, since 2017, So-Young has been working on enriching its business. The "Medical aesthetic encyclopedia" was developed for users to search for information regarding medical aesthetics; the “Magic Mirror” applied AI technology in service while analyzing users’ facial features; the "Genuine Article Alliance” was launched to verify the authenticity; and another facial recognition system was also launched to further improve the entire set of service.⁶

Leading Position in Industry Market


During the pandemic, which has become prevalent since the early 2020, So-Young, surprisingly, has not been impacted in the past six months. The total revenue of So-Young was 328.2 million yuan in the second quarter, with a year-on-year growth of 15.2%; the average monthly active users of So-Young APP reached 6.77 million, up 173.7% year-on-year; the total number of paying users for appointment service exceeded 170,000, and there were 3,735 paying medical

⁴ So-Young dominates, what opportunities does Internet medical aesthetic have? . (2020). Retrieved from <http://www.woshipm.com/it/4102928.html>

⁵ Yu, P. (2019). The evolution path of the business model of the vertical community platform--a case study of the So-Young in the medical aesthetic community. doi:10.15991/j.cnki.411028.2019.06.005

⁶ So-Young. (n.d.). Retrieved from <https://baike.baidu.com/item/%E6%96%B0%E6%B0%A7/23751923>





institutions, up 18.3% year-on-year. This quarter, the So-Young platform has contributed to the total transaction volume of medical aesthetic services approaching 1 billion yuan.

In terms of app downloads, So-young App has download times of 18,795 per day on average on the iOS system, and 604,522 times per day on the Android system, all of which keep the top five palaces among health and beauty apps.⁷

Mission, Vision & Value

In order to establish an upbeat corporate image and credibility, So-Young proposed a set of systematic business philosophy.

Mission: To make every individual more beautiful and healthier.

Vision: To be the most trustworthy medical aesthetic corporation, providing professional and considerate services to users and clients.

Core Values: Customer First, Professionalism, Cooperation, Integrity, Responsibility, Positive, and Pragmatic.

PR & Marketing Communication Efforts

By analyzing So-Young's previous PR & marketing communication efforts, we paid more attention to campaign messages sent and public feedbacks. So far, the messages delivered by So-Young can be generalized into three categories:


- So-Young is professional and reliable.
- So-Young believes that "beauty" has diverse definitions.
- So-Young justifies for medical aesthetic service and encourages all females to pursue more beautiful "self," despite others' prejudices.

Compared with peer competitors, So-Young has made the most PR & marketing communication efforts, which, have effectively helped to raise its public awareness and earned public recognition. However, not all of the comments on Internet are positive. Many users reflect that the advertisements So-Young has launched so far are annoying and have exceeded a bearable degree of exposure. Besides, other voices suggest that So-Young has a too obvious tendency towards profit-making. Therefore, what So-Young needs to attach importance to is heart-to-heart communication with consumers.

The Definition of Beauty - Controversial TVC Advertising & Tang Feng, Kevin Tsai's "Debate on Appearance"

⁷ So-Young medical aesthetic. (2020). Retrieved from <https://www.qimai.cn/andapp/downloadTotal/appid/2354>





In August, 2019, So-Young TVC advertising conveyed messages that “women is only complete when they are beautiful,” “women should receive cosmetic surgery,” “only beautiful women can obtain the perfect life.” This TVC advertisement was quickly spread throughout the internet and immediately aroused a strong opposition and resistance from the public.⁸

Followed, So-Young released out the “debate about appearance” video to “re-build” its corporate image. The campaign team invited Tang Feng and Kevin Tsai, two famed and respected celebrities, to share their opinions regarding definition of beauty, people’s right of becoming beauty, as well as attitudes toward medical aesthetic treatments, which triggered a longer-lasting discussion regarding the definition of “beauty”.

However, public’s negative impression did not get effectively reduced after the later video, the emotion even influenced the reputation of two celebrities since people could not accept their advocacy of So-Young. The campaign caused a long-lasting negative impact on the corporate image, which is still impeding the company’s relationship with the public.

“Professional” Brand Image Building - June 6, Double Eyelid Festival

So-Young launched a video advertisement on Weibo, titling it as “SoYoung is professional, and dads support.” The video successfully delivered the messages in two layers: the one showing that So-Young is professional enough and deserves trust, the other one showing its understanding toward parents’ concern for children’s safety, encouraging young people to communicate with their parents to gain their supports. The video put consumers who have medical aesthetic needs in an emotionally wrapped space, showing them understandings and supports from the surrounding society. Besides, the video also triggered public re-examination on the attitude of medical aesthetics. To a certain extent, the video successfully broke the bias of cosmetic surgeries and, at the same time, deepened its professional and trustworthy corporate image.

In order to raise more public attention to the video, So-Young published it through various channels, including Weibo, WeChat, residential elevator ad, and etc. The video raised a broad notice and appreciation on social media platforms while also promoting a long-lasting discussion on media aesthetics.


Justify for Medical aesthetic – So-Young × Annie Shizuka Inou

So-Young, together with Annie Shizuka Inou, delivered a message that all people have the right to become beautiful and fight for a better life – “If you are optimistic about your future and wish to make your future self looks good, you have the right to make any decisions.”

In the launched video, individuals suffering from various physical defects are empowered after medical aesthetic treatments and farewell to the defects. The involved figures including boxers with scars, mothers with stretch marks after pregnancy, mans suffered hair loss, as well as

⁸ Growth Research Club. (n.d.). The mental battle that the So-Young can't afford to lose. Retrieved November 28, 2020, from <https://zhuanlan.zhihu.com/p/100914301>





women with wrinkles, etc. By depicting these figures, the video aimed to encourage the public be brave and pursue beauty, eliminate prejudice of medical aesthetics, and show its empathetic and caring image.

Although the campaign did promote positive values, its impact was constrained by the limited exposure. Instead of taking the advantage of its mass media matrix, So-Young almost concentrates all of its effective publicity on Weibo, and keeps publishing those “humdrum” uncreative contents on the other media channels – leading to limited influence on reversing those negative public impression toward the platform.

CSR –Medical aesthetic Public Rescuing Project

In order to fight against "black" medical aesthetics and demonstrate its social responsibility, So-Young, partnered with the Chinese Association of Plastics and Aesthetics, launched a public welfare assistance program. The project raised 10 million yuan to carry out medical repair operations for victims with substandard medical services. The service offers a bright future for people with acquired injuries or congenital facial deformities.

So-Young’s efforts in fighting against "Black Medical Aesthetics" (Medical aesthetics services with poor qualifications), successfully reduced the public’s negative impression associated with “unreliable,” “untrustworthy”, and at the same time, deepen its core values as “integrity,” “professional”, which are significant for its relationship with the public. Nevertheless, due to the lack of sufficient promotion and continuous update regarding the progress, the campaign also failed to arouse public’s notice or expected appreciation.

Market Analysis

As an information platform, the market situation of So-Young is closely related to the entire medical aesthetic market. The rise and fall of the medical aesthetic market will have the most direct impact on the development of So-Young. At present, the entire medical aesthetics market in China is still in a rising stage. To be specific, the increase in residents' disposable income, the development of medical technology, as well as the improvement of medical aesthetic policies, are all deciding the continuous development and expansion of the Chinese medical aesthetic market.

However, the medical aesthetic market in China is still facing various challenges. For instance, the black medical aesthetics and negative reports on the medical aesthetic market impede consumers' choices and courage in attempting medical aesthetics.⁹ Once the entire industry is affected, So-Young's medical aesthetic market would also be affected.

The Medical Aesthetic Industry is in the Rising Stage, So-Young Still Has Huge Profit Margins

⁹ Sun, Y. (2019, 02 03). *From the overall environment, China's medical aesthetic industry development trend*. Retrieved from Jianshu: <https://www.jianshu.com/p/cc97c4c6a055>



According to data analysis (see Figure 1), the total revenue of the Chinese medical aesthetic service industry reached 121.7 billion RMB in 2018, and a year-on-year increase of 23.3%. The Chinese medical aesthetic market continues expanding at a rate of more than 20% every year. Along with further improvements in the younger generation's consumption capabilities, while at the same time having medical aesthetic technology developing, social tolerance on medical aesthetic growing, and industry regulations launching, consumers will trust more in medical aesthetic services. At that time, the Chinese aesthetic beauty industry is also going to be in the golden development period.

It is estimated that the scale of the medical aesthetic market will reach 189.3 billion yuan by the end of 2020. By 2023, the industry revenue will reach 360.1 billion yuan.¹⁰ The steady expansion of China's medical aesthetic market, to a certain extent, will foster the So-Young market to realize further expansion and provide it a bigger profit room.

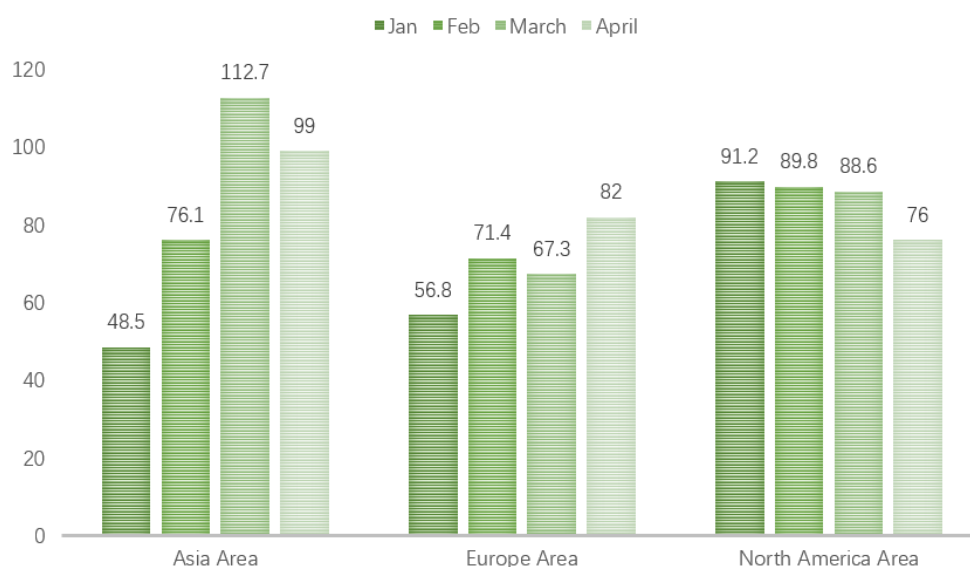


Figure 1


"Black Medical Aesthetics" and "Asymmetric Information Flow" are still the Biggest Threats for the Medical Aesthetic Industry Development

The rapid development of China's medical aesthetic market attracted some unqualified medical aesthetic institutions to join in the industry. Numerous news has reported failures in plastic surgeries, which significantly intensifies the public's anxiety.

Besides, the asymmetry of information has also become a severe issue for both medical aesthetic institutions and consumers. Many medical aesthetic hospitals intended to reduce negative, opponent reports by controlling and deleting the comments posted on various platforms. Therefore, it is urgent to diminish the chaos in the medical aesthetic industry thus improving information transparency and consumer satisfaction, and promoting the healthy

¹⁰ Sun, Y. (2019, 02 03). *From the overall environment, China's medical aesthetic industry development trend*. Retrieved from Jianshu: <https://www.jianshu.com/p/cc97c4c6a055>





development of the medical aesthetic market. Same as the industry, So-Young is also facing the two main threats on its way of development, which poses a more urgent need for changes.

Government Intensify the Supervisions on Medical Aesthetics Market

A series of government policies and actions aiming at strengthening industry supervision have been intensively conducted nationwide. The Ministry of Health issued the basic guidelines for the medical aesthetic industry in 2015, stipulating that medical aesthetic institutions must finish approval and registration procedures. From May 2017 to April 2019, the National Health Commission, together with seven related departments, launched a special campaign to crack down on illegal medical aesthetic institutions and services.¹¹ It was also the period when fake "Beauty Diaries" on the So-Young app were exposed; the campaign not only revealed a troublesome threat for the corporation but also offered So-Young a referential direction when dealing with the threat.

Technical Improvement of Medical Aesthetics will Stimulate Market Confidence and Demands

The development in medical aesthetic technology and the staff training system has significantly improved consumers' confidence in medical aesthetic services, boosted more demand, and helped to drive the sustainable development of the industry. Moreover, there are more strict recruitment principles and training systems for medical aesthetic staff, which further ensure the professionalism and reliability of the services.

Consumers Analysis

To obtain a clearer understanding, consumers can be categorized into two groups, direct consumers who have experienced medical aesthetic and potential consumers who are interested in medical aesthetics but lack of practical experience.

According to Mintel report, Attitudes towards Beauty-China-November 2019, for direct consumers who have conducted medical aesthetic services, the dominant consumers are women in the white-collar class, aged 26 to 30.¹² This group of people are advanced and have more positive attitude toward medical aesthetic services, especially cosmetic surgery. Medical aesthetic service is a good way for those women to please themselves when modifying the deficiency in their appearance.

Potential consumers are mainly composed of young girls age 20 to 25 years old and mature women age 31 to 40 years old. Young girls in the age range are prone to have more passion for improving their appearances.¹³ Their purchase-behaviors are mainly emotion-oriented. Limited

¹¹ MobData. (2018). *2018 Medical Industry Research Report*. Beijing: MobData institute. Retrieved from <http://www.199it.com/archives/798315.html>

¹² Yali Jiang. (2019). Attitudes towards Beauty - China - November 2019. KuRunData/Mintel. Retrived from <https://reports.mintel.com/display/920750/?fromSearch=%3Ffreetext%3Dbeauty>

¹³ Vicky Zhou. (2020). Beauty Services - China - October 2020. KuRunData/Mintel. Retrived from <https://reports.mintel.com/display/990756/#>



by relatively lower consumption capability, young girls are price-sensitive and prefer “light” medical aesthetic services. For the mature females, cosmetics no longer meet their anti-aging needs; therefore, they will naturally look for possible medical approaches to fulfill their pursuit of beauty. At the same time, these mature females are the ones who have stronger consumption capacity and high consumption levels.

