

Based on the Emd Perspective of Cultural and Creative Brand Design Strategy Research

Cai Xiaohong

Guangdong Vocational College of Mechanical and Electrical Technology, Guangzhou, 510515, China

Keywords: Cultural and creative brand, Emd (experience marketing design), Brand design

Abstract: This article analyzes the macro background of the existing cultural and creative brand design, points out the current development problems of the cultural and creative brand and the transformation and upgrading trend of consumers. Based on the EMD (experience marketing design) perspective from the brand design process and brand value A set of systematic, valuable and innovative cultural and creative brand design strategies are proposed in three aspects of creation and brand-level attributes, with a view to providing a guiding reference for the brand establishment of cultural and creative products.

1. Introduction

Brand design is a kind of improved design that implements a series of brand planning and brand visual image design and other strategic adjustments on a certain basis, thereby enhancing brand difference, recognition and reputation. Brand design positioning is a business decision made by an enterprise on the basis of market positioning and product positioning, based on cultural orientation and personal differences. It is the process and result of establishing a brand image relevant to the target market. [1]

2. Analysis of the Status of Cultural and Creative Brands

2.1 Macro Background

Relevant data analysis shows that most of the foreign cultural and creative brands are Japan, Germany, Italy and other developed countries. Due to local customs and artisan culture in Japan, the design of cultural and creative brands will focus on creative design and craftsmanship, such as: Monogram, NOUSAKU, etc.; the design of cultural and creative brands in Germany and Italy are mostly creative design product brands, such as : Loqi, Alessi, etc. Foreign cultural and creative brands boldly apply graphics, colors and materials, and make strategies that reflect their brand characteristics through their respective national cultures.

During the “Thirteenth Five-Year Plan” period, with the advancement of relevant policies such as the “National Strategic Emerging Industries Development Plan” and “Several Opinions on Promoting the Integration and Development of Cultural Creativity and Design Services and Related Industries”, the state strongly supports manufacturing and cultural In the development of creative industries, it is proposed to cultivate a group of enterprises with core competitiveness and create a group of products and brands with strong influence, thus promoting the rapid development of product brands in recent years. [2] Due to the large development opportunities, prosperous design industry, and rich cultural resources, cultural and creative brands have developed particularly fast. At present, the development of cultural and creative brands in China has entered the growth period from the incubation period, and the development prospects and market demand have gradually increased. During the period 2010-2018, China has successively established 102 product design brands based on culture (Figure 1), and it shows an increasing trend year by year, mainly concentrated in Shanghai, Beijing, Guangzhou, Shenzhen, Jiangsu, Zhejiang, etc. Regions with rapid economic development, mainly cultural and creative brands such as creative design and travel souvenirs, such as Zhepin, Wanqiantang, and Bubble Mart, etc., and the development of these

cultural and creative brands has driven the prosperity of the local market .

