

# New Pathways for the Development of Baijiu Crossover Marketing from a Cross-Cultural Perspective

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**Abstract:** This paper delves into the new pathways for the development of crossover marketing for Baijiu from a cross-cultural perspective. In the context of globalization and cultural diversity, the Baijiu industry faces intense market competition and diverse consumer demands. To seek new growth points, Baijiu brands are beginning to explore crossover collaborations, creating new marketing models and consumer experiences through integration with other industries or cultures. This paper first provides an overview of the concepts of crossover marketing and cross-cultural marketing, then proposes four fundamental principles of crossover marketing for Baijiu. It analyzes the current status and trends of Baijiu crossover marketing, identifying existing problems and challenges. Subsequently, from a cross-cultural perspective, the paper proposes new pathways for Baijiu crossover marketing. These include leveraging digital marketing and social media promotion, establishing international co-branding and Baijiu cultural IP collaborations, and organizing Baijiu cultural exchange events. The findings offer valuable insights and references for breaking traditional boundaries, expanding brand influence, and meeting diverse consumer needs in the realm of Baijiu crossover marketing from a cross-cultural perspective.

## 1. Introduction

In this era of high globalization, the Baijiu industry faces significant challenges and opportunities. This paper primarily explores how to utilize Baijiu culture as a medium, leveraging the commonalities between different brands through crossover marketing to explore diversified markets and resonate with consumers from different characteristics and cultures. By doing so, it aims to expand the influence of Baijiu brands and increase sales. This study has examined various successful and unsuccessful cases of Baijiu crossover marketing in recent years, summarizing and categorizing reasons for success and failure. It extracts principles with theoretical guidance significance in real practice to guide future crossover marketing for Baijiu enterprises.

## 2. Overview of Crossover Marketing

The term “crossover” was originated from the basketball technique known as the “cross dribble”. Subsequently, it was extended to music, signifying the blending of different music styles. With changing times and evolving consumer demands, “crossover” now denotes collaboration between different domains and are introduced into marketing theory.<sup>[1]</sup>

Crossover marketing is a collaborative approach between different fields and industries. It combines elements from two or more distinct domains, including brands, products, and services, to create new experiences and value. Crossover marketing is characterized by its innovation, complementarity, win-win nature, and diversification. It emphasizes crossing boundaries through creative collisions to offer fresh experiences for consumers and highlights resource integration. This marketing approach breaks traditional marketing paradigms, seeking non-industry partners to leverage the synergistic effects of different brands. The aim of crossover marketing is to interpret a common user characteristic from multiple angles, thereby establishing complementary brand relationships and enhancing brand value and market competitiveness.

In practice, crossover marketing can take various forms, such as co-branding, product collaborations, and joint events. Through crossover marketing, brands can leverage the resources and advantages of their partners to expand their influence and attract more consumer attention. At the same time, crossover marketing provides consumers with richer and more diverse products and services to meet their various needs.

This paper focuses on the crossover marketing of Baijiu because it can enhance the brand image and recognition of Baijiu, further strengthening the influence and dissemination of domestic brands. This, in turn, ensures the inheritance and promotes innovation of Baijiu culture.

### **3. Concept of Cross-Cultural Marketing**

Cross-cultural marketing refers to marketing activities conducted by enterprises in two or more different cultural environments, emphasizing the management of cultural background differences between the parties involved (enterprises and customers, clients, distributors, suppliers, etc.). The aim is to mitigate cultural risks, minimize cultural conflicts, and facilitate cultural integration in order to ensure the smooth implementation of marketing strategies. <sup>[2]</sup> There are two main market entry modes: similar culture entry mode and different culture entry mode. The similar culture entry mode involves developing cross-cultural markets by starting with markets that are culturally similar or close to the original market and gradually expanding according to cultural differences. This mode is suitable for products with relatively high cultural sensitivity, effectively reducing market risks. The different culture entry mode involves entering markets with significant cultural differences from the original market to quickly develop or seize market opportunities and strategic positions. Although this mode is riskier and costlier, it can quickly capture the market and enhance product competitiveness.

