

Cultural Adaptation and Mascot Branding Strategies: A Case Study of ButterBear in the Chinese Market

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ABSTRACT

Background and Objectives: Mascots have become influential tools for cross-cultural branding, enabling brands to communicate emotional meaning and construct market identities across national boundaries. This study investigates ButterBear, a Thai bakery mascot that has rapidly achieved widespread popularity in China, to examine how cultural adaptation and integrated branding strategies facilitated its successful market entry. The research aims to identify the key cultural and marketing factors that contribute to the effectiveness of mascot-based branding within the culturally nuanced Chinese consumer environment, where emotional symbolism and cultural resonance significantly shape brand acceptance.

Methodology: This study employs a qualitative content analysis of news articles, business reports, and user-generated content on major Chinese digital platforms including Weibo, Douyin, and Xiaohongshu. The analytical framework draws upon theories of Moe culture, cultural adaptation, nostalgia marketing, electronic word-of-mouth (eWOM), omni-channel strategy, business alliances, and influencer marketing. These perspectives collectively provide a multidimensional lens for assessing how ButterBear's branding practices resonate with Chinese consumers and how digital participation amplifies the mascot's visibility.

Results: The findings indicate that ButterBear's success is anchored in its ability to strategically integrate emotional and cultural appeals. The mascot's design and behavior align strongly with Moe Culture—cuteness, innocence, and childlike characteristics—which foster protective instincts and emotional comfort among Chinese consumers. In parallel, nostalgia marketing strengthens consumer affinity by evoking childhood memories associated with teddy bears and symbolic warmth, transforming ButterBear into a “living memory” rather than merely a commercial icon. Cultural adaptation further reinforces consumer trust, as evidenced by the mascot's use of Chinese costumes, linguistic elements, traditional festival themes, and culturally resonant merchandise.

Digital engagement plays a decisive role in accelerating market visibility. User-driven eWOM on major platforms amplifies

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ButterBear's reach and enhances perceived authenticity, while influencer marketing increases brand credibility through alignment with well-known public figures. Additionally, collaborations with Chinese companies—such as the successful co-branded beverages with Luckin Coffee—demonstrate how business alliances strengthen local market presence. The integration of online and offline channels through pop-up stores, e-commerce platforms, and collaborative retail displays further reinforces consumer immersion and brand accessibility.

Discussions: This study contributes to the literature by conceptualizing mascots not merely as symbolic promotional elements but as culturally embedded intermediaries capable of translating brand identities into locally meaningful emotional experiences. The case of ButterBear illustrates how emotional universality—expressed through cuteness and nostalgia—intersects with cultural specificity to drive cross-cultural brand acceptance. Practically, the findings offer insights for international businesses and policymakers seeking to employ mascots as tools for branding, tourism promotion, and soft power development.

Conclusions: Overall, the study demonstrates that ButterBear's popularity in China reflects a synergistic integration of cultural alignment, emotional resonance, and digital market strategies. These mechanisms highlight the capacity of mascots to transcend linguistic and cultural boundaries, establishing sustainable consumer relationships and supporting long-term international brand expansion. The findings underscore that mascots can serve as strategic vehicles of cultural communication and soft power, offering a practical blueprint for foreign brands seeking to navigate culturally complex markets.

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Introduction

Mascots have been widely employed as a communication tool in both business and marketing, at national and international levels. They serve as memorable and approachable symbols that effectively connect brands with their target audiences (Cayla, 2013). Acting as representatives or distinctive symbols, mascots help organizations, events, and activities establish unique identities. Typically designed as characters with distinctive features—such as animals, objects, or human figures with appealing and friendly traits—mascots play a significant role in fostering audience engagement and creating an enjoyable atmosphere at events and promotional activities (Brown & Ponsonby-McCabe, 2014).

In addition, mascots can be used to create a connection with the brand, making it easier for consumers to recall products or services. Beyond visual appeal, mascots can also foster an emotional bond between the brand and consumers. They are often utilized in promotional and marketing activities—such as participating in events or producing advertising content—to increase consumer engagement and product appeal (Oh & Kim, 2025). Furthermore, developing distinctive narratives and personalities for mascots serves as an effective strategy to enrich their character design, making them appear livelier and more relatable to consumers. This process strengthens emotional attachment, thereby increasing brand memorability and long-term consumer loyalty (Deligöz & Ünal, 2021).

An illustrative example is the mascot ButterBear, which, despite being designed in the form of a bear, demonstrates notable differences in both visual appearance and character development for communication with target audiences. In the Chinese market in particular, the bear holds deep cultural significance, making the design and characterization of ButterBear especially meaningful for Chinese consumers (Li, 2022).

The mascot ButterBear represents the bakery brand under the Coffee Bean by Dao franchise and first gained widespread recognition through short video clips circulated on TikTok. Its distinctive cuteness and charm quickly captivated audiences, leading Chinese social media users to share the content further and thereby expanding ButterBear's popularity across China (Sanook, 2024a). According to scholarly analysis, ButterBear's character reflects the attributes of a young girl—adorable, gentle, and endearing—while also embodying politeness and modesty. These qualities evoke protective and nurturing instincts among consumers, fostering emotional attachment to the mascot (Thammasat University, 2024).

The growing popularity of ButterBear in China led to the organization of the “China Fan Meeting” at Jingfeng Shopping Center in Nanjing, Jiangsu Province, which attracted a large number of Chinese fans (MGR Online, 2024). Beyond such events, the brand strategically collaborated with local Chinese companies to expand market presence and increase consumer awareness. A notable example was its partnership with Luckin Coffee to launch two co-branded beverages, Little Butter Latte and Little Butter Americano, which were highly successful. Between September 30 and October 11, 2024, sales of these beverages on the Douyin platform exceeded one million orders, with the Little Butter Latte alone accounting for over 700,000 orders, ranking among Luckin Coffee's best-selling products of the year (Krunghthep Turakij, 2024). Furthermore, ButterBear's pop-up store at Grand Gateway 66 in Shanghai demonstrated the brand's strong marketing potential. The event increased the shopping mall's overall sales by more than 36% and boosted member spending by 40%, underscoring the mascot's capacity to generate widespread popularity and significant economic value in the Chinese market (Hang Lung Properties, 2025).

This study employs ButterBear—a bear-shaped mascot that has gained social media presence in China—as a case study to investigate how mascots can effectively penetrate the Chinese market. Characterized by its cute, endearing, and childlike image, ButterBear provides an illustrative example for analyzing both the features of mascots and the strategies that enable them to achieve cultural relevance and consumer acceptance in China. The research aims to identify the cultural and marketing factors that have contributed to ButterBear's success, thereby offering insights and practical guidelines for leveraging mascots as strategic tools for future expansion of brands into the Chinese market.

Research Gap and Objectives

While prior studies have explored the role of mascots in domestic branding contexts—particularly in Japan, China, and Western markets—there is limited research addressing the success of foreign mascots entering the Chinese market. Existing scholarship has rarely examined how cultural adaptation, nostalgia, and digital engagement strategies can be integrated to enhance cross-cultural branding effectiveness. To address this gap, the present study focuses on ButterBear as a unique case of a Thai mascot brand that successfully penetrated the Chinese market. The study pursues three key objectives: (1) to examine the branding strategies employed by ButterBear in entering the Chinese market, (2) to analyze how cultural adaptation and emotional branding foster consumer engagement, and (3) to identify practical implications for businesses and policymakers seeking to leverage mascots for international branding.

Significance of the Study

This research contributes to the literature by extending the theoretical understanding of mascots as cultural marketing tools beyond their symbolic function, demonstrating how they can bridge cultural differences and create sustainable consumer relationships. In practical terms, the findings provide actionable insights for international businesses aiming to enter culturally complex markets such as China and offer guidance for policymakers on utilizing mascots as instruments of cultural diplomacy and soft power.

Review of the Literature

Moe Culture

Moe Culture (萌文化), derived from the Japanese concept of *kawaii*, emphasizes cuteness and admiration. This cultural phenomenon has influenced Chinese society in product design, marketing, and brand communication, with the purpose of fostering emotional connections and consumer loyalty (Zhang, 2024). The term 萌 conveys a sense of affection toward fictional characters and inspires consumers to participate in content creation, such as fan art or fiction, thereby strengthening online communities (Wu, 2022).

Moe Culture began to exert influence in China in the 1990s through anime and manga, significantly impacting internet-native youth. The cuteness embodied in characters responded to consumers' psychological needs for escapism and stress relief. Brands have increasingly incorporated Moe Culture to attract customers and build emotional relationships (Shao, 2020), while also stimulating artistic innovation and product design, which form an essential part of the digital economy (Wu, 2022).

In China, Moe Culture has been localized and adapted to fit social and cultural contexts. Products and services employing “cute” imagery tend to meet diverse consumer needs and are frequently used to create strong emotional bonds between brands and their audiences (Liu, 2021). Moreover, the popularity of Moe reflects shifting values, particularly among youth seeking emotional warmth and psychological freedom (Zhang, 2021). Characters designed as children or cute animals attract attention because they embody innocence and trigger protective instincts (Liu, 2021). In fast-paced, stressful societies, such imagery helps alleviate anxiety and fulfills consumers' emotional needs (Feng, 2019).

The case of ButterBear exemplifies how Moe Culture can be effectively applied in branding strategies. With its childlike appearance, gentle demeanor, and endearing expressions, ButterBear embodies core attributes of Moe Culture, such as innocence, cuteness, and emotional vulnerability. These qualities not only attract consumer attention but also stimulate protective instincts and positive emotional responses, particularly within the Chinese cultural context where symbolic representations of animals carry additional meaning (Li, 2022). By leveraging Moe Culture, ButterBear transcends its role as a commercial mascot to become a cultural icon that resonates with Chinese consumers on both emotional and social levels.

Cultural Adaptation Theory

Cultural Adaptation Theory refers to the process through which organizations or individuals adjust their practices to align with different cultural contexts in business environments. The theory emphasizes the importance of achieving an appropriate level of adaptation to build trust and foster effective collaboration. Such adaptation is considered crucial for organizational success and long-term sustainability, as it reduces conflict, strengthens stakeholder relationships, and enhances operational efficiency (Li et al., 2023).

