

Innovative Application of the 3D-IDPT Theory in Integrated Marketing Communications: A Case Study of Tianlala's New Honeysuckle Herbal Tea

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Abstract: This study explores the innovative application of the 3D-IDPT theoretical model in integrated marketing communications (IMC) through a detailed case analysis of Tianlala's new honeysuckle herbal tea. Given the intense competition in China's burgeoning new tea beverage market, this research identifies existing challenges within Tianlala's IMC strategy and proposes practical improvements guided by information resource management theories. By leveraging the 3D-IDPT model—which emphasizes the multi-dimensional flow of information (individual and collective, instant and synchronic, and construct dimension)—the study provides an analytical framework for systematically enhancing Tianlala's IMC effectiveness. It integrates traditional marketing tools with modern digital platforms and strategic resource management practices. This comprehensive approach aims to strengthen Tianlala's market competitiveness, ensuring sustainable brand growth and consumer loyalty in a dynamic market environment.

Keywords: Integrated Marketing Communications; 3D-IDPT Model; Tianlala; Honeysuckle Herbal Tea; Information Resource Management; Digital Marketing; Brand Strategy

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1.Introduction

Marketing is a systematic process of promoting and selling products/services in target markets to fulfill consumer needs. It extends beyond mere transactions, emphasizing deep understanding of market demands and expectations to design strategies that create customer value while achieving organizational goals. Centered around four core elements—product design, pricing strategy, distribution channels, and promotional tactics—these components work cohesively to form a comprehensive system. For instance, companies must develop products addressing consumer pain points, set prices reflecting product value, establish efficient online/offline distribution networks, and employ diverse promotional methods (advertising, PR) to deliver value and capture market share.

Information Dissemination Theory, this theory examines how information flows from senders to receivers, focusing on its creation, transmission, reception, and interpretation. Whether through face-to-face interactions or mass media, the essence lies in encoding ideas into recognizable signals (text, visuals), transmitting them via appropriate channels (social media, TV ads),

and enabling receivers to decode messages based on their context. Environmental “noise” (e.g., information overload, cultural gaps) may disrupt this process, necessitating feedback mechanisms (surveys, sales data) to verify accurate delivery. Effective communication reduces information asymmetry, empowering consumers to make informed decisions.

Integrated Marketing Communications (IMC) emphasizes unifying fragmented channels by coordinating tools like advertising, PR, and social media under a consistent strategy. Its core lies in ensuring brands deliver coherent messages across all touchpoints (in-store experiences, online ads, membership emails) to strengthen consumer perception. For example, a beverage brand highlighting “natural ingredients” in TV ads could simultaneously launch live-streamed farm tours on social media and print QR codes linking to sourcing stories on packaging. Implementing IMC involves four stages: market analysis, strategy formulation, cross-department collaboration, and dynamic evaluation. As technology evolves, IMC integrates innovations like big-data targeting and VR experiences to adapt to consumers’ fragmented, cross-screen information habits in the digital age.

In the overall market environment of our country, with the increase in disposable income of Chinese residents, consumers have more diverse demands for products and services, considering more quality and brand factors when purchasing products. As an alternative to ordinary drinking water, new tea beverages, in the context of the new era of “consumption upgrade,” with the gradual improvement of the economic environment, further explore the beverage consumption potential of residents as consumption scenarios.

The competition in the current Chinese new tea beverage market is becoming increasingly fierce, with annual sales reaching 1.2 billion cups in 2021, and the market size reaching over 140 billion yuan. New tea beverages are increasingly present in the daily work and family life of young people, gradually becoming a lifestyle and social need for the youth.

In the current media era, with the continuous popularity of short video new media and the national popularization of live streaming for sales, a rich variety of content forms have constructed a new marketing communication environment. The technological upgrade of new media has triggered progress from community to traffic dominance, causing many changes in the environment of various marketing communication channels. Brands are beginning to madly compete for limited traffic resources, therefore, through detailed analysis of specific categories of Fast-Moving Consumer Goods (FMCG), especially the analysis of marketing strategies, it helps to understand the thinking changes and specific behavior patterns of many stakeholders, including consumers, markets, supply chains, distributors, governments, non-profit organizations, etc. This research also helps market operators - brand companies to adapt more actively to changing living environments, operate more resiliently, and activate the economy

2.Introduction to Tianlala Brand

The Tianlala brand was established in 2015 in Bengbu, Anhui Province. It is primarily a national chain tea beverage brand, specializing in the production of fresh fruit tea and milk tea. That same year, Tianlala opened up franchising and expanded to 92 stores by the end of the year.

In 2016, a supporting production base was established, and the number of stores increased to 296 by the end of the year.

In 2018, planning and construction of the upstream and downstream beverage industry chain layout began. That same year, the Changsha warehouse opened, and the number of stores grew to 1,000.

In 2019, the layout of information industry construction planning began, and the online operational business sector was established. That same year, the Tianjin warehouse opened, and the number of stores increased to 1,800.

In 2020, the number of stores in Zhengzhou increased to 3,000, annual sales reached 463 million yuan, and tax revenue reached 20 million yuan.