The new pathways for the development of Baijiu crossover marketing from a cross-cultural perspective mainly refer to the similar culture entry mode. It uses cultural similarity as a reference point, developing markets with high cultural similarity first to gain economies of scale and cross-cultural marketing experience, which serve as a springboard to expand into markets with greater cultural differences. The core of this pathway is to maintain the continuity of Baijiu market expansion. By continuously narrowing cultural differences, it reduces risks and enhances marketing flexibility. Each entry into a culturally similar market lays the foundation for the development of the next similar market, using the practice of cultural similarity as an analogy to explore new possibilities for entering markets with significant cultural differences.

In this paper, markets with high cultural similarity refer to crossover marketing between different commodity culture circles within the context of Chinese culture (such as the crossover between Chinese Baijiu and Chinese coffee culture circles). The aim is to analyze domestic crossovers between different cultural circles to accumulate experience for cross-cultural marketing between different international cultures.

## **4. The Principles of Crossover Marketing of Baijiu**

### **4.1 Culture Focused Spread**

In recent years, there are two areas in Baijiu crossover marketing that require improvement.

First, there has been a failure to effectively promote and enhance Baijiu culture. The cultural attributes of Baijiu have not been sufficiently emphasized, leading to an imbalance between its cultural and commercial attributes. Domestic crossover marketing of Baijiu has primarily relied on emotional appeal without fully leveraging the market influence inherent in Baijiu culture itself. Consequently, the potential consumer market has not been adequately tapped, and the few successful crossover cases have depended on the influence of top brands within the Baijiu industry.

Second, there has been a neglect of cultivating consumer habits. Currently, the Baijiu consumer base is becoming rigid, with polarized opinions about Baijiu among consumers. To explore and develop potential consumers, it is crucial to prioritize Baijiu culture over immediate profitability.

Crossover marketing presents an opportunity to cultivate consumption habits, but mere co-branding between two products is insufficient. Fully exploring the rich and long-standing Baijiu culture and integrating it with the target market culture can significantly enhance the chances of Baijiu's effectively penetration into new markets.

## **4.2 Resource Matching**

When selecting crossover partners, enterprises should consider commonalities and resource equivalence in aspects such as brand, strength, marketing philosophy and capability, corporate strategy, consumer base, and market position to achieve synergistic effects.

### **4.2.1 Brand Commonality**

Brand commonality mainly manifests in the similarity of brand image, brand values, brand positioning, and target markets. A specific example of this is the 2019 exploration of the integration between Moutai and the Palace Museum. The Palace Museum has a deep-rooted audience base, while Moutai enjoys strong brand value and reputation. Both parties aimed to delve into the cultural aspects of Moutai from a spiritual perspective, integrating elements of the Palace Museum into Moutai culture. This effort unearthed more cultural connotations of Moutai and created cultural and creative works related to Moutai, using these products to promote Moutai culture globally. Both Moutai and the Palace Museum are dedicated to inheriting and promoting Chinese culture, reflecting their similarities in image and values. This collaboration not only enhanced Moutai's brand value but also strengthened the cultural influence of the Palace Museum.

### **4.2.2 Strength Matching**

The strength of an enterprise is mainly reflected in its market influence, brand awareness, and financial operational capability. In crossover co-branding, both parties' market influence and financial operational capability are indispensable. <sup>[3]</sup> A notable recent example is the collaboration between Moutai and Luckin Coffee with their "Moutai-flavored latte". Moutai is a high-end Chinese Baijiu brand, while Luckin Coffee has made notable strides in the coffee market with its "weekly 9.9" promotions and rich experience in crossover collaborations. Their partnership ensured ample financial support and maintained high engagement from product positioning to development and promotion. The taste and packaging design of the "Moutai-flavored latte" fully leveraged each brand's strengths: the initial taste of sauce aroma followed by rich coffee flavor and a slight intoxicating sensation perfectly combined the flavors of Baijiu and coffee. Not only does it bring young consumers a brand-new taste experience, meeting their need to stay alert with coffee, but it also fulfills their desire for a "lightly intoxicated" mood in their hectic lives. Additionally, the eye-catching packaging design, featuring Moutai's overall design elements, quickly drew consumer attention and visually linked the two collaborating brands, capitalizing on Moutai's market influence.