Within marketing, cultural adaptation highlights the necessity of tailoring advertising and promotional strategies to resonate with the values of target audiences. By aligning with the core cultural norms of consumers, businesses can enhance credibility and improve marketing effectiveness (Hornikx et al., 2023). In this sense, cultural adaptation is not merely a practical adjustment but a strategic approach to bridging cultural differences, facilitating consumer acceptance, and ensuring brand success in new markets.

The case of ButterBear provides a compelling example of how cultural adaptation theory can be operationalized in practice. Beyond its initial appeal as a cute and endearing character, ButterBear's success in China derives significantly from its ability to align with local cultural norms and consumer expectations. The mascot has been portrayed wearing traditional Chinese attire, participating in cultural festivals, and even performing Chinese songs, thereby signaling respect and familiarity with local traditions. Such adaptive strategies not only increased brand credibility but also strengthened emotional ties with Chinese audiences, consistent with the premise that cultural alignment fosters trust and long-term consumer engagement (Hornikx et al., 2023; Li et al., 2023). In this sense, ButterBear exemplifies how cultural adaptation can transform a foreign mascot into a culturally resonant symbol, facilitating market entry and sustained growth in a competitive international context.

Nostalgia Marketing

Nostalgia marketing is a strategy that leverages consumers' memories and feelings of longing for the past to create emotional connections with brands. This is often achieved through stories, atmospheres, elements that once held cultural significance, such as songs, toys, or childhood films (Bansal, 2022; Cui, 2015; Holbrook et al., 1991). By evoking these memories, brands can generate positive attitudes, stimulate purchase intentions, and enhance brand loyalty. Nostalgia provides a bridge between past experiences and present emotions, enabling consumers to develop strong bonds and long-lasting attachments to brands (Bansal, 2022).

The case of ButterBear illustrates the effectiveness of nostalgia marketing in building emotional resonance among Chinese consumers. The mascot evokes feelings of childhood innocence and simplicity, often compared to the comfort of childhood toys such as teddy bears,

which many consumers associate with warmth and companionship. (The People, 2024) Furthermore, the brand's narrative emphasizes childlike joy and emotional healing, reinforcing nostalgic associations that remind consumers of their own formative years. This nostalgic connection transforms ButterBear into more than a commercial mascot; it becomes a symbolic "living memory" that resonates with cultural values and personal experiences, thereby deepening consumer attachment and strengthening brand loyalty within the Chinese market.

Electronic Word of Mouth

Electronic Word of Mouth (eWOM) refers to the digital extension of traditional word of mouth, whereby consumers share opinions and information about products or services through online platforms such as social media and review websites. These communications may include both positive and negative experiences (Skiera et al., 2010). In the digital era, eWOM has become highly influential in shaping consumer purchase decisions, as it enhances brand awareness, broadens audience reach, and fosters consumer trust while establishing long-term relationships quickly and effectively. As a result, eWOM has emerged as a widely adopted marketing practice (Erkan & Evans, 2016; Skiera et al., 2010). Despite its digital format, eWOM retains the same purpose as traditional word of mouth—persuading others through shared experiences—though it differs in terms of communication channels, which have shifted to digital platforms (Litvin et al., 2008).

The case of ButterBear demonstrates how eWOM can accelerate brand recognition and consumer engagement in international markets. Chinese users on platforms such as Weibo, Douyin, and Xiaohongshu actively shared videos, images, and reviews of the mascot, generating viral popularity and amplifying ButterBear's visibility far beyond its original promotional channels. This widespread digital dissemination not only created organic publicity but also enhanced trust in the brand, as consumers often perceive peer-generated content as more authentic than corporate advertising. Consequently, eWOM played a crucial role in transforming ButterBear from a localized Thai mascot into a widely recognized cultural phenomenon within the Chinese market.

Omni-Channel

Omni-channel marketing refers to the integration of technology and marketing strategies that combine both online and offline consumer touchpoints, such as in-store purchases and online shopping, to provide seamless access to products and services. This approach enables brands to engage with customers comprehensively and deliver consistent interactions across platforms, thereby enhancing customer experience (Verhoef et al., 2015). Moreover, omni-channel strategies allow businesses to analyze customer data, personalize offerings, and align products or services with consumer preferences. These practices not only drive sales but also strengthen customer satisfaction and loyalty (Massi et al., 2023).

The ButterBear brand has effectively utilized omni-channel strategies to extend its presence in the Chinese market. Although the mascot does not yet have permanent retail outlets in China, it has leveraged pop-up stores in major shopping centers, such as Jingfeng in Nanjing and Grand Gateway 66 in Shanghai, alongside collaborations with established local retailers. Simultaneously, ButterBear products have been made available through leading online platforms such as Taobao, JD.com, and Xiaohongshu, ensuring broad accessibility to consumers. This integration of physical and digital channels not only enhanced brand visibility

but also created immersive consumer experiences, reinforcing ButterBear's identity as both a marketable product and a cultural symbol.

Business Alliance

A business alliance refers to the collaboration between organizations aimed at enhancing business opportunities, gaining competitive advantages, and achieving mutual benefits. Such partnerships are established when multiple firms combine resources and expertise to accomplish shared objectives, such as market expansion, access to new technologies, or product development. By pooling their strengths, alliances improve operational efficiency and competitiveness in the marketplace (Mowla, 2012)

Business alliances also create opportunities for innovation and high-quality product development, while reducing production and marketing costs. They enable firms to expand their markets and customer bases through diverse distribution channels. Moreover, sharing resources such as finance and technology reduces risks and enhances product quality. Collaborative partnerships therefore support long-term growth and adaptability, while providing opportunities for mutual learning (Musa, 2022).

The success of ButterBear in the Chinese market is partly attributed to strategic business alliances with local partners. A prominent example is its collaboration with Luckin Coffee, resulting in co-branded beverages such as Little Butter Latte and Little Butter Americano, which quickly achieved record-breaking sales. These partnerships allowed ButterBear to leverage the market reach, resources, and consumer trust of established Chinese brands, thereby accelerating its acceptance in the competitive Chinese market. By forming such alliances, ButterBear not only reduced the risks associated with entering a foreign market but also enhanced its brand credibility and cultural resonance, demonstrating the critical role of collaborative strategies in international branding.

Influencer Marketing

Influencer marketing refers to the use of influencers' reputation and credibility as a promotional strategy to enhance brand image and increase brand awareness (Mulyono & Sunyoto, 2025). Content shared by influencers can shape consumer perceptions, encourage acceptance, and ultimately influence purchase decisions (Liu & Zheng, 2024). By selecting influencers whose personality and lifestyle align with the brand, companies can achieve more authentic communication, which strengthens brand-consumer compatibility and positively impacts consumer attitudes (Belanche et al., 2021).

Moreover, the personal identity and credibility of influencers play a significant role in consumer evaluations of brands. Trusted influencers can effectively persuade followers, enhance brand trust, and foster long-term relationships between the brand and its target audience (Mulyono & Sunyoto, 2025). As a result, influencer marketing has become an increasingly important tool for building authenticity and relatability in digital brand communication.

In the case of ButterBear, influencer marketing has been crucial in amplifying its visibility within the Chinese market. Collaborations with Chinese social media influencers on platforms such as Douyin and Xiaohongshu enabled ButterBear to reach younger audiences who are highly responsive to digital content. By associating the mascot with influencers whose personas align with its playful and heartwarming image, the brand cultivated authenticity and relatability,

strengthening consumer trust and engagement. This synergy between ButterBear’s character design and influencer-driven promotion underscores how influencer marketing can accelerate cultural acceptance and commercial success for international mascots.

From the literature reviewed in this study, the seven dimensions identified in previous studies can be grouped into three interrelated domains: emotional branding (Moe Culture and Nostalgia Marketing), cultural localization (Cultural Adaptation), and market communication strategies (eWOM, Omni-Channel Strategy, Business Alliance, and Influencer Marketing). Together, these dimensions provide an integrated framework for explaining how mascot brands can achieve consumer acceptance and market expansion in cross-cultural contexts. Based on this synthesis, the conceptual framework of the study was developed as shown in Figure 1.

Figure 1 presents the conceptual framework of this study, which illustrates how ButterBear’s success in the Chinese market can be understood through the integration of multiple theoretical and strategic factors. These dimensions collectively facilitate consumer engagement, cultural acceptance, and market penetration, thereby supporting successful market expansion in China.

Specifically, Moe Culture highlights the mascot’s cuteness and childlike appeal, while Cultural Adaptation Theory emphasizes the importance of aligning with local traditions and values. Nostalgia Marketing leverages consumers’ positive memories to foster emotional bonds, and eWOM accelerates brand recognition through user-driven promotion. In addition, Omni-Channel Strategy integrates both online and offline experiences to create seamless consumer journeys. Business alliances provide access to resources, networks, and credibility, while Influencer Marketing enhances authenticity and relatability in digital communities. By combining these strategies, the ButterBear case illustrates how mascots may function as cultural marketing tools that support international brand expansion.

Figure 1
Conceptual Framework of the Study



Research Methods

Research Design

This study adopts a qualitative research design with an emphasis on content analysis. The approach was chosen to examine the marketing strategies of the mascot ButterBear in the Chinese market, focusing on cultural adaptation and consumer perceptions. Content analysis enables the systematic exploration of textual and visual data from diverse sources, allowing the researcher to identify recurring themes, strategies, and cultural patterns related to the mascot's success.

Scope of the Study

The scope of the study is defined across 3 dimensions:

1. Content Scope: The study focuses on marketing strategies and cultural factors that influenced the success of ButterBear in China. It also analyzes consumer responses on digital platforms, aiming to capture both brand-driven strategies and organic audience engagement.
2. Time Scope: The data collection covers the period from 2023 to 2025, corresponding to the time when ButterBear began to gain significant popularity in the Chinese market.
3. Geographical Scope: The study is limited to the Chinese market, with primary attention to Chinese social media platforms and digital consumer spaces.

Sources of Data

The dataset for this study consists of three main categories of sources:

1. News and business articles from Thai and Chinese media outlets. Given the emerging nature of this research topic, data were collected from online news, business media, and social media platforms. To ensure transparency in data sourcing and compliance with the journal's publication policies, the websites used in this study are listed below. Information derived from these sources is identified throughout the manuscript by indicating the corresponding website name after each relevant statement.

