

Independent Innovation and Strategic Layout of Overseas Promotion of miHoYo's Game Product Genshin Impact

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Abstract. With the rapid development of China's digital economy, major enterprises are actively expanding into new businesses. As a dark horse in the gaming industry, miHoYo has recently made remarkable progress. Previous research on the promotion of miHoYo's business has mainly focused on the domestic market, with little research on promoting overseas brand strategies. This research adopts the literature research method to explore the overseas promotion strategy of the game "Genshin Impact" under miHoYo. The research results indicate that miHoYo innovates game design by selecting suitable international markets, positioning and adapting to local markets, establishing overseas teams and partnerships, and ensuring high-quality content while conducting effective marketing and active community building. These studies on promoting Chinese game brands to the world can provide insights into the current situation and future prospects of the game market, and provide decision support for industry participants, promoting Chinese gaming not only sees going abroad as a business expansion direction, but also builds a new channel for cultural dissemination with unique Chinese cultural elements.

Keywords: Overseas promotion; brand strategy; development prospects; digital economy.

1. Introduction

In the current environment, APP games are becoming increasingly competitive, and games are also paying more attention to reputation and brand. Among the hottest and best-selling game products in the world, role-playing and team combat games are firmly in the top two market share rankings, and far ahead, forming a sharp contrast with other types of games. MiHoYo Technology (Shanghai) Co., Ltd. seized this opportunity and invested about 100 million dollars in 2017 to produce and release the game Genshin Impact, an open world adventure game. Once it was launched, Genshin Impact won the favor of players from different regions, terminals and circles around the world, and also gained amazing profits. It has become one of the most profitable game products in the world. This game is undoubtedly one of the most successful games in the world in recent years. The game took the top spot in global mobile game sales for October just one month after its release, becoming the youngest leading player in the global mobile game industry. In the fourth quarter of 2020, Genshin Impact has brought more than 5 billion yuan of net income to miHoYo. The purpose of this paper is to study how miHoYo can promote its game product Genshin Impact overseas and expand its market, and put forward feasible suggestions. This research adopts the literature research method to explore the overseas promotion strategy of the game "Genshin Impact" under miHoYo. After establishing the research objectives, we checked the relevant data in the past and the overseas running data of the game Genshin Impact, a subsidiary of miHoYo, through websites such as CNKI, collected relevant information, read a large number of journals and papers, sorted and classified them, closely followed the research progress in this field, deeply thought about the theme, and reached relevant conclusions.

2. Literature References

According to previous literature, with the popularity of the Internet and the increase of people's demand for games, China's game market has entered a saturated state. At present, there are a wide variety of games on the market, and players have more choices. Therefore, gaming companies must innovate game content and provide better gaming experiences in order to gain an advantage in fierce

competition. With the gradual maturity of China's gaming industry, many companies have begun to seek external cooperation and overseas development. This is because the domestic market is fiercely competitive, while the overseas market has enormous potential. By going abroad, not only can we explore new markets, but we can also cooperate with foreign game companies, share resources, and improve our own strength. For Genshin Impact, miHoYo chose the United States, one of the largest game markets in the world, because the United States has a huge player base and a highly mature game market system [1].

With differentiated market positioning, Genshin Impact's overseas marketing strategy has made appropriate localization adjustments while maintaining the characteristics of the game itself. By integrating cultural characteristics from different regions, such as creating special events in conjunction with local festivals, and hiring well-known local singers or voice actors to dub characters, this differentiated market positioning effectively enhances the international popularity of the game. Different countries and regions have different needs and tastes in the game market. In the U.S. market, miHoYo has made localized improvements to Genshin Impact, such as adding English dubbing and plot adjustment to better attract local players [2].

Previous literature mainly focused on explaining the promotion direction of miHoYo's overseas strategy. Based on this, this study summarizes specific promotion strategies in more detail and provides relevant suggestions.

3. Development Status of miHoYo

According to SensorTower's "Top 30 Chinese Mobile Game Publishers by Revenue in 2023", miHoYo still maintains its championship title, marking its third year at the top of the list. The stable growth of Genshin Impact has already been "launched" all over the world, and even penetrated into a small town in Brazil.

Before the establishment of its overseas headquarters, miHoYo had already launched a large-scale recruitment campaign worldwide, including previously announced studios in Japan, South Korea, the United States, Canada, and Singapore headquarters. Through the recruitment positions, miHoYo's development strategies in different regions can be seen. In addition to food, the offline attraction miHoYo has also set up teleportation anchors to attract players to check in, with the most successful one being the giant Pumon located on the River Thames in London. The high frequency, wide coverage, and large-scale series linkage indicate that what miHoYo is seeking is not only the promotion of the game, but also the subtle integration of its own IP and game culture into players' lives. On October 8th, the website of the Ministry of Culture and Tourism released a list of the top ten cases of digital innovation practices in culture and tourism, and miHoYo was among them. Without a doubt, miHoYo has successfully gained official recognition in this regard.

