

# Illuminating China: Telling Chinese Stories with Immersive Scripts

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**Abstract:** The red blood, as the core of the CPC's political nature, highlights the spiritual outlook of the CPC people in the new era. In today's global digital wave, red scripts, as a novel cultural communication medium, greatly enhance participants' immersion and initiative through elements such as role-playing, logical reasoning, and interactive experience. Economic globalization not only promotes the optimization of global resource allocation, but also puts forward higher requirements for the cultural industry. As an important part of a country's soft power, the cultural industry has become increasingly important in international competition. The project team cleverly integrates cultural heritage and educational value in the design of entertainment carriers, creating works rich in "memory points" through explicit and implicit design elements, and deeply conveying the brand essence of "red vitality". The team members are committed to integrating the essence of Chinese culture into script creation through their screenwriting talent, logical reasoning ability, and teamwork spirit. They also invite industry experts to join in and jointly enhance the professionalism and attractiveness of the script. The "Wishful Dawn" team allows audiences to appreciate the unique charm of Chinese culture through immersive script experiences. They not only introduced red scripts into communities and mountainous areas, but also expanded them overseas, using ideological and political teaching aids, original scripts, and cultural and creative products to widely spread the vitality of red. As of now, the team has visited more than 320 traditional cultural bases, covering 18 provinces and cities, and planned multiple local original scripts, becoming a new trend in party building and widely praised by the media, contributing to the construction of a patriotic education system.

**Keywords:** Immersive Script, Cultural Communication, Youth Innovation.

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## 1. Introduction

General Secretary Xi Jinping emphasized in the "Qiushi" magazine that red resources, as witnesses to the Party's struggle, are valuable spiritual wealth that needs to be carefully protected, managed, and utilized. Red blood is the spiritual source of the people of the CPC in the new era. Telling Chinese stories well has become the key to promoting the construction of a cultural power.

In the context of global economic integration, the cultural industry, as a soft power, is increasingly prominent in international competition. Countries showcase their values and cultural traditions through cultural exports, enhancing their national image. The "the Belt and Road" initiative has brought new opportunities to the script industry. As a cultural carrier, scripts promote the understanding and recognition of Chinese culture by telling Chinese stories, and introduce foreign cultural elements to achieve cultural mutual learning. This cooperation not only enhances the cultural industry level of countries along the route, but also provides a platform for Chinese script companies to expand into international markets.

China actively uses the "the Belt and Road" to promote cultural exchanges and create a broader international market for the script industry. The government supports the cultural industry to go global and encourages innovative ways to tell the story of China. The open attitude of countries along the route has created favorable conditions for Chinese script products to enter the local market.

3D and metaverse technology bring revolutionary changes to the script industry, providing immersive experiences and making Chinese stories more attractive and interactive. The Internet and mobile technology have broken the geographical

restrictions, promoted the rapid development of online scripts, and made cultural transmission more convenient. Combining traditional cultural scripts with VR and other technologies to create immersive scenarios has become a new trend in the industry. However, the digitalization level of the traditional cultural script industry is still low, and digital technology has enormous potential for application in script creation, environmental scenery, and other aspects. We need to use technologies such as AI, VR/AR to improve product quality, and collaborate with mature cultural and creative IP to explore the meaning of the story and promote cultural and creative consumption. By utilizing digital technology to deeply explore the cultural background of the plot, we aim to create an ultimate immersive experience.

With the rise of China's international influence, foreigners are increasingly interested in Chinese culture, providing a wide audience for scripts to spread Chinese stories. But cultural differences require targeted cultural adaptation and innovation to overcome cultural barriers. Faced with the imbalance of the international communication order, China needs to strengthen its cross-cultural communication capabilities, overcome the dilemma of "shaping others", enhance its "self shaping" ability, dig deep into cultural resources, tell the story of China well, establish a trustworthy, lovely, and respectable image of China, enhance international recognition and acceptance, and promote mutual understanding and respect between China and the world.

## 2. Project Background

### 2.1. Industry Background

With the increasing emphasis on traditional cultural education by the country, the development of traditional

cultural industries has been rapid and has become an important component of the cultural industry. The traditional cultural industry inherits and promotes the spirit of traditional culture through innovative ways, meets the spiritual and cultural needs of the people, and plays a positive role in cultivating socialist core values.