Motivation: The Further Awakening of Female Self-Awareness

Most females choose medical aesthetic services to please themselves, rather than cater to other’s preferences. About 50% of users believe that good looking can make them happier. They actively keep fit body shapes and wish to maintain their most young and beautiful states. Only 30% of medical aesthetic consumers are hesitant or somewhat concern about the surrounding people and social prejudices. It is also found that consumers' pursuit of beauty is more than regaining confidence, but also about self-realization – as it is suggested that what users value the most is the concept of “self” (see Figure 2 & Figure 3).¹⁴

By Themselves

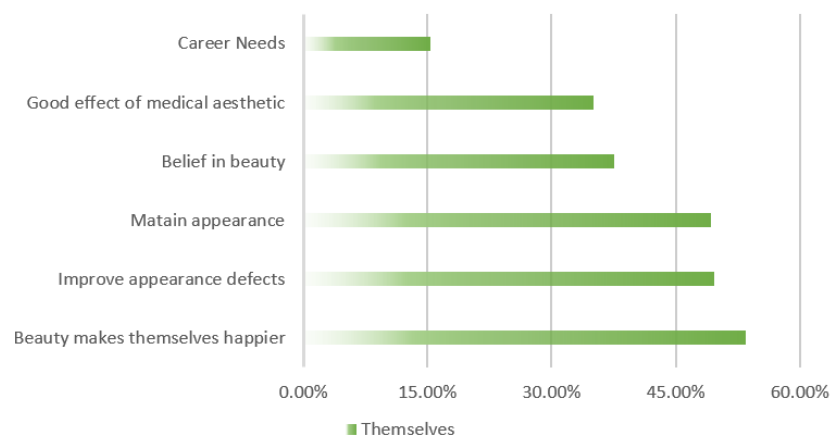


Figure 2

By Others

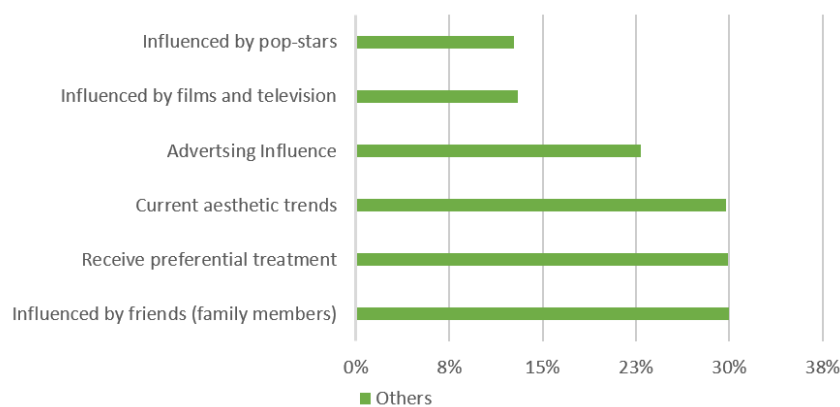


Figure 3

¹⁴ Lemon Beauty. (2018). Chinese Medical aesthetic User Guide. lemon.com. <http://www.199it.com/archives/997687.html>



Women in 30s and 40s More Trust the Benefits of Cosmetic Surgery Compared to Younger Women

Women in their 30s and 40s, with middle or high personal income, tend to have a higher level of agreement about the benefits of plastic surgery compared to younger women, probably due to their experience of cosmetic surgery such as anti-aging solutions, partial mini surgery, and facial contour adjustment surgery. Though they think the cost of cosmetic surgery is pretty high and they have concerns about the side effects and the effects only lasting for a short period, they still think highly of the effects of cosmetic surgery.

While women aged 26-29 seem to be more serious and conservative when it comes to cosmetic surgery, which can be seen in their concerns about the risk of improper channels and their critical attitude towards the effects of cosmetic surgery and people's appearance. Their attitude is reflected in their comparably lower adoption rate of cosmetic surgery.

Women aged 20-25s have the lowest level of agreement about both benefits and concerns of cosmetic surgery but at the same time, they also have a high adoption rate of different cosmetic surgery services. A possible factor that may explain their high adoption rate of cosmetic surgery is their curiosity to try new services that they have never experienced before (see Figure 4).¹⁵

Attitudes towards Cosmetic Surgery Based on 2,000 Female Internet Users

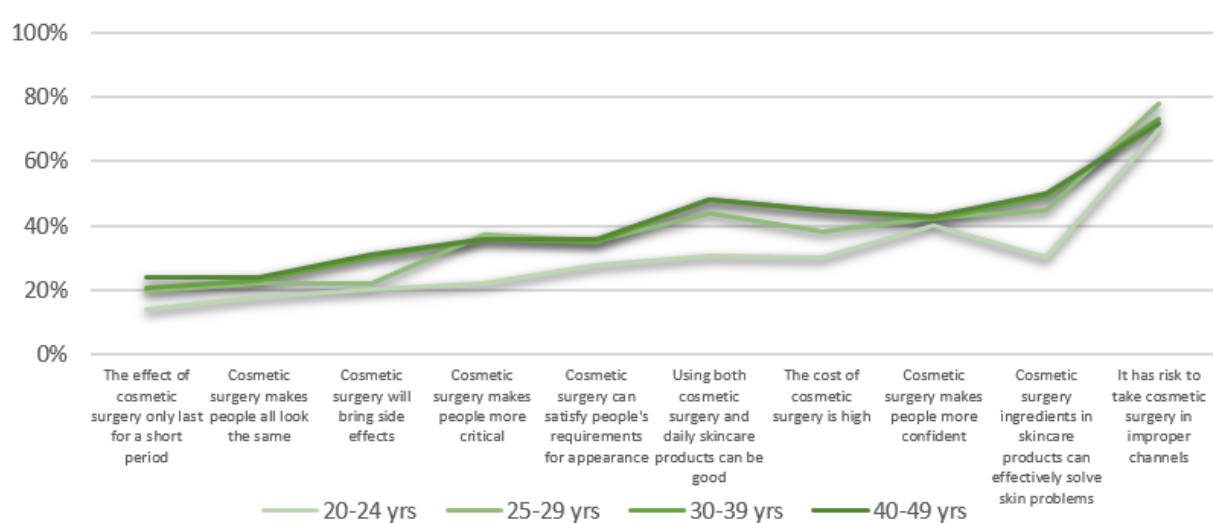


Figure 4

¹⁵ Mob Institute. (2019). 2019 Medical aesthetic E-commerce Industry Report. Retrieved from 199IT: <http://www.199it.com/archives/929168.html>



More Than 90% of Consumers Worry about the Risk of Having Cosmetic Surgery through Improper Channels

Cosmetic surgery has been a hot topic for years. Though consumers view cosmetic surgery in different ways, more than 90% of consumers agree it is a risk to do cosmetic surgery through improper channels (see Figure 5). This reflects that consumers are likely to be hindered by concerns about experiencing undesirable results due to quacks operating through improper channels if they are not shut down by further regulation in the future.

Apart from concerns over improper channels, the high cost and side effects also bother 79% and 63% of respondents respectively, and act as barriers to them embracing cosmetic surgery.

Attitude Towards Cosmetic Surgery, August 2019

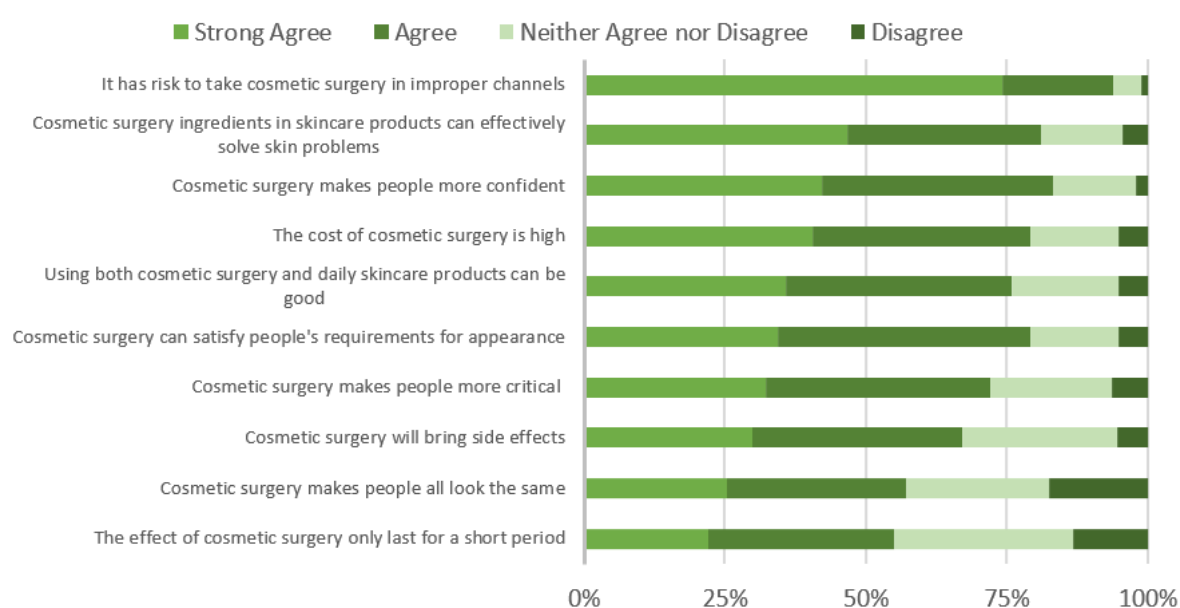


Figure 5

Non-Invasive Services Dominant in Cosmetic Surgery

Non-invasive services like basic skincare, scar/acne treatment, and anti-aging have higher acceptance levels than invasive surgeries, suggesting non-surgical procedures are more welcomed among consumers (see Figure 6). On the other hand, safety concerns may hinder consumers' trial of surgical procedures. To motivate more consumers' participation in the cosmetic surgery segment, brands can utilize innovative cosmetic surgery concepts in skincare products or encourage more consumers to do noninvasive services to boost the overall effect of beauty with a claim of 'light cosmetic surgery'.

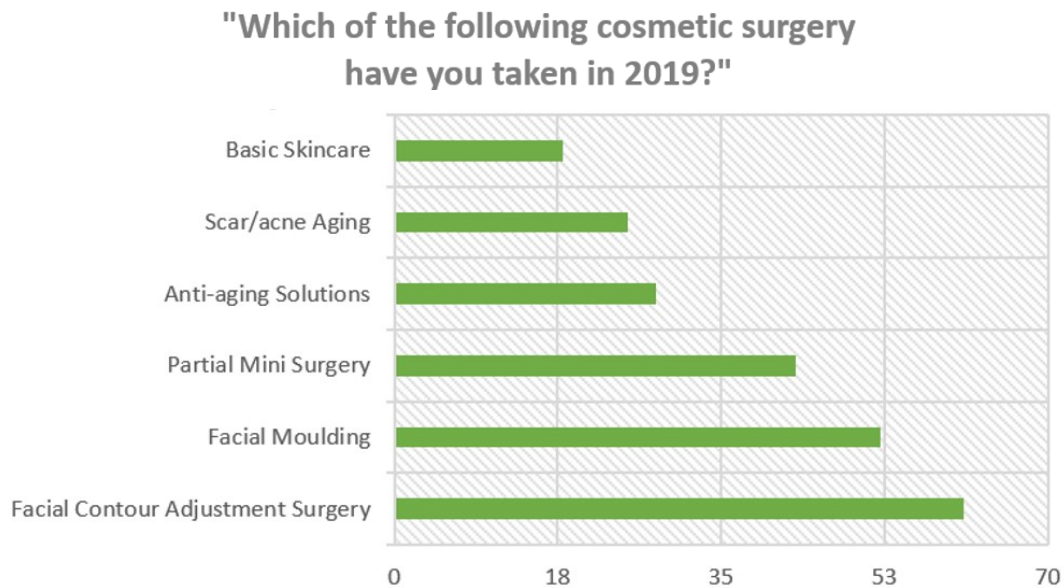


Figure 6

Women in Each Age Group have Different Usage of Cosmetic Service Based on Different Skin Issues

Invasive surgeries like partial mini surgery and facial molding are still promising among 20-25s, 30-39s, and 40-49s, while basic skincare is more welcomed among 26-29s and anti-aging solutions have higher acceptance levels among those in their 30s and 40s (see Figure 6).

26-29s are the most positive group when it comes to doing cosmetic surgery for basic skin care, while 20-25s are also trying cosmetic surgeries for scar/acne treatment since acne is the top skin issue that frustrates 20-25s most according to Mintel's Facial Skincare – China, August 2019 Report. Compared to 26-29s, 20-25s are keener on partial mini surgery and facial molding. This shows younger women in their early 20s are utilizing cosmetic surgery services for both problem-solving and further improvement, as they are more critical about their facial appearance and they want to have immediate, significant improvement by doing real surgeries.

Those in their 30s are actively doing partial mini surgery and facial molding, and as they age, they also tend to adopt anti-aging solutions to solve signs of aging on their faces. The 40-49s are trying more anti-aging and facial contour adjustments, reflecting their needs for anti-aging solutions and also for immediate improvement for their faces. The findings also reveal the challenges



facing anti-aging skincare products as a section of their users turn to cosmetic surgery. Unlike in the past, cosmetic products are not the only choice anymore¹⁶

Qualities They Valued: The Qualification and Reputation of Medical Aesthetic Doctors and Hospital are Valued Most.

Medical aesthetic consumers prefer doctors and hospitals with high qualifications and more guarantees since their services are safer. While, the main channel for users to learn this information is mainly from their public word-of-mouth, rather than the qualification certificate offered by the authority. When selecting medical aesthetic hospitals, 67% of consumers mainly considered qualification and reputation (see Figure 7). When choosing doctors, the top 3 factors they valued were word-of-mouth (65.9%), followed by the professional qualification (64.7%) and the successful cases experience (62.0%) (see Figure 8).¹⁷

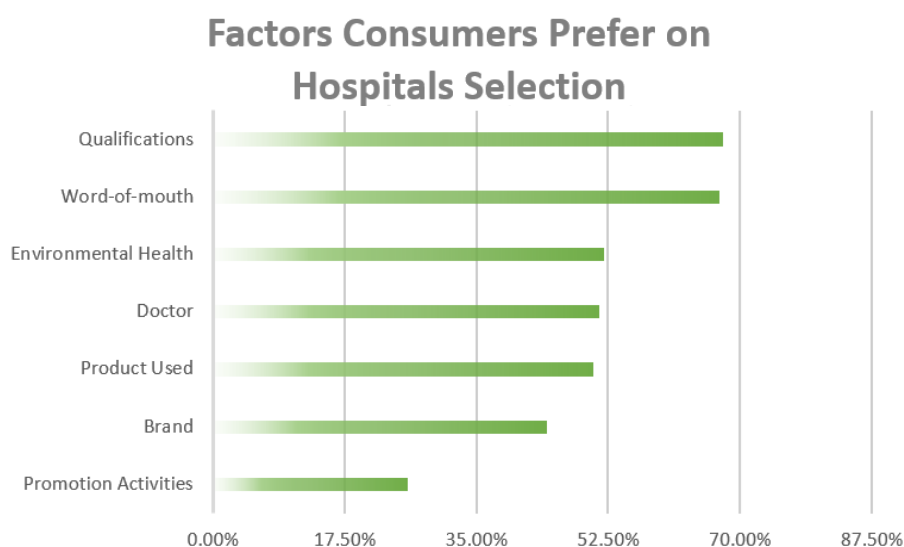


Figure 7

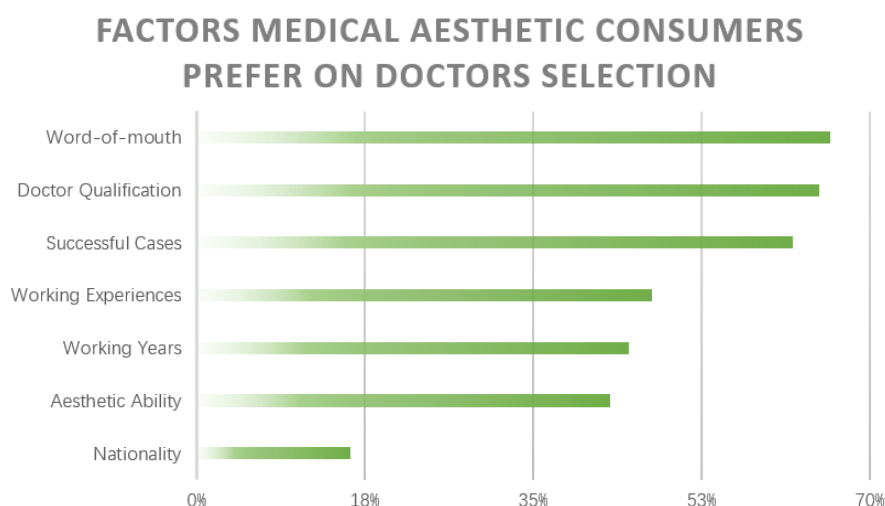


Figure 8

¹⁶ Xiao Master. (2019). How should the medical aesthetics industry wake up sleeping users and realize their profits quickly? Zhihu.