In 2021, the company reached corporate-university cooperation with several universities, providing high-quality talent for business development and receiving the “Anhui Food Safety” brand. That same year, stores opened in Changchun and Shijiazhuang, and the number of stores increased to 4,500, annual sales reached 1.173 billion yuan, and tax revenue reached 70.433 million yuan.

In 2022, Tianlala’s fresh fruit tea sales, certified by Euromonitor, led the nation.

In just eight years, Tianlala has grown to over 6,000 franchised stores and 106 direct stores, covering 27 provinces and

autonomous regions, 4 municipalities directly under the central government, 261 prefecture-level cities, 563 counties, and county-level cities. In the tea beverage industry, it is one of the few brands that have reached 6,000 stores.

Tianlala is a latecomer to the industry, but it has been rated as one of the “Top 10 Tea Beverage Brands in China” for three consecutive years, and has achieved this without external financing, relying solely on its own development and financing. In August 2021, certified by Euromonitor, the national fresh fruit tea sales volume reached 110 million cups, ranking second in the nation with a market share of 9.17%.

Against this backdrop, this article conducts an integrated marketing communication study on Tianlala’s new product “Honeysuckle Tea”. Through this study, we attempt to identify problems and deficiencies in Tianlala’s marketing, especially in integrated marketing communication (IMC), and propose corresponding improvement measures based on actual conditions. We aim to formulate a more viable “Honeysuckle Tea” IMC plan, using integrated marketing communication theory to support Tianlala’s long-term healthy development.

3. Theory and Method Expanded

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3.1 Related Theories

3.1.1 Theoretical Expansion of Marketing Frameworks: The 7PS Paradigm

The 7PS Marketing Theory advances the classical 4PS model (Product, Price, Place, Promotion) through the integration of three service-centric dimensions: People, Process, and Physical Evidence, as conceptualized by Bums and Bitina (1981). This paradigm shift addresses the inherent complexities of service industries—such as food and beverage—where human-centric interactions and experiential quality supersede purely transactional dynamics.

Human Capital Integration (People) prioritizes frontline employees as value co-creators, recognizing their role in shaping service encounters through expertise, empathy, and relational engagement. Operational Architecture (Process) systematizes service delivery protocols to ensure consistency across customer touchpoints, transforming chaotic workflows into replicable excellence. Tangible-Intangible Dyad (Physical Evidence) bridges sensory perception and brand credibility, leveraging environmental cues (e.g., ambiance, packaging) as silent communicators of service quality ^[1].

While the traditional 4PS framework anchored marketing in product-centric metrics—supply chain logistics, pricing elasticity, and promotional ROI—the 7PS model reorients strategy toward service-dominant logic. This evolution acknowledges the inseparability of production and consumption in service ecosystems, where customer satisfaction hinges on ephemeral interactions rather than static outputs. By formalizing intangible variables (e.g., employee-customer rapport, service blueprinting) as strategic levers, organizations cultivate holistic consumer journeys that align with experiential expectations ^[1].

The 7PS framework’s analytical power lies in its multidimensional calibration:

Product/Service Hybridity: Reconceptualizing offerings as bundled solutions (goods + service interactions)

Price-Value Synchronicity: Aligning cost structures with perceived experiential worth

Place-Accessibility Optimization: Redefining distribution channels as moments of service accessibility

Promotional Dialogue: Transitioning from monologic advertising to participatory storytelling

People-Driven Branding: Embedding organizational culture into customer-facing interactions

Process Standardization: Mitigating service variability through procedural codification

Physical Evidence Curation: Engineering multisensory touchpoints to reinforce brand narratives

This theoretical expansion not only enriches marketing strategy formulation but also redefines competitive differentiation in service economies, positioning human-centric factors and environmental semiotics as critical drivers of market success.

3.1.2 Theoretical Framework of Communication Studies

As a foundational discipline for investigating the laws of information exchange, communication theory establishes a cognitive cornerstone for research in the information society. This field constructs three core research dimensions through progressive theoretical models—ranging from unidirectional transmission to cyclical interaction—encompassing interpersonal communication mechanisms, mass communication effects, and symbolic communication paradigms.

Interpersonal Communication Mechanisms focus on micro-level interactive patterns, including both traditional face-to-face

exchanges and digitally-mediated remote dialogues. This dimension dissects the synergistic operation of verbal systems (lexical choices, tonal variations) and nonverbal systems (gestures, micro-expressions), emphasizing the intrinsic logic of trust-building, cognitive synchronization, and the dynamic maintenance of social relational networks ^[2].

Mass Communication Effects investigate the shaping role of media technologies on societal cognition, systematically analyzing information diffusion patterns across newspapers, broadcast media, and digital platforms. This domain highlights the steering mechanisms of agenda-setting in directing public attention allocation, the unique influence of the spiral of silence on opinion formation ^[3], and evaluates media content's intervention pathways in shaping collective attitudes ^[4].

Symbolic Communication Paradigms deconstruct the socialized processes of meaning production, centering on symbolic interaction theory to explain how linguistic systems construct societal cognitive frameworks. This theory underscores the cultural-context dependency in symbolic encoding/decoding, revealing the structural role of symbolic systems in forging social consensus, preserving cultural traditions, and influencing collective behavioral decisions ^[5].