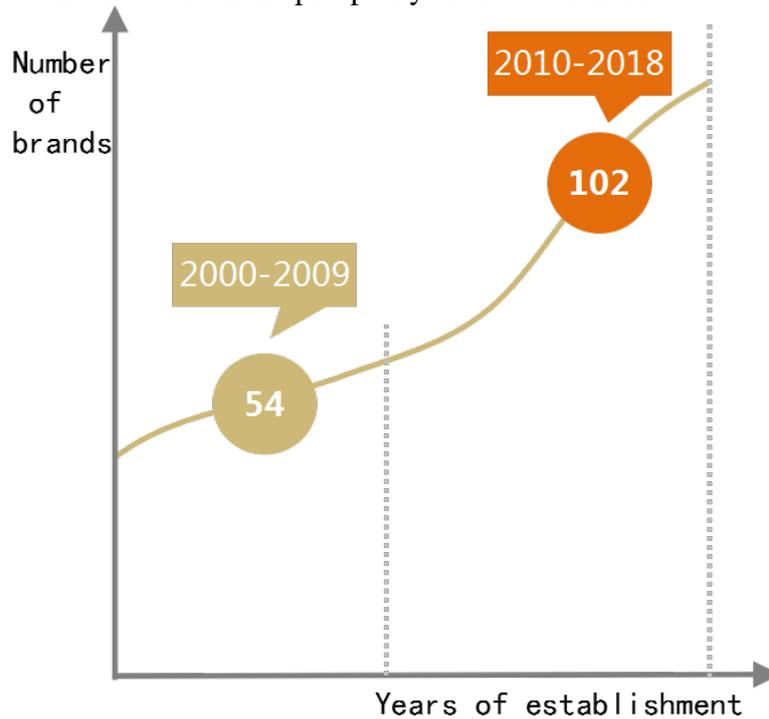


Fig.1: Data Sheet for the Establishment of Cultural and Creative Brands

2.2 Current Issues of Cultural and Creative Brand Development

2.2.1 Serious Product Homogenization

The entry threshold for cultural and creative brands is low and the cost is not high. Especially the number of small companies to establish cultural and creative brands is particularly large, but there are generally small scale, weak strength, poor risk resistance, and weak growth. Following up and imitating hot products and superficial survival methods are also reluctant to pioneer and innovate. Product functions are single, product styles and types have also been limited to a few simple categories, resulting in serious market homogeneity.

2.2.2 Lack of Innovative Marketing Strategies

At present, the marketing methods of cultural and creative brands are mainly divided into two types. One is to plan marketing and promotion according to the characteristics of the product's own attributes (such as: material, function, craftsmanship, morals, culture, series, etc.); the second is the conventional external marketing strategy. Such as: sales and marketing on e-commerce platforms, social platforms, physical stores, etc. In these marketing strategies, the lack of attention to consumers' emotional needs, social needs, and self-realization needs prevents consumers from experiencing the joy of shopping.

2.2.3 Weak Brand Awareness

At present, China's regional development is uneven. The development of cultural and creative brands is mainly concentrated in developed regions. The production scale and methods are in a "chaotic, small, and scattered" state. The product life cycle is very short. At the same time, the awareness of intellectual property rights of production operators is also relatively high. Faint, these have restricted the development of cultural and creative brands. Most production operators do not have a reasonable and long-term plan for the market, which makes consumers think that the cultural and creative brand is only in the "wind and snow", and the quality of products and services is poor, resulting in low reputation and weak influence of the cultural and creative brand. [3]

2.3 Improvement of Living Standards Promotes Consumption Upgrade

With the improvement of living standards, new technology innovations make the consumption pattern constantly change, and consumers are more likely to obtain product information. Through self-active participation in the change of trend trends, consumers and products can communicate directly and effectively, and consumers The identification of value has become the key to adapt to the development of the times. Brand design conveys the concept of “product-centricity” to “consumer-centricity” and then “value-centricity” at the current stage to consumers, and the consumption level is gradually improved.

3. The Overall Goal and Main Problem Solving of Cultural and Creative Brand Design Strategy

EMD, or Experience Marketing Design (hereinafter referred to as EMD), fully stimulates and mobilizes consumers' senses, emotions, thinking, actions, associations and other perceptual factors such as seeing, listening, using, and participating. The rational factor is a way of thinking about redefining design and a method of experiential marketing strategies. [4] EMD is value-oriented, inspires consumers' potential needs, allows products to directly contact consumers, and provides new value and new discoveries for cultural and creative brand design. This new experience marketing design strategy is promoting the transformation and upgrading of cultural and creative brands, giving consumers a new user experience, delivering brand information to consumers in real time, always maintaining interaction, and meeting the needs of consumers' self-worth and social value, thereby expanding Brand consumer groups strive for more cooperation opportunities for cultural and creative brands and enhance the profitability of cultural and creative brands.