### **4.2.3 Marketing Philosophy and Capability**

Marketing philosophy and capability focus on an enterprise's primary marketing positioning and response to market demands. The collaboration between Sprite and Jiangxiaobai aligns with their respective marketing directions. <sup>[4]</sup> In recent years, both Sprite and Jiangxiaobai have targeted Generation Z. Their 2019 collaboration, producing drinks inspired by consumer demand, was not entirely original but rather a response to consumer preferences. The "Baijiu Lemon" and "Lemon Sparkling Wine" initially emerged as a popular concoction online, combining Jiangxiaobai Baijiu and Sprite in specific proportions, creating a viral trend. Leveraging their market responsiveness, Jiangxiaobai and Sprite adhered to the concept of user-created products, jointly launching "Jiangxiaobai-flavored Sprite" and "Sprite-flavored Jiangxiaobai." This joint name of the cross-border products of the mixed drink expressed the idea of young people bravely "mixing" their own life. The primary factors driving this collaboration were the alignment of marketing philosophies and a mutual understanding of market responsiveness, helping Sprite follow trends and enabling Jiangxiaobai to explore international markets.

### 4.3 Consumer Consistency

The consumer bases of collaborating brands should have similar characteristics, such as age, income level, consumption preferences, or lifestyle. Consumer consistency is a key factor for successful crossover marketing. When the consumer characteristics of collaborating brands are similar, crossover marketing is more likely to be accepted and appreciated, thereby increasing the likelihood of success.

In July 2020, Luzhou Laojiao and the tea beverage brand Cha Panda jointly launched the milk tea "Drunken Walk," sparking online discussions. However, by early 2021, this milk tea was withdrawn from national stores, and the two subsidiaries established for marketing were also dissolved. Although both Luzhou Laojiao and Cha Panda are leading brands in their respective fields, their consumer bases differ. Luzhou Laojiao's main consumers are middle-aged and older with high incomes, who prefer high-quality Baijiu and exhibit high brand loyalty and recognition. In contrast, Cha Panda's primary consumers are young people who are enthusiastic about novel drinks and experiences, with relatively lower purchasing power and loyalty, focusing more on price and novelty. Luzhou Laojiao aimed to attract a younger consumer base and expand its market through this crossover collaboration. However, the immature consumption awareness and limited purchasing power of the younger demographic meant that the investment and returns from this crossover attempt did not match up in the short term, leading to the collaboration failure.

### 4.4 Non-Competitive Relationship Between Brands

Emphasizing the non-competitive relationship between brands aims to avoid direct market competition, allowing both parties to fully invest in the collaboration and better leverage their strengths. A non-competitive relationship enables brands to complement each other in crossover collaborations, achieving synergistic effects and mutual benefits.<sup>[5]</sup> In 2017, Moutai collaborated with the movie "Wolf Warrior II," incorporating Moutai's brand elements into the film. Following the movie's release, Moutai was prominently featured as an important prop for the protagonist's victory celebration, enhancing the film's realism and relatability. This collaboration tightly linked Moutai with the spirit of patriotism, adding cultural depth to the brand. The Baijiu industry and the film industry belong to different tracks, naturally lacking direct competition between brands. Through this collaboration, Moutai not only enhanced its cultural depth and high-end image but also attracted significant media and consumer attention, expanding its brand influence. The success of "Wolf Warrior II" also made Moutai's brand image more prominent, gaining more recognition and approval among younger audiences.

## 5. Background Analysis of Baijiu Crossover Marketing

### 5.1 Value Analysis

The value of Baijiu crossover marketing is primarily reflected in the following aspects.

Firstly, it helps in promoting and enhancing brand awareness of Baijiu. By collaborating with well-known brands from different industries, Baijiu enterprises can expand their brand influence and attract more consumer attention. Through crossover collaborations, Baijiu companies can also break away from traditional brand images. For instance, the collaboration between Moutai and Luckin Coffee showcased a younger and more fashionable side of Moutai, attracting more young consumers and enhancing its brand reputation and recognition.

Secondly, it aids in market expansion and consumer cultivation. Through crossover partnerships, Baijiu enterprises can extend their products to new market domains. By integrating Baijiu with other foods or beverages to launch new products, these companies can cultivate consumer acceptance of Baijiu flavors. This cooperation helps incorporate Baijiu culture into consumers' daily lives, thereby increasing their recognition and acceptance of Baijiu.

Thirdly, it contributes to the inheritance and international promotion of Chinese traditional culture. As a representative of Chinese traditional culture, Baijiu can further propagate and promote Chinese culture through crossover collaborations. For example, the collaboration between

Wuliangye and the Palace Museum not only showcased Wuliangye's brewing techniques and brand value but also carried forward the essence of Chinese culture. Collaborations with international brands can push the internationalization of Baijiu, spreading excellent Chinese culture globally.

