

Research on the Brand Rejuvenation Strategy of Guochao Cultural and Creative Products Under the Background of "Internet +"

-- Take Hu Kaiwen Huizhou Ink, A Time-Honored Chinese Brand, As An Example

Yudan Cheng

School of Business Administration, Anhui University of Finance and Economics, Bengbu, Anhui, 233000, China

Abstract: With the rapid development of "Internet +", the elements of "national tide" are more and more popular at present, and the development trend in the field of cultural and creative consumption is more and more rapid. At the same time, "Internet +" has changed the core competitiveness of media, and brought many opportunities and challenges to the younger brand of cultural and creative products. Based on the development background of "Internet +", this paper puts forward a new strategy for the younger brand of Guochao cultural and creative products to provide a new direction for the development of Guochao cultural and creative cause.

Keywords: "Internet Plus"; Guochao cultural and creative product brand; Hu Kaiwen logo ink; Brand rejuvenation.

1. Hu Kaiwen Huizhou Ink Brand Development Status Under the Background of "Internet +"

The Internet is a new generation of information technology based on "Internet +" in the economic and social life of various sectors of the diffusion, the application of deep integration process, the essence is the traditional industry online, data. In recent years, the government has issued a series of support policies for the development of national tide culture and innovation and the "Internet +" business format, and Hukai culture and ink industry has also taken advantage of the benefits of the policy, effectively improving the level of both to a large extent, but the transformation and upgrading of Hukai culture and ink brand is still facing greater difficulties.

1.1. Hu Kaiwen Huizhou ink creative brand development status -- earning and exploration

At present, the brand development mode of domestic cultural and creative products mostly learns from the western museums that develop cultural and creative products, such as the Museum of Modern Art (MOMA) in the United States, the British Museum in the United Kingdom and the Louvre in France^[1]. As Hu Kaiwen's brand building and development is still in the stage of imitation and learning, there are inevitably serious homogenization, insufficient brand building force and quality concerns, which can not well meet the consumer needs of users under the background of the "Internet +" era. For the above difficulties, more and more Hui ink inheritors and intangible heritage guardians began to intervene and devote themselves to exploring new solutions and feasible ways.

1.2. The impact of the development of "Internet +" on the younger development of Hu Kaiwen's Hui-Mo creative brand -- opportunities and challenges

Under the promotion of government policies and the joint efforts of traditional brands, a number of domestic brands have successfully combined cultural and creative products with the "Internet +" era background, so that traditional cultural and creative brands in the new era with new vitality. For example, Hu Kai Wen logo ink with a history of about 260 years is a quite historical old brand, in recent years, Hu Kai Wen logo ink continues to carry out brand renewal, presenting to consumers a both heavy heritage, and actively enter the "earth gas" trend of Internet red IP brand image.

2. The Feasibility Analysis of The Brand Rejuvenation of Hu Kaiwen's Ini-Ink Creative Products

2.1. The brand plasticity of Hu Kaiwen's Ink-style creative products

The brand of traditional cultural products has strong traditional cultural characteristics, which not only contains unique technology, business philosophy, folk customs, cultural connotation, etc., but also the pursuit of quality and reputation of old cultural and creative enterprises. These cultural characteristics are also an important content of modern brand elements. Therefore, the brand of traditional cultural and creative products still has strong vitality and strong plasticity^[2].

Hu Kaiwen logo ink as the leading brand in the logo ink industry, has been concerned about the market for many years, and actively adjust the business strategy. Hukai Ink shop attaches great importance to innovation, and regularly takes special personnel to collect materials from scenic spots and royal gardens all over the country, and applies them to the production of ink styles. At the same time, the operator is not

limited to the development of high-end ink industry, his products cover all price points, expand the market, but also establish a broader reputation foundation. In the later period, Hukaiwen ink industry was no longer limited to the operation of ink industry, and more than 40 industries such as wood and tea entered the development of Hukaiwen industry, improving the overall profitability^[3]. It can be seen that it has strong vitality and strong plasticity.

2.2. Young consumers are enthusiastic about national tide cultural innovation

In recent years, punching cultural landmarks, buying national tide cultural creation, such a consumption mode has become the choice of more and more young people. From the age difference of consumers of cultural and creative products, the trend of younger consumption is obvious. According to the survey, the proportion of consumers born after 1990 accounted for more than 53%, of which the proportion of the post-95 generation reached 30%, obviously young people pay more attention to the young characteristics of the national tide cultural and creative products, and more accept the integration of "Internet +" and cultural and creative brands. In recent years, Hu Kaiwen logo ink has actively opened up the young market, created IP, promoted peripheral, joint hot spots, etc., in order to attract the attention of young consumers, broaden the sales of logo ink, and attract more young people to participate in non-genetic undertakings.

2.3. "Internet +" enables cultural and creative brands, and the integration of science and technology and cultural and creative industries has a good prospect

"Internet + cultural and creative" opens up the way for the young development of cultural and creative brands, and becomes the main engine to promote the high-quality and rapid development of the national tide cultural and creative industry. Taking the cultural and creative data of Tmall Museum as an example, the Palace Museum ranked first, the National Museum of Natural History and the British Museum ranked second and third, forming the second camp. Suzhou Museum, Shaanxi Museum, Shanghai Museum and other brother provincial and municipal museums are also beautiful and reflect their own characteristics. The Summer Palace in Beijing, as a representative of cultural and creative park, initially showed the vitality of "Internet +". Hu Kaiwen Huizhou ink in this aspect of the action is lagging behind, which will become its next stage of development of the main task.