In summary, over the past two years, due to its own size, miHoYo has been significantly slower than its competitors in entering the global layout planning stage. However, compared to other manufacturers, miHoYo's biggest advantage lies in the popularity of its games. With this, combined with its continuous linkage output, it can achieve "overtaking on the bend" in the future.

In the overseas market, the mobile terminal of Genshin Impact has a revenue of US \$4 billion (about 28.458 billion yuan). Niko Partners estimates that the total revenue of Genshin Impact's mobile terminal will exceed 10 billion US dollars (about 71.146 billion yuan) in 2025. In addition to the revenue, Niko Partners revealed the global download volume of Genshin Impact mobile terminal. Data shows that the game has been downloaded over 218 million times globally, with the top five countries in terms of download volume being China (22%), the United States (11%), Russia (7%), Indonesia (6%), and Japan (5%).

By 2024, the total revenue of Genshin Impact on the global mobile terminal has exceeded 9 billion US dollars (about 64031 million yuan). Genshin Impact has also downloaded more than 218 million times in the world, of which China, the United States, Russia, India, Nigeria and Japan are among the top five, and the download volume in the Chinese market accounts for 22%. With the continuous

warming of Genshin Impact in the global game market, the paid income in games is also outstanding. Genshin Impact also ranks top in the paid game income rankings of APP Store and Google Play, which has brought great benefits to Mihayou. In 2021, Genshin Impact will account for almost half of the total revenue of the seventh action mobile game in the United States, and the revenue of more than 406.3 million dollars will take the first place in action mobile games. This achievement fully reflects the strong influence of Genshin Impact on the global game market.

4. Strategy Analysis

Genshin Impact became a popular game product among domestic and global players first because of the success of the game itself. Its high-quality content and materials created a positive point. At the beginning, it won the anime players. In the group of anime players, it quickly expanded to a new generation of young people, and then gradually developed into a new social phenomenon. MiHoYo Company has high requirements for game development and technology, even requiring modeling of every blade of grass and tree in the game. This provides players with a sense of experience that makes them willing to pay for the game.

Secondly, miHoYo has taken advantage of the success of "Genshin Impact" to create a global brand image, and participated in the co branding of Wanda, Pizzahut, KFC, Heytea, keep, Alipay, and even the international famous brand of Kiehl's cosmetics, as well as numerous cultural and creative projects, large and small, as well as the giant posters in Times Square in New York. It feels that the elements of "Genshin Impact" can be seen everywhere in life, making people in different regions know about the game, and making the popularity and influence of the game constantly improve. Even many people who do not play the game know the existence of the game, which greatly improves the exposure of the game. Nowadays, miHoYo's influencer advertisements tend to create topics and catch people's attention through divergent content. MiHoYo has always focused on outdoor advertising and marketing of game products. During the warm-up period before the launch of Genshin Impact, miHoYo launched giant posters and promotional vehicles in Akihabara, the second Japanese resort, by relying on offline media, so that Genshin Impact can be seen everywhere in the streets [3]. In addition, you can see the shadow of "Genshin Impact" at the 17 stops of JR, a Japanese tram, and a game trailer will be played on Yamaguchi online. On October 2, 2024, the interaction activity between Genshin Impact and KFC was launched in Japan. The interaction content included two special KFC interaction packages, physical peripherals and virtual game props. The interaction triggered a heated discussion on the daily promotion. The two keywords "KFC" and "Genshin Impact KFC" topped the Twitter search, and led the Japanese KFC APP to dominate the free list of ios stores in the Japanese area. It also paralyzed KFC's ordering server for a time. Genshin Impact has the largest number of young audiences, and miHoYo matches the "younger" brand with players. The "necessities of life" of young people, such as Heyrea and Pizzahut, have become miHoYo's greatest success in marketing. These brands have been spread among young people through Genshin Impact, and Genshin Impact can once again take advantage of the brands that are common in the lives of almost young people to maximize its popularity. In general, as a popular game today, Genshin Impact can be said to stand out from the crowd in terms of linkage. It has topics, popularity, and both circles and obstacles. This is not only due to the popularity of Genshin Impact, but also more due to the success of miHoYo in marketing strategy [4]. MiHoYo wants to expand its overseas market, establish itself in the overseas market, and create a visual game image with international characteristics that conforms to local aesthetics. Therefore, miHoYo has invested a large amount of funds in game development from the beginning, paying attention to game updates, continuously optimizing game content, improving the experience of game players, launching multilingual and multilingual voice acting, and launching them on all platforms including PC, Android, iOS, PS, and NS worldwide. This is a huge challenge for the company's development capabilities to upgrade.

