

Research on City Culture and City Brand Image Building

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Abstract: City culture has a high value in city brand image building, and is the foundation of differentiated city brand positioning. It has a strong driving and cohesive effect on city brand image building, which helps to disseminate and enhance city brand image.

1. Introduction

Modern cities have entered the era of brand development, and the core competitiveness of cities has gradually shifted from economic construction to city brand construction with city culture as the core. City culture has immeasurable value in the building of city brand image, and has a strong role in improving and promoting the construction of city brand image in all aspects.

2. Urban Culture and Urban Brand Image

City culture is formed under certain natural and human historical conditions during the development of human cities, which is a material and immaterial complex, consisting of five systems, namely, concept culture, behavior culture, industrial culture, humanistic landscape culture and natural landscape culture. The city image is the external manifestation of a city's cultural connotation, which includes not only the objective social existence of the city, but also the perception image of the city by the public both inside and outside the city. It has the characteristics of stimulating the public's thoughts, feelings and behavior activities inside and outside the city.

Brand is a concept of marketing, which is used to identify a seller's product or service and it is also a business name and logo used to distinguish it from competitors' products and services. The concept of "city brand" extends from commodity brand and enterprise brand, which is the inevitable result of the development of city in the process of marketization. "City Brand" is proposed by Professor Kevin Keller of Fukui Business School of Duke University in his book Strategic Brand Management. Like products and people, geographical location or a certain spatial area can also become a brand. The city brand image is the city's business card. Building the city brand image can make the city have a strong brand effect, which not only helps to improve the city's cohesion and centripetal force and give full play to the city's comprehensive functional advantages, but also helps to improve the city's competitiveness and expand the opportunities of city's investment invitation and development, thus promoting the overall and rapid development of the city.

3. The Value of City Culture in Building City Brand Image

With the rapid development of urban modernization, cities have entered a new era of brand competition, which requires cities to speed up the construction and building of their own brand image. At the same time, cities should strive to excavate their own unique brand connotation and avoid homogeneous competition. City culture has distinct characteristics. When building a brand image of a city, we can excavate the city's brand connotation and build the brand image from the perspective of culture. City culture is the foundation of differentiated brand positioning in cities, which has a strong driving and cohesive role in building the city brand image, and helps to spread and enhance the city brand image. Therefore, building a city brand image with distinct cultural connotations has become an important strategic goal of the current new round of urban competition.

3.1. City Culture is the Foundation of Differentiated City Brand Positioning.

The city brand image building is to set up distinct and unique brand image characteristics for the city, so that the city can form distinct differences with other cities in the market, and avoid the homogeneous competition phenomenon. With the rapid development of urbanization, the competition between cities is becoming increasingly fierce. Faced with this situation, many cities begin to actively look for ways to develop city brand, set up strategic goals of city brand development, and begin to build their own city brand image. Based on this strategic goal, a large number of so-called city brand image positioning and propaganda words appear in the major media, such as “ecological city”, “green city”, and “modern city”. The cookie-cutter city brand positioning and propaganda words make it difficult to distinguish the city information, resulting in a large amount of waste of resources. In exploring the road of city brand development, the city has actively invested a lot of money and energy in hardware and software. Although some cities have made great achievements, some cities have seen the phenomenon of unclear brand image, and vague and similar brand positioning, which has caused unnecessary homogenization competition, seriously wasted the advantageous resources of urban development, and hindered the development process of urban branding.

The city brand positioning is to dig deeply into the unique superior resources of the city itself, which are not available or prominent in other cities. Only in this way can the city establish its own unique brand image in the market tide of city brand. Through in-depth excavation and consolidation of the overall urban resources, it is found that city culture has its own unique connotation and characteristics. Each city has formed different concept culture, behavior culture, industrial culture, human landscape culture and natural landscape culture under the natural and human historical conditions in specific areas. This cultural difference makes every city have different cultural contents and forms, and the characteristics of culture, which can not be duplicated and transplanted, have created the unique cultural connotation and deposits of the city, and become the most charming and individualized value of the city. When building the city brand image, we can dig the connotation of the city brand from the perspective of city culture, and can use the city culture to locate the city brand and condense the brand image, which will not only help the city brand image to be unique, but also help the city brand image to realize differentiated competition in the market and avoid the vicious phenomenon of homogeneous competition among cities. At the same time, the unique and profound connotation of city culture will also be endowed to the city image so as to get the advantage of publicity and development, and become the unique cultural connotation and spiritual characteristics of the city brand image. Therefore, the city culture is the foundation of differentiated city brand positioning. Faced with the current fierce competition in the city market, cities should build the city brand image according to the characteristics of their own culture connotation.

