

## Analysis on the Importance of Emotional Brand Marketing-Yusong Yamashita

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**Abstract:** In recent years, China's economy has experienced rapid growth accompanied by steadily rising consumption levels. Against this backdrop, contemporary consumers exhibit distinctive behavioral patterns, placing greater emphasis on spiritual fulfillment. The open and inclusive social environment has created ideal conditions for free emotional expression. Shansha You Song accurately captures modern emotional characteristics through innovative emotional marketing strategies, aiming to build resonance between brands and consumers. By leveraging emotional marketing, brands can shape and reinforce their unique identity, enabling consumers to clearly recognize and remember brands through emotional experiences. This approach enhances brand loyalty and establishes long-term value for businesses.

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Emotional marketing involves identifying the emotional pain points and psychological needs of target audiences, leveraging diverse communication channels and narrative techniques to evoke profound emotional resonance. This approach ultimately transforms emotions into purchasing power and brand loyalty. A brand should not merely sell products but also develop an emotional "personality." By projecting its own emotions, core values, and warmth, brands can fulfill consumers' emotional needs, moving beyond being cold entities to become trusted "friends" that resonate emotionally with customers, thereby bridging the gap between brands and consumers.

With the changes in contemporary social environments and the passage of time, consumer groups have increasingly valued experiential satisfaction and emotional resonance during consumption processes. People no longer select products solely based on basic needs such as food and clothing, but rather consider whether individual items can provide emotional value when making purchasing decisions.

The comprehensive value system of commodities comprises three interdependent dimensions: asset value, functional value, and emotional value, which collectively determine a brand's market competitiveness. In today's competitive landscape, the first two dimensions—asset value and functional value—have reached saturation levels and no longer constitute major competitive advantages. Consequently, emotional value has become the decisive factor for brands to establish lasting market presence.

The establishment of the Yushan You Song brand was driven by a pressing need. Founder Fu Song struggled to find a commuter bag that could accommodate a computer, was lightweight enough, and possessed a stylish design while working. Consequently, he collaborated with his mother to conduct research, repeatedly prototype and refine the design, ultimately creating the emerald-colored computer bag (Figure 1).



Figure 1 Emerald Package

The name "Songmont" originates from her own surname "Song", with its English name derived from the combination of "Song (pine)" and "Mont (mountain)," symbolizing "lofty mountains and distant skies, with pines growing beneath them." It embodies an Eastern philosophy: even when situated in humble places, one should cultivate the resilience of a pine tree—growing quietly yet possessing inherent strength and character.

### **1.Brand positioning centered on self-pleasure**

Against the backdrop of consumption upgrading and the awakening of female self-awareness, "self-care" has become a core demand for an increasing number of consumers. Yusha You Song acutely identified this trend and positioned "self-care" as the fundamental starting point for its emotional marketing strategy, establishing a foundational logic that fosters deep resonance with consumers.

Yamashita Yosuke accurately identified the "middle-class woman" demographic—women who are economically independent, optimistic, pursue refined lifestyles, and possess mature charm. In previous markets, there were limited options for this group: only "mid-range brands" offering compelling stories, quality products, attractive designs, and reasonable prices. The establishment of Yamashita Yosuke has significantly expanded the choices available to middle-class women.

Yamashita Yosong effectively communicates its core values to embed the concept of "self-pleasure" in consumers' minds. The brand advocates three fundamental principles— "freedom, authenticity, and relaxation"—encouraging women to break free from external constraints, courageously pursue their true selves, and embrace life's every joy. These values align perfectly with modern consumer demands for emotional fulfillment, laying a solid foundation for subsequent emotionally-driven marketing campaigns. For instance, its taglines like "Choose for yourself, let every journey be joyful" and "Your preferences are the best choices" use straightforward yet compelling language to convey brand values, resonating deeply with consumers through heartfelt messaging.

Yamashita Yosuke's creative endeavors consistently revolve around consumers' desire for self-fulfillment, using authentic stories and positive life philosophies to resonate with audiences. A prime example is their #MyMiddleAgeWomenChallenge# campaign, which invited middle-aged women with personal narratives to share insights about life, work, and relationships. The initiative garnered numerous responses from female participants sharing strategies to transcend age barriers and pursue personal fulfillment. The brand compiled these stories into short video series and illustrated content, conveying the powerful message that "middle-aged women can lead extraordinary lives through self-care and self-expression," evoking profound emotional resonance. Additionally, they frequently create content on self-rewarding practices like "Reward yourself with a new bag after a week of overtime" or "Spend quality time alone traveling with your favorite bag." By seamlessly integrating product offerings with consumers' emotional needs for self-care, the brand has solidified its image as a leader in promoting personal well-being.

### **2.Storytelling-based Dissemination of Group Portraits**

Brand growth is built upon countless narratives—legendary tales of brand inception, rigorous quality assurance stories, and touching customer service experiences. These deeply resonant stories are ingrained in consumers' minds through approachable storytelling, creating meaningful connections. Advertising theorist T. Schwartz asserts that successful brand advertising must resonate with target audiences (consumers). Effective ads evoke and stimulate deep-seated memories, delivering unforgettable experiences and emotions. Simultaneously, they imbue brands with specific connotations and symbolic meanings, establishing empathetic associations in consumers' minds.