Crossover marketing of Baijiu has multifaceted value. Through such collaborations, brands can expand their influence, enhance their image, explore new markets, cultivate consumer tastes, and promote cultural dissemination. These values not only support the long-term development of Baijiu enterprises but also hold significant importance for the innovation and growth of the entire Baijiu industry.

## **5.2 The Crossover Approach Analysis**

Baijiu crossover marketing involves joint marketing between Baijiu brands and other industries or brands, integrating resources and advantages from different fields to achieve brand complementarity and win-win cooperation. In recent years, with the diversification of consumer demand and intensifying market competition, the Baijiu industry has actively explored new crossover marketing models to seek new growth points and breakthroughs. Currently, the crossover marketing of Baijiu primarily collaborates with the following industries.

### **5.2.1 Film and T.V. Industry**

Baijiu has deep historical and cultural roots, making its collaboration with the film and television industry, a sector rich in cultural and artistic elements, a natural fit. The crossover collaboration between Baijiu brands and the film and television industry can take various forms, including product placement, exclusive partnerships, co-branded or limited-edition products, and integrated online and offline marketing.

For example, Shui Jing Fang, a traditional Chinese Baijiu brand, has been dedicated to preserving and promoting Chinese liquor culture. The television program "National Treasure," which features nine top museums exploring cultural relics, attracted a wide audience due to its deep cultural content and broad influence. In November 2017, Shui Jing Fang collaborated with "National Treasure" as the exclusive title sponsor, embarking on a journey to bring cultural relics to life. This collaboration successfully linked Shui Jing Fang with cultural heritage and traditional culture, enhancing its brand image and reputation. Through placements and promotions in the program, Shui Jing Fang effectively introduced Baijiu culture to a wider audience, making more people appreciate this traditional culture. Additionally, Shui Jing Fang further promoted and inherited Chinese liquor culture by organizing events like the Intangible Cultural Heritage Festival.

Besides collaborating with cultural heritage programs, Baijiu brands have also ventured into crossover marketing in other entertainment programs, particularly popular movies and TV dramas. For instance, in the movie "Wolf Warrior II," Moutai was cleverly integrated into the plot by director Wu Jing. This integration was not a traditional advertisement but a showcase of Baijiu's cultural attributes, reflecting Wu Jing's love for and promotion of Baijiu. In the movie, Moutai's placement in a scene involving drinking competitions with African locals left a strong impression and successfully introduced Moutai to a broader audience. Following the movie's release, Moutai highly praised Wu Jing's effort and organized viewings for its employees to express gratitude towards Wu Jing and the "Wolf Warrior II" crew. This event triggered fervent support for the national brand among fans, further enhancing Moutai's brand recognition and reputation.

However, some Baijiu brands still engage in "hard placement," which can be less effective. For example, Luzhou Laojiao, a well-known Chinese Baijiu brand, attempted to collaborate with a popular TV series to reach a younger market and enhance its brand influence. However, the direct placement of Luzhou Laojiao in the series felt disconnected from the plot, resulting in poor audience feedback. Consequently, Luzhou Laojiao's sales did not significantly improve due to the collaboration, and it negatively impacted the viewing experience.

### **5.2.2 Sports Industry**

Currently, the crossover collaboration between Baijiu brands and the sports industry mainly takes the following forms.

First, sponsoring or naming sports events. For instance, Wuliangye's collaboration with golf tournaments and Luzhou Laojiao's partnership with ITF International Men's Tennis Tour and the Australian Open. The broad influence and audience base of sports events allow Baijiu brands to quickly enhance brand awareness and reputation. Deeply integrating into the various aspects of the events helps better reach target consumers and convey brand culture and values.

Second, launching co-branded or limited-edition products. Baijiu brands collaborate with sports events or athletes to create co-branded or limited-edition products. For example, Wuliangye sponsored the 2019 Shenyang Century Golf Club Individual Tournament and named the 2020 Wuliangye Cup Baichuan Premiums Third Golf Invitational hosted by Baichuan Premiums. Building on this, Wuliangye launched limited-edition products co-branded with golf tournaments, attracting golf enthusiasts and collectors with unique designs and packaging. Co-branded or limited-edition products increase product uniqueness and appeal, arouse consumer purchase desires.