¹⁷ Mob Institute. (2019). 2019 Medical aesthetic E-commerce Industry Report. Retrieved from 199IT: <http://www.199it.com/archives/929168.html>



In comparison, potential consumers will consider many factors comprehensively, but in general, medical safety (25%), brand (16%), and price (16%) are the factors that consumers value most (see Figure 9).¹⁸

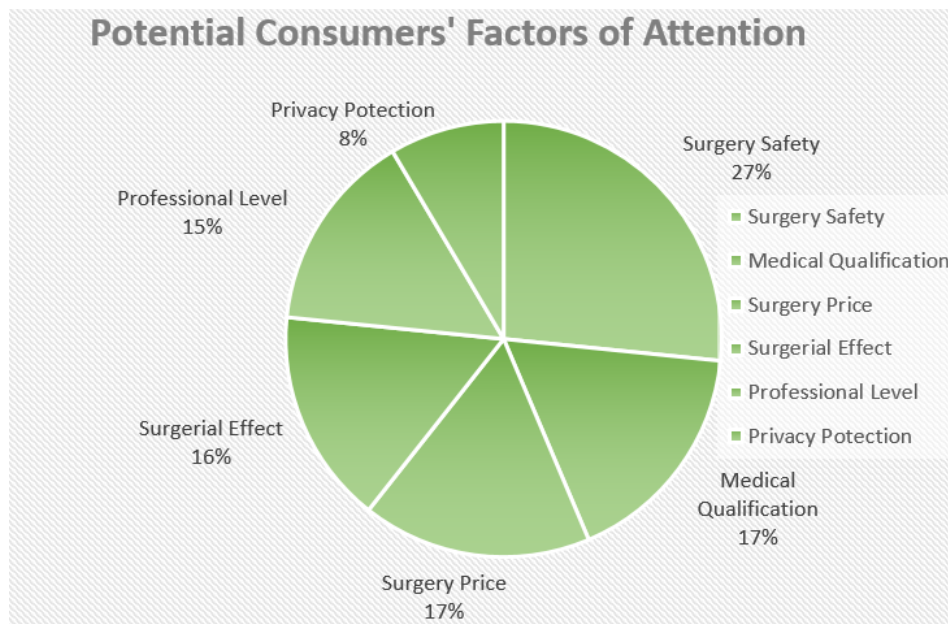


Figure 9

Women in Tier One Cities are More Active

The proportion of beauty services taken in the last 12 months is higher among consumers in tier-one cities than those in lower-tier cities. On one hand, consumers in tier-one cities are more open and more active in adopting beauty services. On the other hand, beauty services are more available in tier-one cities (see Figure 10).¹⁹

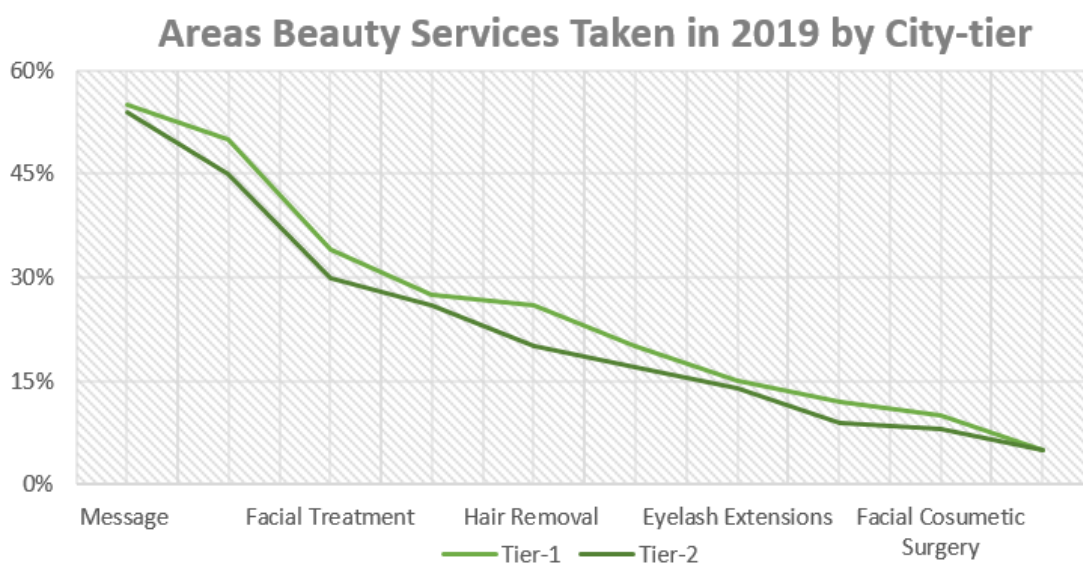


Figure 10

¹⁸ M, Z. (2019.9.11). The deepest routine is Soyoung's Routine. Retrieved from https://www.sohu.com/a/340253507_487881

¹⁹ Lemon Beauty. (2018). Chinese Medical aesthetic User Guide. lemon.com. Retrieved from <http://www.199it.com/archives/997687.html>



Teenager Consumers Have "Appearance Anxiety" in Different Degrees

Appearance Anxiety is a physical phenomenon, and severe cases may induce mental diseases like body dysmorphic disorder (Patients tend to focus too much on minor facial defects, such as wrinkles, blackheads, etc., and then subjectively magnify these defects.) As time goes by, they will be involved in long-term frustration. Even it may cause depression in extreme cases. There are two main reasons for this, on the one hand, society brings them social pressure. Many people feel stressed due to their partners, lovers, cosmetic advertising, and celebrity effect. On the other hand, facing these cases, teenagers are usually lacking strong metals, also they are more likely to be influenced by others' comments. So, they are generally too young to adjust to this anxiety.

Competitor Analysis

At present, So-Young's main competitors are Gengmei, Yuemei, and Meibe. All of them adopt the operating mode of "Community + E-commerce", which is similar to So-Young. In terms of indirect competitors, So-Young's challenges mainly come from the influencers in the field of medical aesthetic on kinds of social media. At the same time, Alibaba and Meituan, the comprehensive e-commerce giants also entered the medical aesthetic industry, which has intensified the competition of the medical aesthetic market.

DIRECT COMPETITORS - Gengmei, Yuemei and Meibe

Weaknesses in Market Position

So-Young has a large advantage in the field of market share. According to the data in 2018 (see Figure 11), So-Young accounted for the biggest market share as 49%, followed by Gengmei (17%) in the second, Yuemei (13%) as the third, and Meibe (11%) as the fourth (Calculated by the platform revenue).²⁰ These peer competitors had much smaller than So-Young.

Chinese Medical Aesthetic Market
Share in 2018

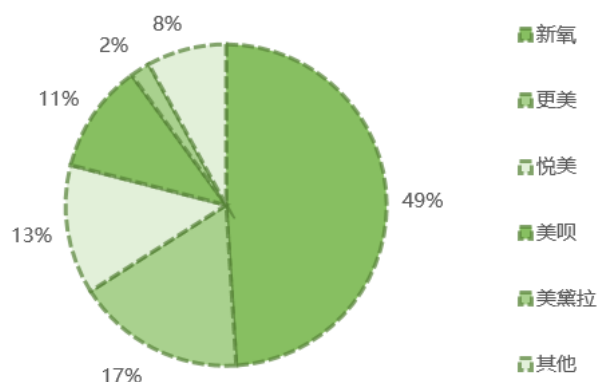


Figure 11

²⁰ Analysis and forecast of China's medical aesthetic penetration rate in 2018, customer acquisition cost of medical aesthetic institutions in 2020, and China's medical aesthetic e-commerce market size. Retrieved from <http://www.chyxx.com/industry/201909/780172.html>



Weaknesses in Target Users Volume

So-Young has larger user scope, covering the people aged from 18 to 35 years old. While the target users of Gengmei, Yuemei, and Meibe are mainly aged between 26 to 35 years old.²¹The statistics reveal that So-Young is more popular among Generation-Z and even Generation-X, bringing opportunities to the medical aesthetic market. Young people, especially Gen-X are becoming a more dominant consumer group in the medical aesthetic market. Therefore, coving more young users is in line with this tendency.

Strengths in Market Niches

It's worth noting that Meibe has higher users' adhesiveness, although its download is far less than So-Young. Meibe emphasizes user experience, providing personal consultation services, and customized surgery suggestions.²² This results in high brand loyalty for Meibe, which will place a threat to So-Young.

Gengmei has a technical advantage in facial diagnosis than So-Young. It invests more in innovating app functions, such as collaborating with Meitu for solid supports of image big data and scanning technology. Gengmei focuses on using advanced technology (i.e. AI, big data, 5G) to help users analyze their facial features, facial proportions, and recommend suitable surgery plans to users as well. This has already become Gengmei's most attractive selling point.

Meibe has rich and high-quality overseas medical aesthetic resources, including doctors and hospitals from Japan and Korea. Japan and Korea have more advanced medical aesthetic techniques and mature talents fostering system, which will bring certain pressure on So-Young.

Strengths in Communication Strategy

Gengmei and Yuemei Have More Accurate Media Delivery and Positive Brand Image

Gengmei advertised on the top-rate TV shows related to female life, such as 《传闻中的陈芊芊》、《隐秘的角落》、《怪你过分美丽》, which not only increased brand exposure, shortened the distance between target audiences but also increased their favorable impression on Gengmei²³


Yuemei used to cooperate with two female Apps (QINGPLUS: a professional service platform for health and weight loss); Meet you: an app used for recording women's period. They launched campaigns with key messages focusing on women's physical and mental health, encouraging women to live healthily and confidently. These campaigns attracted millions of attention on social media and helped Yuemei set up a positive brand image for showing care to women.

²¹ Lei, H. (2019, 12 16). The development status and trend of Medical aesthetic industry in China in 2019. Retrieved from <https://www.iyiou.com/p/120324.html>

²² Mob Institute (2019). 2019 Medical aesthetic E-commerce Industry Report. Retrieved from 199IT: <http://www.199it.com/archives/929168.html>

²³ 199it. (2019). Research Report on Trends of China's Medical aesthetic Industry. iResearch institution. Retrieved from: <http://www.199it.com/archives/954211.html>





In comparison, although Gengmei and Yuemei planned campaigns in a lower frequency than So-Young and earned less reputation correspondently, their efforts without obvious fail. While, So-Young's ads used to be criticized as noisy and value distortion, as we mentioned before.

Indirect Competitor – Independent Influencer & Ali, JD and Meituan

Information from Independent Influencers is More Trustworthy and Reliable

There are influencers who are independent of So-Young. These people do not belong to So-Young's media matrix strategy but closely cooperate with medical aesthetic institutions, providing consumers (who are their fans and followers) with a discounted price of medical aesthetic services. These influencers earn profits by publicizing for medical aesthetic institutions and doctors to enhance their reputation; they often use their knowledge and personal experience to help customers analyze facial defects and offer advice for improvement. Many consumers consider the information and advice offered by these influencers are more aesthetically pleasing, professional, trustworthy, and in line with their actual situation. These influencers have higher fan loyalty than So-Young. These are the reasons why they have a great overlap with So-Young in business as well as becoming a strong competitor category for So-Young.

Among these indirect competitors, some themselves are consumers (KOC). They share and continuously upload their own medical aesthetics experience on social media platforms like Weibo, Red, Tiktok, etc. Because of their frequent updates on postoperative conditions, they can always attract a large number of followers. Besides, as consumers, the contents they shared are believed to be more authentic and trustworthy.

Another type of influencer is teams or corporations (KOL and self-media). They create social media accounts to share knowledge about beauty, including medical aesthetics, plastic surgery, and medical literature, etc. Followers can search their accounts for the professional knowledge they are looking for. Some media corporations and "We Media" teams also set up certain numbers of video accounts to analyze what medical aesthetic projects stars and web celebrities have conducted, interview plastic surgeons, beauticians, and other video accounts, and become bloggers, YouTubers, and TikTok accounts.


Ali, JD And Meituan Do Well in Newbie Consumers

As the top three comprehensive e-commerce platforms in China, Ali, JD and Meituan also entered the Internet medical aesthetic market. In September 2018, Alibaba Health established Ali Health Medical Aesthetic Platform with Allergan (a medical aesthetic service company), for medical aesthetic drug verification inquiry and online medical aesthetic appointment services.²⁴ According to vcbeat.top, the T-mall medical and beauty business of Alibaba health jumped to the first place in the T-mall "double 11" industry growth rate in 2018.²⁵ During T-mall "6.18"

²⁴ People.cn. (2019). Allergan and Ali Health launched the medical aesthetic brand digital platform to serve the Chinese medical aesthetic market. Retrieved from <http://health.people.com.cn/n1/2018/0913/c14739-30290669.html>

²⁵ Vcbeat top. (2019). Retrieved from <https://www.cn-healthcare.com/articlewm/20190904/content-1068880.html>





shopping festival in 2019, the performance of medical aesthetic increased 572% year on year, and a number of institutions also achieved rapid growth with the development of the platform. In January 2019, Meituan jointly initiated the establishment of the "Genuine Alliance" with upstream medical and aesthetic drug brands and distribution agencies for medical aesthetic product selling.²⁶ On August 4, 2020, JD Health also reached a comprehensive strategic cooperation with United Rieger and Meidaifu.²⁷

As comprehensive e-commerce platforms, Ali, JD And Meituan have larger users base than So-Young, but fail in professional services. However, they make success in attract non-surgical consumers, who prefer services of injections and skin care. In the entire light medical aesthetic market, giants such as Meituan, Alibaba, and JD.com are all educating the market and grabbing users. They prefer the green hand to be customers.

