The Impact of Ecological Cultural and Creative Products for Urban Branding and International Image Communication

Yuanyuan Li

The Department of Art and Design, Taiyuan Normal University, Taiyuan, China

Email: liyuany92@163.com

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Abstract: This paper analyzes the meaning and relationship of urban brand and city image from the perspective of the relationship between eco-cultural creative products and city image, combs the current situation of urban brand development in China, and explains how to apply ecology in light of the development characteristics of each city. Cultural and creative products showcase the charm of urban culture.

1. Introduction

Ecology carries the developmental thinking of a city, and it is also an important criterion for measuring the development of a city. Therefore, the ecological concept is more and more reflected in the image of urban branding. Different cities in China will design urban image products according to their own development characteristics, industrial advantages, humanistic spirit, etc., and enhance the influence of the city through extensive marketing methods. In the context of the concept of green development becoming more and more deeply rooted in the hearts of the people, this paper analyzes the role of cultural and creative products and the implementation of the concept of ecological development in China from the perspective of the application of ecological creation products in the shaping and dissemination of urban image.

2. City Image and City Brand

2.1 City Image

The image of the city is a unique cultural system in the city. In today's globalized economy, the characteristics of mass communication are developed and the mimic environment is prominent. The competition between cities or regions is becoming more and more fierce. Urban branding and urban image communication have gradually become urbanized. The form of urban competition development. In the era of globalization, urbanization and rapid development of information technology, urban image as an urban complex gradually evolved into an important social resource. The connotation of the city image is divided into two levels: narrow and broad, with characteristics of uniqueness, subjectivity, integration and extensibility. The narrow sense of the city refers to the various elements of the visual recognition of the city, and most of them refer to the landscape construction design of each form of the city. In addition to the above, the generalized urban image should also include the aspects of the landscape, government image, industrial strength and urban spiritual culture. In other words, the image of the city is the comprehensive cognition and impression of the public on a city. It is a comprehensive information complex with a rich social system. It is a reflection of the emotional and attitude of the information audience on a city's comprehensive information factors. According to the constituent elements, the city image is composed of the concept system, the behavior system, and the visual system, and is derived into a factor system such as the industrial economic image, the cultural and technological image, and the ecological environment image.

The image of the city needs to achieve branding through mass communication. The communication activity is a two-way transmission and exchange process of human information by

means of symbols. It is a state of operation of a social information system. Mass communication is both an act and a process. The mass media is a powerful booster for the image of the city. The mass media is not only the platform and window for the release of city image information, but also the system of information dissemination of the city image. The effect of communication refers to this kind of transmission behavior or process. The influencing factors of the effects of communication behavior are complex and wide, and the influence and acceptance of the recipients in the dissemination behavior may vary widely. Therefore, the media communication and promotion from the image of the city is a long-term, comprehensive and gradual systematic process.

2.2 City Brand

The acceleration of China's urbanization process has led to an increase in the number and scale of cities in China, and the city's competition for various factors has become increasingly fierce. In this context, some cities in China are vigorously promoting urban branding, such as Guangzhou's "Yangcheng", "Flower City" and "Gourmet Capital", which are well-known at home and abroad. However, there are still some problems in the development of China's urban brands, mainly in the following aspects. First, the understanding of the meaning of the city brand is too one-sided. When domestic cities shape urban brands, they unilaterally equate the city's beautification packaging with urban branding. When developing urban brands, they will place more in the city's logo, slogan, environmental beautification, infrastructure construction, etc. Without considering the economic, social, historical, cultural and other factors of the city, the benefits of urban agglomeration, scale benefits and radiation benefits have been neglected. Second, the lack of personality in urban brand positioning. Urban brands can bring added value to the city, but the phenomenon of "homogeneity" in the process of branding in China is very obvious. The phenomenon of plagiarism, imitation and reproduction in urban planning and construction is very common. Many cities lack differentiated cities. Connotation, resulting in the lack of urban personality, lack of urban confidence. Third, urban branding lacks industrial support. At present, the production technology and equipment of some industrial clusters in China have reached the international first-class level, and quite a number of industrial cities have the conditions to develop their own brands. However, due to the lack of understanding of urban brands and the lack of competition awareness, many cities have not planned their own development with strategic vision, nor have they combined urban brands with their own industrial advantages, which has caused most cities to shape cities. The lack of a solid industrial base in the brand ultimately led to a lower overall level of Chinese urban brands. Fourth, urban brand marketing and promotion methods are lagging behind. The promotion of brands in many cities in China ignores the use of integrated means and the integration of communication means. In the choice of promotion tools, the means are relatively simple, and there is no comprehensive integration of various media platforms such as TV, network, exhibition board and print media to carry out comprehensive and multi-faceted public relations strategies. In the scope of promotion, the target public lacks scientific positioning, coverage is not wide, effective arrival rate is low, and publicity effect is poor. These practices have led to the insignificant effect of urban brand marketing promotion, which has created resistance to the pace of urban brand building.