The theoretical framework of communication studies prioritizes the impact of information entropy (communication interference) on transmission efficacy. By optimizing encoding strategies (enhancing signal discernibility) and refining decoding mechanisms (improving contextual adaptability), it drives continuous innovation to elevate the precision and effectiveness of cross-cultural, transmedial communication.

3.1.3 Paradigm Evolution of Integrated Marketing Communications (IMC) Theory

Emerging in the early 1990s, Integrated Marketing Communications (IMC) represents a transformative shift in marketing strategy, moving from fragmented tactics to a systematic, holistic approach. Its foundational premise lies in achieving strategic synergy across marketing elements, unifying diverse tools—such as advertising, public relations, direct marketing, and digital outreach—within a cohesive framework to balance maximal communication efficacy with cost efficiency ^{[6][7]}. This theory redefines traditional marketing's one-way messaging by fostering a closed-loop communication ecosystem centered on consumer value co-creation.

The Strategic Synergy Framework emphasizes deep integration of omnichannel communication networks, ensuring brand messaging maintains consistency across temporal (campaign cycles) and spatial (media touchpoints) dimensions. This synergy extends beyond standardized visual identities and linguistic styles to align consumer cognitive schemas with brand value propositions, thereby mitigating communication entropy caused by fragmented information ^[8].

Relationship-Centric Communication, as IMC's theoretical core, prioritizes the sustained cultivation of consumer lifetime value. By leveraging dynamic customer databases and real-time feedback mechanisms, organizations deploy precision-targeted content and context-driven interactions, transforming transactional exchanges into long-term brand equity ^[9]. This relational approach transcends traditional marketing's zero-sum dynamics, relying instead on emotional resonance and shared values to amplify user engagement.

The construction of Multimodal Communication Systems highlights IMC's interdisciplinary nature, encompassing:

Creative symbol encoding and media mix optimization in advertising;

Issue management and social capital accumulation in public relations;

Behavioral data mining and algorithmic recommendation refinement in digital marketing;

Sensory stimulus design and situational memory reinforcement in experiential marketing;

The orchestration of these tools forms an integrated impact chain spanning cognition, attitude, and behavior ^[7].

IMC offers dual implications for marketing practice: Operationally, it necessitates a "centralized content hub" for cross-departmental collaboration; strategically, it shifts performance metrics from mere exposure metrics to composite indices evaluating brand equity growth and consumer relationship quality. This evolution from instrumental rationality to value rationality positions IMC as a cornerstone theory for reconstructing marketing ecosystems in the digital age.

3.2 Strategic Analytical Frameworks

3.2.1 Structural Industry Diagnostics: Porter's Five Forces Model

Porter's Five Forces Model constitutes a systematic framework for evaluating competitive dynamics within industrial ecosystems. By analyzing five critical vectors—buyer/supplier bargaining leverage, market entry barriers, substitution threats,

and incumbent rivalry intensity—organizations gain granular insights into competitive positioning. This diagnostic instrument enables enterprises to deconstruct sectoral power structures, identify strategic vulnerabilities, and architect countermeasures to optimize market influence ^[10].

3.2.2 Macro-Environmental Scanning: PEST Analysis

The PEST framework (Political, Economic, Sociocultural, Technological) serves as a macro-environmental scanning tool for decoding exogenous variables impacting organizational strategy. Through structured assessment of regulatory climates, macroeconomic cycles, demographic shifts, and disruptive innovations, businesses cultivate anticipatory capabilities to navigate volatility and align operations with emergent megatrends. This methodology transforms environmental uncertainty into strategic foresight, enabling proactive resource allocation ^[11].

3.2.3 Dual-Axis Organizational Auditing: SWOT Analysis

SWOT analysis provides a dual-axis diagnostic framework, juxtaposing endogenous capabilities (Strengths/Weaknesses) against exogenous conditions (Opportunities/Threats). By mapping internal competencies (e.g., operational efficiency, brand equity) against external market realities (e.g., regulatory changes, technological disruptions), organizations achieve strategic coherence—leveraging core advantages while instituting risk mitigation protocols. This matrix functions as a cognitive bridge between organizational potential and market actualization .

3.2.4 Consumer Journey Architecture: AIDA Model

The AIDA model (Attention → Interest → Desire → Action) articulates the psychographic progression driving consumer decision-making. Originating in late 19th-century sales theory, this cognitive funnel informs modern engagement strategies by systematizing touchpoint design:

Attention: Disrupting perceptual filters through sensory stimuli.

Interest: Building relevance through personalized narratives.

Desire: Activating latent needs via aspirational storytelling.

Action: Reducing friction in transactional pathways.

Its cyclical application in omnichannel campaigns demonstrates enduring utility in synchronizing messaging with buyer psychology

3.3 Synthesis of Methodological Value

These frameworks collectively form a multidimensional analytical matrix for strategic decision-making. Porter's Five Forces deciphers industry tectonics, PEST contextualizes macro-environmental pressures, SWOT calibrates organizational readiness, and AIDA engineers behavioral pathways. When integrated, they enable enterprises to:

Anticipate sectoral shifts through cross-matrix scenario modeling;

Optimize resource deployment via risk-reward stratification;

Orchestrate market interventions with psychographic precision;

Sustain competitive advantage through iterative environmental adaptation.

