

## Research on the Building and Strategy of City Brand Image

Lisha Cui

Xi'an Peihua University, Xi'an, Shanxi

cuilishahappy@163.com

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**Abstract.** Modern cities have entered a new era of brand development. In the face of city brand building, some cities have made some achievements in the market, but there are still many problems that need to be solved urgently. Therefore, cities should speed up the corresponding countermeasure research and exploration of city brand building, so as to promote the development of city brand and image building, and realize the important strategic objectives for the long-term development of cities.

### Introduction

With the rapid development of modern cities, the sense of brand competition among cities has become increasingly strong, which makes the city brand image building become an important part of the overall development strategy and an important strategic goal of the city. Creating a city brand image not only helps to improve the public's awareness of the city, but also helps to enhance the cohesion of the city, maximize the radiation effect of the city brand, promote and form new economic growth points, promote the development of the city economy, and enhance the competitiveness of the city. Nowadays, many cities begin to actively explore ways and countermeasures for the development of city brand. The building and dissemination of city brand image has become an important strategic goal for the long-term development of cities. The information research on city brand image building in China is still in the exploratory stage, so there is still a lack of scientific and in-depth theoretical guidance and relevant mature model city brand cases as the guidance. Therefore, in the process of building city brand image in many cities of our country, there are many common problems worthy of attention and improvement. City brand image building is a huge system engineering, which has become the core issue and development direction of modern city construction.

### Formulating the Strategic Planning of the Overall City Brand

City brand image building is a comprehensive system engineering, which requires professional brand planning and executing agencies to carry out scientific and strategic overall strategic planning and follow-up image design and promotion activities with the relevant departments of the city government. The specific content is to determine the overall strategic guiding ideology of city brand image building, the implementation plan of overall strategic planning, and specific action plan and time strategy, in order to make the overall city brand image building activities can be carried out and promoted under the guidance of scientific and strategic methods and steps, so that the city brand image building activities can achieve the expected goal and promotion effect of the city brand strategic planning within a reasonable time range.

### Carrying out Pre-Market Research Scientifically and Effectively

City brand image building is a huge and complex brand strategic planning activity, which can not only rely on the subjective perception of the city image of the relevant personnel to determine the brand building program. Before carrying out city brand image building activities, scientific and reasonable market research must be carried out. It is necessary to conduct in-depth research and analysis on the promotion environment of city brand building, the public behavior inside and

outside the city, and the competition situation of city brand market, so as to ensure that the comprehensive, scientific and real market information is mastered. Specific market research implementation steps are as follows:

Firstly, it is necessary to conduct detailed and in-depth research and excavation on the overall cultural and material resources of the city through the city's specialized departments and research institutions in order to find out the unique advantages and development opportunities of the city in the brand market competition environment. Secondly, we should have a comprehensive and profound understanding of the city's future direction of development, so as to determine the direction of the city's future development, find new opportunities for city development, and define a good market direction for city brand building. Thirdly, the professional research institutions should be used to conduct multi-dimensional interviews and surveys with the public inside and outside the city, and to understand their specific perceptions of the city and the impressions of the outside world and the international community on the city. Fourthly, in the process of building city brand image, we should make a comprehensive investigation and understanding of the same competitive cities in the market, so as to make the city clear its position in the brand market and find out the differentiated competitive advantages. At the same time, on the basis of market research, city brand building professionals should make a thorough, detailed and comprehensive analysis of the collected market information with their own wisdom, combined with the corresponding brand strategy operations, in order to guide the overall strategic direction and specific strategy content of the city brand image building, and provide scientific and strategic guidance for the next city brand image building work.

### **Scientifically and Strategically Determining the Target Market and City Brand Positioning**

Target market refers to the market that the brand wants to enter. All activities of the brand should be carried out and promoted around the target market. In the specific city brand image building activities, the city should choose the target market correctly and define the target audience's needs according to its specific situation and advantages. Only in this way can the city information be transmitted to specific target audiences through certain media, and can the science, precision and effectiveness of city information dissemination be ensured. Specialized choice of target market is the key to successful introduction of city brand into the market. Only by correctly subdividing the market, can cities find their own advantages and development opportunities in domestic and international markets, and formulate target market scientifically and strategically.