The script industry has evolved from a niche mystery game to a new circle, replacing the Chamber of Secrets as the "new favorite" of overseas Chinese and overseas Chinese in the new era. Data shows that the market size of the domestic script industry exceeded 15 billion yuan in 2021 and increased to 23.89 billion yuan in 2022. There are over 10000 related enterprises nationwide, with 5957 new registrations in 2021 alone, the highest in nearly a decade, a year-on-year increase of 85%, and a consumer base of 9.41 million. The traditional cultural script industry is a game that takes traditional cultural resources as its content and patriotism as its theme, integrating the profound connotation of Chinese spirit. At present, the traditional cultural script industry, as an emerging form of entertainment, combines traditional culture with script industry games, allowing players to experience the history of traditional culture and inherit the spirit of traditional culture in games. This form of educational entertainment has been well received by a large number of consumers, and the market size is constantly expanding. However, while the market is rapidly developing, there are also some problems. Part of the script content is too simple, lacking depth and educational significance; Some scripts are too commercialized, leading to excessive consumption of traditional cultural spirit. Therefore, how to balance the relationship between entertainment and education and maintain the healthy development of the traditional cultural script industry is a problem that the industry needs to consider and solve.

In today's international economic landscape, the trend of global economic integration is becoming increasingly evident. The trade, capital flow, and technological exchange between countries are constantly strengthening, forming a complex network of interdependence and mutual influence. The globalization of the economy has promoted the optimal allocation of resources on a global scale, driving economic growth and development in various countries. At the same time, it has also brought a series of challenges, such as trade frictions, financial risks, and wealth inequality. In this context, the cultural industry, as a form of soft power, has become increasingly important in international competition. Countries are showcasing their values, cultural traditions, and innovative capabilities through the export of cultural products and services, in order to enhance their national image and influence.

The "the Belt and Road" initiative is an important practice of China in promoting the building of a community with a shared future for mankind. It aims to strengthen cooperation between China and countries along the Belt and Road in policy communication, facility connectivity, unimpeded trade, financial accommodation and people to people connectivity. This initiative has brought new opportunities to the murder mystery industry. Script killing can serve as a cultural carrier, by telling Chinese stories, spreading China's history, culture, and values, and enhancing the understanding and identification of countries along the Belt and Road towards China. At the same time, cultural elements from countries along the route can also be introduced to create script killing works with diverse cultural characteristics, promoting mutual

learning and exchange of cultures. Collaborate with countries along the Belt and Road to develop scripts, organize events, and train talents in the murder industry. This not only helps to enhance the development level of cultural industries in countries along the route, but also provides an opportunity for Chinese script killing enterprises to expand into international markets.

In general, in the context of international economic development and the "the Belt and Road" initiative, the script killing industry has broad prospects for development. By telling China's story well and strengthening international cooperation, murder mystery games have the potential to become an important force in promoting cultural exchange and fostering people to people connectivity.

## 2.2. PEST Analysis

### 2.2.1. Policy - Political Environment

General Secretary Xi Jinping mentioned in his article "Making Good Use of Red Resources, Continuing the Red Blood, and Striving to Create New Achievements worthy of History and the People" published in "Qiushi" that red resources are witnesses to the arduous and glorious struggle of our party, and are the most precious spiritual wealth. We must protect, manage, and utilize them with heart, emotion, and strength. The red bloodline is a concentrated reflection of the political nature of the Communist Party of China and a source of spiritual strength for Chinese Communists in the new era. The red script embodies a new mode of utilizing red resources, effectively spreading the stories of the Party, revolution, and heroes among young people. The government's policy support for the red cultural industry and red scripts is mainly reflected in the following aspects:

(1) Financial support: The country has established various special funds to provide financial support for excellent traditional cultural script creation projects, encouraging more people to participate in the creation of traditional cultural scripts. For example, Hunan Province has released the "Three Year Action Plan for Implementing the Excellent Script Creation Support Project (2023-2025)[1][2]" (referred to as the "Plan"), which aims to start from the source of creation, organize the creation of a batch of major realistic themes that reflect the magnificent atmosphere of the new era and new journey, and scripts with Chinese characteristics, Chinese style, and Chinese culture.