- Sanook
- Thammasat University
- MGR Online
- Krungthep Turakij
- Hang Lung Properties
- Daily News
- Thansettakij
- Douyin
- Xiaohongshu
- The People
- SocialBeta
- Sohu
- Sis Here
- Forbesthailand
- Department of International Trade Promotion
- THE STANDARD

- Esquire
- Marketingoops

The 18 websites were selected through purposive sampling based on predefined inclusion criteria. Only sources containing relevant information on ButterBear's branding strategies and market activities in China during 2024–2025 were included. These websites constituted all accessible sources meeting the study criteria at the time of data collection.

2. Consumer-generated content and comments on major social media platforms.

3. Academic and industry research related to mascot marketing, cultural adaptation, and digital branding published between 1991 and 2025 were also included to support theoretical interpretation and contextual analysis.

Research Instruments

The main research instrument was a content analysis coding sheet developed based on relevant marketing and consumer behavior literature. The coding sheet was designed to record three primary categories of evidence: (1) key marketing strategies, (2) cultural adaptation elements, and (3) consumer engagement indicators. Marketing strategies referred to branding, promotional, partnership, and communication activities; cultural adaptation elements included modifications of symbols, language, cultural practices, and consumer experiences to align with Chinese cultural expectations; and consumer engagement indicators included comments, shares, reposts, and audience responses. The collected evidence was subsequently interpreted through the theoretical dimensions presented in the conceptual framework. Data sources were selected based on source credibility, consumer interaction levels, and relevance to the research objectives.

Data Collection Procedures

The data collection followed a structured sequence:

1. Data Identification: Keywords such as “ButterBear” “mascot marketing” and “China market” were used to search across Chinese news portals and social media platforms.
2. Data Screening: News articles and posts were screened based on credibility (verified sources, recognized media) and popularity indicators (shares, likes, comments).
3. Data Compilation: Relevant texts, images, and videos were compiled and organized into categories, including marketing strategies, social media roles, and cultural factors.
4. Data Documentation: A coding sheet was used to record detailed observations for each data entry.

Data Analysis and Reporting

The data was analyzed using a thematic content analysis approach. Key steps included:

1. Coding: Assigning codes to recurring themes across news articles, posts, and comments.
2. Categorization: Grouping codes into broader categories such as “emotional branding,” “cultural adaptation,” and “digital engagement.”
3. Comparison: Cross-referencing consumer-generated content with brand-led campaigns to identify overlaps and contrasts.

4. Interpretation: Synthesizing the findings to highlight critical factors driving ButterBear's success.

The results were reported in the form of a narrative academic article, supplemented with conceptual diagrams and graphs to visually illustrate trends, relationships, and marketing outcomes.

Data Analysis

ButterBear is the mascot of the Thai dessert brand under the Coffee Beans by Dao franchise, launched in 2023. The character was designed to embody cuteness, warmth, and friendliness. ButterBear quickly gained widespread popularity through viral TikTok videos that showcased its distinctive and playful dance gestures. These clips rapidly attracted attention and were widely shared, extending the mascot's reach to international audiences, particularly in China (Sanook, 2024b).

The growing popularity of ButterBear in China generated a fan movement in which Chinese followers traveled to Thailand specifically to meet the mascot. This phenomenon culminated in a mass gathering at the EmSphere shopping mall in Bangkok, famously described as "breaking the mall" due to the overwhelming crowds (Daily News, 2024). Today, ButterBear has evolved beyond being a mere symbol of a dessert brand. It has expanded its role into the Chinese market through collaborations with leading Chinese brands, promotional events across major cities (Krungthep Turakij, 2024), and even participation in campaigns promoting Thai tourism to Chinese consumers (Thansettakij, 2024). An analysis of the brand's strategies indicates that ButterBear's success in China is attributed to the effective integration of multiple marketing approaches.

Strategy of Engaging with Moe Culture

Moe Culture (萌文化), rooted in the Japanese concept of kawaii, emphasizes cuteness and innocence. In China, Moe Culture has become an influential phenomenon in marketing and brand communication, as it fosters emotional connections and consumer loyalty (Zhang, 2024). Characters designed with childlike qualities or portrayed as cute animals are particularly effective in attracting consumer attention, as they evoke a sense of purity and stimulate protective instincts (Liu, 2021). Within the fast-paced and often stressful context of modern Chinese society, these elements of cuteness serve as emotional relief, reducing anxiety and fulfilling consumers' psychological needs (Feng, 2019).

Although ButterBear has not been explicitly identified as part of Moe Culture, a comparison with established characteristics of Moe mascots in prior research demonstrates strong alignment. Five key attributes can be observed. First, childishness is expressed through facial proportions such as a small mouth and nose combined with disproportionately large eyes. Second, vulnerability is conveyed through rounded body shapes and smooth curves, with simplified lines that emphasize softness and tenderness. Third, smallness is represented in childlike body proportions that enhances the perception of cuteness. Fourth, innocence is reflected in playful gestures and behaviors—such as raising arms, jumping, or performing unexpected actions—that are typically associated with children rather than adults. Fifth, sweetness is emphasized through the use of bright or pastel colors and delicate design details that create a sense of warmth, charm, and aesthetic softness Poksupphiboon & Srikanlayanabuth.

ButterBear was intentionally designed with small facial features—such as a tiny nose and mouth—contrasted with large, round eyes. The mascot’s body is composed of predominantly round shapes, enhancing its softness and tenderness. Its oversized head further resembles the proportions of a child, where the head-to-body ratio is larger, thereby amplifying its childlike appeal. In addition to its physical design, ButterBear exhibits behaviors that mimic children, including jumping, dancing playfully, showcasing objects in an adorable manner, and even writing in a childlike handwriting style.

Moreover, ButterBear’s outfits contribute significantly to its charm. The mascot frequently appears in a wide variety of costumes and accessories, with each outfit designed in bright or pastel colors that reinforce a sense of cuteness and freshness. This variability not only differentiates ButterBear from other mascots but also sustains consumer interest by presenting a consistently novel and engaging appearance. Collectively, these design features and behaviors evoke feelings of relaxation, joy, and affection among audiences, underscoring the mascot’s effectiveness in embodying Moe Culture and strengthening its emotional bond with consumers.

The findings suggest that ButterBear strongly reflects the attributes of Moe Culture, which has significant influence in Chinese society. Its endearing appearance and childlike behaviors capture consumer attention by stimulating protective instincts and feelings of affection. In contemporary Chinese society, where many individuals experience stress and fast-paced lifestyles, ButterBear’s cuteness also provides a form of emotional comfort and psychological relief. Importantly, this indicates that Moe Culture were not only design features but also a deliberate marketing strategy that enhanced consumer loyalty and differentiated the brand in a highly competitive market. Thus, Moe Culture can be identified as one of the key cultural and marketing drivers of ButterBear’s success in China, directly supporting the study’s objective of examining strategies behind its rapid rise in popularity.

Cultural Adaptation Theory

The strategy of adapting to local cultures and values is a critical factor that enhances the effectiveness of consumer engagement. Since culture significantly influences consumption behavior, understanding the cultural context of the target audience allows businesses to design marketing strategies that align with consumer expectations and preferences. This alignment not only increases brand relevance but also fosters long-term relationships between the brand and its customers (Hornikx et al., 2023; Li et al., 2023).

Findings from this study indicate that ButterBear has strategically employed cultural adaptation to strengthen its relationship with Chinese fans. A prominent example was ButterBear’s 1st Fan Meeting: Adventure Awaits!, held in Bangkok. During the event, ButterBear performed the classic Chinese song “The Moon Represents My Heart” (月亮代表我的心) (Douyin, 2024), which was warmly received by Chinese participants. Beyond live events, ButterBear has continuously adapted its image and content to reflect Chinese cultural values. For instance, promotional materials featured the mascot reading Chinese texts to express interest in Chinese language and culture.

ButterBear also participated in traditional Chinese celebrations, such as wearing Chinese costumes and joining rituals during Lunar New Year festivals, actions that were highly praised by Chinese fans. Another significant strategy was the production of merchandise and souvenirs reflecting Chinese cultural symbols, including red envelopes (Xiaohongshu, 2024, 2025a,b), couplet decorations, and other festive ornaments associated with Lunar New Year.

These products not only satisfied consumer demand but also deepened the emotional and cultural connection between the mascot and Chinese audiences.

Together, these practices demonstrate the importance of cultural adaptation in building enduring brand–consumer relationships. By communicating through culturally familiar symbols and engaging actively with local traditions, ButterBear has successfully fostered trust, attachment, and long-term loyalty among Chinese consumers.

In summary, ButterBear’s deliberate use of cultural adaptation—through music, language, festivals, and culturally resonant products—illustrates how aligning with local traditions can strengthen brand authenticity and consumer trust. By embedding Chinese cultural values into its marketing practices, ButterBear successfully transformed itself from a foreign mascot into a culturally familiar figure. This strategic adaptation not only enhanced consumer engagement and loyalty but also directly supported the study’s objective of identifying cultural and marketing factors that drive ButterBear’s success in the Chinese market.

Nostalgia Marketing

Nostalgia marketing is a strategy that facilitates emotional connection by evoking sentimental memories of the past, thereby enhancing consumers’ sense of engagement with a brand. This approach uses feelings of nostalgia as a psychological tool to foster attachment, encouraging consumers to bond with brands or products that remind them of childhood or earlier periods in life when they felt warmth and emotional security (Bansal, 2022; Cui, 2015; Holbrook, 1991). This strategy has proven particularly effective for ButterBear in capturing the attention of Chinese consumers. As Li Ye’s research suggests, Chinese consumers have long-standing familiarity with and emotional ties to bears—both historically and symbolically.

Such associations are evident in Chinese classical literature, including *Shan Hai Jing* (山海经), an ancient text that records various legends, some of which involve bears. Additionally, Boom Thanawan, the founder of ButterBear, stated that the brand concept was inspired by a desire to evoke childhood nostalgia. She envisioned ButterBear as a symbol of simple happiness from one’s youth—full of dreams, innocence, and emotional warmth—similar to a childhood teddy bear that comforted many children during formative years (The People, 2024). This foundational narrative enabled ButterBear to emerge as a mascot that feels both emotionally familiar and nostalgically comforting to Chinese consumers, evoking memories of happier times and strengthening emotional engagement with the brand.