²⁶ CNR. (2019) Retrieved from http://www.cnr.cn/shanghai/tt/20190122/t20190122_524490683.shtml.

²⁷ Health people (2019) Retrieved from <http://health.people.com.cn/n1/2020/0805/c14739-31811738.html>





MARKET RESEARCH

Methodologies and Research Design

The purpose of this survey is to understand more details about consumer behaviors on medical aesthetic consulting service and their attitudes about So-Young. We designed a series of question to search the general information about our target audiences, and to know more environment of this market. More importantly, this survey can help us to explore which factors effectively influence the decision-making process and standpoint (opinions) of target audiences when they are using So-Young or other medical aesthetic consulting services or apps.

We set up our questionnaire from October 6th to October 22nd on the website www.wjx.cn, which is a professional online survey, assessment, voting platform, and forwarded via WeChat and Weibo. And then, we designed a special meme poster (add the questionnaire QR code) to share in WeChat moment and Weibo super topic community (related medical aesthetic). Besides, we sent the meme poster to WeChat group that whose main population was models, artists, students. Finally, we based on the personal information and the quality of answers to simply select our target audiences.

The questionnaire is divided into three sections. The first section is to distinguish whether they are concerned medical aesthetic consulting service. The second section is to evaluate the subjective image and user experiences of So-Young. The third section is about the asking the general information of these audiences, including gender, demographic, age, etc.

Introduction to Participators

❖ Description Statistic

According to our survey, we collect in total 157 participants with 148 valid. The gender composition is 25 male (16.8%) and 117 females (79.05%) that are very close to our gender data of this market. Most of our interviewees are from China's first- and second-tier cities or coastal areas. Therefore, these samples of participators are very significant.

Base on different features, we divided to three main audience segmentation (see Table 1) — Target group, Expert Group, Layman Group. Target Group, focuses on medical aesthetic information but has not experienced surgery. Expert Group, pay attention to medical aesthetic information and have experienced surgery. Layman Group is an insensitive audience that does not care about medical aesthetics information.

	Gender	Number	Age	Income	Feature
Target Group	Almost female	52	18-26	Low and middle classes	<ul style="list-style-type: none"> ● Have used So-Young and other medical aesthetic consulting service apps ● No experience in surgery ● Long-term attention to medical aesthetic information
Expert Group	Almost female	53	18-30	Middle and high classes	<ul style="list-style-type: none"> ● Have used So-Young and other medical aesthetic consulting service apps ● Long-term attention to medical aesthetic information ● Have rich experience in surgery
Layman Group	Ratio of female and male is 1:1	43	18-50	Low and middle classes	<ul style="list-style-type: none"> ● Never used So-Young ● Passively accept medical aesthetics information: short-term attention or no attention ● No experience in surgery

Table 1 main audience segmentations

Survey Findings

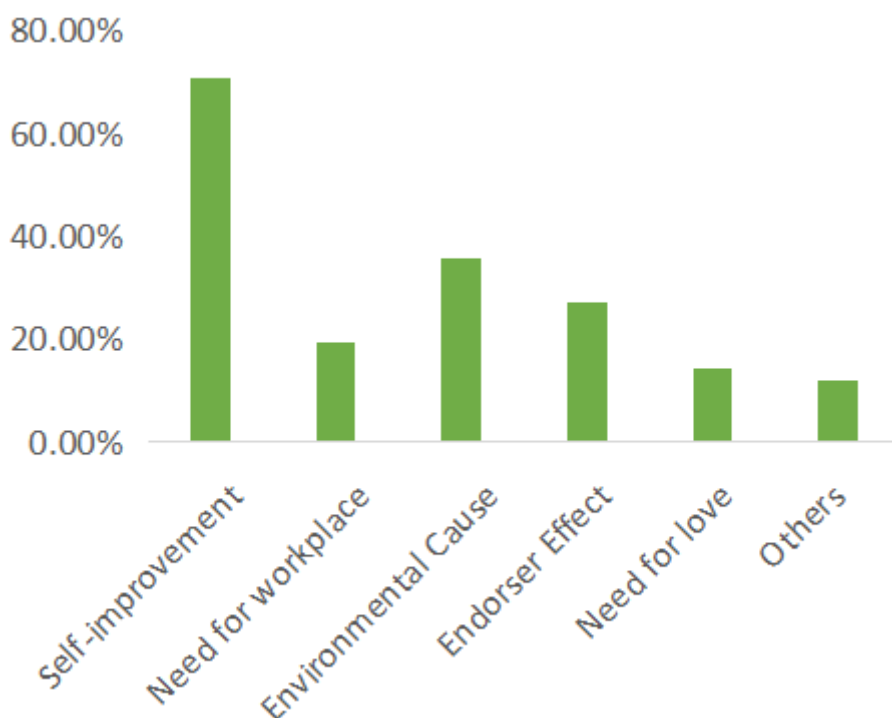


Figure 12

Most people are concerned about medical aesthetic information for improving themselves. A third of people admit that they follow medical aesthetic information because celebrities and others influence them. (shown in Figure 12)

您日常最常用的/最关注的医美信息获取渠道是什么？（使用频次最高的3项） [多选题]

选项	小计	比例
新氧	33	22.3%
其他医美服务类软件(如: 悦美、更美)	8	5.41%
社交媒体上的KOL(如: 抖音/微博博主、微信个人公众号)	86	58.11%
综合性电商平台(如: 美团、阿里健康)	20	13.51%
医药类APP(如: 好医生)	10	6.76%
信息搜索引擎(如: 百度、Google)	32	21.62%
亲朋好友, 熟人介绍	63	42.57%
传统媒体(如: 电视广告、报纸杂志等)	25	16.89%
线下医疗机构 (如: 医院、美容院等)	52	35.14%
其他 [详细]	7	4.73%

Figure 13



The most frequently used channels for medical aesthetic information are - social media KOL, friends' introduction, offline hospital consultation. (shown in figure 13)

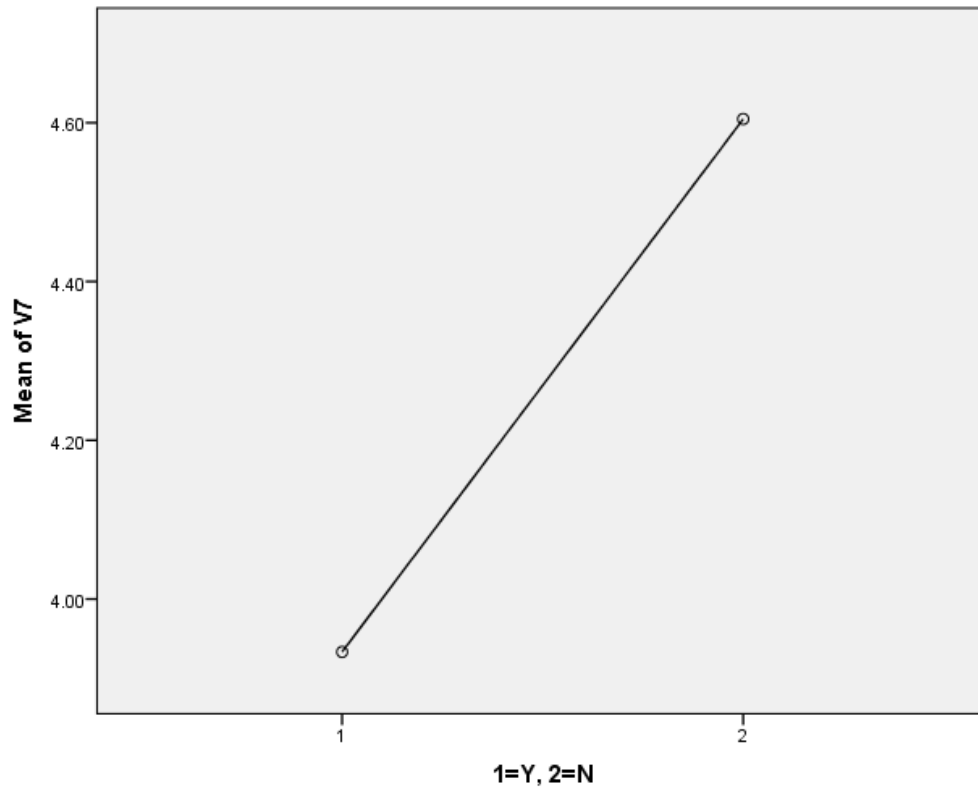


Figure 14

For this questionnaire, we accepted the 7-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Neither Agree nor Disagree, 5 = Slightly agree, 6 = Agree, 7 = Strongly Agree) methods and did a lot of SPSS analysis. In the analysis, we tested the data of Expert Group and Target Group together. In a large amount of data, these two groups of people have obvious significance on some issues. We found that, of the many factors, the most important thing people care about is the hospital's qualifications and the doctor. This is followed by social media Word of Mouth effect and the aesthetics perception of the doctors themselves. Similarly, People think there are two types of the most serious problems with So-Young: the lack of transparent information about doctors and hospitals' qualification. The other is that the promotional ads imply misleading information. We also found that People evaluate mean about the appearance of themselves was 4.23 point, and people who had surgery rated their appearance lower than those who did not have surgery (show in figure 14, "1=Y" means the Expert Group, "2=N" means the Ordinary Group). Surgical services alone may not be able to relieve appearance anxiety at the root. That is why our campaign should more focus on our "expression"(how to encourage people to show themselves and feel confidence), not always telling some pressure for them. There was no significant relationship between males and females for these questions.





Figure 15

People's overall impression of So-Young is negative, and the three most frequently used words are advertising, marketing, and annoying. (See in Figure 15)

Focus Group

Part-1 Research Process

Depend on these answers of So-Young questionnaires, we divided two different group. Based on the questionnaire and situation analysis, we will randomly select people who meet the following conditions:


- **Have used So-Young**
- **Long-term focus on other various medical aesthetic information channels**
- **Active on social media**
- **The age range is 18-45**

These conditions can completely cover two groups—The So-Young target audience and the most active user layer in the medical aesthetics market that can help us obtain more detailed user information.

We will divide participants into two categories of audiences—the expert audience group, and the ordinary audience group. Expert audiences are those who have an in-depth understanding of medical aesthetic information and had been medical aesthetic surgery. Correspondingly, ordinary audiences are those who have interested in medical aesthetics but have not experienced medical aesthetic surgery. Moreover, these participants are from different regions and different age groups.

Considering the professionalism of the discussion content, the enthusiasm level of the participants in the questionnaire, and the complexity of the questions, so we only select 10





participants for our focus group. To make sure the dependability of the data, we divided 10 students into 2 groups and arranged them at the same time from 19:00 to 20:10 on November 8th on ZOOM. We designed in a group, including 3 ordinary audiences and 2 expert audiences. That means the number of ordinary audiences is greater than the number of expert audiences, to avoid the silent spiral effect that ordinary audiences are "suppressed" by the opinions of expert audiences. Similarly, these diverse samples can help answer more abundantly for this survey.

Part-2 Introduction to Participants

- **Group 1 (expert audiences)**

These people range in age from 20 to 25 years old. The professions are student, model, and photographer. All are women. They all come from China's first- and second-tier cities. Very passionate and proficient in beauty and cosmetic information. Follow more than three plastic surgery information channels for a long time.


- **Group 2 (ordinary audiences)**

These people range in age from 20 to 23 years old. The professions are student, model, magazine editor. All are women. They all come from China's first- and second-tier cities. Interested in medical aesthetic information but not much knowledge. And they have no experience of medical aesthetic. They know less than three channels about getting the information about medical aesthetic, or even none.

Part-3 Finding

- All participants have a terrible impression of So-Young advertising. They think its advertising are too frequent and annoying in their daily life. And they agree that the quality of the So-Young advertising content is unpopular, due to these annoying brainwashing advertising will make the public feel unreliable and untrustworthy.
- Ordinary audiences gave a relatively low score for So-Young APP, which is 3.5 points (out of 7). Because they think many comments in So-Young APP is falsified.
- Expert audiences gave 5.6 points (out of 7) for So-Young. They think this APP can meet many basic information search needs. But they also often use other platforms to research information, such as Weibo, Red, etc. Or directly consult a doctor in a public hospital.
- The activities that ordinary audiences are interested in mainly include expert doctors to do a knowledge popularization and large-scale discount activities, watch some consumer real cases sharing.
- Expert audiences like to watch some variety of shows on medical and beauty topics, etc. Overall, everyone wants to watch online celebrity promotions.



- 
- When all participants choose medical aesthetics institutions, the most important factors are the doctor's professionalism and hospital qualifications. They think it can ensure their safety—followed by the cases done and the doctor's aesthetics.
 - All participants' understanding of the topic of "find me" is rough: finding the original self and finding a better self. They all expressed some positive opinions on this subject.
 - All participants are not interested in the So-Young AI pop-up store. In contrast, they recognize online CSR activities that help people with facial defects and believe that it is of great value and significance. These audiences are not very interested in offline activities because they think these activities will waste a lot of time and energy.
 - In choosing a So-Young spokesperson, ordinary audiences tend to select some authoritative and trustworthy expert doctors and famous Internet celebrities and bloggers. But expert audiences don't care who the spokesperson is.
 - Ordinary audiences are easily affected by the WOM effect. It is easy for them to download a specific APP to use because of their relatives and friends to recommend.

Implication

Based on the above result, we have provided some suggestions:

we should change So-Young from three aspects.

First, we can invite more well-known KOCs to participate in our activities to attract more target audiences. And this a high-effective method to improve the WOM effect of So-Young. We can also apply some So-Young high-technologies (AI or VR) in some activities to arouse people's interest. Besides, we can cooperate with professional doctors or hospitals to hold online activities together.

Second, the advertising and promotion methods. Change the style of So-Young advertising to rebuild a new impression of So-young. We push our unique advertising style to spread in some social media that young people usually use it. We can cooperate with professional doctors or hospitals to hold online activities together. In our activities, the copywriting style should be active. And the tone of activities should be bold and like Rebels, to attract more young people and help them feel more confident. However, we should more be careful about the words we use so as not to offend people.

Finally, it's challenging to change the expert group's inherent impression of So-Young, so we should narrow our target audience's scope. Actually, the ordinary audiences are the potential group for So-Young business in Nowadays. If we can attract more ordinary audiences in this campaign, it is beneficial for So-Young to keep a sustainable development trend.



SWOT ANALYSIS

Strengths

- So-Young is so far the largest and most popular medical aesthetic information platform in China. It has the most comprehensive resources, covering information on all services, products, doctors, institutions.
- So-Young has a powerful influence on social media platforms by fostering or cooperating with various Internet influencers and accounts.
- Previous advertising efforts of So-Young have successfully improved their popularity. Many consumers have downloaded the So-Young app to search for medical aesthetic information.
- Compared with peer competitors, So-Young has the highest brand recognition, download rate, and consumer usage time.