#### **2.1 Grandmother's Handmade Dough Balls**

The brand's inception began with the founder's mother hand-sewing bags, evolving into a "60+ Grandmothers 'Handmade Craft'" narrative framework after 2023 (Figure 2). On International Women's Day, the brand launched the "Grandma's Fashion Manifesto" short film series. Close-up shots of grandmothers polishing hardware with reading

glasses and stitching linings using traditional needlework techniques were paired with the narration "Every stitch carries the tenderness of time," transforming the abstract concept of "warmth" into tangible visual language.

Xiaohongshu launched the hashtag #MyGrandma 'sSameCraftsmanship, encouraging users to share stories about women's traditional crafts within their families. This initiative shifted brand narratives from "brand-centric storytelling" to "user-generated co-creation," generating over 120,000 user-generated content (UGC) posts. The campaign boosted brand recognition for its "warmth" label by 47% and increased the proportion of middle-aged and elderly female customers from 3% to 8%, demonstrating the cross-generational appeal of emotionally resonant storytelling.



Figure 2: Photo of Fu Song with his mother

## 2.2 Multidimensional Injection of Female Power

Yamashita Yousong has strategically tapped into female empowerment through its "intergenerational + cross-industry" ambassador system, featuring women representatives from diverse fields including Yongmei, Li Na, Wen Qi, and Lu Yuxiao. Yongmei conveys a "slightly carefree, unhurried" demeanor that resonates with women aged 35+ seeking to combat age-related anxieties, driving a 120% month-on-month sales surge for its tote bag collection. Li Na's campaign under the theme of "honest ambition" in the "Timeless Leather Tanning" ad highlights the balance between career and life, reinforcing the brand's core message of "female empowerment." Wen Qi's blockbuster ad "Wandering with Freedom," featuring a Nepalese hiking scenario, links the "Baina Bag" to the "free spirit of Generation Z," achieving a 300% increase in brand visibility among this demographic. Each ambassador corresponds to a dedicated product design—Li Na's matching bag incorporates a tennis racket storage compartment, while Wen Qi's version uses foldable lightweight materials, realizing dual objectives of "emotional messaging + functional innovation." Ambassador-related content contributed 62% of brand social media engagement, with Wen Qi's matching bag ranking among Tmall's top three best-selling women's bags, demonstrating the effectiveness of "personal branding + product functionality."

## 2.3 Podcast by Yamashita Matsuo

In May 2024, Yamashita Yosuke expanded his "Yamashita Sound" literary column by launching a namesake official podcast series, which debuted on major audio platforms including Himalaya and Xiaoyuzhou (Figure 3). Serving as an extension of textual content, the podcast adopts the slogan "Discover the stories of life's diverse journeys," maintaining its signature format featuring "social celebrities + marginalized groups + brand participants." To date, eight episodes featuring Li Na, Tan Ting, founder Fu Song, and his mother have been released, with each episode averaging over 150,000 listens. Notably, the Li Na episode topped Xiaoyuzhou's "Cultural Interviews" chart on its debut day, establishing itself as a benchmark case for brand audio communication.



Figure 3: Interview poster for "Yamashita Yūmatsu"

### 3.Contextualized Emotional Implantation

Yamashita Yosuke has moved beyond the exaggerated and unrealistic scenarios typical of traditional advertising, seamlessly integrating its products into consumers' authentic daily lives. Through formats like short videos and vlogs, the brand showcases product usage in everyday contexts—from commuting and work to leisure activities—enhancing user engagement. A prime example is the "Tokyo Journey with My Wife" vlog released on Xiaohongshu (China's popular social media platform), where the couple strolls through Tokyo streets carrying Yamashita Yosuke luggage, enjoying scenic views and savoring local cuisine. The bags serve not only as practical travel tools but also as lasting keepsakes of their journey. These relatable real-life scenarios allow consumers to connect with their own experiences, fostering stronger interest and positive perceptions toward the brand's products.

#### 3.1 Brand Themed Exhibition

Yamashita Yosuke has organized themed brand exhibitions and pop-up events worldwide, delivering immersive emotional experiences to consumers. For instance, the "Wind Sound · Creation" brand exhibition held in Shanghai during May-June (Figure 4) consists of three main sections: the Wind Sound Ideation Zone, Wind Sound Archive Zone, and Wind Sound Workshop Zone. The Ideation Zone recreates the recording site of the brand podcast "Yamashita Sound," featuring curated clips from interviews displayed on screens. Through audio and visual elements, visitors are gradually immersed in Yamashita Yosuke's brand ethos, allowing the brand philosophy to be conveyed subtly while fostering deeper emotional resonance with consumers. The Archive Zone showcases the "evolutionary history" of bags and pouches, illustrating their inspiration through contextual displays: weaving looms from Tibetan

regions, intangible cultural heritage Huai Fang paper kites (symbolizing sustenance), and Tang Dynasty eaves designs from Shanxi's Nanchan Temple (hanging eave pouches). These scenes naturally evoke concepts like "freedom" and "travel," effectively bridging the gap between brand design inspiration and consumers' aspirations for freedom and the future. The Workshop Zone not only demonstrates sustainable craftsmanship but also shares humanistic stories behind the brand—such as grandmother-led workshop practices and post-exhibition seeding activities at Grass Bodhi Park—integrating nature and human kindness into product designs. Through subtle sensory experiences (sight, touch, and sound), the brand achieves "lifestyle extension," allowing consumers to feel the human warmth embedded within its products.