In an increasingly competitive market environment, emotional connection and consumer attachment are critical elements that help a brand stand out. ButterBear is not merely a commercial product but has become a “living memory” in the minds of consumers. The research findings reveal that the mascot effectively stimulates positive emotions and creates symbolic connections to joyful moments from the past. This emotional resonance has led to deeper consumer affinity and enhanced brand likability. As a result, nostalgia marketing plays a vital role in shaping ButterBear’s emotional image and perceived value among Chinese consumers.

Electronic Word of Mouth

In the digital era, where consumers place high value on peer-generated content and real user experiences, electronic Word of Mouth (eWOM) has become a highly effective strategy for brand building and sales stimulation (Skiera et al., 2010). This is particularly true in the Chinese market, where digital platforms are extensively utilized. eWOM serves as a crucial tool in raising

brand awareness, attracting new customers, and boosting sales performance rapidly and efficiently (Erkan & Evans, 2016).

The ButterBear brand has successfully expanded into the Chinese market through major online platforms such as Weibo (微博), Douyin (抖音), Xiaohongshu (小红书), and Baidu (百度), allowing Chinese fans to conveniently access content and promotional materials. The content shared spans a wide range of themes, including the mascot's cuteness, product highlights, brand collaborations, and campaigns involving celebrities and influencers. These strategic uses of eWOM have generated viral buzz and effectively captured the attention of Chinese consumers, enhancing ButterBear's visibility and popularity across digital audiences.

Omni-Channel Strategy

Omni-channel marketing refers to the integration of technology and strategic approaches that combine both online and offline consumer touchpoints. This includes in-store purchases and online shopping, with the goal of providing seamless access to products and services (Verhoef et al., 2015). Such integration allows customers to interact with brands conveniently and consistently across platforms, thereby enhancing overall consumer experience and satisfaction (Liu & Hassan, 2024).

The ButterBear brand has effectively utilized both online and offline channels to reach consumers. While ButterBear does not yet operate permanent retail stores in China, it has established a strong physical presence through pop-up stores in major cities—such as at JingFeng Center in Nanjing (SocialBeta, 2024)—and collaborative pop-up events like the CASETiFY X BUTTERBEAR exhibition in Hangzhou (Sohu, 2025). Additionally, ButterBear products are distributed through leading retail chains such as Miniso and KKV (Xiaohongshu), making them physically accessible to a wide range of customers.

On the digital side, ButterBear's merchandise is available through popular Chinese e-commerce platforms, including Xiaohongshu, Taobao, and JD.com. The product range is diverse, featuring items such as bear-shaped cookies, plush toys, keychains, stickers, notebooks, tote bags, water bottles, and other themed merchandise. This comprehensive distribution strategy ensures that ButterBear fans can conveniently access the brand's products through both physical and digital channels, thereby reinforcing customer engagement and supporting brand expansion in the Chinese market.

Business Alliance

Strategic partnerships between organizations serve as a key mechanism for expanding business opportunities and enhancing competitiveness. Such collaborations are typically formed to achieve shared objectives—such as entering new markets, expanding customer bases through diverse distribution channels, and developing new products that meet evolving consumer demands (Mowla, 2012; Musa, 2022).

The case of ButterBear demonstrates the effective use of business alliances as a growth strategy in the Chinese market. The brand has partnered with several leading Chinese companies, including Fictus, Pocky, Red Earth, Luckin Coffee, 优酸奶 (You Suan Nai), Lelecha, Top Toy, Miniso, Xiaohongshu and 上好佳 (Shanghaojia), among others (Krungthep Turakij, 2024; Sis Here, 2024; Forbesthailand, 2025). In addition, ButterBear has collaborated with a Chinese intellectual property company, 起重集 (Qizhongji), which serves as its licensing representative in

China. This collaboration has played a vital role in facilitating ButterBear's successful entry and expansion in the Chinese market (Department of International Trade Promotion, 2024).

A notable case study is ButterBear's collaboration with Luckin Coffee, which led to the launch of two co-branded beverages: "Little Butter Latte" and "Little Butter Americano." According to data from the Douyin platform, from the product launch date to October 11, 2024, total orders for the two beverages exceeded 1,000,000 units. Notably, "Little Butter Latte" alone accounted for over 700,000 units, making it the best-selling item of the year for Luckin Coffee (Krunghthep Turakij, 2024). These results underscore the effectiveness of strategic business alliances, as demonstrated by the strong consumer response and sales performance, validating the strategy's impact on customer base expansion.

Therefore, partnering with capable and culturally aligned business allies is not only a practical means to accelerate market penetration but also a strategic approach to strengthening brand equity and enhancing competitive capacity in rapidly evolving markets.

Influencer Marketing

Influencer marketing is a strategy that enhances brand awareness and broadens access to target audiences by leveraging the popularity and credibility of public figures to promote brand image and drive sales (Mulyono & Sunyoto, 2025). The use of influencers' reputations on social media platforms is regarded as an effective marketing tool for promoting products and services, significantly contributing to brand recognition in competitive markets.

Selecting influencers whose personalities and lifestyles align with a brand's identity is a critical factor that ensures authenticity in brand communication and strengthens consumer trust (Liu & Zheng, 2024). Matching the right influencers with brand characteristics helps foster emotional connection, leading to positive brand perception and effective engagement with the intended audience (Liu & Zheng, 2024; Mulyono & Sunyoto, 2025).

In the case of ButterBear, the brand has collaborated with influencers who embody bright, cheerful, and energetic personas—attributes that reflect the brand's own core identity. This strategy has enhanced brand consistency and facilitated access to consumers who are drawn to friendly and vibrant messaging, which are hallmarks of the ButterBear image (THE STANDARD, 2024).

ButterBear's influencer marketing approach has involved partnerships with prominent celebrities and entertainment figures, including:

1. Participating as a guest in CHUANG Asia Season 2, a popular survival reality show in China (Sanook, 2025).
2. Appearing at the opening event of TEAM WANG Design's pop-up store hosted by Jackson Wang, a well-known member of GOT7 (Esquire, 2024).
3. Inviting Thai-Chinese pop star Nene Pornnappan Pornpenpipat as a guest at ButterBear's 1st Fam Meeting: Adventure Awaits (Marketingoops, 2024).

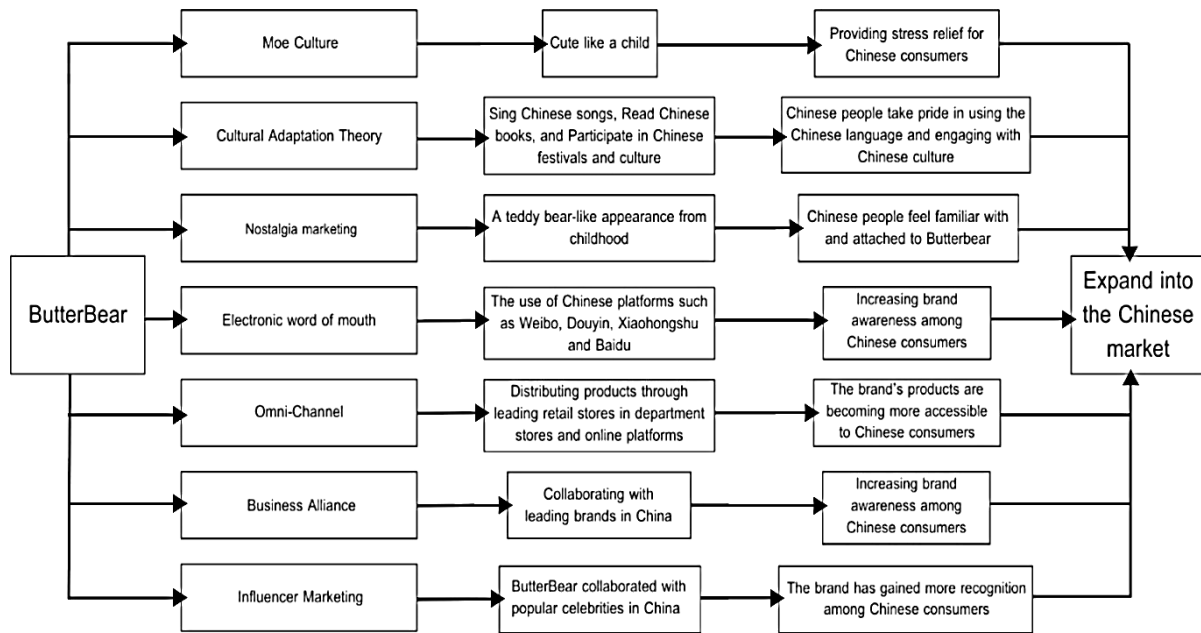
In summary, influencer marketing has played a pivotal role in boosting ButterBear's brand recognition and attracting consumer interest—especially among the fanbases of high-profile celebrities. These collaborations have significantly expanded ButterBear's customer base and created new marketing opportunities, demonstrating the strategic value of influencer engagement in international brand development.

To synthesize the findings across the seven strategic dimensions discussed—Moe Culture, cultural adaptation, nostalgia marketing, eWOM, omni-channel marketing, business

alliances, and influencer engagement—ButterBear’s success in the Chinese market cannot be attributed to a single factor. Instead, it stems from an integrated strategic framework that aligns emotional branding with cultural relevance and digital market dynamics. The following conceptual model (Figure 2) visualizes how these seven strategic dimensions collectively explain ButterBear’s successful penetration into the Chinese market.

Figure 2

Strategic Framework of ButterBear’s Market Entry Strategies in China



This diagram illustrates the integrated strategic framework through which ButterBear, a Thai mascot brand, successfully penetrated the Chinese market. It identifies seven strategic dimensions—Moe Culture, Cultural Adaptation, Nostalgia Marketing, eWOM, Omni-Channel Strategy, Business Alliance, and Influencer Marketing—that collectively contributed to ButterBear’s successful expansion into the Chinese market.

This model not only illustrates the synergistic relationship between cultural and marketing strategies but also highlights how emotional resonance, especially through cuteness, nostalgia, and social engagement, can be leveraged to facilitate cross-cultural market entry. Among the seven strategies, some exert a more pronounced impact in shaping consumer perception, trust, and loyalty than others. To better understand the relative prominence and visibility of these strategic elements in public discourse, Figure 3 presents an overview of the coded frequency of each dimension across selected Chinese media sources. The figure illustrates the extent to which each strategic dimension appeared within the analyzed media dataset and provides a descriptive overview of their relative prominence in media representations of ButterBear’s expansion into the Chinese market.