Third, hosting or participating in sports-themed events. Baijiu brands can host or participate in sports-themed events such as Baijiu tasting events, sports challenges, and more, interacting with consumers and conveying brand culture. For instance, Wan Ming Tang collaborated with the Hainan Regatta to boost brand recognition through sports events. By hosting or participating in sports-themed events, Baijiu brands can increase consumer interaction and communication, enhancing brand recognition and favorability.

Fourth, utilizing sports celebrities for endorsements or promotions. Baijiu brands invite famous athletes to endorse or promote their products, leveraging the celebrities' influence to attract consumer attention. For example, Chishui River Liquor once invited Messi to be its brand ambassador, although the results were not ideal. While utilizing the fame and influence of sports celebrities can quickly increase brand exposure and recognition, it is crucial to consider the alignment of the celebrity's image with the brand image, as well as market feedback and potential risks.

### **5.2.3 Fashion Industry**

The crossover collaboration between Baijiu brands and the fashion industry aims to enhance brand value and expand market share through the complementary advantages of both parties. Currently, the primary approach in the Baijiu industry's crossover marketing with the fashion field is co-branded product design and promotion. Baijiu brands collaborate with fashion brands to design and launch co-branded products, such as co-branded clothing, accessories, and bags. For instance, Wuliangye collaborated with Swarovski to launch the fashionable "Wuliangye Crystal Life" product, perfectly combining the richness of Baijiu with the brilliance of jewelry. Through co-branded products, Baijiu brands can leverage the fashion elements and influence of fashion brands to enhance their image and appeal, attracting the attention of younger consumers. Additionally, Baijiu brands may sponsor events hosted by fashion brands, such as fashion shows and fashion galas, or provide product support at these events. For example, Moutai collaborated with the well-known fashion brand Yeezy, founded by American singer Kanye West, to host a launch event showcasing co-branded bottles. Participating in fashion brand events allows Baijiu brands to reach a wider range of audience in the fashion industry, increasing brand exposure and market influence.

### **5.2.4 Food Industry**

The primary approach in the crossover collaboration between Baijiu brands and the food industry is the launch of co-branded products. Baijiu brands collaborate with food brands to develop and launch co-branded products, such as co-branded ice cream, chocolate, and candy. For instance, Moutai collaborated with Mengniu to launch Moutai ice cream, which quickly became a popular product, attracting approximately 3.4 million buyers. Luzhou Laojiao partnered with Zhong Xuegao to launch a strong-flavored Baijiu ice cream called "Drunk Ice Cream," offering consumers a unique taste experience.

Additionally, developing limited-edition products is another form of co-branding. Baijiu brands collaborate with food brands to design and launch limited-edition products with unique designs, packaging, or formulas to attract consumers. For example, Yanghe Liquor launched "Blue Ocean

Treasure” Hai Zhi Lan and “Meeting Treasures” cultural and creative mystery box ice cream, some of which contain 3% liquor of the brand Hai Zhi Lan, causing a buying frenzy by combining the mystery box concept. Moreover, thematic event collaborations and joint branding efforts are also common co-branding strategies.

### **5.3 Lessons Learnt**

The success of crossover collaborations hinges on balancing the commercial and cultural attributes of Baijiu. Both parties in a crossover partnership must not only match in terms of commercial strength and operational capability but also innovate in interpreting Baijiu culture. The degree of cultural compatibility between the two brands is fundamental. Thus, when selecting crossover partners, the criteria should focus more on cultural compatibility within the same economic tier. In practical marketing operations, culture acts as a bridge linking the two brands, seeking cultural commonalities and expanding the interpretive space of Baijiu culture. This involves enriching Baijiu culture within the current contextual framework and integrating it better with contemporary consumption habits. On one hand, by innovatively interpreting Baijiu culture, the collaboration can cater to the consumption habits of the new generation; on the other hand, it fosters new consumption habits centered around Baijiu.

## **6. New Pathways for Baijiu Crossover Marketing**

Based on the current state of Baijiu cross-cultural marketing and the lessons learned, the following approaches can further enhance the role of Baijiu culture in promoting crossover marketing.