3. Summary of Urban Brand and International Communication Research

Over the past 30 years of China's reform and opening up, combined with the needs of domestic urban development and publicity, urban marketing has begun to be gradually valued by local governments, and issues related to urban image have gradually attracted the attention of academic circles. For urban brands and communication, domestic scholars also put forward various viewpoints. Chen Yuebing believes that the city brand image refers to the general name of city logo, city image and city relationship, and is an intangible asset that the city can transform. Dong Xiaofeng divided the city image into the hardware system part and the software system part of the city. Ji Fulin believes that the city brand reflects a city's economic connotation and cultural heritage, and is also a unique symbol system that can be distinguished from other cities. Huang Zhihua pointed out that the city brand is actually a reflection of urban management, management thinking

and concept consciousness, and it is an effective positioning and publicity process for the city. In addition, some scholars began to shift from urban marketing research to urban image shaping and communication. Fang Li believes that it can learn from the corporate image shaping method and construct the concept system of the city brand image. Sun Xu believes that the image of the city is a psychological relationship between people and the city formed by people's perception, impression, opinion and evaluation of the city. Juyi took the lead in advocating the development of city image planning in the country, recording the image elements of the city in the way of city image notes, and affirmed the application prospect of public relations principles in urban image planning.

4. Status of Urban Brands and City Images in China

The image of Chinese cities can be divided into three stages in chronological order. The first stage was to promote the tactical stage in the pre-1997 urban area. The second stage is the stage of urban tourism brand marketing and urban development advertising between 1998 and 2008. The third stage is the stage of urban image brand communication and integration strategy. Before 1998, it was the enlightenment period of urban communication. In the mid-1990s, the competition among domestic urban areas gradually warmed up. Shenzhen, Guangzhou, Hangzhou, Dalian, and Qingdao actively carried out urban marketing strategies for urban image communication. Since the late 1990s, China has formed a multi-level and all-round opening pattern with the Pearl River Delta, the Yangtze River Delta, the Bohai Rim, the Central Economic Circle, and the Western Development Zone. Domestic marketing and urban branding have begun in China. upsurge. For example, the successful hosting of the Yunnan World Garden Expo put forward the slogan of the city brand positioning of "South of Caiyun, Wannong Zong", further establishing the overall image of Yunnan Province and promoting the economic transformation of Yunnan Province. According to public data, by the end of 2007, nearly 200 cities in mainland China had launched advertisements for the purpose of tourism promotion and broadcasted on the CCTV column. China entered the era of conscious promotion of urban brands.

4.1 Status of the Main Body of Urban Image Communication.

The image communicator of the city is the protagonist of the media strategy and implementation plan for the image communication of the entire city. From the perspective of urban governance, the city government is the dominant player in the image dissemination and promotion of the city, and the most important subject of the city image communication activities. However, in practice, the main body of communication in the process of urban image communication should also include enterprises in the city and various non-profit organizations, media units and urban residents. Therefore, in the current practice of urban image communication, the main body of communication includes urban government, enterprises and non-profit organizations, media and urban residents and visitors.