(2) Project support: The country encourages various regions to inherit and innovate traditional culture through digital technology, promote the development of Chinese cultural tourism performances, cultural theme parks and other projects, and provide corresponding policy support. For example, "Digital Technology Promotes the Inheritance and Innovation of Excellent Traditional Chinese Culture (2022)[3]" aims to use digital technology to promote the soul building and education mechanism of excellent traditional Chinese culture

(3) Tax incentives: For traditional cultural enterprises that meet the conditions, the state provides certain tax incentives to reduce their operating costs and encourage their healthy development.

(4) Promotion and dissemination: The state encourages various media to promote and publicize traditional culture, and through various channels, enable more people to understand the historical background and practical significance of traditional culture.

(5) Policy call: The General Office of the Central

Committee of the Communist Party of China has issued the "Opinions on Implementing the Project of Inheriting and Developing Excellent Traditional Chinese Culture". By 2023, relevant departments in various regions will thoroughly implement the spirit of the Cultural Inheritance and Development Symposium, encourage local governments to innovate traditional cultural dissemination models, and better support the innovation and development of traditional culture. Based on this policy, local governments have developed an innovative model of "local cultural tourism+traditional cultural script industry", while cooperating with local red bases, cultural centers, museums, etc., to launch the red script industry based on local historical background and collection characteristics. These scripts not only provide a large amount of reliable materials, but also contribute to the development of tourism and promote rural revitalization. Among them, the main approach is to provide players with "immersive" game scenes to attract tourists to come and play, ultimately achieving cultural dissemination effects, such as "Chinatown Storm" and "Homeland" launched by the Jiangmen Wuyi Overseas Chinese Museum, and "Before Dawn" launched by the Shanghai Underground Organization Struggle History Exhibition Hall of the Communist Party of China.

In 2023, the State Council issued the "Inheriting Traditional Culture and Building a Beautiful China", laying a political foundation for the development of traditional Chinese culture. Some countries along the route hold an open and welcoming attitude towards cultural exchanges with China, creating a favorable policy environment for Chinese murder mystery products to enter the local market.

China has actively promoted cultural exchanges and cooperation between the Belt and Road and countries along the Belt and Road, providing a broader international market and cooperation opportunities for the script killing industry. The government may provide certain policy support and guidance for the cultural industry to go global, encouraging the telling of China's story through innovative forms.

These policy supports provide strong guarantees and impetus for the development of traditional cultural scripts and industries. At the same time, local governments have also formulated corresponding policy measures based on actual situations to promote the creation and development of traditional cultural scripts.

### **2.2.2. Economics - Economic Environment**

In the digital age, red scripts serve as a new form of dissemination for red culture. Through elements such as role-playing, reasoning, and interaction, red scripts stimulate participants' sense of active participation, making red culture more vivid and concrete. Compared with traditional red culture education, red scripts in the current experience economy era emphasize the integration of emotions and experiences, and are more able to arouse the interest and resonance of young people. Secondly, red scripts can quickly and widely spread red culture through social networks and mobile Internet platforms. By recording, filming, and sharing photos of the event, participants can spread their experience in the script industry to a wider audience. Finally, the interactive nature of red scripts makes the dissemination of red culture more participatory. In the process of participation, participants need to engage in reasoning and communication to deepen their understanding of red culture knowledge and achieve the "learning and application" of knowledge. At present, the "red script industry" is becoming a popular

interactive entertainment method among modern young consumers, loved by a large number of consumers for its unique experience and fun. According to relevant data, the market size of the red script industry is increasing. In 2021, the market size of the Chinese script industry reached 17.02 billion yuan, a year-on-year increase of 45.0%. The deductive and suspenseful nature of the script industry can satisfy players' interest in reasoning and performance, while also providing a platform for players with social needs. Driven by demand, the Chinese script industry has rapidly expanded its stores, and the industry market size continues to grow. It is expected that by 2025, the market size of the Chinese script industry will increase to 44.81 billion yuan

### **2.2.3. Social - Social Environment**

Relying solely on classroom teaching guidance for the dissemination of red culture is far from enough. In addition to classroom teaching, other scenarios also require methods that can be influenced by red culture. The emergence of the red script industry precisely meets social needs, broadens the path of red theory dissemination, and provides new possibilities for its development.