First, leveraging digital marketing and social media to promote Baijiu culture and products. Baijiu enterprises can utilize big data technology and user behavior analysis to conduct in-depth research on target markets, understanding the drinking habits, taste preferences, and cultural backgrounds of foreign consumers. Based on the research results, targeted marketing strategies should be developed to ensure that product information and brand culture are accurately conveyed to the target audience. Unique bottle designs and Baijiu products that cater to local tastes can be introduced to integrate Baijiu culture with local culture, attracting foreign consumers. Utilizing global e-commerce platforms and social media, such as Amazon, Facebook, and Twitter, to showcase Baijiu products and culture can broaden sales channels. Collaborations with internationally renowned liquor e-commerce platforms like Wine.com and Vivino can enhance Baijiu's exposure in international markets. Baijiu companies can also create official accounts and produce high-quality videos, images, and articles on Baijiu culture. These should highlight Baijiu's brewing techniques, tasting methods, and historical culture to increase international awareness of Baijiu culture. Additionally, inviting internationally known wine critics or collaborating with popular local food bloggers to taste and promote Baijiu products through reviews or videos may boost the product's professionalism and credibility.

Second, expand international co-branding and cultural IP collaborations for Baijiu brands. Baijiu brands can draw on domestic co-branding experiences and explore co-branding with well-known overseas brands, launching products that combine the cultural characteristics of both parties. By leveraging the reputation and influence of overseas brands, more foreign consumers can be introduced to Baijiu. Sharing brand resources can achieve mutual benefits. As a representative of traditional Chinese culture, Baijiu can integrate Chinese cultural elements through co-branding with international brands, facilitating cultural exchange and fusion between China and the West. This integration can enhance Baijiu's cultural depth and gain interest and recognition of Baijiu culture among foreign consumers. Additionally, combining Chinese Baijiu culture with famous international cultural IPs, such as Disney or Marvel, by incorporating their elements into Baijiu packaging design, can create unique products that attract international consumers, and boost brand recognition and exposure in the global market.<sup>[7]</sup>

Third, organize Baijiu cultural exchange events that are combined with local culture. Events like "Chinese Baijiu Culture Festival" can be organized, inviting foreign tourists to participate and

setting up dedicated tasting areas where professional tasters provide Baijiu tasting services. Visitors can appreciate the unique flavors and charm of Baijiu by tasting different vintages and varieties. Cultural exhibitions, handicraft sales, and folk performances can showcase the unique charm of Chinese Baijiu culture. Similarly, Baijiu Culture can be combined with the following local elements.

**Local tourism festivals:** Set up Baijiu culture booths at local tourism festivals to allow visitors to learn about Baijiu culture during their tour. For example, setting up Baijiu tasting areas at events like cherry blossom festivals or beer festivals can attract tourists to taste and learn about Baijiu.

**Local folk art performances:** Invite local folk art performance teams to perform at Baijiu cultural festivals, such as local dances, music, or theater. This combination allows visitors to enjoy performances while experiencing the fusion of Baijiu culture with local culture.

**Local cuisine:** Set up food booths at Baijiu cultural festivals to showcase dishes that pair well with Baijiu. Introducing pairing methods of Baijiu with different regional and flavor-specific cuisines allows visitors to appreciate the diversity of Baijiu culture while enjoying food.

**Local cultural institutions:** Partner with local cultural institutions, museums, and art groups to co-host cultural exhibitions and seminars. This collaboration enhances the professionalism and authority of the events, attracting more participants. Additionally, working with local cultural institutions can deepen the connection and interaction between Baijiu brands and local communities.

[6]

## 7. Conclusion

In conclusion, this essay has analyzed existing crossover cooperation cases in the Baijiu industry to explore new paths of Baijiu crossover marketing. It points out that crossover marketing presents significant growth opportunities for Baijiu enterprises by blending its dual commercial and cultural attributes. Effective collaborations can connect Baijiu to younger generations, aiding in cultural preservation while enhancing brand innovation. Through case analysis, it is found that digital media promotion, cultural IP co-branding, and localization are key to cross-industry success. By carefully selecting partners, accurately targeting consumer needs, and integrating resources effectively, Baijiu brands can enhance their market presence and cultural impact. This balanced approach ensures sustainable development and strengthens the cultural depth of Baijiu in an ever-evolving market landscape. However, the study is limited by the scope of data and the depth of empirical analysis, and future research should expand data collection, deeply analyze cross-cultural influence, evaluate long-term effects, and explore applications in an international context. Ultimately, Baijiu crossover marketing should take culture as the core, with precise positioning and innovation, and formulate scientific strategies to enhance brand competitiveness and finally achieve long-term development.

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