This strategic ecosystem empowers organizations to transform raw market data into actionable intelligence, fostering resilience in hypercompetitive landscapes while aligning operational DNA with evolving consumer expectations.

4.IMC Status and Problems Analysis

4.1 Industry Environment Analysis

Supplier Bargaining Power

Dependence on raw material suppliers (e.g., water, honeysuckle) creates vulnerabilities in cost control and supply stability. Rising demand for premium ingredients intensifies price pressures, requiring strategic supplier partnerships or vertical integration to mitigate risks.

Buyer Bargaining Power

High buyer influence stems from intense competition (e.g., Honey Snow City, tea brands). To counterbalance, the company must differentiate through localized flavor innovation and premium product positioning to reduce substitutability.

Competitive Rivalry

Established brands dominate with superior resources and market penetration. Survival hinges on leveraging niche markets, digital-first engagement strategies, and agile product iterations to avoid direct clashes.

Threat of New Entrants

Low entry barriers invite disruptors. Defensive measures include rapid product innovation cycles (e.g., seasonal limited editions), loyalty program enhancements, and exclusive ingredient sourcing to deter competitors.

Substitute Products

Shifting consumer preferences toward health-focused alternatives demand continuous portfolio renewal. Strategies involve modular product designs for quick adaptation and cross-category collaborations to expand usage scenarios.

4.2 IMC Environmental Analysis

the PEST model:

Political Environment

Government policies like the 14th Five-Year Plan incentivize innovation and digital consumption, supporting cross-sector integration and fostering immersive, experiential consumption scenarios. This creates opportunities for brands to diversify integrated marketing channels and upgrade strategies.

Economic Environment

China's new tea beverage market reached ¥290 billion in 2022, serving 250M+ consumers across 450K stores. Projected to grow to ¥340 billion by 2025, rising urban incomes and food expenditure signal sustained market expansion ^[12].

Social Environment

Gen Z (post-95s/00s), the core consumer group, prioritizes product quality and digital engagement. Their preference for online media, particularly in second-tier cities and southern China, enables targeted digital marketing strategies.

Technological Environment

Adoption of cold extraction and flavor enhancement technologies differentiates product offerings. Digital transformation accelerates shifts from offline to integrated online media strategies, aligning marketing goals with consumer engagement via tech-driven channels.

4.3 Brand Management Analysis

the SWOT model:

Strengths

Mature R&D capabilities for trend-responsive product iterations

Strong supplier partnerships ensuring raw material dominance

Self-built infrastructure enhancing operational efficiency

Weaknesses

Limited premium branding in high-tier cities

Inconsistent cross-regional brand image weakening loyalty

Frequent brand identity changes confusing consumers

Opportunities

Gen Z's growing purchasing power and digital savviness

Post-pandemic digital acceleration and 5G infrastructure growth

Untapped potential in first/second-tier urban markets ^[13]

Threats

Price wars with established tea brands eroding margins

Low entry barriers increasing market saturation

Substitution threats from coffee and functional beverages

Strategic Imperatives: Tianlala must innovate products, stabilize brand identity, and leverage digital channels to enhance loyalty while monitoring competitive and consumer trends for sustainable growth.

4.4 Current IMC Status

Resource Analysis: Tianlala has a strong online influence on platforms such as Weibo, Xiaohongshu, and TikTok, with millions of followers and interactions. However, platforms like Kuaishou and Bilibili need further development to fully utilize their potential in integrated marketing communication ^[14].

Communication Channels: The brand adopts a combination of online and offline marketing strategies, with some notable activities generating a significant amount of online interaction. Initiatives like the “Bear Black Egg” brand image IP and the “Take Your Bucket to Tianlala” campaign have attracted widespread attention. However, brand inconsistency and a lack of targeted communication strategies pose challenges to the brand image and market positioning.

Challenges: Insufficient brand integration and segmentation hinder effective communication with current and potential customers. Compared to leading tea brands with complex membership marketing systems, Tianlala’s approach lacks personalized incentives and integration with new media platforms. Achieving a coherent and strategic approach to integrated marketing communication is crucial for enhancing brand recognition, customer loyalty, and market competitiveness.

5. Tianlala Integrated marketing and communication strategy of Honeysuckle Cool tea beverage

5.1 The application of the AIDA model

AIDA Framework Implementation for Thorn Flower

A - Attention Capture

Deploy brand signature assets (unified logo system, chromatic branding) across multi-channel touchpoints. Utilize sensory triggers through short-form video content showcasing product aesthetics (e.g., layered beverages, dessert texture close-ups) on Douyin/WeChat. Launch seasonal teasers with countdown mechanics to amplify anticipation for limited editions ^[15].

I - Interest Cultivation

Implement narrative immersion via behind-the-scenes content:

Ingredient provenance documentaries (organic farms, extraction processes)

Barista skill showcases (craftsmanship storytelling)

“Day in the Life” consumer testimonials

Introduce experiential marketing through pop-up DIY workshops (customizable drink stations) and AR filter games mimicking drink creation ^[16].