Weaknesses

- According to consumers' comments, the consultation services provided by So-Young tend to be too profit-oriented, ignoring their self-esteem and imposing harsh standards on their appearances, such as the so-called "golden ratio."
- Excessive marketing causes public antipathy. Although So-Young's advertisements did improve public awareness, the built brand image is not always positive. Consumers are bored with too frequent ad exposure and feel annoyed by the ads. Moreover, the contents and themes also caused aggravated appearance anxiety.
- Most consumers attach more attention to So-Young's information collection rather than its e-commerce services. The turnovers of So-Young's own e-commerce business are low as consumers are still sensitive to price.
- Unavoidable information asymmetry aggravates public distrust. It has been reflected that negative comments can be controlled by the platform and institutions. At the same time, the inconsistency between the price displayed on the platform and that of actual consumption has caused people's suspicion and distrust.
- So-Young's efforts on rights protection have not raised enough public awareness. Although So-Young has offered a lot of legal aids to protect users' rights, as well as access to inquiries for qualification registration of doctors and institutions, the public has little awareness of these efforts. These measures had not to work significantly in improving platform trust and reliability.





Opportunities

- The unprecedented rate of development of the industry offers a broader market and development prospect. It is estimated that the consumption of cosmetic surgery in China still has room for growth of about six times. Technical improvement of medical aesthetics will stimulate market confidence and demands.
- Change in public attitude towards cosmetic surgery offers opportunities for the establishment of corporate image. More and more young people are showing interest in pursuing beauty and having medical aesthetic surgeries, bringing a great opportunity for So-Young to develop.
- Generation Z is expected to compose half of the consumers by the year 2025, the power of the increasing consuming capacity of the generation should never be overlooked. Moreover, the group of Post-00s also join in the game.
- Technology can help brands strengthen their competitive advantage. Most consumers are optimistic about technological developments in medical aesthetics, showing the potential for technological innovation. Although consumers might not fully understand the technologies, they show confidence in the benefits.
- Most consumers have not developed a fixed negative image of So-Young. While the information on So-Young is not competently trustworthy, they are the most comprehensive in the current market. Public opinions are relatively easy to be shaped or reshaped.

Threats

- The entry of corporate giants, including the Alibaba Group, Meituan, and Dianping, intensifies competition, forces SoYoung to face the risk of encirclement from various aspects such as user scale, financial and technical strength, as well as industry resources.
- Internet influencers degrade the consumers' loyalty to So-Young itself. As important information sources, Internet influencers have more user favor, trust as well as emotional contact. Consumers tend to believe in the words from influencers rather than the words from So-Young.
- Strengthened supervision from the Government – including punishing illegal medical aesthetic institutions, doctors, raising standards of qualification registration and certification – brings greater institutional pressure on So-Young.
- "Black Medical Aesthetics" makes consumers with medical aesthetic demand stand on the sideline.



CREATIVE BRIEF

For years, mass media are defining and shaping many stereotypes on consistent aesthetics standards, which makes public cognitions on beauty narrow. “Appearance Anxiety” also has become a new hit word. People are feeling heavy stress from beauty stereotypes. Especially for young girls, most of them haven’t developed the mature capability of self-cognition, and are easily be influenced by external comments.

In this case, it is urgent and essential for So-Young to re-define its role in helping individuals become the “ideal self”, so as to promote beauty diversity, which is also essential to remove So-Young’s past image as money-worshipping and enhance positive impressions among the public. Based on these considerations, So-Young will launch a new PR campaign.

Campaign Goal

To Enhance So-Young Brand Image as A Professional Medical Aesthetic Information Platform

Target Audiences

The target audiences of this campaign will be young girls aged 20- 25. Most of them are college students and newbies in workplace. This group has strong curiosity on medical aesthetics services. However, some of them haven’t tried medical aesthetics, or only experienced non-surgical services.²⁸

For So-Young, it is relatively easier to establish a positive brand image among the emerging group, because they haven’t formed negative stereotypes on So-Young. Besides, the quality as professional is exactly what young people value most, when selecting medical aesthetics information. Additionally, the report shows that the younger trend in the medical aesthetic market is becoming more distinct, so that it is necessary for So-Young to make contact with young consumers.²⁹

Attitudes on Medical Aesthetic


As the part of situational analysis mentioned, young women aged 20-25 hold optimistic ideas on medical aesthetics, regarding it as a brave behavior. Good looking can make them happy. While obtaining a positive attitude toward medical aesthetics, the young women are still concerned about the existence of services lacking certificate or expertise, as well as the potential risks.

Besides, limited incomes lead to this group of young women usually consider the price comprehensively before making any purchase decision. The reputation of the institution and the qualification of the doctor would also be taken into consideration, making the entire process of

²⁸ Yali Jiang. (2019). Attitudes towards Beauty - China -November 2019. KuRunData/Mintel. Retrived from <https://reports.mintel.com/display/920750/?fromSearch=%3Ffreetext%3Dbeauty>

²⁹ Meituan Research Institute. (2020). China Lifestyle and Beauty Industry Development Report. CBNdatabox. Retrived from <https://www.cbndata.com/report/2483/detail?isReading=report&page=3&readway=stand>





decision-making prolonged. Previous cases conducted by others and credible information from various sources are also essential for them to use for reference thus making decisions.

For most of the target consumers, the reason for them deciding to conduct medial aesthetic surgeries is the desire of improving their appearance and others' impression of them. In many cases, people may choose medical aesthetics because of a friend's recommendation, or a brainwashing advertising, or advocacy promoted by bloggers or influencers, or even a pure curiosity. On the other hand, As long as the promoted values and services are convincing enough, the group of young women can easily be acquired by the medical aesthetic platforms and converted into paying users.

Psychograph

Young girls aged 20-25 embrace into minds is the overwhelming idea of "appearance is justice", as well as other brainwashing fallacies from the internet. Nevertheless, in the reality, women are also suffering from appearance anxiety – situations including job applications, interviews, social communication, dating, are all posing tough requirements on women's appearance and dressing. Due to these norms and requirements, women become more and more concerned about how they look, aggravating appearance anxiety, and even body shame.³⁰

Pursuit on a good-looking appearance is an important way of enhancing self-pleasure and self-esteem. To look for ways to improve their appearance and constructing a perfect impression in front of others, nowadays, many people would follow certain bloggers or influencers who are highly involved in medical aesthetics. Besides, people sometimes go to the beauty salon as a recreational activity since the instant effect is already enough for them to feel satisfied and happy. Therefore, these services, which are also often referred to as "light medical aesthetics", are today's young people's preferred choice.

"Appearance anxiety" is commonly-observed among young women aged 20-25, as they are not yet mature enough to form a comprehensive understanding of their appearance, or make rational judgments on external critics. Some of them are sensitive to the negative comments from other people and easily lose their self-confidence while others blindly pursue the appearance that is consistent with that of those pretty celebrities, yet ignore their conditions. What is more, some people are too harsh on their appearance that are keen to attempt all kinds of means that could enable them to meet the so-called "standards of beauty," such as "the golden ratio," "absolutely smooth and fair skin," etc.³¹

Lifestyle

Unhealthy habits like staying up late are also common among young women aged 20-25. The pressure of study and work often forces them to postpone bedtime, causing common facial and physical issues, such as hair loss, rough skin, dark circles, crow's feet, etc.³² The issues have also

³⁰ Meituan Research Institute. (2020). China Lifestyle and Beauty Industry Development Report. CBNdatabox. Retrieved from <https://www.cbndata.com/report/2483/detail?isReading=report&page=3&readway=stand>

³¹ Yuan Silai. (2020). Appearance anxiety in girls: Who defines thin as beautiful?. CBNdatabox. Retrieved from <https://www.cbndata.com/information/71233>

³² Carini, C. (2017). Gen Z: Move over Millennials - the new kids are in town. Infinity. Retrieved from



exacerbated their urgent need for medical aesthetic services to keep a good-looking appearance. Therefore, people spend a large amount of time on makeup and skincare every day before hanging out.

The group of young women is also the ones that advocate circle culture, hoping to obtain a sense of belonging from their peers. Their relationship is highly dependent on their tastes and hobbies and is intended to build an orderly community with their language and logic system. Typical circle representatives include e-sports, two-dimensional, national style, entertainment stars, and technology (see Figure 16) ³³

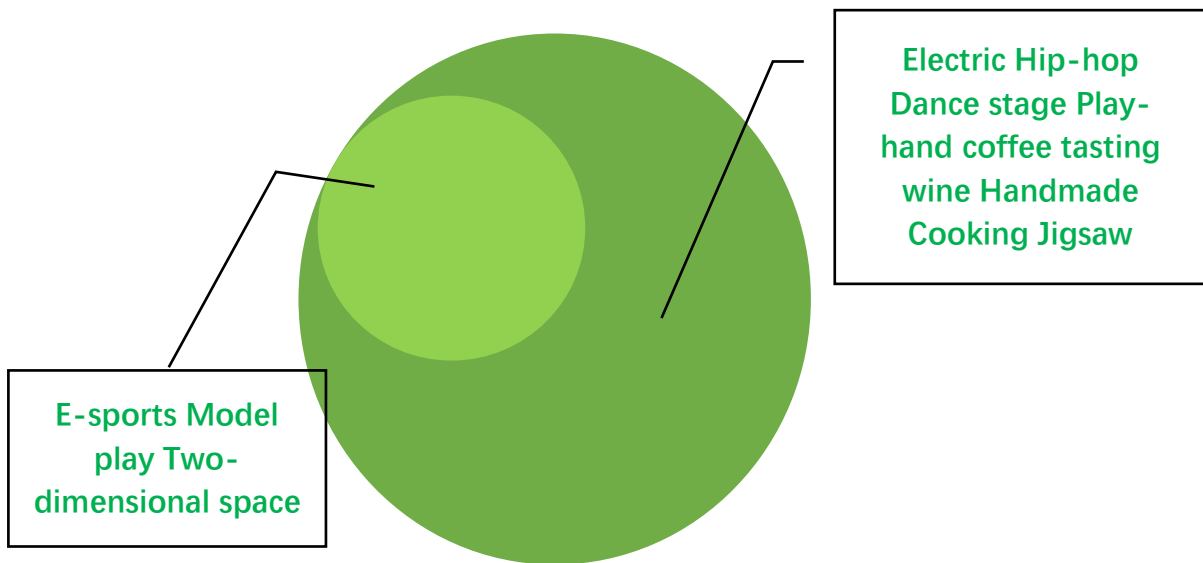


Figure 16

Media preference

As the well-known “digital natives,” the group of young women is also active on social media. Commonly used media include Weibo, WeChat, Bilibili, and Tiktok; while the most prevalent e-commerce platforms include Taobao, JD, Dianping, and The Red. Young people at this age are eager for expressing ideas and communicating with others; through social media, they also wish to have a deeper understanding of others, knowing how other people’s lives are.

Besides, they also have a strong need for engagement and interaction and are willing to publish their feedback and participate in collective interaction. The hottest topics people are fond of following on social media are gossip, beauty, and skincare. Influencers and Internet celebrities are the main sources where they obtain information.³⁴

<https://www.infinity.co.uk/resources/news-and-views/gen-z-move-overmillennials-the-new-kids-are-in-town>

³³ T-mall Research & Huya research. (2019). Generation Z consumption of cultural circle report. CBNdatabox. Retrieved from <https://www.cbndata.com/report/1765/detail?isReading=report&page=38>

³⁴ Chen, J. (2020). Social media demographics to inform your brand’s strategy in 2020. Sprout Social. Retrieved from <https://sproutsocial.com/insights/new-social-mediademographics/>





Campaign Theme

On May 20, 2021, So-Young will release an online PR campaign named:

“Find Me”

This campaign will last from May 20 to June 30, during which, So-Young commits to position itself as a “Beauty Explorer”, challenging mainstream aesthetics standards, and explore the undiscovered beauties. So-Young will work as an assistant, making full use of owned abundance and professional aesthetics knowledge, to help our audiences learn multiple aesthetic styles. So, they are able to have multiple choices when having needs on changes in current appearance or body features. So-Young believes that only consumers themselves know them best. Everyone can be charismatic. Using medical aesthetic service to become more beautiful is actually a process of seeking a different and unique self.

Key Messages

So-Young professional image will be enriched by building THREE outstanding brand personalities, Caring, Thoughtful, and Energetic. Each personality has corresponding activities as supports.

- ❖ Caring means empathetic. So-Young admires young people’s unique personalities and aesthetic orientations. It also understands young girl’s stress and anxiety on their appearance. In such a “Face Supreme” era, So-Young will not let any girls fall behind. It will help every young girls to explore new fashion styles and becoming more charismatic.

Based on it, a concept film will be released to recall the emotional resonance with target audiences. So-Young will listen their unique aesthetic pursuit in patient, and display their most charismatic states.


- ❖ Thoughtful So-Young has rich and professional aesthetic information, including various fashion culture groups. Young girls can learn diverse styles and finds ones they interested. So-Young can meet consumers’ any demands on appearance changing.

An applet named “Aesthetic Museum” will be launched, which is a database containing abundant aesthetic styles in multiple times and geographic locations. It will provide target users with multiple choices to find “ideal self”.

- ❖ Energetic So-Young advocates social community and creativity. So-Young encourages every girls to communicate with peers and innovate new aesthetic trends. “Just be yourselves; Don’t have to envy and imitate anyone!” So-Young believe that there must be some distinctive appearance talents on every user. So-Young will help every girls to find these talents and show them to everyone.

Therefore, So-Young will issue kinds of hashtags about multi-beauty on social media and encourage discussion. The function of self-customizing looking will be added to So-Young





Beauty Community, allowing users to experience “ideal self” in virtual reality, and receive the sense of achievement in community interaction.

Campaign Objectives

During from May 20 to June 30 in 2021,

- ❖ To increase the downloads of So-Young app by 10%
- ❖ To increase the number of new followers of So-Young official accounts on Weibo, WeChat, TikTok and Bilibili, by 40%.
- ❖ The number of views of concept film should be not less than 2 million
- ❖ The number of clicks of applet should be not less than 5 million
- ❖ The participation of campaign hashtags on the entire social media, including the total views of campaign topics should be not less than 5 million; the related original works should reach 1million; at least.

CAMPAIGN STRATEGY

Strategy 1 - Concept Film – My Willingness! (我愿意!)

Film Content Overview:

The film will be displayed as an interview, inviting people with unique aesthetics to share their views on beauty, and tell stories about their bittersweet experience, thus attracting public attentions and empathy. In the film, So-Young will take a role of supporting them and holding their back, affirming their efforts and encouraging them to pursue the ideal selves. Main messages intended to be conveyed are:

- ❖ The mainstream aesthetics and “objective attractiveness” are not the only standard. Everyone is unique.
- ❖ Mainstream aesthetics should not be used to judge others. The right to define and interpret "beauty" rests with oneself
- ❖ Any courageous pursuit of ideal beauty, regardless of whether it is accepted by public or not, can bring happiness and make oneself charismatic.