4.2 City Image Positioning.

The city is a gathering place for social problems in the survival and development of mankind. Throughout the development stage of China's urban image brand, there are several types of image branding and urban communication in some cities. First, the tourism city image brand. The city emphasizes the possession of natural rich tourism and beautiful scenery to highlight the image orientation of the tourist city. Such as Hangzhou, Guilin and Tibet. The second is the humanistic city image brand. For example, Kunming, Xiamen, Qingdao, and Zhuhai have unique natural environments, or have resources and facilities that are especially suitable for human healing and leisure. They have expressed the positioning of urban brands such as "livable", "romantic" and "happiness". The third is the economic industry city image brand. For example, Jingdezhen in Porcelain, Anshan in Steel City, Yiwu in Xiao Commodities, Shiyan in Checheng, etc. .

5. The Role of Ecological and Cultural Creative Products in the Spread of Urban Image

5.1 City Image and Urban Culture Creative Products

The creative atmosphere of the city is closely related to the image of the city's cultural soft power. In recent years, scholars from Britain, the United States and other countries have proposed a creative city system under the creative economy and industrial development, emphasizing the positive effects of urban creative atmosphere and creative products on urban branding and urban image communication. Creativity is also a city image, an intangible new asset of the city, and part of the soft power of the city. The ubiquitous creative design of many countries and regions has also become the driving force for the spread of creative city image, and the creative industry has become a new engine to promote urban development. A city with a strong creative atmosphere can always influence the high attention of the public and various media, thus making the image of the city more influential and effective. First of all, the development of the creative industry has created a creative urban image that will help promote the widespread spread of the city's image. Secondly, creativity is an important component of the urban cultural system. The development of creative industries depends on the development of cultural society. Third, the creative industry can create a creative new urban space and greatly enhance the city's visual image communication. Finally, the development of creative industries has promoted the creative city image recognition system and promoted the spread of urban humanities image.

5.2 The Role of Ecological Cultural and Creative Products in Shaping the Image of Cities

Urban products are composed of different types of products, and by giving different materials carriers a common value process, a product chain representing the characteristics of the city is formed. Eco-cultural creative products must be attached to the degree of economic development, natural resource endowment, and urban human temperament. The expressions of ecological cultural products mainly include animal images that reflect the spirit of the city, such as the pandas in Sichuan; material carriers that reflect the characteristics of urban life, such as the food characters in Guangzhou; and the image design that reflects the distinctive characteristics of the city, such as the spirit of Shanghai. The publicity of business cards such as the Oriental Pearl and so on. There are various forms of marketing and communication, mainly in the following forms.

First, the use of urban industrial advantages to design cultural and creative products. In the whole country, the northwestern region, the southwestern region, and Hainan Province have outstanding ecological advantages, and the industries are mainly ecotourism and cultural creativity. When urban brands are shaped, they often rely on the advantages of ecological industry and organically combine cultural and creative design to design promotional products such as green mountains and green mountains.

Second, relying on important exhibition activities or large-scale international conferences for image communication. Expos, trade fairs and various festivals are good opportunities to promote the city and expand the visibility of the city. These cities often seize this opportunity to integrate the city's ecological elements into all aspects of the city's image products, such as the Guangzhou 2017 Fortune Forum, showcase the urban ecological concept through drone performances, and the Guangzhou Food Festival uses food to convey the idea of urban ecological development. .

The third is to express the concept of urban green development with the help of characteristic buildings. Urban architecture is a memory that has been materialized by the city. It is an important carrier of urban image. Roads, bridges, houses, man-made landscapes, iconic buildings and landscapes all reflect the design style of urban products. These cities often convey green development ideas through public service advertisements, living pendants, and travel handwriting.

6. Conclusion

Culture is the soft power of a city, and cultural and creative products are important carriers for demonstrating a good image of a city. Integrating the ecological development concept into the whole process of urban development is of great significance to the development of a city. Each city is also making useful attempts and has achieved remarkable results. In the process of urban image

communication, each city should design excellent urban cultural and creative products in combination with industrial development and regional characteristics, so as to continuously expand the influence and popularity of the city.

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