3.1 Overall Objective

There are not many cases of cultural and creative brand design strategy research based on the EMD perspective. Most of the previous cases were based on VMD (Visual Merchandising Design), and rarely from the perspective of experience. Cultural and creative brand design strategy. At present, there is a lack of a systematic and standardized design strategy in this field, which needs to be explored and summarized in continuous practice. Based on the EMD perspective of cultural and creative brand design strategy research combined with the characteristics of current consumer value-experience, from the perspective of cultural and creative brand design strategy of “product-brand-experience” for a breadth of research, and in-depth extraction of brand design The multi-level value is closely centered on the “experience”-centered cultural and creative brand design thinking, creating a user experience supply chain system, and achieving high-quality, high-efficiency and high-value development of the brand.

This article closely follows the socio-economic and consumer development trends, analyzes the characteristics and advantages of the current cultural and creative brand from the perspective of EMD, further improves and strengthens the brand design strategy, and forms a set of research and exploration on the cultural and creative brand design strategy It has a systematic, valuable and innovative brand design strategy system to enhance the overall competitiveness of product brands.

3.2 Main Problem Solving

1) Based on the EMD perspective of cultural and creative brand design strategy research, how to solve the problem of serious product homogeneity, leading to the lack of sustainable development of the brand;

2) Based on the EMD perspective of cultural and creative brand design strategy research, how to solve the cultural and creative brand design to deliver value-driven innovative brand design strategy to consumers;

3) Based on the EMD perspective of cultural and creative brand design strategy research, how to solve the cultural and creative brand awareness is weak, lack of rational, systematic and effective brand planning.

4. Research Content of Cultural and Creative Brand Design Strategy

The content of cultural and creative brand design strategy research based on the EMD perspective is mainly carried out from three aspects: brand design process, brand value creation, and brand level construction. The research contents are (Figure 2):

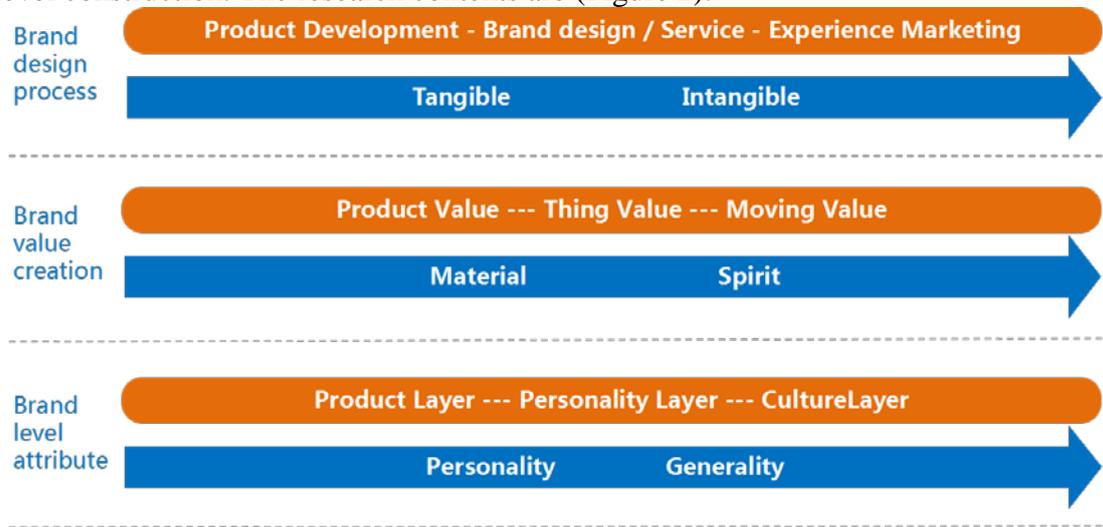


Fig.2: Research Content of Cultural and Creative Brand Design Strategy Based on Emd Perspective

4.1 Create a Brand Design Strategy from Product Development-Brand Design/Service-Experience Marketing

Based on the phenomenon that cultural and creative products tend to be homogenized, this part of homogenized products is difficult to resonate with consumers and cannot touch consumers' inner values, because products need to meet the functional needs, emotional needs and self of consumers. There is a close fit between various demands such as expressive needs, which is a subtle process. When developing products, cultural and creative brands need to pay more attention to and consider the brand's subsequent extension planning and consumers' "stickiness" to the brand, rather than the "explosion" effect of the current market. From the perspective of EMD, from product development to brand design/services to consumer-oriented experience marketing, it is a transformation from tangible to intangible. It is necessary to drive business success through brand design strategies to maximize the commercial value of cultural and creative brands, and Become a competitive cultural and creative design brand in the market.