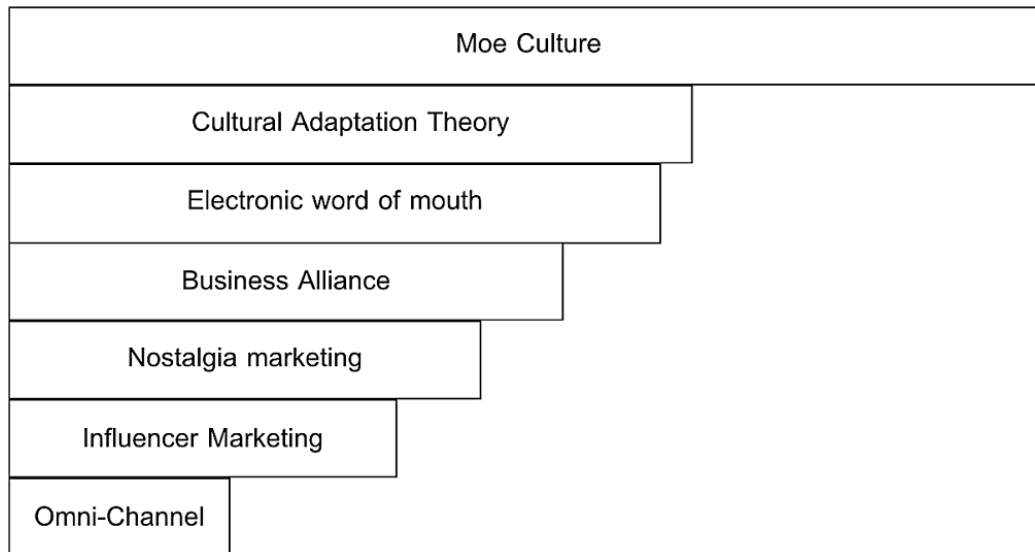
Figure 3*Frequency of media references to ButterBear's Chinese market entry strategies*

Figure 3 was derived from the content analysis of 79 selected Chinese media sources, including news reports, media articles, and consumer-generated content. Each source was coded according to the seven strategic dimensions identified in the conceptual framework. Because individual media items frequently contained multiple strategic themes, multiple coding was permitted. As a result, the analysis generated a total of 356 coded occurrences across the dataset. The frequencies identified were Moe Culture ($n = 79$), Cultural Adaptation ($n = 64$), eWOM ($n = 61$), Business Alliance ($n = 52$), Nostalgia Marketing ($n = 45$), Influencer Marketing ($n = 38$), and Omni-Channel Strategy ($n = 17$). Therefore, the frequencies represent occurrences of strategic dimensions within the coded dataset rather than mutually exclusive article counts. The figure is intended to illustrate the relative prominence of each strategic dimension across the selected media sources.

The findings provide empirical support for the conceptual framework. After Moe Culture ($n = 79$), Cultural Adaptation ($n = 64$) and eWOM ($n = 61$) emerged as the most frequently identified dimensions, suggesting that media narratives surrounding ButterBear commonly emphasized cultural localization and consumer-driven communication. Business Alliance ($n = 52$), Nostalgia Marketing ($n = 45$), and Influencer Marketing ($n = 38$) were also frequently represented, indicating that collaborative partnerships, emotional appeal, and digital promotion formed important components of the brand's media presence. In contrast, Omni-Channel Strategy ($n = 17$) appeared less frequently in the dataset, suggesting a comparatively lower level of media attention.

Collectively, the findings indicate that ButterBear's media visibility in China was associated with a combination of interrelated strategies rather than a single marketing approach. The coding results demonstrate the recurring presence of cultural adaptation, community engagement, strategic partnerships, and emotionally resonant branding across the analyzed media sources. These findings support the view that successful mascot branding in cross-cultural markets may depend on the integration of multiple communication and marketing strategies that align with local cultural contexts and audience expectations.

This case contributes to the growing literature on cultural branding, mascot marketing, and digital consumer engagement by providing empirical evidence from the Chinese market. The findings offer practical insights for brands seeking to enter culturally diverse markets through adaptive and culturally responsive branding strategies.

Findings and Discussion

Key Findings

This study investigated how ButterBear, a Thai mascot-based brand, successfully penetrated the Chinese market through culturally adaptive and emotionally driven strategies. The findings reveal a multifaceted approach combining Moe Culture, cultural adaptation, nostalgia marketing, electronic Word of Mouth (eWOM), influencer marketing, business alliances, and omni-channel distribution.

One of the key findings lies in the strategic alignment of the mascot with the concept of Moe Culture—aestheticized cuteness associated with innocence and emotional comfort—which allowed ButterBear to build strong affective ties with Chinese consumers. In parallel, the use of nostalgia marketing served to evoke warm childhood memories, fostering natural brand familiarity and emotional attachment.

The brand's ability to localize content in accordance with Cultural Adaptation Theory—through language choices, traditional attire, and participation in Chinese cultural festivals—further deepened consumer-brand resonance. This cultural sensitivity not only enhanced brand relevance but also established ButterBear as a “familiar outsider” within the Chinese social context.

From the findings, ButterBear’s cultural adaptation can be understood as a process involving five observable components: localized communication, culturally familiar visual symbols, participation in Chinese festivals and events, collaboration with local business partners, and engagement through Chinese digital platforms. These components show how the brand adapted not only its visual presentation but also its communication channels, cultural references, and consumer experiences to align with Chinese audience expectations.

From a communication perspective, ButterBear utilized a blend of eWOM, influencer marketing, and pop-up retail strategies to create immersive brand experiences. Its collaborations with local brands (e.g., Luckin Coffee, Miniso) and presence on major Chinese platforms (Weibo, Douyin, Xiaohongshu, JD.com) positioned the brand at the intersection of online virality and offline tangibility.

Theoretical Contributions

This study contributes to the evolving literature on cultural branding, character-based marketing, and emotional engagement by highlighting the underexplored role of mascots as cultural intermediaries in global markets. By integrating Moe Culture, Cultural Adaptation, Nostalgia Marketing, eWOM, Omni-Channel Strategy, Business Alliance, and Influencer Marketing into a single analytical framework, the study demonstrates how multiple branding strategies can operate collectively to support consumer engagement, cultural acceptance, and market expansion. The findings further suggest that emotional resonance and cultural localization are complementary rather than independent processes in the development of successful mascot branding across cultural contexts.

By synthesizing theories from emotional branding, cultural adaptation, and visual communication, the study positions mascots not as mere marketing symbols but as cultural marketing tools capable of translating brand identity into localized emotional meaning. Especially in China's collectivist and sentiment-driven consumer environment, mascots that embody culturally resonant symbols and behaviors can serve as anchors of emotional familiarity and trust.

Furthermore, the study strengthens the conceptual understanding of transcultural branding, offering a framework where emotional universality (e.g., cuteness, innocence, nostalgia) intersects with local specificity (e.g., language use, visual symbolism, cultural values).

Practical Implications

The insights generated from the ButterBear case hold practical value for foreign brands seeking to enter culturally complex markets like China. The study underscores that:

- Cultural adaptation should extend beyond surface-level localization; brands should engage in cultural co-creation with local audiences.
- Mascot design should strategically reflect emotionally salient traits that resonate within the target culture (e.g., “childlike warmth” in Chinese consumer psychology).
- Nostalgia can serve as a bridge between foreignness and familiarity, especially when tied to shared generational icons or collective memories.
- Multi-channel integration—across digital and physical spaces—enhances brand presence and consumer immersion.

Importantly, the study offers a roadmap for building emotional soft power through mascots, especially in a digital landscape where visual storytelling and symbolic intimacy are central to brand success.

Limitations

Despite its contributions, this study relies primarily on qualitative data from online news, brand communications, and user-generated content. It did not include direct interviews with ButterBear's creators or management team; therefore, the findings reflect observable branding practices rather than direct evidence of strategic intentions. As a single-case qualitative study, the findings should be interpreted within their specific context. Future research may incorporate interviews and quantitative approaches to extend and validate these findings.

Directions for Future Research

Future studies could extend this work by incorporating quantitative methods such as surveys, experiments, or big data analytics to measure the statistical significance of emotional and cultural strategies. Longitudinal research would also help assess the durability and evolution of mascot branding in dynamic consumer markets.

Moreover, comparative studies across other Asian markets—such as Japan, Vietnam, or South Korea—would reveal how cultural variables influence the success of mascot strategies. Further research could also examine how mascots function within AI-generated environments, virtual influencers, or metaverse branding, which are increasingly relevant in global digital marketing ecosystems.

Conclusion

This study has demonstrated the strategic potential of mascots as integrated tools for emotional, cultural, and communicative branding, particularly in culturally nuanced and competitive markets such as China. By analyzing the case of ButterBear, a Thai mascot brand that has gained significant popularity among Chinese consumers, the research reveals how a culturally adapted mascot—grounded in emotional storytelling, nostalgic appeal, and cultural symbolism—can transcend national boundaries and build deep consumer-brand relationships.

Through the synthesis of seven strategic dimensions—Moe Culture alignment, cultural adaptation, nostalgia marketing, Electronic Word of Mouth, influencer collaboration, omni-channel distribution, and business partnerships—ButterBear effectively positioned itself not merely as a foreign product, but as a culturally resonant experience. These strategies allowed the brand to construct familiarity, trust, and affective engagement, which are essential factors in a market where consumer behavior is shaped by collective memory and symbolic meaning.

The findings contribute to the growing body of scholarship on cross-cultural branding by positioning mascots not only as visual or promotional elements, but as cultural ambassadors capable of embodying brand values, negotiating cultural boundaries, and fostering emotional connectivity. Moreover, the research provides practical insights for brands seeking sustainable international expansion: emotional relevance, cultural attunement, and platform integration appear to be important strategic considerations for international brand expansion.

Ultimately, this case study affirms that when branding strategies are carefully aligned with cultural expectations and emotional undercurrents, mascots may serve as valuable agents of transnational branding success. The lessons drawn from ButterBear offer a valuable blueprint for other emerging-market brands aiming to navigate the complexities of global consumer culture in an era of digital convergence and cultural sensitivity.