Film Samples:



“我们应该尊重每一种类型的存在”

"We should respect every kind of beauty."



“作为成年人，我有追求自己想要的东西的权利”

"As an adult, I have the right to pursue whatever I want."



“人活一辈子 就图一个我乐意”

“What I am living for is my willingness and happiness.”

Releasing Time - May 20, 2021

5.20 has the similar pronunciation with “I Love You!” (我爱你) in Chinese. In this day, people are more willing to express admire and bless to others. People who are similar with actors appeared in film will feel more recognitions and warms.

Media Strategy

So-Young official accounts will firstly release My Willingness on Weibo, WeChat and Bilibili, with the hashtag, #Mei 那么简单 (Mei is not simple). This hashtag has two explanations, to be yourself is the easiest way to finding beauty, and every beautiful girl can not be underestimated.

Besides, some Internet influencers on Weibo and Bilibili will be invited to repost the concept film and lead the discussion, based on the hashtag and film. The discussion should be in line with the



campaign theme. Influencers are encouraged to talk about their understanding and comments on hashtags and film, evaluating the stereotypes about mainstream beauty standards, sharing related experiences, and so on.

WeChat Subscriptions will play the role of subsidiarity by releasing native ads, which will expand the discussion and add objective comments on So-Young’s campaign claim. (More details on influencers see Table 2-4 below)

Weibo (Participant Time: May 20, 2021)	
Influencers information	Influencers Descriptions
	 <p>A young actress, who is famous for excellent acting skill and chubby body, also has a distinct style of beauty from mainstream female stars. She wins favor among young girls by bravely challenging mainstream stereotypes, encouraging young people to maintain uniqueness and live for themselves.</p>
	 <p>She is a talk show actress and is famous for being a feminist. Her speaking up for females and breaking through the “beauty anxiety” and “body shame,” hit a great discussion on social media, and won a lot of supports from female audiences.</p>





	 <p>Alex 绝对是个妞儿</p> <p>认证：微博原创视频博主 简介：合作意向请发邮件至：mengran.chang@me.com 北京 海淀区</p> <p>704 关注 50万 粉丝 她的赞</p>
	<p>She is a Weibo vlogger, who is popular for boyish fashion style and feminist vlogs focusing on gender issues and sexual relations. She set herself as an example to encourage girls to love themselves and live confidently.</p>

Table 2

Bilibili (Participant Time: May 20, 2021)	
Influencers information	Influencers Descriptions
	 <p>机智的党妹 LV5 年度大会员</p> <p>660.8万 粉丝 6 关注 2849.6万 获赞</p> <p>+ 关注</p> <p>bilibili UP主认证: bilibili 2019 百大UP主、年度多元创新 收起 UP主</p> <p>爱比讨厌更有力量。微博：我要这脸有何用 商业合作请联系qq: 2221142014</p> <p>粉丝勋章 uid:466272 轻视频主页 ></p>
	<p>Dang Mei is a makeup vlogger. Most of her videos are about makeup and costumes in the subculture, including JK, Chinese traditional costume, and Lolita. Her videos present diverse possibilities of beauty. She is chosen because her videos are in line with our campaign theme, and can expand the publicity of So Young's concept film to the subcultural circles.</p>

宝剑嫂

bilibili UP主认证: bilibili 2019百大UP主 [收起](#)



努力做人民的好猪猪【微博@宝剑嫂】

粉丝勋章 uid:113362335

18人为Ta充电 > 1人加入大航海 >

She is a Bilibili vlogger famous for makeup and funny video. Her videos are mainly about a young girl's daily makeup and fashion styles. In the videos, she is also open to talk about social issues and deliver confident and optimistic attitudes to followers. She will help So-Young transfer the flow from Weibo to Bilibili to further expand the publicity.

Table 3

WeChat Subscriptions (Participant Time: May 21, 2021)	
Influencers information	Influencers Descriptions
 <p>YOHO!GIRL 《YOHO!GIRL》官方公众号。微博小红书: @YOHO!GIRL 。INS:@yohogirl_offici... > 3608 original creations 13 friends following</p> <p>View Unfollow</p>	<p>This account focuses on the fashion, makeup, and lifestyle of cool girls. The target audiences of this account are mainly girls aged between 16 to 30 years old.</p>
 <p>Vista看天下 这里有好看的新闻故事 > 2991 original creations 59 friends following</p> <p>View Unfollow</p>	<p><i>Vista See The World</i> is a current affair commentator, focusing on politics, finance, society, science and technology, culture, fashion, entertainment and sports, and other fields.</p>

 <p>外滩 TheBund 外滩传媒全力打造，优质城市生活指南，有品位的人都在这里。 1787 original creations 5 friends following</p> <p>View Unfollow</p>	<p><i>Waitan TheBund</i> aims to provide followers with high-quality lifestyle guidance through in-depth news coverage, unique cultural perspectives, healthy lifestyle, and new fashion trends.</p>
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Table 4

Strategy Objectives

During from May 20 to June 30 in 2021,

- ✓ The total number of views of concept film should reach 2 million
- ✓ The total number of hashtag interactions (including forwards, comments & likes) in a single day should not less than 1 million

So that to raise target users' awareness of inclusive beauty standards, and warm up for later activities.

Why it works

- ❖ The film will attract more attentions and resonances, since it represents people with "Appearance Anxiety" to express their heart words. Relying on previous widely discussed about "Appearance Anxiety" on social media, this film will receive more views.
- ❖ The concept of the film challenging the current inherent standards of beauty, which can easily trigger the public's attention and discussion of the film and turns out to an accumulation of popularity for So Young.
- ❖ The media we chose are matched with the media preference of the target audiences, which means that information of this promotion can reach to the target audiences effectively and accurately.
- ❖ The influencers we chose can resonate with our target audiences easily. Because they are not the "standard beauty", and they all used to speak up for gender issues (including the topic of beauty anxiety), encourage girls to break the stereotypes which highly match with the value we conveys in the concept film.



Strategy 2 – “The Aesthetic Museum”

As a professional medical aesthetic information platform, So-Young not only admires distinctive styles, but also expands comprehensive aesthetic orientations, so that to deliver inclusive value.

The Aesthetic Museum is an applet, and will be displayed as a form of online VR exhibition. It is actually a database, showing the diversity of beauty at all times and in all over the world, aiming to illustrate various styles to users, break mainstream aesthetic standards, and help them to discover the suitable ones. Consumers can find the link of Aesthetic Museum on WeChat and So-Young official website & app, and the specific effect can be referred by Figure 17.

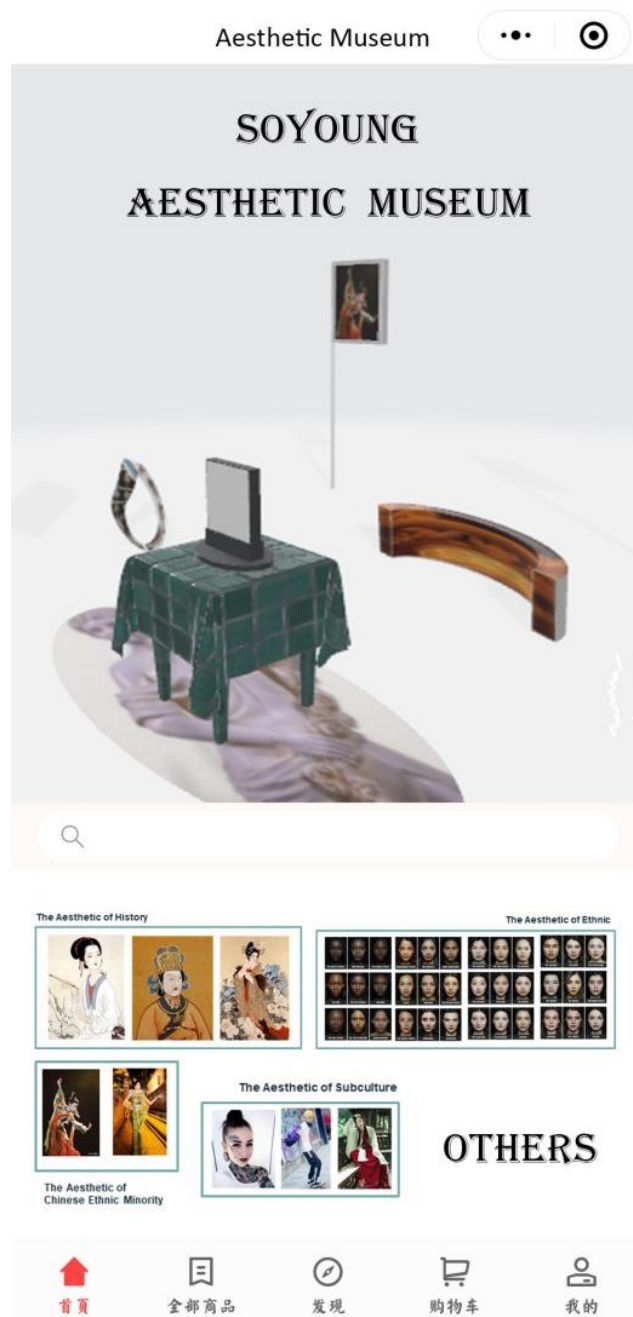


Figure 17



Exhibition Contents

The exhibition has five themes, the aesthetics in Chinese history, the aesthetics in ethnics, the aesthetics in Chinese ethnic minorities, the aesthetics in regions and the aesthetics in subculture. All of displayed contents are suggested and reviewed by professional doctors.

The Aesthetics in Chinese History: This sector will be divided into different dynasties, including Western Zhou, Qin Han, Tang, Song, Yuan, Ming and Qing dynasties. All of these dynasties have unique and brilliant achievements in aesthetic, as the Figure 18 shown. Visitors can learn more knowledge about Chinese traditional aesthetics.

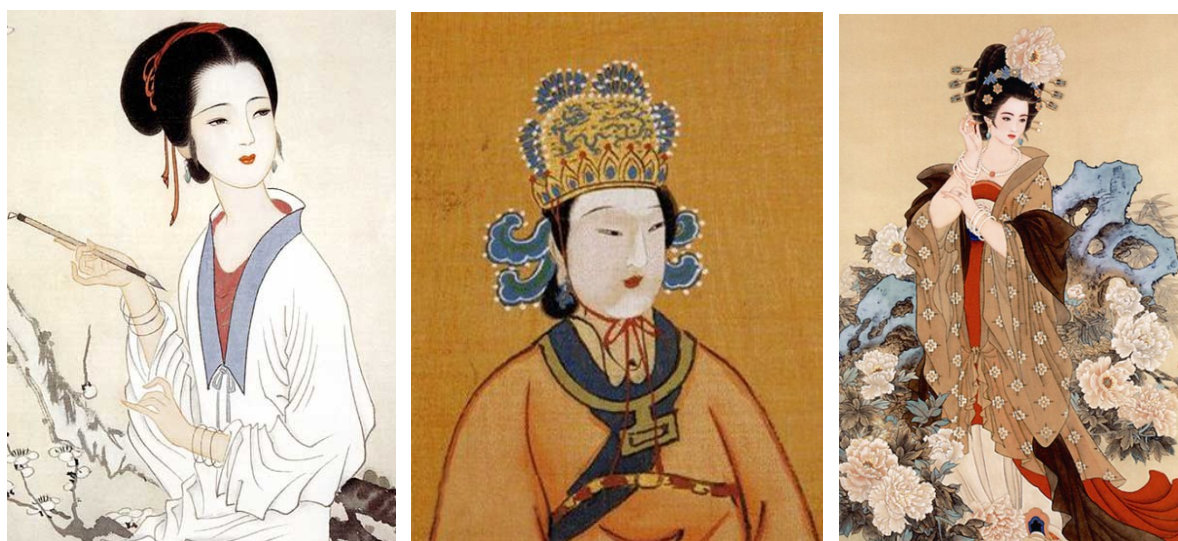


Figure 18

The Aesthetics in Ethnic: This exhibition area is divided according to ethnics (see Figure 19). Taking the works of “Ethnic Origins of Beauty” as a reference, the showcase demonstrates the physical features of women in different races, such as skin color, five features, the trend of facial bones, and hair colors. Visitors will observe the aesthetic characteristics of different races in themselves, expand the aesthetic diversity and inclusiveness, and improve the ability to appreciate beauty.

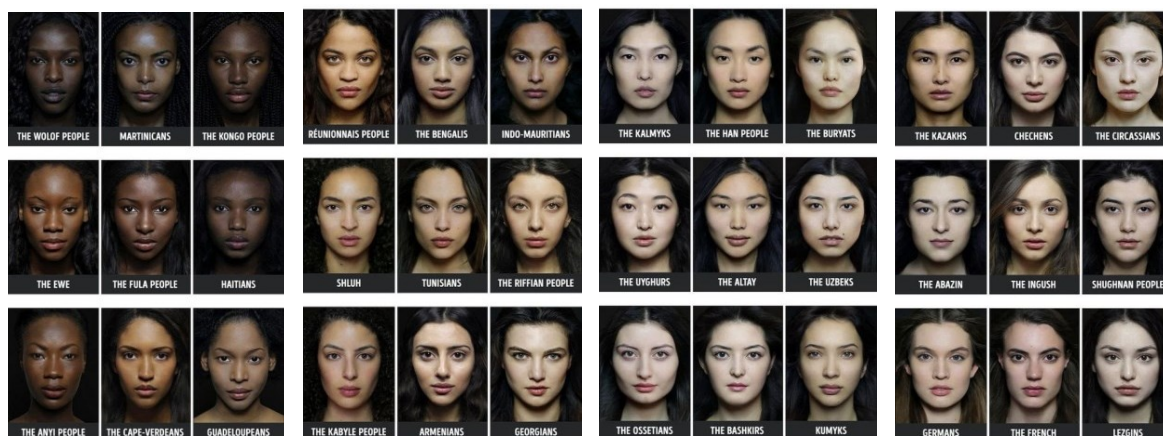


Figure 19

The Aesthetic of Chinese Ethnic Minority: This sector will introduce common Chinese national minorities and the Han nationality, such as geographic distribution and custom, by listing the famous stars of each nationality and the representative beauties, so that to highlight the ethnic aesthetic features, such as clothing, accessories, hairstyle, and the uniqueness with the degree of differentiation of facial features (see Figure 20). Visitors can learn the beauty of different national groups, and experience cultural diversity.



Figure 20

The Aesthetics in Region: This exhibition area will introduce some features and differences based on different regions in China (see Figure 21), such as the appearance characteristics of people in the Yellow River basin, The Yangtze River basin, the Pearl River basin, and the Korean region of Manchuria. The impact on human appearance from Genetic inheritance, geographical environment, climate differences, population migration, food culture, daily routines will be introduced to visitors.