In the planning and operation of city brand strategy, the planning content of brand positioning strategy is the key and core link of brand building activities. The positioning of city brand determines the specific content of brand building activities and the characteristics of brand image. Whether the brand positioning is reasonable or not is directly related to the final effect of brand building activities. Through in-depth excavation, collation and condensation of the city's overall resources, it is found that the city culture has its own distinctive characteristics. The characteristics that culture can not be duplicated and transplanted create the unique cultural connotation of the city and become the most charming place of the city. In the process of building city brand image, we can explore and study the countermeasures of city brand positioning from the perspective of city culture. In the specific city brand positioning link, the professional responsible personnel should find, cultivate or create a city brand market image with certain characteristics for the city, in order to distinguish other city competitors, and adapt to and meet the needs and preferences of the target audience. For example, the ecological livable city brand positioning satisfies the livable life needs of the target audience, and the city brand positioning of the famous historical and cultural city satisfies the target audience's feelings and experience of the profound historical and cultural atmosphere of the city. In the process of brand positioning, the content and height of the positioning should be appropriate. Meanwhile, the concept of positioning should be as single and clear as possible, so as to avoid confusion and ambiguity of positioning, which will affect the building and effective promotion of city brand image.

## **Effectively Developing the Visual Image Building of City Brand**

The building of city brand image is a holistic and systematic strategic planning activity. After the formulation of city brand strategic planning and implementation plan, professional brand visual image building should be carried out. City brand visual image building activity is a strategic operation process. The specific implementation steps are as follows: Firstly, the strategy of city brand visual image building should be determined and the concept of city brand should be defined according to the specific situation and content of the target market, target audience, city competitors and city brand positioning. Secondly, around the goal of city brand image building, the theme and direction of brand overall visual image design should be specially determined. Finally, around the theme of city brand visual image design, creative framework conception and follow-up design performance work are carried out. Scientific city brand visual image building activities should be guided by precise strategies to define a good direction for visual image creativity, and the unique connotation of city culture should be given to the visual image design concept according to the basic point of city brand positioning.

The performance design of brand visual image full of cultural individuality and artistic charm should be carried out in the established strategic framework and creative conception, and the cultural connotation of the city should be condensed into the visual performance and design, so that the visual image of the city brand can convey the inherent essence and spiritual characteristics of the city, and realize the goal and market value of the city brand building. On the one hand, the visual image of city brand should be consistent with the positioning of city brand. On the other hand, it should be different from the visual performance design of competitors, so that the visual image of city brand can convey the distinct personality characteristics and cultural connotation of city in the market promotion.

## **Making Integrated Marketing Promotion Plan**

After defining the strategy of building the visual image of city brand, the integrated marketing promotion plan should be formulated according to the overall strategic planning of the brand, so as to ensure that the follow-up marketing promotion activities can be carried out effectively and comprehensively. The integrated marketing promotion of city brand is not only the promotion of the external image of the city, but also involves the content of the internal construction of the city which transmits the external image. In the specific integrated marketing promotion, these two aspects of work should be done well, and the specific contents are as follows:

Firstly, in the domestic and international environment, cities should carry out the excavation, development, propaganda and cultural infrastructure construction of city culture in many ways and at different levels according to their own resource conditions and cultural orientation of brands, so as to create a new urban outlook with rich cultural connotations, characteristics of the times and new international perspectives, and do a good job of internal work for integrated marketing and promotion activities of city brands. Secondly, the city material construction should be coordinated with cultural construction, and urban hardware and software conditions should be coordinated to enhance the level of urban cultural construction and the soft power of city brand. Finally, under the overall strategic planning of city brand, we should coordinate the visual image of city brand with professional marketing promotion and various social marketing activities, and scientifically and strategically carry out the integrated marketing promotion of city brand image building, so as to achieve the goal and effect of city brand image building.

## **Conclusions**

Nowadays, many cities have taken the city brand image building as an important strategic goal to enhance the city's soft power and competitiveness. Some cities have also achieved better market effect. Branding of cities has become an effective way for cities to promote economic development and improve their competitive advantages. In the process of brand building, the specially

responsible personnel should conduct in-depth market research on all aspects of the city based on the overall city brand strategic planning, and carry out differentiated city brand positioning. At the same time, around the positioning of the city brand, the strategic creative framework concept and the performance design of the visual image of the city brand are carried out. On this basis, we strategically formulate the integrated marketing and promotion program of city brand image shaping, and carry out various marketing and promotion activities in an orderly manner to ensure that city brand image building is carried out scientifically and effectively, in order to achieve the expected goal of city brand image building.

## **References**

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