Author Contributions

CK: Conceptualization, Methodology, Writing – Original Draft Preparation, Writing – Review & Editing, Supervision, Project Administration, and Correspondence Management. MK: Investigation, Data Curation, Formal Analysis, and Writing – Review & Editing. NV: Investigation, Data Curation, Formal Analysis, and Writing – Review & Editing. All authors have read and approved the final version of the manuscript.

Declaration of the Use of Generative AI

During the preparation of this manuscript, the authors used ChatGPT (OpenAI, GPT-5.5) to assist with language editing and polishing of the draft. The tool was used solely to improve clarity, grammar, and overall readability. The authors reviewed and revised the output as necessary and take full responsibility for the content of the manuscript.

Ethics

This study does not involve human participants or personal data. It is based on publicly available secondary data and documentary sources. Therefore, ethical approval was not required. All data was used in accordance with relevant guidelines and institutional standards.

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และล่าสุดก็เกิดปรากฏการณ์ห้างแตก เพราะเมื่อวันที่ 14 มิถุนายน ที่ผ่านมา
เป็นวันเกิดของน้องหมีเนย ทำให้เหล่าแฟนคลับทั้งชาวไทยและชาวจีนไปต่อ
คิวรอห้างเปิด เพื่อที่จะได้เข้าไปเจอกับน้องหมีเนยและมอบของขวัญให้กับ
มันหลามอีกด้วย...

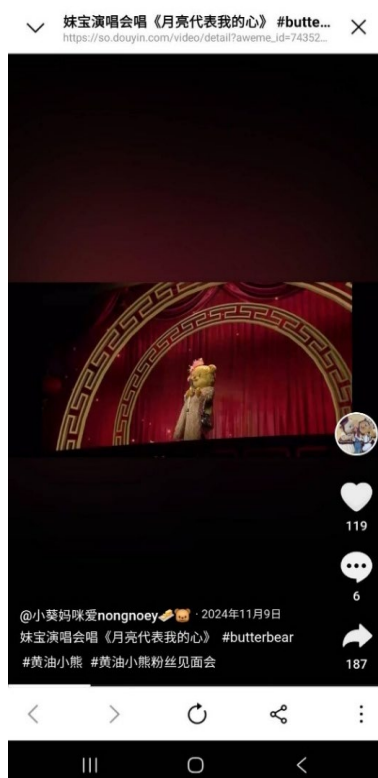
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คาแรคเตอร์ไทยขวัญใจแม่จีน. <https://www.ditp.go.th/post/vodr68r45mwa0ijks2dd7cy2>

โดยปัจจุบันสำหรับตลาดจีน มีบริษัทดำเนินการด้านทรัพย์สินทางปัญญาในประเทศจีนอย่าง起重集 (Qizhongji) ได้ลงนามในสัญญาเพื่อเป็นตัวแทนของ
Butterbear ในการดำเนินการเกี่ยวกับลิขสิทธิ์ในประเทศจีนและการพัฒนาเชิงพาณิชย์ของแบรนด์แล้ว ขอให้บรรดาแฟนคลับต้องคอยติดตามว่ากลยุทธ์การขยาย
ธุรกิจสู่ตลาดจีนของน้องหมีเนยจะเป็นอย่างไร

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<https://esquire.co.th/2024/08/09/team-wang-design-i-see-the-lights/>



TEAM WANG design ร่วมกับคลับ 21 ต้อนรับซูเปอร์สตาร์ระดับโลกอย่าง “แจ๊คสัน หวัง” ผู้เป็น CO-FOUNDER และ CREATIVE DIRECTOR ของ TEAM WANG design เฉลิมฉลองให้กับการเปิดตัวคอลเล็กชั่นใหม่ “SPARKLES – I SEE THE LIGHTS” ร่วมกับศิลปินชาวไทยอย่างคุณมิลลิ ดนุภา, คุณน่านิ หิรัญกฤษฎ์ และคุณบลู พงศ์ทิวิทธ์ พร้อมเซอร์ไพรส์สุดพิเศษจากน้องหมีเนยหรือ BUTTER BEAR ที่มาในมาชุดคู่กับแจ๊คสัน หวัง ณ POP-UP EMSPHERE ชั้น M

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ถึงจะยังเด็ก แต่งานรัดตัว ด้วยความน่ารักและคาแรกเตอร์อันเป็นเอกลักษณ์ ทำให้ Butterbear หรือ ‘น้องหมีเนย’ มาสคอตประจำร้านแบบ Coffee Beans by Dao ได้ถึงจนกลายเป็นกระแสทั้งในไทยและไปไกลถึงต่างแดน

ความนิยมของ Butterbear ไม่เพียงการันตีจากการพูดถึงอย่างล้นหลามบนโลกโซเชียลและการที่บรรดาแฟนคลับหรือ ‘มัมหมี’ พากันไปพบปะกับน้องหมีเนยจนแน่นเต็มหน้าร้าน แต่ยังรวมถึงการจับมือกับแบรนด์ดังมากมาย เปิดตัวสินค้าคอลเล็กชั่นพิเศษในหลากหลายหมวดหมู่ผลิตภัณฑ์ ทั้งอาหารและเครื่องดื่ม แฟชั่น ไปจนถึงอุปกรณ์เครื่องเขียน เรียกได้ว่าน้องหมีเนยพร้อมส่งมอบความสดใสให้กับทุกวงการจริงๆ

แบรนด์ที่ Butterbear ร่วมคอลแล็บนั้นก็มีทั้งแบรนด์ไทยและแบรนด์ต่างประเทศ มาดูกันว่าน้องหมีเนยเคยฝากความน่ารักไว้กับสินค้าใดบ้าง โดยบางสินค้าก็ยังคงมีจัดจำหน่ายอยู่ในปัจจุบัน

Hang Lung Properties. (2025). *Hang Lung's 65th Anniversary Celebrations Arrive at Shanghai Grand Gateway 66 and Plaza 66 Debut of "ButterBear" & Takashi Murakami's Ohana Hatake Pop-up.*
<https://www.hanglung.com/en-us/media/press-releases/2025/20250425>

From April 19 to May 20, Grand Gateway 66 in Shanghai is presenting an interactive showcase featuring "ButterBear" in various styles. Multiple photogenic scenes imbued with "dopamine aesthetics" were a hit with younger Gen Z customers, including installations such as the "Super Star Support Van," "Fashion Show Stage," "Celebrity Lounge," and "Idol Practice Room". During the launch weekend of the event, Grand Gateway 66 recorded foot traffic increase by more than 30% and sales growth by 36% on a week-on-week basis. Members of HOUSE 66, our customer relationship management program, contributed significant sales, which rose 40% from the previous weekend.

Krungthep Turakij. (2024). “น้องหมีเนย” แบรนด์ไทยสร้างปรากฏการณ์ใหม่ ดันยอดขาย “Luckin Coffee” จีน.
<https://www.bangkokbiznews.com/business/economic/1151702>

โดย เว็บไซต์จากกรมส่งเสริมการค้าระหว่างประเทศ โดยสำนักงานส่งเสริมการค้าในต่างประเทศ (สคต.) เมืองหนานหนิง ประเทศจีน รายงานว่า เมื่อวันที่ 30 ก.ย. 2567 Luckin Coffee แปรนด์กาแฟชื่อดังของจีน จับมือกับ Butter Bear แปรนด์ขนมปังชื่อดังของไทย เปิดตัวจำหน่ายผลิตภัณฑ์เครื่องดื่มกาแฟใหม่สองรายการ ได้แก่ “Little Butter Latte” และ “Little Butter Americano” ที่ใส่วัตถุดิบเนยในกาแฟพร้อมแก้วลายน้องหมีเนย

จากวันที่เปิดตัวจำหน่ายถึงวันที่ 11 ต.ค.2567 ผลิตภัณฑ์ 2 รายการนี้ได้ผลจำหน่ายที่แพลตฟอร์ม Douyin มากกว่า 1,000,000 ครั้ง สำหรับ “Little Butter Latte” ได้รับผลจำหน่ายมากกว่า 700,000 ครั้ง ซึ่งเป็นยอดการจำหน่ายที่ดีที่สุดในปีสำหรับรายการผลิตภัณฑ์ของแบรนด์ Luckin Coffee

นอกจากนี้ รีวิวที่เกี่ยวกับ Luckin Coffee จับมือ Butter Bear ในแฮชแท็ก #LuckinxButterBear และในแพลตฟอร์ม Weibo มีมากกว่า 6,000,000 ครั้ง และแฮชแท็ก #LittleButterLatte มีมากกว่า 4,000,000 ครั้ง

“น้องหมีเนย”แบรนด์ไทยสร้างปรากฏการณ์ใหม่ ดันยอดขาย “Luckin Coffee” จีน

By กรุงเทพธุรกิจ



KEY POINTS

- Luckin Coffee แบรนด์กาแฟชื่อดังของจีน จับมือกับ Butter Bear แบรนด์ขนมปังชื่อดังของไทย เปิดตัวจำหน่ายผลิตภัณฑ์เครื่องดื่มกาแฟใหม่ 2 รายการ
- หลังเปิดจำหน่าย- 11 ต.ค.2567 กาแฟ “Little Butter Latte” บนแพลตฟอร์ม Douyin มากกว่า 1,000,000 จำหน่ายมากกว่า 700,000 ครั้ง ซึ่งเป็นยอดการจำหน่ายที่ดีที่สุดในปีสำหรับรายการผลิตภัณฑ์ของแบรนด์ Luckin Coffee
- ผลิตภัณฑ์ Luckin Coffee สามารถขยายส่วนแบ่งของตลาดมากขึ้นจากกระแสของ “น้องหมีเนย”

Marketingoops. (2024). รวมความคึกที่ “Butterbear Fam Meeting” ครั้งแรก! จากมาสคอตแบรนด์คู่อินฟลูเอนเซอร์ ฮีลใจมัมมี่-พ่อหมี.