4.2 Brand Design Strategy That Transforms from Product Value-Thing Value-Moving Value

Product value is the value generated by the functional characteristics, quality, variety and style of the product; the value of things refers to the positive significance of things to people, and its degree of demand is determined by the degree of development of individuals, groups and society; moving value It is a critical point for consumers' inner qualitative changes, which will lead to spiritual purification and behavior improvement. It is an internally driven value that will show the brand's infinite vitality. From the perspective of EMD, the cultural and creative brand design strategy that transforms from product value to thing value to moving value is a change from the material level to the spiritual level. The brand experience is shaped by consumers' shopping psychology and behavior. This is a kind of The gradual development towards flexible mode makes the cultural and creative brand value a "magnetic point" that attracts customers' inner needs.

4.3 Build a Brand Design Strategy from Product Layer to Personality Layer to Cultural Layer

The prerequisite for brand building is the product layer. If you want to build a brand, you must first have a product. In addition to meeting the functional needs of consumers, the product layer should also pay more attention to its spiritual needs; and then form a cultural and creative brand based on the product layer. Personality layer, which is a characteristic of a certain tendency,

uniqueness and sociality that a brand does for a certain market field and consumer group; and finally rises to the cultural layer of the brand. Form a high degree of spiritual recognition, thereby increasing consumer loyalty to the brand. From the perspective of EMD, build a brand design strategy from the product layer to the personality layer to the cultural layer, from personality to commonality, and gradually upgrade the level to make the cultural and creative brand design strategy more integrated between the upper and lower levels, thereby creating consumer Create brand belief.

5. Practical Significance of Cultural and Creative Brand Design Strategy

EMD mainly has the characteristics of diversification, precision, and individualization. The guidance for the development of cultural and creative brands is comprehensive, multi-level, and wide-ranging. From the perspective of EMD, the following creative brand design strategy has the following practical significance:

5.1 Targeted, Effective and Instructive from the Perspective of Emd

Research on cultural and creative brand design strategy based on EMD perspective is an inevitable demand for the harmonious development of brands and markets. Its research highlights the importance of the “experience value” of cultural and creative brands, effectively connects consumers' psychological levels and values, and deepens and develops existing results. Through the analysis of cultural and creative brand design strategies based on EMD perspectives, the results can be achieved To provide a set of effective brand design strategies for cultural and creative products, which has a certain significance of innovation and practical application in the industry.

5.2 Marketization, Value-Added and Branding of Product Brands

This article examines the new opportunities that the current experience marketing strategy brings to the development of cultural and creative brands. Through research and analysis of the characteristics and deficiencies of the current creative brands, it provides a set of high-efficiency and high-quality design strategy solutions for cultural and creative brands to make cultural and creative brands The system is more systematic and grounded, so as to enhance the brand awareness of the enterprise, realize product and brand value-added, and provide more development opportunities for the cultural and creative brand.

5.3 Enhance the Vitality, Competitiveness and Cohesion of the Design Industry

Based on the EMD perspective, the cultural and creative brand design strategy mobilizes all favorable factors, and uniformly dispatches the cultural and creative brand to carry out various value co-creation activities, which can not only transform high-quality cultural and creative design into commodities to consumers, thereby improving cultural and creative The comprehensive ability of the brand enhances the social competitiveness of the cultural and creative brand, so that the cultural and creative brand can go further. It also drives the development of the cultural product design industry, realizes the zero distance connection between the cultural and creative brand and the market, and achieves mutual benefit and win-win.

Acknowledgment

Guangdong Province 2018 Innovative Talents Project for General Colleges and Universities (2018GWQNCX025); Education and Teaching Reform Project of Art Design Major Teaching Guidance Committee of Vocational Colleges of the Ministry of Education (cpsj201907).

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