Figure 4: Shanghai Brand Exhibition at Yousong Mountain Base

### 3.2 Brand Space Pavilion

The Beijing Space Pavilion of "Pine Under the Mountain" is located in the Creative Park of Cuigezhuang, Chaoyang District, Beijing, far from the hustle and bustle of the city and offering a tranquil environment. Architecturally, this space is a renovated old residence project. Based on the original layout, it centers around a courtyard, integrating Western design awards into Chinese courtyard architecture. By connecting four independent rooms in the east, south, west, and north, it forms a square-shaped spatial flowline. This linear design achieves continuous spatial transitions and changing scenery with each step, while the layout responds to the concept of "harmony between heaven and humanity," blending the courtyard with nature. Upon entering the spatial courtyard, one can experience the Chinese aesthetics advocated by "Pine Under the Mountain," infusing the emotional essence of Chinese aesthetics valued by the Chinese people.

The Space Pavilion seamlessly integrates café spaces into the entire "Yamashita Yosong" complex. The café offers a diverse selection of beverages and desserts, ranging from basic options to specially crafted and seasonal limited-edition varieties. For instance, the "Sorghum Field & Sugarcane Grove" cocktail blends the robust flavor of northern vinegar with the crispness of apple and lemon juices, complemented by the sweetness of southern sugarcane in a specially crafted blend.

The "Matsushita Youshi" space at the foot of the mountain serves not only as a leisure and office area but also transforms into versatile venues such as exhibition spaces and fashion shows. On June 18, 2025, the brand's launch event "Fengsheng · Creation" was held here, featuring an innovative design where the front area became rice paddies while the interior functioned as a runway. During the event, Matsushita Youshi unveiled its ready-to-wear collections and handbags. The space also hosts interviews for the "Matsushita Voice" podcast series (a flagship podcast initiative by the brand). (Figure 5)



Figure 5: Matsushiro Matsushiro Field/Space Pavilion

### 3.3 Pine Shop at the Foot of the Mountain

Most Matsushita Matsushita stores adopt scenario-based design approaches, achieving the "one store, one scene" concept that integrates brand philosophy into regional cultural contexts, becoming aesthetic symbols in urban commercial spaces. Examples include: Chengdu IFS Store's Neiguan Bamboo Valley, Shanghai Huaihai Middle Road Store's Fengfu Valley, and Nanjing Deji Store's Shuizhuo Shina. The Chengdu IFS Store incorporates garden-style rockery elements to blend natural relaxation into its spatial design, featuring immersive experiences like handicraft workshops and material libraries, creating a "Matsushita Courtyard" where visitors can sit to craft, admire fabrics, and chat with friends.



Figure 6 Beijing Yiti Port Store

The brand philosophy of "slower and more authentic" has been extended to offline experience centers, integrating product displays with daily life scenarios to convey the brand's aesthetic of slow living. "Shanxia You Song Space" harmonizes architectural aesthetics, product displays, and a coffee lounge area into three interconnected zones, creating a cohesive spatial aesthetic that embodies the concept of "Shanxia You Song Space."

For instance, the store features a "Self-Enjoyment Travel" showcase area demonstrating bag pairing solutions for various scenarios (commuting, travel, leisure), allowing customers to intuitively experience product performance in real-life settings. The "Coffee Lounge" enables shoppers to savor coffee, read books, and enjoy relaxed moments while purchasing products, embodying the brand's "self-care" lifestyle philosophy. This scenario-based store design not only enhances shopping experiences but also deepens customers' understanding of the brand's "self-care" concept.

#### 4. Epilogue

The marketing strategy of "Yousong" by Yamashita demonstrates that emotional marketing has become the core driving force in contemporary brand competition. Within the consumption context of the "middle-aged female era," brands leverage precise emotional positioning to align with customer needs, establish emotional connections through multi-channel scenario-based penetration, and achieve value elevation via symbolic synergy, ultimately achieving differentiated breakthroughs in the premium market. The significance of emotional marketing extends beyond short-term sales growth and brand visibility enhancement; it fundamentally constructs an "emotional moat," enabling the essential transition from "product brands" to "emotional brands."

For domestic original brands, the experience of Yosuke Yamashita offers crucial insights: In a market saturated with homogeneous products, emotional resonance stands as the most distinctive and enduring competitive advantage. Brands must thoroughly understand their target audience's emotional needs, integrating emotional value throughout the entire value chain—from product design and content dissemination to user engagement—to achieve dual value creation through both functional satisfaction and emotional connection. Only by doing so can they build sustainable brand competitiveness amid the rising tide of domestic brands.

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