D - Desire Activation

Develop social proof ecosystems:

UGC campaigns with branded hashtags (#MyThornFlowerMoment)

Tiered influencer partnerships (micro to KOL) demonstrating daypart consumption (morning energizers, afternoon treats)

Limited “Early Bird” bundles (pre-release access for loyalty members)

A - Action Facilitation

Optimize frictionless conversion pathways:

WeChat Mini Program integration (scan-to-order in stores)

Geo-targeted flash sales (30% off within 1km radius)

Membership tiers with progressive rewards (free 5th drink, birthday doubles)

Embed urgency CTAs in digital interfaces:

“Claim Your Summer Chill - 50% OFF First Mobile Order”;

“Reserve Limited Pineapple Mint Cooler - Stock Alert: 23 Left”

This structured AIDA application enables systematic conversion from awareness to transaction while aligning with Gen Z’s preference for interactive, authenticity-driven brand engagement.

5.2 Implementation of IMC

5.2.1 Integrating Communication Image to Achieve “Unified Image, Consistent Voice”

Brand positioning must identify its unique characteristics and then concentrate and repeat them. In the internet era, consumers are faced with an explosion of information and distracting messages. Brands need to find their unique value proposition,

integrate relevant communication channels, unify external image dissemination, and convey a consistent external voice, aiming to accurately communicate advertising messages to the target audience ^[17].

Suggestion: In the integrated marketing communication activities for promoting honeysuckle herbal tea, incorporate the unified Tianlala brand concept to enhance its position in marketing communication strategies; increase long-term fixed hanging advertising materials in physical stores to promote Tianlala herbal tea; and increase unified and coordinated publicity online on new media platforms.

5.2.2 Integrating Consumer Data to Develop Targeted Incentive Policies

The official WeChat mini-program has approximately 6.9 million members, which is a substantial number. However, currently, there are no targeted promotion strategies for these existing customers, i.e., members.

The optimization plan is implemented in four steps:

Firstly, the 6.9 million members need to be segmented to further refine consumer behavior information and create a consumer database. This includes gender, geographical distribution area, cumulative consumption frequency, consumption frequency, average customer spending per purchase, frequently purchased products, etc., forming different segments for various types of members, and “inserting” “Honeysuckle Herbal Tea” based on these characteristics.

Secondly, for members of different levels, we can adopt a consumption points system, dividing members into different levels based on the number of points, and implementing different levels of cashback and discount offers for members accordingly.

For customers who have not yet registered as Tianlala members, a membership registration incentive can be offered, such as a discount on the first purchase, to encourage potential customers to become members.

Lastly, during special holidays, incentives can be offered through coupons or other forms of discount activities to encourage customers to make purchases in-store.

By doing so, not only can consumer stickiness be increased, but it can also help businesses segment customer preferences, optimize product structures, and form more favorable marketing methods ^[18].

5.2.3 Integrating Diverse New Media Resources and Utilizing Opinion Leaders

Brand communication needs precise positioning, selecting opinion leaders consistent with the brand’s tone to promote “Honeysuckle Herbal Tea,” and paying attention to the variable characteristics of opinion leaders. At the same time, leveraging the advantages of different media channels, integrating marketing communication, forming a closed-loop marketing communication process, and enhancing communication effectiveness. Tianlala should improve and build accounts on each mainstream new media platform, develop different communication content, integrate online and offline media channels, and form a virtuous cycle to enhance brand awareness and sales [19].

5.2.4 Utilizing Charitable Activities to Fulfill Social Responsibility and Maintain Public Relations

Combine corporate mission with charitable projects or social responsibility activities consistent with corporate values and brand image. By participating in social responsibility activities, improve brand image, enhance public image and brand reputation. Increase customer engagement by encouraging customers to participate in charitable activities. For example, for every cup of “Honeysuckle Herbal Tea” purchased, the enterprise can donate one yuan to relevant activities. Ensure transparency and certification of charitable activities to gain relevant social responsibility certifications to enhance credibility. Establish good media communication relationships, build good relationships with third-party media to ensure positive reporting of brand information. Event sponsorship, by hosting or sponsoring events to increase brand exposure and interaction with the target audience ^[20].

5.3 Implementation Safeguards for Integrated Marketing Communication Strategies Optimization Plan

5.3.1 Marketing Talent Echelon Construction

Tianlala has established a branch in Shanghai to attract outstanding talents from first-tier cities. In addition to recruitment, we also need to motivate internal talents. We should select talents with forward-looking and advanced qualities and improve the recruitment process. At the same time, an internal talent echelon and incentive policies should be established. Some marketing projects can be outsourced to external advertising companies, utilizing their professional skills and experience ^[21].

5.3.2 Budget Planning

An integrated marketing plan requires a reasonable budget. Tianlala has not yet received funding, and capital injection is needed to implement safety strategies. After going public, cash flow will support the rapid growth of the enterprise. The financing cost in the secondary market is lower, and more capital means that a more comprehensive and thorough marketing plan can be implemented ^[22].

