

Cross-cultural marketing



AUREN PROJECT

PURE ENERGY. PERFECT BALANCE

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Why the name

AUREN

AUREN comes from the Latin word *aurum*, which means gold.

Gold is a universal symbol of quality, purity and high standards, both in Western and Asian cultures.

The name AUREN was chosen because it is:

- short and **easy to pronounce** in China, Japan and South Korea
- **neutral and professional**, with no medical meaning, perceived as negative
- **clear and stable**, not emotional or trendy



About The Profit

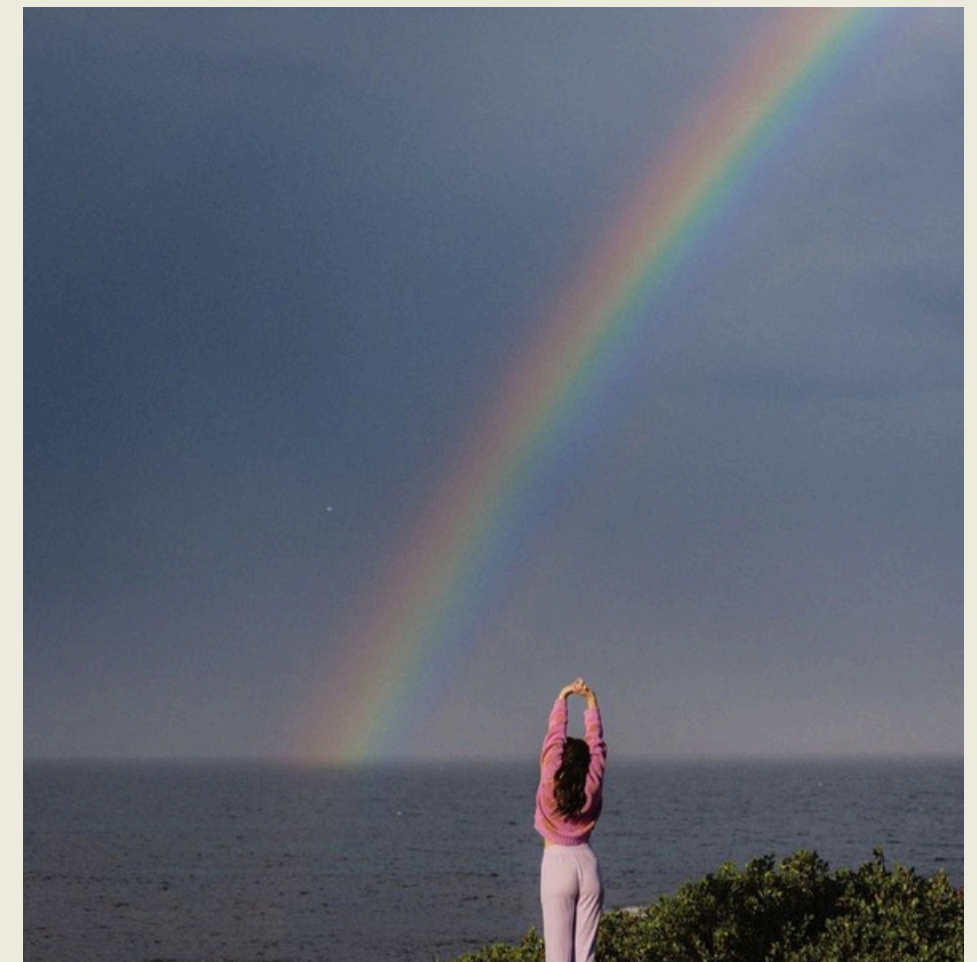


PayOff

Pure energy. Perfect balance.

The payoff “Pure Energy. Perfect Balance.” embodies the values of quality, purity and high standards and translates them into clear and tangible benefits:

- **Pure Energy** → essential, clean, and controlled energy, like pure gold
- **Perfect Balance** → optimal, stable, and long-lasting body balance



Market Differentiation and Overview

In **China, Japan** and **South Korea**, dietary supplements are considered an integral part of **daily preventive healthcare**, not optional or “extra” products.

Consumers use them regularly to maintain **balance, wellbeing and long-term health**.

Despite this shared mindset, each market has **distinct characteristics** in terms of regulation, consumer behavior, formats and communication.



Market Characteristics by Country

China

China is a very **large and fast-growing market**, but also one of the **most regulated**.

- Regulations are **strict** and entry **barriers are high**, especially for foreign brands
- E-commerce and digital marketing play a central role
- **Influencers (KOLs)** and educational content are **key** to building trust
- Foreign brands are perceived as **safer** and of **higher quality**

Market Characteristics by Country

Japan

Japan is a **mature** and **highly regulated** market, strongly driven by **science** and reliability.