At the same time, in the international economic environment, the development of the global economy and the improvement of people's living standards have led to an increase in demand for cultural and entertainment, and an increase in international expansion and cooperation in the murder mystery industry.

Telling Chinese stories well through script killing can drive the development of related industry chains, such as script creation, distribution, offline store operation, prop production, online platform development, etc., creating more job opportunities and economic benefits. At the same time, promoting cultural consumption and driving the cultural industry to become a new engine of economic growth.

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The "script industry", a new type of consumer industry, firmly grasps this "traditional cultural trend" and has created a number of excellent traditional cultural scripts such as "Soldiers Under the City", "Blade Sheath", "Lonely City", "Book with Wife", "Mist 1921", etc. Most of these scripts are based on historical events and themes of patriotism. Through immersive experiences, overseas Chinese and ethnic Chinese gain historical knowledge and receive patriotic education independently in the process of entertainment. The works of "Traditional Culture Script" are centered around patriotism and inject traditional culture into new forms, allowing overseas Chinese and ethnic Chinese to independently receive traditional cultural education through immersive experiences. Traditional cultural scripts have gradually become a new way for history learning and education, overseas Chinese, and Chinese people to feel their patriotism, which also provides new ideas for innovation in ideological and political education.

At present, the script industry has formed a complete industrial chain of script creation, publishing and distribution, prop production, and product operation. However, with the explosive growth of the "traditional cultural script

industry+cultural tourism", competition within the industry has become increasingly fierce. According to data from a second-hand trading platform, in April this year, the number of script industry products such as scripts, props, store tables and chairs resold under the pretext of "bankruptcy" increased by 110% compared to the previous month. This requires optimizing the industrial structure of "traditional cultural script industry+cultural tourism" and enhancing industry competitiveness. On the one hand, we should pay attention to the creation of the script plot and improve the quality of the script. A story that reflects social reality, resonates with consumers' thoughts, is thought-provoking, and has no logical loopholes is the key to attracting tourists. A good script should not only provide players with a thrilling deduction and decryption experience, but also have unique, original, and profound values. On the other hand, we need to improve service quality, continuously innovate product experience, enhance service experience, and effectively eliminate homogenization.

The traditional cultural script industry is gradually entering the mainstream field of vision, and its market characteristics complement the demand for historical and cultural education. Whether it is the government, enterprises, schools, or institutions, the product form and cultural entertainment form of the traditional cultural script industry are increasingly recognized by more and more people. On the one hand, the traditional cultural script industry has brought traditional cultural resources such as historical culture closer to overseas Chinese and ethnic Chinese. Through this enjoyable form, traditional cultural stories have transcended books and screens, inspiring an increasing interest and enthusiasm among overseas Chinese and ethnic Chinese to learn about history and culture. On the other hand, the script industry incorporates historical and cultural education more deeply into the mind through immersive and dramatic methods. Through vivid traditional cultural scripts, overseas players can "travel" to the era and story background set in the script, which can better promote the 5000 year historical charm of China

#### **2.2.4. Technology - Technical Environment**

3D and metaverse technology provide richer forms of expression and immersive experiences for murder mystery. With the help of 3D scene construction and virtual space in the metaverse, players can more immersively experience the charm of Chinese stories, enhancing attraction and interactivity.

Internet and mobile technologies have enabled the rapid development of online script killing, breaking regional restrictions, and making Chinese stories more convenient to spread around the world.

Combining traditional cultural scripts with VR technology to provide players with immersive situations as much as possible. Create an immersive space where you can fully immerse yourself, perfectly restoring the crime scene, allowing young players to experience a full sense of immersion and brain teasers.

At present, the digitalization level of the traditional cultural script industry is still relatively low, and there is still a lot of room for the application of digital technology in environmental scenery, plot setting, script creation, NPC integration, and other aspects. On the one hand, we need to leverage digital technology and combine it with artificial intelligence VR/AR. Creating script industry products with intelligent voice/visual systems. For example, VR technology

can be used to diversify plot themes and break the fixed pattern of room themes in the script industry. On the other hand, promoting the joint creation of themes in the script industry and mature cultural and creative IPs, exploring the meaning of stories, and promoting cultural and creative consumption. Presenting puzzle solving, reasoning, and other elements through digital technology, exploring the cultural background of the plot, and maximizing immersive experiences. For example, the National Museum of Classics has launched the "Antique Protection Bureau's Treasure of Shanhai Society", which synchronizes its cultural and creative design with exhibition planning. Through the approach of "cultural and creative+decryption+interaction", it fully embodies elements from the fields of culture, gaming, and education, bringing the static museum to life.