<https://www.marketingoops.com/media-ads/event/butterbear-fam-meeting/>

ระเบิดความสุขในวันสุดท้ายของรอบการแสดง Butterbear 's 1st Fam Meeting : Adventure Awaits! 2024 ต่อเนื่องวันอาทิตย์ที่ 10 พฤศจิกายน 2024

ด้านโปรดักส์ชั่นคุณภาพระดับโลกโดย 4NOLOGUE โชว์ความอลังการ แสง สี เสียง ประทับใจทุกชิ้นแสดง ครีเอทีฟสร้างสรรค์และยืดหยุ่นการนำเสนอเพื่อให้งานแฟมมีตติ้งของน้องเนยมีความหมายต่อผู้ชมทุกท่านอย่างแท้จริง

นอกจากนี้ยังขนทัพแขกรับเชิญสุดฮอต ให้ด้อมน้องเนยฟินต่อเนื่อง ได้แก่ เทคนิ ไมรอน , เจเจ กฤษณภูมิ , ริว วชิรวิชญ์ , เก่ง หฤษฎ์ , น้าปัง บกัสนกร ,บลู พงศ์ธีรวัฒน์ และเนเน่ พรนับพัน ตะมุตะมิสร้างความสุข ให้แฟนเนยน้องเนยกับค่าการรอคอยความพิเศษทั้งสองวันที่ผ่านมา ณ MGI HALL , BRAVO BKK





MGR Online. (2024). “หมีเนย” ทำห้างแตกในเมืองจีน เอียนแดนมังกร พบ “มัมมี่ พ่อหมี” ชาวจีนครั้งแรก.

https://mgronline.com/travel/detail/9670000125097#google_vignette

สร้างปรากฏการณ์ “ห้างแตก” ที่แท้จริงสำหรับ “น้องหมีเนย” ที่เดินทางไปพบปะแฟนคลับชาวจีนเป็นครั้งแรก

เมื่อวันที่ 29 ธ.ค.67 ที่ผ่านมา น้องหมีเนย เดินทางไปโชว์ตัวที่ประเทศจีนเป็นครั้งแรกในงาน China Fan Meeting ณ ศูนย์การค้าจิงเฟิง นครหนานจิง เมืองหลวงของมณฑลเจียงซู ซึ่งมีบรรดา “มัมมี่ พ่อหมี” หรือแฟนคลับชาวจีนให้การต้อนรับอย่างอบอุ่นชนิดที่เรียกว่าห้างแตกเลยทีเดียว

Sanook. (2024a). ทำความรู้จัก หมีเนย Butterbear มาสคอตสุดน่ารักและไวรัลห้างแตก.

<https://www.sanook.com/campus/1424223/?utm>

ทำความรู้จัก หมีเนย Butterbear มาสคอตสุดน่ารักและไวรัลห้างแตก

🕒 26 มี.ค. 67 (11:29 น.) | 📱 พิมพ์

🔊 กดฟัง

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น้องหมีเนยคือใคร ? น้องมีชื่อว่า **Butterbear** หรือ **หมีเนย** เป็นมาสคอตจากแบรนด์ขนมปัง ในเครือ Coffee Beans by Dao ซึ่งจุดเริ่มต้นที่โด่งดังของน้องนั้นมาจาก คลิปไวรัลจาก TikTok ที่น้องเต้นแบบน่ารักๆ จากคลิป **"เมื่อคิดว่าเราเต้นมันส์แล้ว แต่คนข้างๆ เต้นมันส์กว่า"** ที่ทำยอดเข้าชมไปมากกว่า 2 ล้าน จนดังไกลไปถึงชาวจีน ที่ถึงกับต้องปิดกั้น การมาเจอหมีเนยเป็นหนึ่งในกิจกรรมหลัก เมื่อมาเยือนประเทศไทยเลยก็ว่าได้

Sanook. (2024b). ถอดสูตรเสน่ห์ น้องหมีเนย Butterbear คาแรกเตอร์มีชีวิตที่ใคร ๆ ก็ตกหลุมรัก.

<https://www.sanook.com/travel/1448183/?utm>

ทั้งที่มาสคอตและตุ๊กตาหมีเกลื่อนโลกขนาดนี้ Butterbear ทำได้อย่างไร ?

นั้นไม่เพียงการออกแบบน้องหมีหน้าอมยิ้มที่ดูเฟรนด์ลีอารมณ์ดี แต่คาแรกเตอร์นี้ยังได้รับการออกแบบให้มีสรีระคล้ายมนุษย์ เพิ่มรายละเอียดให้น้องหมีเนยเป็นมากกว่าตุ๊กตา ทั้งนิ้วมือ แววดา ยิ้มหวาน ลำตัวปมปุ้ยที่สวมใส่เสื้อผ้าชุดน่ารักได้เหมือนเด็กน้อยน่ารัก องค์กรประกอบถูกปรับเซตให้เคลื่อนไหวได้อย่างอิสระ แตกต่างจากมาสคอตเดิม ๆ ที่ลดทอนรายละเอียดและเคลื่อนไหวได้จำกัด

และที่สำคัญ ผู้สวมใส่ภายใต้ร่างหมียังสามารถแสดงท่าทางที่บ่งบอกอารมณ์และความรู้สึกของน้องหมีเนยได้อย่างมีเสน่ห์ แถมยังเด่นเก่งชะด้วย เพลงฮิตเพลงดังก็สามารถเต้นคัฟเวอร์ได้อย่างเป๊ะปัง แต่ยังคงคาแรกเตอร์น้องหมีที่เล่นซี้้ออนสุดคิวท์ได้อย่างดี แถมมารยาทงามน่าเอ็นดู

ทั้งร่างภายในและภายนอก เชื่อมจิตของแท้!

Sanook. (2025). CHUANG Asia S2 EP.3 "น้องหมีเนย" เซอร์ไพรส์โชว์สุดคิวท์ เทรนนิโชว์สแตกครั้งแรกสุดปัง.

<https://www.sanook.com/news/9734978/?utm>

CHUANG Asia S2 EP.3 "น้องหมีเนย" เซอร์ไพรส์โชว์สุดคิวท์ เทรนนิโชว์สแตกครั้งแรกสุดปัง

🕒 18 ก.พ. 68 (11:46 น.) | 📺 พิมพ์

🔊 กดฟัง

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ต่อด้วยรายการ CHUANG Asia S2 EP.3 ที่ออกอากาศในวันอาทิตย์ที่ผ่านมา กับเซอร์ไพรส์แบบชุดใหญ่ไฟกะพริบ การปรากฏตัวของ "น้องหมีเนย" หรือชื่ออินเตอร์ "Butterbear" ขวัญใจพอส.จีน เป็นแขกรับเชิญขึ้นโชว์เพลงน่ารักใสๆ "น่ารักมัยไม่รู้" ทำเอาแฟนๆในรายการกรี๊ดลั่นสุดเสียง ส่วนหนุ่มๆเทรนนิก็ยิ้มตามแก้มปริสุดๆ

ถึงเวลาลงสนามของจริงกับการฟาดฟัน Head-to-Head Battles ดุเดือดขั้นสุด ตีกระชั้น สุดเจ๋งสุดเข้มข้น เปิดศึกประชันสแตกหมัดต่อหมัด เทรนนิต้องโชว์พลังเต็มที่ พร้อมโหวตทั้งเทรนนิที่ชื่นชอบ (MVP) และ โชว์ที่ดีที่สุด

Sis Here. (2024). ความจริงเกี่ยวกับ ButterBear ไอคอลล่าสุดที่ตัวดาวรุ่งแห่งยุค!

<https://www.instagram.com/p/C9RmD6GPwLh/>



ความจริงเกี่ยวกับ ButterBear ไอคอลล่าสุดที่ตัวดาวรุ่งแห่งยุค!

“น้องหมีเนย” ไม่ใช่มาสคอต แต่เป็นไอคอลล่างหนึ่ง ด้วยความน่ารัก และความสามารถที่หลากหลายทำให้สามารถตกคนได้มากมาย จนกลายเป็นกระแสบนโลกออนไลน์ทุกแพลตฟอร์ม ทั้งคลิปและรูปภาพถูกแชร์ต่อออกไปทั้งในและต่างประเทศแบบไม่หยุดยั้ง

ความสามารถ
ร้องเพลงได้
เต้นเก่ง
เขียนหนังสือได้

ผลงานเพลง
BUTTERBEAR - น่ารักมัยไม่รู้ 2.3 ล้าน
BUTTERBEAR - 'It's Butterbear!' 1.6 แสน

สามารถติดตามได้ที่
IG: @butterbear.th
FB: Butterbear.th

3.2 พัน
11 กรกฎาคม 2024

เข้าสู่ระบบเพื่อถูกใจหรือความคิดเห็น

SocialBeta. (2024). 黄油小熊全国首展来啦! <https://socialbeta.com/campaign/23302>

风靡泰国的国际知名 IP 黄油小熊以活泼生动的「女明星」人设俘获众多粉丝，首次落地中国更是掀起了热潮。此次，景枫中心在圣诞节和跨年之际，携手黄油小熊打造中国首展，并为户外大屏、商业体外立面、主题巴士等线下空间全面「换肤」，全方位打造节日氛围。同时，景枫中心还联合小红书，在线上进一步助力相关话题和内容的运营。

「黄油小熊全国首展」即将空降景枫中心！12 月 14 日-1 月 12 日，南京景枫中心联合 butterbear 黄油小熊，开设为期近一个月的快闪店。不仅带来了泰国热门同款、圣诞系列，还有 毛绒公仔&挂件、包包、杯垫、冰箱贴等 100+ 新品限定周边的首发，为消费者提前开启甜蜜暖冬。



Sohu. (2025). CAsETiFY x 黄油小熊线下快闪活动.
https://www.sohu.com/a/865061804_121124764



线下春日甜品店正式营业，黄油小熊主题门店限时体验开启！CAsETiFY 将于2月21日起在杭州万象城开启 CAsETiFY x 黄油小熊线下快闪活动，打造黄油小熊主题春日甜品铺，在此寻找黄油小熊的可爱身影，沉浸式感受一场温馨又甜蜜的春日烘焙之旅！

Thammasat University. (2024). ‘น้องหมีเนย’ ไอคอลลี่ที่สม่ำเสมอ กับความสำเร็จที่ผู้ประกอบการอื่น ๆ นำไปใช้ได้. <https://tu.ac.th/thammasat-010867-tbs-analyze-character-butterbear/>