Figure 21

The Aesthetics in Subculture: subcultural aesthetic styles are also the important part, which is very popular among young people. Exhibition will introduce some most common styles in contemporary society, such as sun tanning skin color, pigtails, piercings, tattoos and Tran-sex style (see Figure 22). Visitors can learn the beauty of non-mainstream, learn to accept and appreciate different kind of beauty.



Figure 22

Releasing Time: May 25, 2021

5.25 has the similar pronunciation with “I Love Me!” (我爱我) in Chinese. This concept is corresponding to the campaign theme “Find Me”.

Media Strategies

Creative Filters (Launched on May 25, 2021)

The limiting practicality of demonstrating aesthetic styles in pictures makes it seem impossible for average users to imagine their own looks. Video Filters will make experience more immersive, which allow users to try any aesthetics styles they appreciated in “The Aesthetics Museum”, by changing simple parameters to adjust their appearance. The rhythmic brainwashing BGM will also be added on filters to make experience more funny and energetic. The creative filters can be found on TikTok and So-Young Beauty Community.

Filter Sample: People can explore new looking through sex-exchange filter, and experience the appearance features on males and females (see Figure 23).



Figure 23

“DIY Image” & “Beauty Pageant” (Launched on May 25, 2021)

DIY Image: So-Young will add a new function on their Beauty Community. Users can customize their virtual images and apply these images on daily community interactions. This function synchronize the database of “The Aesthetics Museum”. All of the features appeared in “The Aesthetics Museum”, such as facial ratio, skin color, accessories and makeups, will be provided. Users are free to create their virtual images by self-customized styles (see Figure 24).

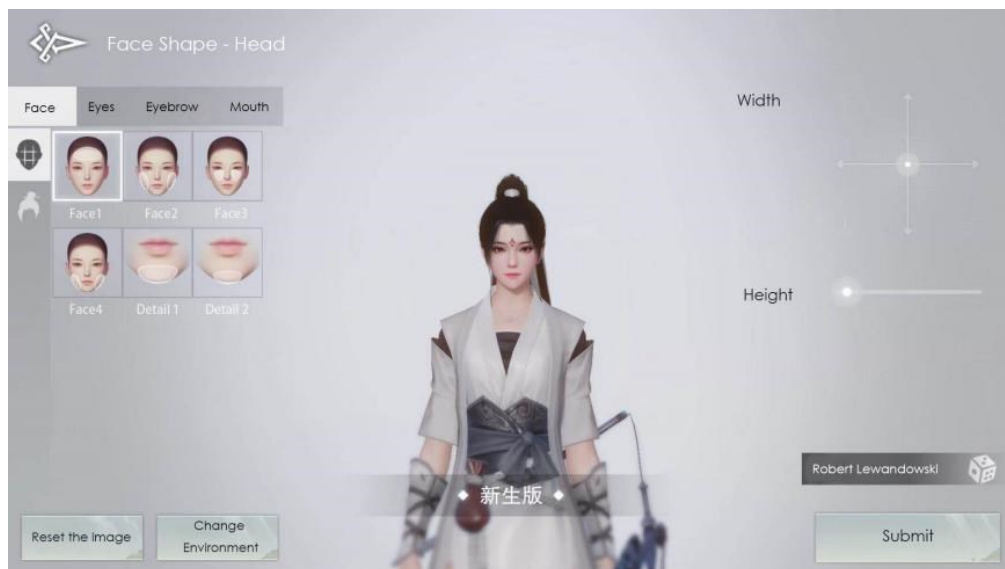


Figure 24

Beauty Pageant: In order to encourage participation, So-Young will hold a Beauty Pageant on Beauty Community. Users can participate in this contest by uploading their self-created images. The score of each works is consisted by the popularity (70%) and expert comments (30%).



Popularity include the number of likes, comments and reposting, on one image. The experts are professional medical aesthetic doctors from So-Young.

Users who rank Top 10 in Beauty Pageant have an opportunity to publish their works in fashion magazine. So-Young will cooperate with ELLE again, to publish a special issue. The virtual images will applied on real person. Users can choose to work as models by themselves or assign certain idols and celebrates as models. (see Figure 25)



Figure 25

Interactive Hashtags

On May 25, So-Young will release the hashtag #吾孰与城北徐公美? (Who is more beautiful, me or Mr.Xu?) # on Weibo Hot Topic List, so as to introduce the “The Aesthetics Museum” and creative filters to public.





#吾孰与城北徐公美?# is a famous sentence from a classical Chinese story, 《邹忌讽齐王纳谏》, which is the shared memories among our target audiences, because it is one of the exam focus in their college entrance examination. This sentence is in line with our campaign theme, challenging the mainstream aesthetics. In this story, Mr. Xu was recognized as the most beautiful man. Zou Ji challenged this opinion.

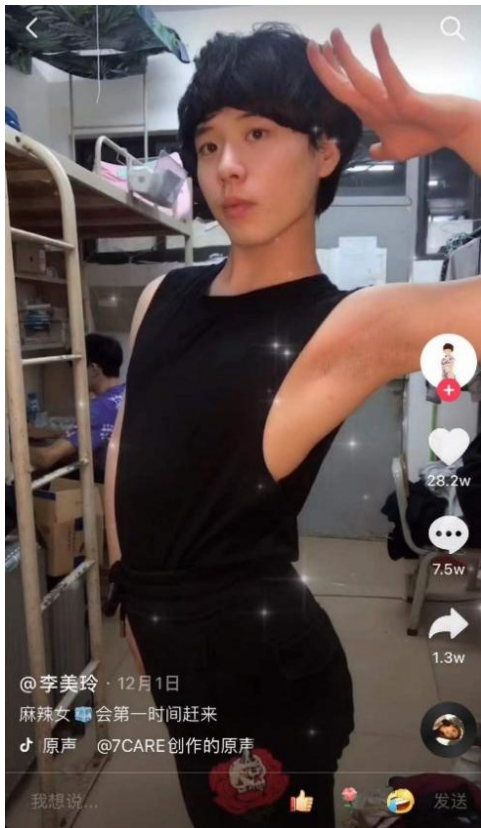
On TikTok and So-Young app, users are encouraged to post videos with creative filters. Video posting should carry the hashtag #The Aesthetics Museum#, #吾孰与城北徐公美?#, and answer the question, “Beauty without ___”. This question expects users to share own opinions on beauty. The answer can be Beauty without limitation, Beauty without fear and so on. Excellent videos and answers will be collected by So-Young and be clip into the official summary Weibo video.

Some famous TikTok influencers are invited to lead the discussion, add more fun and energy, and improve publicity (see table 5 below).

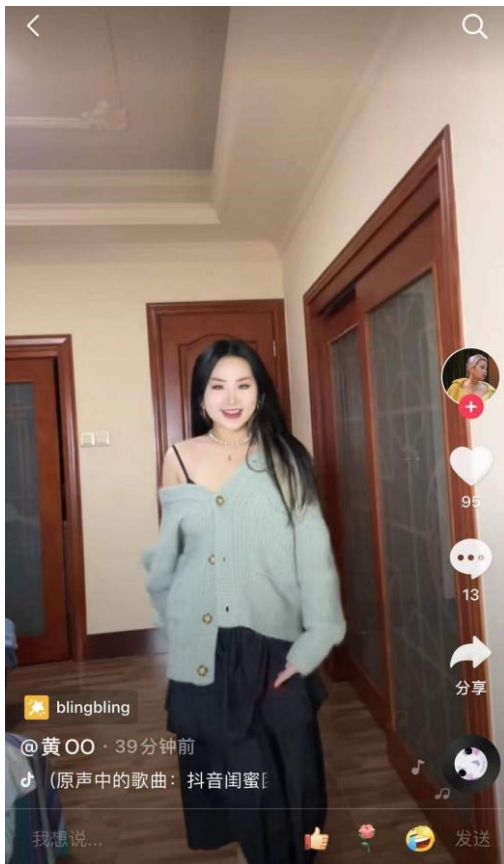


TikTok (Participant Time: May 26, 2021)

Influencers Information	Influencers Descriptions
	 <p><i>Tu Wei A Quan</i> has an ordinary appearance, but an interesting soul, who is famous by funny videos. His huge fan base will help to expand the range of filters using. He has strong appeal, will draw audiences to imitate him, and use the same filters with him.</p>
	 <p><i>Home-Made Radio</i> plays in the same role with TuWeiAQuan. He also often shoots funny videos with views and deliver the novel ideas to attract audiences.</p>



Li Mei Ling always challenge the public definition on male beauty, showing behaviors that do not conform to the common boys, who wears female costumes and makeups to shoot videos. He is in line with our campaign theme. And his popularity will help So-Young to increase publicity.



Huang OO is not a recognized type of beauty. she is a little chubby but still very confident to shoot fashion videos to attract audiences, who is correspond to the beauty of diversity put forward by So-Young.

Table 5



Summary Report (Launched on June 30)

On June 30, 2021, So-Young will release the hashtag #Beauty without___# on Weibo Hot Topic List again. Audiences will find a summary video in this hashtag and home page of SO-Young app. This video will display the excellent images created by users and the impression and opinions on contemporary aesthetic value.

Another summary report, named “Exclusive Aesthetic Notes” will be release to very users who have ever used “The Aesthetics Museum” (see Figure 26). This report records users behaviors in using applet and related community interaction data, such as the summaries on the self-created images they have used in community; the achievements on the earned likes, comments, and reposts; public and experts comments on users’ aesthetics level (in a positive manner); and showing how much people have the similar aesthetics value with you.



Figure 26

Strategy Objectives:

- During from May 20 to June 30 in 2021,
- ✓ To increase the downloads of So-Young app by 10%
 - ✓ To increase the number of new followers of So-Young official accounts on Weibo, WeChat, TikTok and Bilibili, by 40%.
 - ✓ For the Aesthetic Museum applet, the daily average number of click on official website and WeChat will reach 120,000+, during May and June.
 - ✓ The total number of discussion and interactions (Forwards, comments & likes) on one media platform will not less than 5 million, during May and June.





Why it works:

- ✓ Linking So-Young with diversified beauty, it embodies the huge aesthetic database of So-Young.
- ✓ Museum as an activity form to strengthen the professional and authoritative image of So-Young in public mind.
- ✓ The real-time communication on So-Young community can enhance the audience's interaction and encourage them to download apps.
- ✓ Use media mix through four different platforms can attract a larger of target audiences.
- ✓ TikTok filter and Weibo forwarding are used to attract the participation of target audiences and enhance public awareness from the bottom up, so as to improve So-Young 's brand image.

CAMPAIGN TACTICS

Tactics 1

Tasks	Date
CONCEPT FILM	
Draft the theme and main objectives	April 1-2
Confirm the theme and main objectives	April 3
List out the potential social media outlets and check the availability	April 4-6
Recruit interviewees and social media influences who can join the filming	April 6-8
Confirm the name list of the interviewees	April 9
Meeting with interviewees to discuss the ideas and lines	April 15
Confirm the main messages and interviewees' lines	April 18
Confirm the schedule of film shooting with each interviewee	April 19
Shooting	April 25-28
Editing	April 29- May 10
Draft the social media post and hashtag	April 30
Confirm the social media post and hashtag	May 1
Draft the news releases of the concept film	May 2-3
Confirm the news release of the concept film	May 4
List out the social media influencers and WeChat subscriptions and connect with them to check whether they are available	May 5-8
Confirm the list of social media influencers and WeChat subscriptions	May 10-12
Have an online meeting with the social media influencers to confirm the post content	May 14-15
Confirm the schedule of the post issue of each social media influencers and WeChat subscriptions	May 16-17
Draft the news releases of the concept film	May 15
Final check of the concept film	May 18



Confirm the news release of the concept film	May 19
Release the concept film on social media platforms	May 20
Issue the news release on targeted social media outlets	May 21
ADMINISTRATION	
Arrange meeting to discuss the theme, planning schedule and logistics	April 1
Arrange staff to connect with the social media platforms (Weibo, WeChat public accounts, Tiktok)	April 4-6
Arrange staffs to connect with the interviewees	April 5 -28
Arrange staffs to design the scene and stage decoration	April 10-14
Arrange and confirm the date of the meeting with interviewees to discuss the ideas and lines	April 14
Arrange staffs to design the script	April 14-18
Arrange staff to draft the post, hashtag and news release	April 25
Arrange staffs to assistant the shooting process	April 25-28
Arrange staff to connect and prepare the online meeting the social media influencers and Wechat subscriptions	May 4
Arrange staff to record the daily data and engagement on Weibo, WeChat and Bilibili	May 19
Arrange staff to record the daily data and engagement on social media outlets	May 20-25
LOGISTICS	
Make sure price estimates for cost of shooting equipment	April 15-16
Make sure price estimates for cost of materials for stage decoration	April 17-18
Rent the equipments and purchase the materials	April 18
Confirm the renting company to deliver the equipment to the spot	April 23
Set up the equipment and the scene	April 24

Tactics 2

Tasks	Date
THE AESTHETICS MUSEUM	
Design “So-Young Community”	March 25-31
Defining the content of the Aesthetics Museum	April 1-5
Design the Tik Tok filters	April 1-5
Build the database of the Museum of Aesthetics	April 6 -19
To create copywriting in Aesthetics Museum	April 20-30
To make the Museum of Aesthetics VR Live	May 1-15
Making background music for the museum	May 15-20
Production WeChat applet and in-app access	May 20-24
The Aesthetics Museum of is officially online	May 25
Release Weibo hash tag	May 25
Start the beauty pageant	May 27
Announce the results of the beauty pageant	June 12
Post the edited video on Weibo	June 20
Release summary report	June 30
ADMINISTRATION	
Call a meeting of the programmers	April 6
Invite professional writers	April 20
Designer design a cover and poster	May 1
Contact KOL at Bilibili and Tik Tok	May 1
Contact ELLE magazine to collaborate	May 10
Invite producer make background music	May 15
Ask experts to confirm that the presentation in the museum is authentic and does not deviate from the facts	May 15



Determine the copyright usage of related materials.	May 20
Purchase Weibo Hot Topic List	May 25
Arrange staff to count the data of the beauty pageant	June 10
Arrange staff to integrate and edit the video taken by the audience	June 15
Arrange staff to shoot for the magazine	June 17
Arrange staff to compile data and make summary report	June 20
LOGISTICS	
Testing and Fix the bug of “So-Young Community”	May 21
Testing and Fix the bug of Tik Tok filters	May 22
Testing and Fix the bug of the Aesthetics Museum	May 23
To contact vendors for public opinion monitoring	May 25






APPENDIX

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Focus Group

Session 1

1. Please make a brief self-introduction and explain why you want to inquire information about medical aesthetic!

Session 2

2. What impression does So-Young give you and why do you have such impression?
3. Please give So-Young a score based on 0-10, and talk about your reasons of this score?