5.3.3 Completeness of Consumer Database

Understanding the target consumer group is crucial. Consumer data generated after each marketing activity should be incorporated into the database to more accurately target the audience and develop incentive plans. Digital construction helps maintain the connection between the brand and consumers, which is the foundation of customer relationship marketing.

5.3.4 Perfection of Marketing Team System

The performance evaluation system should be improved to ensure its high relevance to the marketing communication plan. Strengthen coordination between departments to ensure that all departments work towards a common goal. Empower each department with the appropriate authority to ensure the effective and smooth implementation of the integrated marketing communication plan ^[23].

5.3.5 Intellectual Support from External Teams

Leverage professional market knowledge and rich experience to provide new perspectives and ideas for the company's market opportunities, helping it explore underutilized market opportunities. Flexible and scalable, using advanced marketing tools and technologies to improve the efficiency of activities. Provide various references to help internal teams share risks and reduce failures.

6. Analysis of Tianlala Honeysuckle Herbal Tea Integrated Marketing Communication Strategy Based on the 3D-IDPT Model

6.1 Introduction to the 3D-IDPT Theoretical Model

The 3D-IDPT model is an analytical framework within information resource management theory, emphasizing information's essential property—its shareability and continuous flow. Information is placed at the origin of a three-dimensional model, divided into four quadrants by two axes: the horizontal axis (space: Individual & Collective), and the vertical axis (time: Instant & Synchronic). Additionally, a third dimension (Z-axis: construction) represents the process of information construction, reflecting continuous improvements driven by technology advancements, value orientation, and user demands.

Specifically, the model identifies four quadrants:

Individual-Instant: immediate information needs of individuals.

Individual-Synchronic: sustainable and repeated utilization of information by individuals over time.

Collective-Instant: immediate information demands shared by groups at specific moments.

Collective-Synchronic: long-term and stable information sharing among user groups.

The 3D-IDPT model illustrates how information construction evolves comprehensively by overcoming various barriers, matching values with user demands, and leveraging technological progress, ultimately enhancing information resource effectiveness ^[24].

6.2 Applicability of the 3D-IDPT Theory in This Study

Integrated Marketing Communications (IMC) is essentially a comprehensive process of information management, with the core objective of achieving consistency, effectiveness, and coordination in corporate marketing communications. Information science and information management theory provide solid theoretical support and methodological guidance for IMC from the perspectives of information flow, information resource management, and communication and communication.

The main manifestations are: enhance the efficiency and accuracy of information flow in the marketing communication process; promote the strategic integration and systematic management of marketing information resources; optimize communication channels, media, and feedback mechanisms to achieve continuous improvement in marketing communication effectiveness.

6.2.1 The Applicability of Information Flow and Communication Theory in IMC

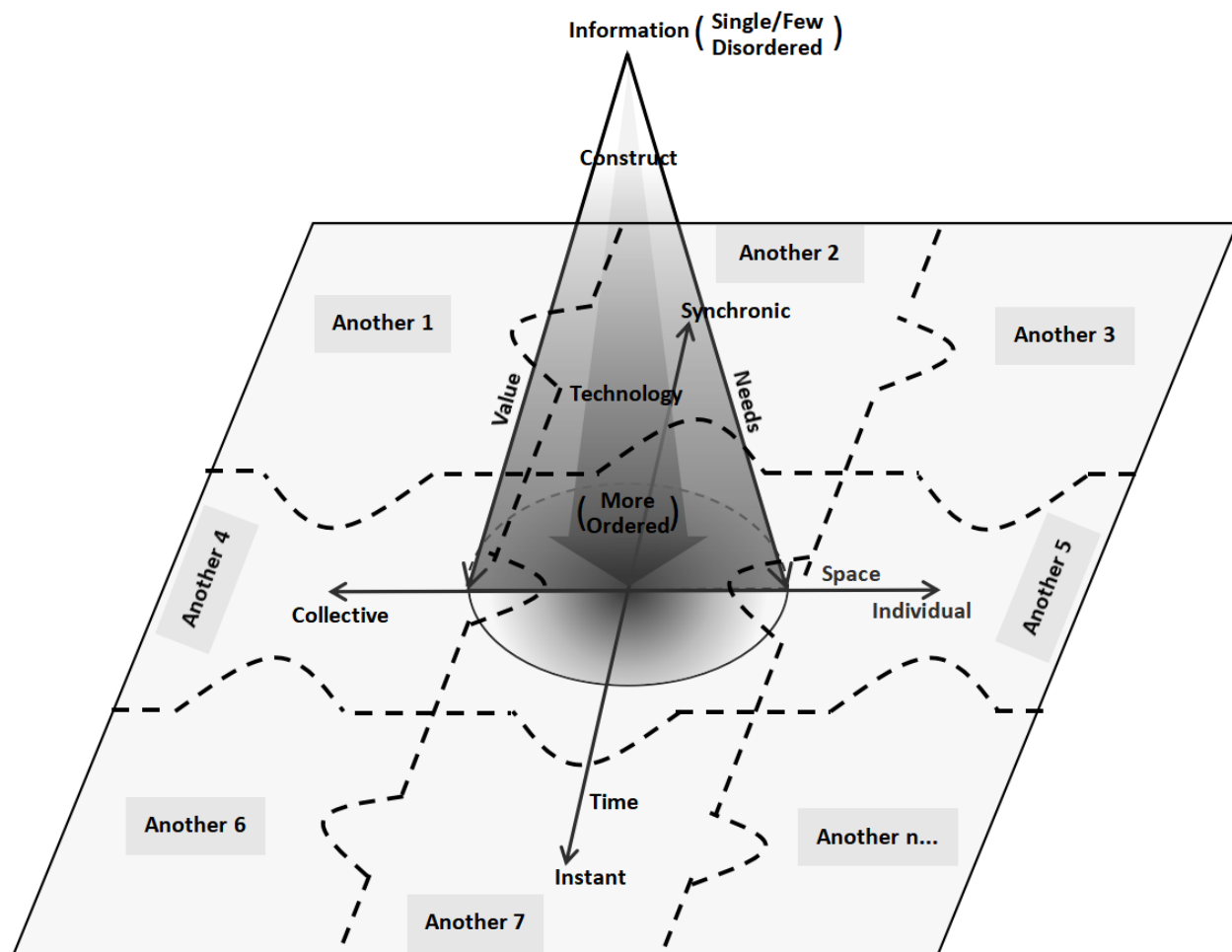
Information science theory emphasizes the process of information dissemination, which is the efficient flow of information from the sender to the recipient. This is highly consistent with the requirement of “precisely conveying marketing information” in IMC. Specifically, this is reflected in:

Improving Information Delivery Efficiency: information flow theory emphasizes the timeliness, accuracy, and completeness of information transfer, helping enterprises scientifically design their communication content and methods, thereby reducing information distortion and ensuring unified audience perception of core brand messages.

Optimizing Information Feedback Mechanisms: informatics stresses the importance of feedback loops in communication processes, closely aligning with IMC’s emphasis on customer feedback, brand interactions, and communication effectiveness assessment. This alignment enables enterprises to timely adjust their communication strategies and dynamically optimize information dissemination.

Enhancing Media Matching in Communication: the media richness theory in informatics guides enterprises in selecting the optimal communication channels (such as social media, traditional media, or face-to-face communication) according to information characteristics, audience attributes, and communication contexts, thereby improving communication effectiveness.

Figure1: 3D-IDPT(Integrate Discipline Puzzle Theory) Model



6.2.2 The Applicability of Information Resource Management Theory in IMC

Information Resource Management Theory considers information as a strategic resource for enterprises, emphasizing the unified organization and efficient utilization of information resources. This provides a theoretical basis for the information integration and resource collaboration in IMC. It is mainly manifested as follows:

Strategic Integration of Marketing Information Resources: information Resource Management Theory provides methodological support for enterprises to establish a unified information resource management platform, enabling the efficient

integration and sharing of brand, product, channel, and customer data in marketing communication. This avoids information silos and ensures the consistency and coordination of communication strategies.

Construction of Information Resource Sharing Mechanisms: information Resource Management Theory helps enterprises design cross-departmental information sharing and collaboration mechanisms. For example, through CRM (Customer Relationship Management System) and marketing automation tools, it achieves smooth information flow between different departments, strengthening the high synergy of brand information dissemination during the IMC process.

Systematic Management of Marketing Information Dissemination: information Resource Management Theory also guides enterprises in establishing clear information communication and authority management norms. This ensures the security of information, the efficiency of information transmission, and the standardization of the marketing information dissemination process, maintaining the consistency of the brand image.

6.2.3 Dimension Specification

Space Dimension (Horizontal Axis)

Individual: Tianlala Company

Collective: Consumers, market competitors, supply chain partners, government, and the public

Time Dimension (Vertical Axis)

Instant: Product launch, short-term marketing activities

Synchronic: Long-term brand building, changes in market environment, and trends in consumer behavior

Construct Dimension (Z Axis):

Technology: Marketing communication channel technologies (new media, short videos), product manufacturing technologies

Value and Needs: Changes in consumer demand, company brand values, and social responsibilities

6.3 Detailed Analysis Framework Based on the 3D-IDPT Model

6.3.1 Space Dimension Analysis (Horizontal Axis)

Individual Dimension: Tianlala Company achieves consistency in brand voice and visual identity across different media platforms through a unified brand communication strategy. For instance, when launching honeysuckle herbal tea, the company adopts a unified brand logo, communication slogan, and precise product positioning and feature description, effectively clarifying the brand's unique positioning. At the same time, based on the AIDA model, by integrating resources and carefully designing communication strategies, the company guides individual consumers from attention (Attention), generating interest (Interest), thereby stimulating the desire to purchase (Desire), and ultimately facilitating the purchase behavior (Action), ensuring the brand message achieves a "consistent voice" across different channels.

Collective Dimension: Tianlala Company deeply analyzes the consumption habits and value orientations of the younger generation (Generation Z), precisely capturing their interest points in health and novel tea drinks. Through social media and new media KOLs, the company effectively strengthens interaction with the target group. At the same time, the company closely monitors changes in consumer group needs, market strategies of competitive brands, supply chain and government requirements for product safety and quality, as well as the public's focus on the brand's social responsibility. The company dynamically adjusts marketing communication strategies to ensure that the brand always meets the needs of young consumers and the market development trends.