3. Research on Hu Kaiwen's Brand Rejuvenation Strategy of Huizhou Ink Products Under the Background of "Internet +"

3.1. The brand concept is younger

Brand concept is a value system that is widely recognized by the society, reflects the personality characteristics of the enterprise itself, promotes and maintains the normal operation and long-term development of the enterprise, and reflects the clear business consciousness of the entire enterprise. Young people's values are diversified, so there is no fixed formula or routine for brand concept youth. From brand values to products, experiences, and marketing communications, each

brand touch point has a unified youth design in order to become a brand recognized and consumed by young people. Combined with the characteristics of young consumer groups in the "Internet +" era, young content and young forms of expression are integrated into the brand concept of Guocho cultural and creative products, making the brand concept younger^[4].

Hu Kaiwen emblem accumulated continuously in the historical development process, gradually expanded its commercial territory, and gradually formed a well-known emblem brand image, which has accumulated rich brand resources for the re-establishment of Hu Kaiwen brand. However, due to a series of practical reasons, Hui ink industry continues to shrink, and the influence of Hu Kai ink industry is not as good as that year. This requires Hu Kaiwen Huizhou ink brand to innovate product ideas, update the brand concept, jump out of the traditional concept of the time-honored brand, and is integrating the brand concept with The Times, internalizing it in the heart and externalizing it in the line.

3.2. Diversification of communication channels

3.2.1. Establish good interaction through a wide range of social platforms, and promote "youth" with "diversity"

With the development of modern media technology, communication media has developed from traditional media elites to diversified subjects, and has formed the development trend of "Internet +". The media platform has a wide user base, low cost, fast transmission, rich content and other advantages, making it the best choice for cultural and creative brand publicity. Through the current popular video software such as Douyin, Kuaishou and Bilibili, and the analysis of personal preferences by big data, it can provide differentiated brand services and carry out targeted push messages. Promote the young development of traditional cultural and creative brands through diversified social platforms.

3.2.2. Through the combination of multiple platforms, the brand image is enriched and three-dimensional, enabling traditional cultural and creative brands

The dissemination of information can not only rely on a single social platform, multi-platform combination, on the one hand to broaden the breadth of the audience, on the other hand, the image of the cultural and creative brand is more three-dimensional. For example, in 2022, Henan Satellite TV, with its popular national style programs, combines the national style with the trend, not only enabling Henan Satellite TV to find a new way out in the era of developed media, but also bringing fire to a number of traditional cultural and creative products, such as "Tangniu" based on "Tang Palace Banquet", which gives new vitality to the time-honored cultural and creative brand of Shaanxi History Museum. Hu Kaiwen Huizhou ink brand participated in the "Rising Tide of China: Intangible cultural Heritage Refresh Night" in 2021, and its intangible cultural heritage guardian Yang Yang actively promoted the brand, which was the first step for Huizhou ink brand and laid a good foundation for subsequent development.

3.2.3. Develop exclusive apps to tap potential customers

At present, various kinds of apps are favored by the majority of consumers, and Hu Kaiwen's logo ink brand also needs to seize this opportunity to create an APP dedicated to its brand^[5]. Cultural APP is different from shopping platforms such as Taobao and Jingdong, which are divided into two

modes: experience-oriented and learning-oriented. The experiential APP is mainly applicable to the joint cultural and creative products of various museums, such as the "Daily Palace Museum" APP launched by the Palace Museum, which not only can use 3D technology to visit the panorama of the Palace Museum, but also can view the Palace Museum collection, forecast the exhibition schedule of the Palace Museum, etc. Such APP not only brings users an immersive tour, but also deeply rooted in the traditional cultural and creative brand. Learning APP relies on traditional arts, folk skills, historical legends and other backgrounds to deepen the cultural brand image, so that customers can fully grasp product information.

3.3. Systematic marketing strategies

The marketing strategy takes "SoLoMo" and "O2O" as the model, "SoLoMo" combines social media, local search and mobile search in the network world, and provides the final user experience; "O2O" (Online to Offline) application in the field of cultural and creative products is to bring online public to offline physical cultural and creative brand stores^[6]. From the perspective of Hu Kaiwen's Hui-Mo cultural creation brand, this provides an innovative way for the marketing of cultural and creative products, that is, the public can freely choose the desired products online, pay, and then directly pick up the goods in the direct store of the product. The public can collect and wait for delivery, and can touch physical objects offline to decide their final transaction; In this way, cultural and creative brands can break the regional restrictions of physical stores and stimulate consumers' desire to buy offline.

4. Peroration

To sum up, "Internet +" is a new technology to promote the development of traditional cultural and creative brands, which brings new development methods and technical support for the development of cultural and creative products through

information dissemination, data integration and resource allocation. The development of Hukaiwen logo ink creation brand should make full use of "Internet +" technology to promote the enrichment and enhancement of the content form, communication and value of Hukaiwen logo ink creation products in the development, and enhance the cultural confidence and cultural identity of the public while realizing the cultural value of Hukaiwen logo ink cultural innovation products.

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