Session 3

4. What is your impression of your favorite medical aesthetic consultation channel? Why?
5. If you are asked to recommend So-Young APP to your friends, what content will you focus on?
6. Assuming that you are the CEO of So-Young, what kind of medical aesthetic event do you want to hold to change the public's existing impression of So-Young?

Session 4

7. Please choose three factors that you think are the most important for medical aesthetic institutions based on the factors we have listed below, and rank these three factors and explain your reasons.


- Plastic surgery cases
- Other service quality (consulting services, privacy protection)
- Doctor's degree and professionalism, qualifications of doctors and hospital
- The doctor's personal aesthetics
- The environmental location of the hospital
- Word of mouth on social media
- Evaluation of acquaintances and friends
- Cost-performance and price of surgical items

8. We have planned a campaign for So-Young, the theme is "find me", how do you feel about this theme. Please guess what kind of information this event mainly wants to convey?

9. There are three activities below. Please explain whether these three activities will attract you to participate in and explain the reasons based on your situation.

A. So-Young will open the AI high-tech consulting pop-up stores in China. In the store, you can experience the latest VR technology and consultation process. Besides, you can experience AI scanning technology to get a humanized medical aesthetic proposal. There will be many small gifts





and delicious snacks. But you need to pay ten yuan for the entrance ticket. This admission ticket fee will be donated to related public welfare undertakings.

B. We will hold online CSR activity to provide medical aesthetic programs for people who have facial defects. For example, people who want to be the teacher but have facial defects; firefighters who have burned their faces and want to return to the normal life. We will publicize the process of these projects and hold a forwarding lottery.

C. You will be invited to play the role of So-Young beauty consultant and work with professional doctors to provide more considerate and professional services for those confused people like you. During this period, you can communicate with the doctor directly and experience the specific content of the consultation process in the medical aesthetic industry. At the same time, all the income generated by your service belongs to yourselves.

10. If So-Young wants to choose a spokesperson, which celebrity do you think is most suitable?

Session 5

11. For So-Young, is there anything that we must discuss, but the content and questions that are not discussed in our focus group?

12. What do you think about medical and aesthetic services insurance? Do you think it is valuable and meaningful? How much are you willing to spend on this?

Survey

Research background introduction

You will be invited to participate in a market research about medical aesthetic brands, and it will take about 7 minutes. This survey is carried out with the help of Professor Dr. Maggie Lan. You are invited to join this study because you are a qualified person about this research topic. This informed consent form provides you with some information to help you decide whether to participate in this study. This study has passed ethical review. If you agree to join this research, please see the instructions below. Please read it carefully. If you have any questions, please ask the researcher in charge of the study.

Research purpose

Nowadays, medical aesthetic services are developing rapidly in China. Although the major medical aesthetic platforms have grown, some problems related to the brand itself and consumers have gradually appeared. Therefore, this study hopes to use the questionnaire to collect a complete survey of medical aesthetic consumers, in order to improve the current dilemma faced by medical aesthetic brands.

Research process and method

The experiment is conducted in the form of a questionnaire. You will be required to complete different questions and quantitative scales. The expected duration of this research is one week.



Your data will only be used for the research of this subject. If you agree to participate in this study, we will number each participate and create a file.

Benefits of research

Statistics of your data will help analyze the practice between factors and solve the pain points of the brand. Based on your answers, we will provide suggestions for major medical aesthetic brands and promote the medical aesthetic industry to provide you with better medical aesthetic Service and guarantee. After the experiment is completed, you can contact researcher LEE (971073104@qq.com) for further experimental results.

Research risks and discomforts

The research is conducted in the form of questionnaires, without any physical risks. And relevant personal information and data will be kept confidential according to the ethics code of psychological experiments. If any specific question in the questionnaire causes psychological discomfort, you can stop at any time during the process of experiment.

Declaration of consent

I have read the introduction about this research above and fully understand the possible risks and benefits of participating in this research. I voluntarily agree to participate in this research. I will use my spare time to complete this survey continuously and earnestly.

Questions

1. Have you knew about or paid attention to the consultation and news related to the medical aesthetics industry?

- Yes
- No

选项	小计	比例
是	105	66.88%
否	52	33.12%
本题有效填写人次	157	

2. Have you experienced any medical aesthetic projects?

(Using medicines, surgery, medical equipment, and other medical technology methods, then the human body is repaired, reshaped and other medical items with beauty functions are regarded as medical aesthetic. For example: micro plastic surgery, hot maji, laser skin rejuvenation, hair transplant, and postpartum plasticity belongs to the category of medical aesthetic)



- Yes
- No

选项	小计	比例
是	58	39.19%
否	90	60.81%
本题有效填写人次	148	

3. Why do you care about medical aesthetic?

- Self-improvement needs
- Job hunting and work needs
- Influence from outside environment and other people
- Celebrity effect
- The love needs
- Other

选项	小计	比例
自我提升需求	105	70.95%
求职、职场需求	29	19.59%
他人或者环境影响	53	35.81%
明星效应	40	27.03%
恋爱需求	21	14.19%
其他	18	12.16%
本题有效填写人次	148	

4. What are your most used and most concerned channels for obtaining medical aesthetic information? (3 channels that you frequently used)

- So-Young
- Other medical aesthetic service software (such as Yuemei, Gengmei)
- KOL on social media (e.g., Tik Tok/Weibo bloggers, WeChat personal public accounts)
- Comprehensive e-commerce platform (e.g., Meituan, Ali Health)



- Medical APP (e.g., good doctor)
- Information search engine (e.g., Baidu, Google)
- Introduction of relatives, friends, and acquaintances
- Traditional media (e.g., TV commercials, newspapers, and magazines, and so on.)
- Offline medical institutions (e.g., hospitals, beauty salons, and so on.)
- Other

选项	小计	比例
新氧	33	22.3%
其他医美服务类软件(如: 悦美、更美)	8	5.41%
社交媒体上的 KOL(如: 抖音/微博博主、微信个人公众号)	86	58.11%
综合性电商平台(如: 美团、阿里健康)	20	13.51%
医药类 APP(如: 好医生)	10	6.76%
信息搜索引擎(如: 百度、Google)	32	21.62%
亲朋好友, 熟人介绍	63	42.57%
传统媒体(如: 电视广告、报纸杂志等)	25	16.89%
线下医疗机构 (如: 医院、美容院等)	52	35.14%
其他	7	4.73%
本题有效填写人次	148	

5. Why you like to use this kind of medical aesthetic information channel?

- The content is true enough: information is transparent and safe
- Rich resources: you can inquire about most hospitals and projects, and specific surgical matters



- Perfect personalized service: you can directly contact the doctor for your needs in the hospital, arrange the price of the area, display the results of related cases, and so on.
- Convenient communication platform: you can see the cases shared by customers and interact directly with other consumers
- Good guarantee and after-sales service: Provide consumers with comprehensive post-operative services, and protect their rights when necessary
- The web UI is well designed and the content is tidy and there are few advertisements: the corresponding APP or website page design is simple and concise, and there are fewer advertisements that make people feel anxious
- Introduction of friends and acquaintances
- Other

选项	小计	比例
内容足够真实：信息透明，安全有保障	57	38.51%
资源丰富：能查询大部分医院和项目，和具体的手术事项	56	37.84%
完善的个性化服务：能根据您的需求，直接联系医院医生，排列地区价格高低，展示相关案例结果等	43	29.05%
便利的交流平台：能看到客户自己分享的案例，能与其他消费者直接互动	63	42.57%
良好的保障与售后服务：能提供给消费者完善的术后服务，必要时为消费者维权	38	25.68%
网页 UI 设计好，内容整洁广告少：相应的 APP 或网站页面设计简洁简单，让人产生焦虑感的广告推送和广告较少	22	14.86%
其他	14	9.46%
亲朋好友熟人介绍	49	33.11%
本题有效填写人次	148	

6. If you have used So-Young, please give a score to So-Young according to your experience (“1” is the lowest, “7” is the highest)



选项	小计	比例
非常不满意	3	2.03%
2	1	0.68%
3	13	8.78%
4	35	23.65%
5	35	23.65%
6	13	8.78%
非常满意	3	2.03%
(空)	45	30.41%
本题有效填写人次	148	

7. Please give a score for your own appearance according to your aesthetic requirements (“1” score is the lowest, “7” is the highest)

选项	小计	比例
非常不满意	2	1.35%
2	12	8.11%
3	33	22.3%
4	43	29.05%
5	41	27.7%
6	10	6.76%
非常满意	7	4.73%
本题有效填写人次	148	

8. What aspects of the cosmetic surgery institution do you think are important to you?

- Plastic surgery case effect
- Quality of services (consulting services, privacy protection, and so on.)
- Doctor’s degree and professionalism, doctor’s hospital qualification



- Doctor's personal aesthetics
- Environmental location of the hospital
- Word of mouth on social media
- Evaluation from acquaintances and friends
- Cost-effectiveness and price of surgical items
- Others

Average: 5.43

题目\选项	1-不重要	2	3	4	5	6	7-很重要	平均分
整形美容案例效果	3(2.03%)	2(1.35%)	6(4.05%)	26(17.57%)	22(14.86%)	36(24.32%)	53(35.81%)	5.58
手术之外的服务质量(咨询服务、隐私保障等)	2(1.35%)	3(2.03%)	3(2.03%)	15(10.14%)	25(16.89%)	25(16.89%)	75(50.68%)	5.93
医生学历和专业度, 医生医院资质	2(1.35%)	0(0%)	0(0%)	9(6.08%)	14(9.46%)	13(8.78%)	110(74.32%)	6.46
医生个人的审美	2(1.35%)	1(0.68%)	2(1.35%)	20(13.51%)	19(12.84%)	34(22.97%)	70(47.3%)	5.94
医院的环境位置	3(2.03%)	0(0%)	11(7.43%)	35(23.65%)	41(27.7%)	25(16.89%)	33(22.3%)	5.15
社交媒体上的口碑	1(0.68%)	0(0%)	3(2.03%)	16(10.81%)	18(12.16%)	39(26.35%)	71(47.97%)	6.05
熟人朋友的评价	2(1.35%)	0(0%)	6(4.05%)	23(15.54%)	29(19.59%)	33(22.3%)	55(37.16%)	5.68
手术项目的性价	1(0.68%)	1(0.68%)	2(1.35%)	19(12.84%)	31(20.95%)	41(27.7%)	53(35.81%)	5.79



比、价位									
其他（无其他回答则选择1，有则填写弹框）	104(70.27%)	0(0%)	1(0.68%)	11(7.43%)	16(10.81%)	8(5.41%)	8(5.41%)		2.26
小计	120(9.01%)	7(0.53%)	34(2.55%)	174(13.06%)	215(16.14%)	254(19.07%)	528(39.64%)		5.43

9. Regarding the following description of So-Young questions, how do you agree with it?

- Privacy issues: Privacy disclosure of consumers
- Public opinion control issues: the function of sharing case types (such as the beautiful diary) is severely controlled, and the behavior of deleting posts is serious.
- Price service problem: the price is not transparent and the service content is hidden
- Practitioner's problem: doctors and hospitals are not transparent or fraudulent
- Advertising issues: Stereotypes of ads in the APP, and the propaganda content contains misleading information, and so on.
- Pharmaceutical problems: quality problems in medical aesthetics
- After-sales service problem: after-sales service is not perfect, unable to protect consumer rights
- Others

Average: 4.89

题目 \ 选项	1-不存在该问题	2	3	4	5	6	7-该类问题很严重	(空)	平均分
隐私问题: 消费者个人隐私泄露	9(6.08%)	2(1.35%)	8(5.41%)	34(22.97%)	27(18.24%)	15(10.14%)	36(24.32%)	17(11.49%)	4.96
舆论管控问题: 分享案例	7(4.73%)	2(1.35%)	4(2.7%)	45(30.41%)	26(17.57%)	17(11.49%)	29(19.59%)	18(12.16%)	4.91



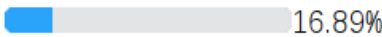
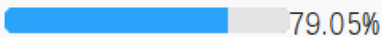
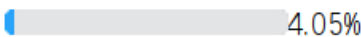
类型的功能(如,美丽日记)被管控厉害,删帖控评行为严重									
价格服务问题:价格不透明,服务内容有所隐藏	7(4.73%)	2(1.35%)	6(4.05%)	29(19.59%)	22(14.86%)	26(17.57%)	37(25%)	19(12.84%)	5.19
从业者问题:医生医院资质不透明或者造假	6(4.05%)	0(0%)	1(0.68%)	26(17.57%)	21(14.19%)	24(16.22%)	51(34.46%)	19(12.84%)	5.57
宣传广告问题:APP内广告推送刻板印象,宣传内容隐含误导信息等	5(3.38%)	0(0%)	1(0.68%)	24(16.22%)	21(14.19%)	27(18.24%)	53(35.81%)	17(11.49%)	5.66
药类问题:医	6(4.05%)	2(1.35%)	4(2.7%)	35(23.65%)	29(19.59%)	27(18.24%)	26(17.57%)	19(12.84%)	5.05



美药品 存在品 质问题									
售后服 务问 题：售 后不完 善，无 法保障 消费者 权益	5(3.38%)	0(0%)	2(1.35%)	34(22.97%)	28(18.92%)	31(20.95%)	30(20.27%)	18(12.16%)	5.25
其他 (无其 他回答 则选择 1，有 则填写 弹框)	79(53.38%)	0(0%)	1(0.68%)	21(14.19%)	14(9.46%)	7(4.73%)	7(4.73%)	19(12.84%)	2.53
小计	124(10.47%)	8(0.68%)	27(2.28%)	248(20.95%)	188(15.88%)	174(14.7%)	269(22.72%)	146(12.33%)	4.89

10. Your gender:

- Male
- Female

选项	小计	比例
男	25	 16.89%
女	117	 79.05%
其他	6	 4.05%
本题有效填写人次	148	


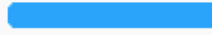




11. Please write down the province and city where you currently live:

12. Your age:

- <18
- 18~26

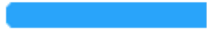




- 27~30
- 31~40
- 41~50
- >50

选项	小计	比例
18 岁以下	3	 2.03%
18~26	109	 73.65%
27~30	33	 22.3%
31~40	2	 1.35%
41~50	1	 0.68%
50 岁以上	0	 0%
本题有效填写人次	148	

13. What is your average monthly income? (Unit: RMB)

- < 5000
- 5000-12000 (including 5000 and 12000)
- >12000

选项	小计	比例
5000 以下	106	 71.62%
5000-12000 (包含 5000 和 12000)	32	 21.62%
12000 以上	10	 6.76%
本题有效填写人次	148	

14. Please use three words to describe So-Young?

— — —

(If you are curious about the result or willing to do further communication, you can write your contact information in the message box to facilitate further contact and communication.)