6.3.2 Time Dimension Analysis (Vertical Axis)

Instant Dimension: Tianlala implemented an effective and efficient instant marketing strategy during the initial launch of the new product (Honeysuckle Herbal Tea). Through diverse forms such as short videos and live streaming, they quickly attracted widespread consumer attention and stimulated immediate purchasing behavior. In addition, well-crafted promotional activities for holidays and hot events also served as a key component of the instant strategy, aiming to rapidly increase brand exposure and drive short-term sales growth. This series of initiatives formed an organic integration, ensuring the logical coherence of the overall promotion plan. Particularly, the unique advantages of short video KOL marketing were leveraged to play a significant role in rapidly increasing product popularity and immediate sales.

Synchronic Dimension: Tianlala Company focuses on long-term brand strategy construction, shaping a systematic brand story

and continuously spreading brand culture to stabilize and enhance consumer loyalty and identification with the brand. For instance, the company has long been engaged in charitable public welfare activities, actively establishing and maintaining a good brand social image; at the same time, it has established a complete consumer database to implement long-term precise marketing strategies. Through long-term cultivation of consumer groups, brand loyalty building, and the continuous dissemination of brand values, a solid brand identity is gradually formed, ensuring that brand communication strategies are highly aligned with market trends.

6.3.3 Construct Dimension Analysis (Z Axis)

Technology Dimension: Tianlala Company actively adopts digital marketing technologies, conducting precise and personalized communication through platforms such as Douyin(Tiktok), Xiaohongshu, Weibo, and WeChat Mini Programs. Additionally, leveraging big data platforms, the company deeply analyzes consumer behavior and preferences to achieve precise marketing. In terms of product technology innovation, the company applies cold-brew technology to develop novel flavor products, continuously enhancing product competitiveness and consumer experience.

Value and Needs Dimension: Tianlala Company closely integrates its brand core value with consumer demands, precisely meeting the market's need for a healthy lifestyle through the distinctive features of healthy and low-sugar products; at the same time, by engaging in charitable public welfare activities, the company combines the dissemination of brand value with the practice of social responsibility, further enhancing consumers' emotional identification and value resonance with the brand, continuously strengthening the brand's social responsibility image, and reflecting the brand value.

6.4 Comprehensive Application of 3D-IDPT Analysis in Tianlala Marketing Strategy

Figure2: Comprehensive Application of 3D-IDPT Analysis in Tianlala Marketing Strategy

Quadrant Dimension	Specific Marketing Communication Strategies	Examples from Original Content	Supporting Foundations
Individual-Instant Quadrant	New product short video promotion, real-time promotional events	Application of AIDA model, KOL marketing strategies	<p>Technology: Integrating the latest technological information to ensure research outcomes are promptly applied in the company's marketing strategies and daily operations.</p> <p>Needs: Always remembering that Tianlala is essentially a fast-moving consumer goods (FMCG) company; only by meeting consumers' needs for better quality, taste, price, and novelty can it achieve rational and sustainable development.</p> <p>Value: Emphasizing the voice of every participant in the consumption process to achieve a shared and sustainable value orientation.</p>
Individual-Synchronic Quadrant	Long-term brand image promotion, user loyalty building	Brand consistent voice strategy, long-term brand management analysis	
Group-Instant Quadrant	Trending topic marketing, short-term promotional campaigns	Holiday promotions, real-time user interaction	
Group-Synchronic Quadrant	Long-term public welfare activities, communication of brand social responsibility	Charity strategy, long-term consumer trend analysis	

7. Conclusion

Anhui's Tianlala Company stands as a leading private enterprise and ranks among the top ten brands in China's innovative tea beverage sector. Its success is rooted in the consistent evolution of its brand communication strategies, particularly its IMC approach, which has set a benchmark for the industry. While Tianlala's IMC framework demonstrates notable strengths—such as cohesive cross-channel messaging and agile product development—it faces challenges that require refinement. Gaps in premium market penetration, fragmented digital engagement tactics, and delayed responses to emerging beverage trends highlight areas for strategic adjustment. Addressing these weaknesses proactively is critical for the company to sustain its competitive edge, capture greater market share, and align with the rapid evolution of consumer preferences and industry dynamics.

Looking ahead, Tianlala must prioritize a holistic analysis of its IMC strategy to fortify its marketing ecosystem. This

involves deepening its understanding of high-tier urban markets, enhancing digital personalization through advanced technologies like AI-driven analytics, and fostering innovation to counter substitutes such as coffee culture. By streamlining brand narratives across regions and platforms, investing in premium product lines, and leveraging real-time consumer feedback loops, the company can solidify its domestic leadership while laying the groundwork for global expansion. The long-term vision centers on transforming Tianlala into an internationally recognized brand, capitalizing on its core strengths in ingredient innovation and cultural storytelling. Sustained growth will depend on balancing operational agility with strategic foresight, ensuring the brand remains synonymous with quality, adaptability, and consumer-centric innovation in an increasingly crowded and dynamic market.

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