ที่ว่าจุดเปลี่ยนที่สำคัญก็คือ ในกิจกรรมหนึ่งที่มีการนำแมสคอตของแบรนด์ต่าง ๆ มาแสดงเดินโชว์ ปรากฏว่าในวันนั้นน้องหมีเนยได้สร้างความแตกต่างไปจากแมสคอตแบรนด์อื่น ๆ เพราะในขณะที่แบรนด์อื่น ๆ เดินแรง น้องหมีเนยกลับเดินเหมือนเด็ก มีความนุ่มนวล เดินเบา ๆ แต่ตรงจังหวะเป๊ะ มีคาแรคเตอร์ที่แสดงออกถึงความเป็นเด็ก ผู้หญิง จนมีนักท่องเที่ยวจีนชื่นชอบและถ่ายคลิปลงโซเชียลไว้ ก่อนจะนำไปเผยแพร่ลงแพลตฟอร์มสื่อสังคมออนไลน์ของจีน และกลายเป็นไวรัลในเวลาต่อมา จากการเป็นกระแสแล้ว มีการออกแบบหรือจัดกระบวนการเพื่อให้น้องหมีเนยมีชีวิตความเป็นอยู่ที่ “ใกล้เคียงกับมนุษย์มากที่สุด” เช่น การทำให้น้องหมีเนยมีกิจวัตรประจำวัน มีอายุ มีเรื่องราวของการไปโรงเรียน มีรายละเอียดขั้นขั้นมีครอบครัว มีบ้าน ฯลฯ ซึ่งสิ่งนี้เองที่ทำให้คนทั่วไปเข้าถึง มีความรู้สึกผูกพัน และสัมผัสได้ถึงจิตวิญญาณของน้องหมีเนย จนเห็นว่าเป็น “นี่คือเด็กผู้หญิงน่ารัก ๆ คนหนึ่งจริง ๆ”

ฉะนั้นนี้อาจเป็นอีกภาพหนึ่งที่แสดงให้เห็นถึงความตั้งใจและกระบวนการคิดของแบรนด์ในการเลือกกลุ่มเป้าหมาย ซึ่งเป็นกลุ่มที่ค่อนข้างมีกำลังซื้อ ถัดจากนั้นจึงนำไปสู่การสร้างตัวตนของน้องหมีเนยขึ้นมาให้สอดคล้องกับความชื่นชอบของ ‘มัมมี่’ เช่น การแสดงออกว่าเป็นเด็กน้อยที่มีความสามารถ น่ารัก น่าทะนุถนอม และที่สำคัญคือเป็นเด็กผู้หญิงที่มี ‘ความนอบน้อม’ และ ‘มีมารยาท’ ซึ่งตรงจริตความถูกใจของ ‘มัมมี่’

“มาถึงตรงนี้ ผู้บริโภคจึงไม่ได้แค่ต้องการซื้อสินค้า แต่เขากำลังซื้อประสบการณ์ สิ่งที่เขาจะได้รับจากสินค้าจึงเป็นประโยชน์ทางความรู้สึก (Emotional Benefits) และยิ่งกระตุ้นให้เกิดความรู้สึกต้องการอุปถัมภ์คุ้มครองเด็กผู้หญิงคนนี้ ซึ่งก็คือน้องหมีเนย อย่างที่เห็นภาพตามสื่อออนไลน์ต่าง ๆ เช่น การไปตอดคิวตั้งแต่ตี 2 – 3 เพื่อรอเจอ รวมถึงมีการซื้อของเอาไปให้ ฯลฯ และถ้าไปถามมัมมี่ทุกคน ทุกคนจะบอกว่าหมีเนยไม่ใช่คนแต่เป็นหมีจริง ๆ และก็มีการนำไปขยายความต่อในเชิง Enjoyable (สนุกสนาน) ในโซเชียลมีเดีย เช่น มีการบอกว่าไปให้คุณหมอเอกซเรย์แล้วพบว่าน้องเป็นหมีจริง ๆ ไม่ใช่คน” ผศ. ดร.นพพร อธิบาย

Thansettakij. (2024). พลังแฟนค้อม ลานู๋ หมีเนย ต่อยอดเศรษฐกิจ บูมเที่ยวไทย.

<https://www.thansettakij.com/business/tourism/601619?utm>

รวมถึงมีแผนดึงน้องหมีเนยมาทำกิจกรรมโปรโมตการท่องเที่ยวของประเทศไทย
ไปยังนักท่องเที่ยวต่างชาติ โดยเฉพาะกลุ่มนักท่องเที่ยวจีน อีกด้วย

The People. (2024). 'น้องหมีเนย' สัญลักษณ์แห่งการ 'ฮิลใจ' ไอเดียจากตุ๊กตาหมีที่น่าจะมีทุกบ้านในวัยเด็ก.

<https://www.thepeople.co/business/game-changer/53719>

29 มิ.ย. 2567 | 21:15 น.

'น้องหมีเนย' สัญลักษณ์แห่งการ 'ฮิลใจ' ไอเดียจากตุ๊กตาหมีที่น่าจะมีทุกบ้านในวัยเด็ก

ส่วนคาแรคเตอร์ของมาสคอตที่เลือกเป็น 'หมี' เพราะทั้ง บูม และเบลล์ ต่างก็เห็นตรงกันว่า เป็นคาแรคเตอร์ที่เข้าถึงง่าย แล้วมองว่าตอนเด็ก ๆ ทุกคนก็เคยมี Teddy Bear หรือเหล่าตุ๊กตาหมีที่นอนกอดด้วยประจำอยู่แล้ว และหมีก็เป็นคาแรคเตอร์ที่น่ารัก

THE STANDARD. (2024). น้องหมีเนย และ อาโป ฉวีวิญญู ร่วมงานในแคมเปญใหม่ของ ททท. เพื่อผลักดันการท่องเที่ยวในไทยช่วงปลายปี. <https://thestandard.co/butterbear-apo-nattawin-tat-campaign/>

ทั้งนี้ การเปิดตัวของอาโป และน้องเนยจะเป็นภาพลักษณ์ของเพื่อนวัยจามซบที่สดใส มาช่วยสร้างภาพจำของแหล่งท่องเที่ยวไทยแบบเข้าใจง่าย ซึ่งนักท่องเที่ยวทั้งชาวไทยและชาวต่างชาติสามารถเที่ยวตามได้แบบชิลๆ พร้อมเสริมกิจกรรมกิน-เที่ยวสุดชิล โดยเริ่มที่แรกคือย่าน 'เสาชิงช้า' แลนด์มาร์กคู่เกาะรัตนโกสินทร์มาอย่างยาวนาน และยังคงเป็นย่านที่ได้รับความนิยมอยู่เสมอ



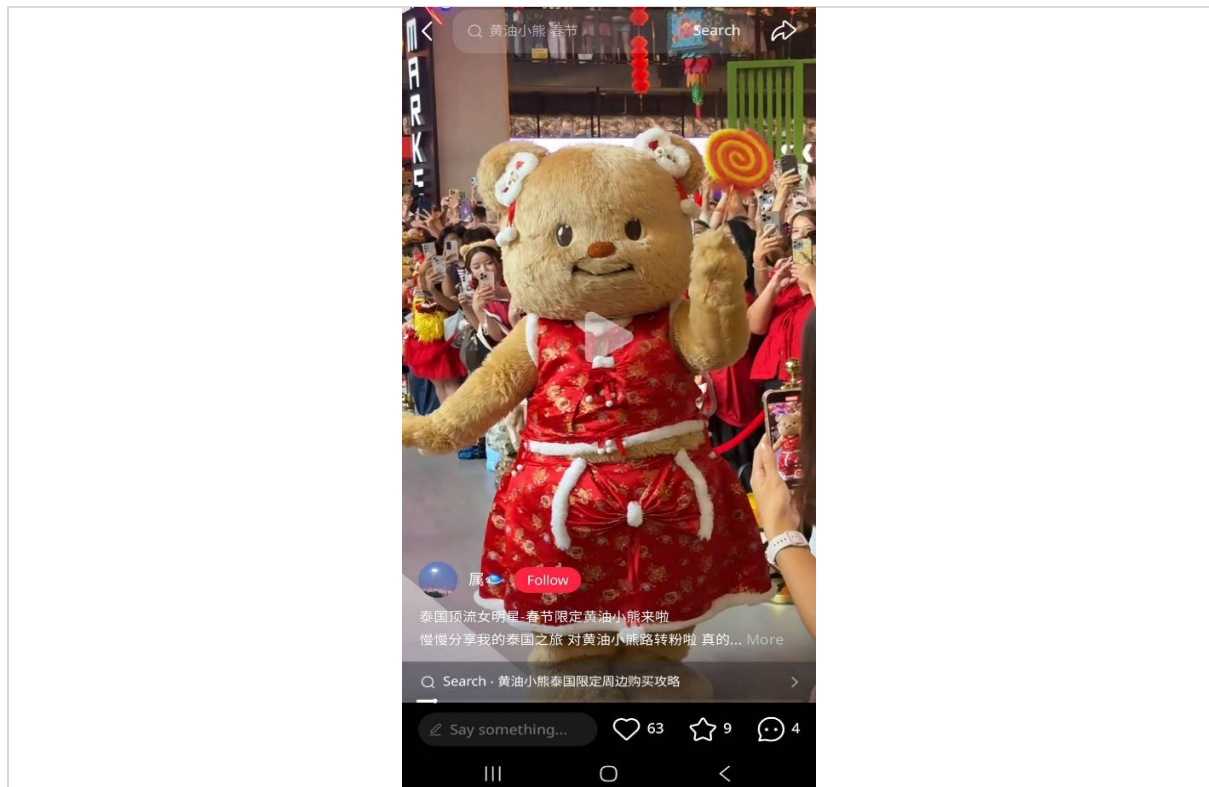
Xiaohongshu. (2024). 都去买这只黄油小熊快闪限定唐装挂件…….

<http://xhslink.com/o/8vTZK8SkcO2>



Xiaohongshu. (2025a). 泰国顶流女明星-春节限定黄油小熊来啦…….

<http://xhslink.com/o/4CZDI3G3Cw7>



Xiaohongshu. (2025b). 接红运得力黄油小熊新春联名系列上线…….

<http://xhslink.com/o/889zgwLapdG>