3.2. City Culture Has a Strong Driving and Cohesive Effect on the City Brand Image Building.

In today's era, culture not only embodies the spiritual characteristics of a nation, but also increasingly becomes an important source of national cohesion and creativity, and an important factor in the competition of comprehensive national strength. City culture is the blood and soul of a city. It not only conveys the inner quality of the city image, but also becomes an important support for the development and revitalization of the city and an important intangible asset of the city. To excavate the city culture with profound connotation and distinct personality in the building of city brand image can enrich the city brand image with deeper cultural connotation and taste. Cities with high cultural taste have a stronger infection and driving role in the market. They have a strong guiding and promoting role in the construction of social civilization and economic construction, which help to enhance the city's soft power, enhance the city's core competitiveness, and have a strong driving role in shaping the image of the city brand.

City culture is the carrier of inner quality of a city and the spiritual core of a city. Scientific and strategic promotion and operation of city culture will inevitably enable the public inside and outside

the city to have a sustained and strong perception of city culture, and will also deepen and promote the public's perception and identification of the city image. From the specific situation of urban development, the more unique the cultural connotation of a city, the stronger the sense of belonging, honor and mission of the public will be. Under the strong inspiration of city culture, the public in the city will have a strong sense of self-promotion and improvement in all aspects of urban civilization construction and economic construction. This strong confidence in urban construction can play a strong cohesive role in the ideological and material construction of city brand image. At the same time, driven by this strong feeling and infection of city culture, the public inside the city will consciously and unconsciously develop towards the spiritual core of city culture, and make the public inside the city form and transmit the unified quality of city image and the spiritual characteristics of the city, which will contribute to the focus and unity of city image building activities, and brings strong cohesion value to the development of city brand image. Under the strong cohesion and infection of urban culture core, the high concentration of city image is bound to generate strong appeal and attraction to the public outside the city, which will not only help to improve the perception and identity of the public outside the city to the city image, but also help to improve the cohesion of the city to the public outside, and accelerate and improve the shaping power of the city brand image in the market. City culture can agglomerate and enhance the image of the city, highlight the unique brand image and personality charm of the city. Strong urban cultural appeal helps the public inside and outside the city to understand and perceive the brand image of the city, contributes to the development of the city's brand image, and has a strong cohesion to the city's brand image building.

3.3. City Culture Helps to Spread and Promote City Brand Image.

Cultural differences make every city have its own unique image and connotation. Only by digging out its own unique cultural connotation and spiritual temperament can a city become the most charming city. In that way, it can be easier to effectively spread and promote in the market. In the new era, the evaluation of a city is not only confined to traditional indicators such as population and economy. The city culture with unique connotation is becoming more and more important, becoming the important content and measurement standard of city charm perception. A city with profound cultural connotation and personality charm must have strong attraction and attention, which has become an important factor for the city to enhance its own popularity and reputation, and it is also easier to produce famous brand effect and expand the dissemination of city brand image. Only by deeply integrating and developing the city brand image with the city culture can the connotation and value of the city brand image be displayed and transmitted, can the attention of the public inside and outside the city to the city be attracted and enhanced, can the evaluation value of the city by the public inside and outside be improved, and can the city release pearlescent personalized charm.

Mining city culture and creating urban cultural charm have become the key to enhance the image of the city, and also the core elements to disseminate and enhance the image of the city brand. In the concrete construction of city brand image, only by digging deeply into city culture and refining city culture idea with profound connotation and distinct personality can we create and cultivate city brand image with unique charm and characteristics. At present, only by digging out the personality charm of culture can a city set up its own unique brand banner in the tide of building its brand image. Only in this way can the city enhance its own influence and attention in the market, expand the dissemination of its brand image and enhance its brand image.

4. Conclusions

City culture has immeasurable value in the building of city brand image. In today's era, cities not only win or lose by brand building theory, but also determine the future by brand image, becoming a powerful force for regional development and national revitalization. Each city has its own unique cultural heritage. The distinctive characteristics of culture are the foundation of brand image positioning and intangible assets of city construction, which have a strong driving and cohesive

effect on city brand image building, and are conducive to the dissemination and promotion of city brand image. Therefore, the city culture with vivid personality has become the primary problem of city brand image building at present.

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