In addition, as a cultural product, the game cannot be ignored because of its ethnic factors. Genshin Impact embeds the national and ethnic factors into the game. Different countries have different

landscapes and different customs adapt to different regions. In 2022, Genshin Impact won the TGA's Best Mobile Game Award, in 2023, Genshin Impact won the TGA's Best Continuous Operation Game, and in 2024, miHoYo won the TGS's Best Game Developer. Genshin Impact became the first game in China to realize large-scale reverse cultural output. With the increasing demand in overseas markets for understanding Chinese culture, customs, and emotions, learning the Chinese language and utilizing Chinese names and voiceovers in games has become an important way for the younger generation to learn Chinese. Many players not only love the game itself, but also deeply recognize and resonate with the world view and culture of Genshin Impact. The players of Genshin Impact in Russia dubbed it spontaneously and wore cosplay to hold flash mob activities, demonstrating the unprecedented participation and enthusiasm of overseas players for Chinese game products. Firstly, the interesting marketing events of miHoYo leverage the dissemination lever. After Genshin Impact has a certain number of fans, miHoYo has placed "transmission anchors" in the game around the world, including Waterloo Station in London, Shibuya 109 Building, Alps, Changbai Mountain, etc. Through this method, it not only guides fans to check in, but also becomes a topic of discussion for video anchors, attracting more new users to join the pit. MiHoYo's understanding of offline marketing is no longer limited to the game itself, but rather hopes to use marketing methods to turn popular games into a series of IPs, develop them in multiple fields and dimensions, and integrate IPs and game culture into the lives of players and even passersby. Secondly, miHoYo values the player community and integrates into local culture [5]. Genshin Impact has multiple social pages on Youtube and Facebook, and has its own official account in communities targeting heavy players such as Reddit and Discard. In addition, for different countries and regions, Genshin Impact has also opened accounts in corresponding languages. It can be seen that the success of miHoYo is not only based on the bombardment of purchase volume and brand effect, but also on the understanding of user culture and the grasp of community preferences.

5. Conclusion

With Genshin Impact and other products, miHoYo has successfully ranked among the top three mobile games in the world in 2024. It is predicted that the global revenue of Genshin Impact will reach 10 billion dollars in 2025. The constant warming of Genshin Impact in the overseas market shows the strong growth potential of miHoYo. The key factors for the success of this game today are its independent innovation and design of unique game content, as well as the initial increase of its exposure in the domestic market and then the promotion of the strategic layout of the overseas market.

To successfully enter overseas markets, Chinese game companies need to establish a dedicated team responsible for overseas distribution and operation, and collaborate with local operators, publishers, and communities to promote and operate games locally. For Genshin Impact, miHoYo has cooperated with Genshin Impact, an American publisher, and achieved great success in the American market.

In the competition of the gaming industry, technological innovation is the key to victory. Game companies need to constantly innovate and develop more attractive game products. At the same time, technological innovation also includes innovation in game operation, security, and other aspects to ensure the long-term stable operation of games. Genshin Impact adopts the design concept of open world, so players can explore, adventure and fight in a world with high degree of freedom. This innovative design has attracted a large number of players and strengthened the sustainability of the game, causing players to constantly return.

With the development of the gaming industry, games have become an important form of cultural expression. Therefore, game companies also need to engage in cultural exchanges with the world, so that players from more countries and regions can understand and love our country's game products. Genshin Impact not only has exquisite pictures and rich plot, but also has diversified roles and tasks. The richness and quality of the game content directly determine the game experience of players, and Genshin Impact has performed well in this respect, winning the reputation and loyalty of players.

Genshin Impact made full use of various social media platforms in overseas promotion, and attracted the attention of players by publishing game publicity and activity information. For example, before launching the game, the production team aroused great interest among players by releasing game trailers, character introductions, and other content, laying a good foundation for the game's release. MiHoYo developed a precise marketing strategy before the game went global, and established partnerships with local social media and gaming vertical media. Through news reports, promotional videos, and game displays, it attracted a large amount of attention and user conversion.

Genshin Impact attaches importance to the interaction and communication with players in the overseas market, actively promotes updates and activities, responds to the feedback of players, and holds offline activities to communicate and interact with players face to face. The development team of Genshin Impact has a global vision. They not only focus on the Chinese market, but also actively consider the needs of global players. This makes the story background and game experience of Genshin Impact cater to the tastes of global players, and increases the appeal and playability of the game. This positive community building has increased player stickiness and loyalty, providing strong support for the promotion and continuous operation of the game.

In the future, miHoYo Tour can promote Genshin Impact to expand its market overseas by means of independent innovation, market positioning, localized operation, improving user experience and strengthening social interaction. At the same time, closely interact with local partners and players, listen to their needs and feedback, and continuously optimize game and operational strategies, in order to enhance the game's market share and user satisfaction.

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