- Consumers are extremely attentive to **dosage, formulation and safety**
- Brand loyalty is high once **trust** is established
- Communication is based on **clarity and precision**, not hype
- Advertising is less influential than **credibility**

Market Characteristics by Country

South Korea

South Korea is a **dynamic, trend-driven market**, strongly influenced by **lifestyle and aesthetics**.

- Young consumers lead **purchasing decisions**
- Supplements are closely **linked to beauty, fitness and self-care**
- Branding, packaging design and social **presence are decisive**
- Fast adoption of **new formats** and **trends**

Market-Specific Brand Strategies

CHINA

Goal

Build **trust** and **authority** in a very large and competitive market.

Key Messages

Communication should be **reassuring** and **educational**, with limited lifestyle emphasis.

Channels

- Local e-commerce platforms
- Collaboration with a Chinese influencer
- Explanatory videos and content

Product Line

IMMUNITY & LONGEVITY

Example products:

- Probiotics
- Vitamin C + Zinc

These products focus on clear, universal benefits, that are easy to understand and highly relevant.

Market-Specific Brand Strategies

JAPAN

Goal

Position the brand as a **reliable**, everyday **health partner**.

Key Messages

No exaggerated promises, no emotional hype.

Channels

- Promotion in pharmacies and specialized retailers
- Collaboration with a Japanese influencer
- Social media

Product Line

DAILY BALANCE

Example products:

- Gut health supplements
- Memory and concentration support

These are routine-based supplements, designed for long-term daily use.

Market-Specific Brand Strategies

SOUTH KOREA

Goal

Make the brand desirable, **modern** and **aspirational**.

Key Messages

Emphasis on **how** the product makes you feel and look.

Channels

- Pharmacies
- Specialized retail
- Local partnerships

Product Line

BEAUTY & PERFORMANCE

Example products:

- Collagen supplements
- Anti-stress / sleep support

These products focus on visible and perceivable results, especially about aesthetics.

OUR STRATEGY

We aim to adapt to the specific **needs** and **trends** of each East Asian market.

We understand that every country has its own **cultural characteristics**, consumption habits and communication channels.

For this reason, we have customized our approach to respond precisely to the expectations and aspirations of local consumers.

Across all three countries, there is a growing demand for **natural** products that support **wellbeing** and **beauty**.

Through collaboration with **local influencers** and the use of well-established **e-commerce** platforms, we are able to reach an audience that is already highly sensitive to these themes.

These channels not only allow us to promote our products in a targeted and effective way, but also help to strengthen our brand's **credibility**, creating a more authentic connection with consumers and increasing **trust** in our supplements.

China

INFLUENCERS AND EXPLANATORY VIDEOS



Viya, one of the most popular influencers in China, will be the face of our campaign.

She will create some **explanatory videos** to illustrate the benefits and the unique features of our product.

This contents will be published on **Xiaohongshu** (Little Red Book), often referred to as the “Chinese Instagram”.

E-COMMERCE

We will exploit local platforms such as **Xiaohongshu** (Little Red Book) and **WeChat**, where our products will be showcased and sold, allowing us to reach consumers through a type of content that combines social media and e-commerce.

Japan

SOCIAL MEDIA AND COLLABORATION



Nao Kanzaki, a famous Japanese beauty influencer, will be the face of our campaign.

She will share her experience with our supplements with her large audience, focusing on the benefits that our products can offer in **daily life**.

This content will be published on **Instagram**.

SPECIALIZED RETAILERS

On the retail front, we will collaborate with **Matsumoto Kiyoshi**, the most well-known and widespread pharmacy chain in Japan. This partnership will ensure us broad visibility in both physical and online stores, allowing consumers to easily access our products.

South Korea

COLLABORATION AND CONTENTS



Yoon Sun-hye, one of the most popular influencers in South Korea, will be the face of our campaign.

She will promote our products by focusing on the positive effects of **collagen** on the skin.

This content will be published on **Instagram**.

E-COMMERCE

We will use the local e-commerce **Coupang**, an online platform selling a wide range of products in the fields of supplements, personal care, beauty and snacks. This strategy will allow us to reach a large number of **clients**.

WHY ARE THEY EFFECTIVE?

Analysis

Our strategy works well because it focuses on understanding local cultures, offering natural products, partnering with local influencers, and using popular online shopping platforms. This approach meets consumers' practical needs while also connecting with their cultural values and emotions, helping build a strong, lasting relationship with the brand. All these elements work together to make it easier to enter and grow in the Asian markets.





THANK YOU

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