With the increasing international influence of China, more and more foreigners are interested in Chinese culture, providing an audience base for spreading Chinese stories in the form of murder mystery. However, there are differences in the understanding and acceptance of Chinese culture among different countries and regions, and targeted cultural adaptation and innovation are needed.

### **2.3. Industry Development Characteristics and Problem Analysis**

The script culture industry is one of the important carriers and forms of traditional culture, which inherits and promotes excellent Chinese traditional culture through the form of scripts. As an important form of cultural expression, scripts carry rich historical and cultural information, and are an important carrier for inheriting and promoting excellent traditional Chinese culture. The script culture industry revitalizes traditional literature, art, history, and allows more people to understand and recognize traditional culture through the creation and interpretation of scripts. The script culture industry is not only inheriting tradition, but also constantly innovating and developing. By combining modern technological means such as virtual reality (VR), augmented reality (AR), etc., it brings new experiences to the audience, making traditional culture more vivid, vivid, and attractive. The script culture industry involves multiple fields such as literature, art, history, and education, and requires the comprehensive application of knowledge and skills from these fields to form interdisciplinary and versatile talents. With the deepening development of economic globalization, the script culture industry is constantly going global, participating in international cultural exchanges and cooperation, and showcasing the unique charm of Chinese excellent traditional culture to the world.

The main customer groups of the script culture industry include teenagers, college students, art enthusiasts, cultural workers, etc. These customer groups generally have high cultural literacy and aesthetic ability, and have a strong interest and enthusiasm for traditional culture. At the same time, these customer groups also pay more attention to the cultural connotation and artistic expression of the script, demanding that the script can truly and accurately reflect the spirit and essence of traditional culture.

The bottlenecks and problems currently faced by the industry's development mainly include:

Talent shortage: The development of the script culture industry requires a large number of talents, especially professional talents such as screenwriters, directors, actors, etc. with profound cultural heritage and rich artistic practice

experience. However, there are still deficiencies in the cultivation and reserve of relevant talents in China, which has led to a shortage of talents in the development of the script culture industry.

**Insufficient public awareness:** Although the script culture industry has developed rapidly abroad, the public's understanding of the importance of the script culture industry in China is not deep enough, leading to the problem of insufficient public awareness in the development process of the script culture industry.

**Insufficient policy and financial support:** The development of the script culture industry requires more policy and financial support to solve the difficulties and problems faced in multiple aspects such as script creation, script interpretation, and script dissemination. However, the script culture industry currently faces the problem of insufficient policy and financial support in its development process.

**Market environment and competitive pressure:** The script culture industry also needs to face market competition pressure and changes in the market environment during its development process. How to stand out in the fierce market competition and maintain competitiveness in the constantly changing market environment are the problems that the script culture industry needs to face and solve.

In terms of the future development trend of the industry, the script culture industry is expected to continue to maintain a rapid development trend, further expanding market space and enhancing industry status. At the same time, the script culture industry will also pay more attention to talent cultivation and introduction, strengthen cooperation with the government and enterprises, and jointly promote the development and prosperity of the script culture industry. In addition, the script culture industry will also pay more attention to innovation and creativity, exploring more diversified and personalized ways of script creation and interpretation to meet the diverse needs of customers.

### 3. Services and Products

#### 3.1. Service Overview

##### 3.1.1. Excellent Ideological and Political Courses

With the notice from the Ministry of Education and ten other departments on the issuance of the "Work Plan for Comprehensively Promoting the Construction of the 'Great Ideological and Political Course'", the Suishu Practice Team has conducted research on traditional cultural sites and bases through multiple visits, combined with the historical and cultural education curriculum system, and innovatively proposed a new teaching paradigm of "experiential learning, gamification driven, and immersive classroom". The project team has classified and organized textbooks for primary and secondary schools, and under the guidance of multiple history and culture professors, actively explored and optimized the system of history and culture course materials. By expanding and innovating classroom teaching content, they have designed high-quality history and culture courses for multiple schools and built "scenario experience" classrooms. The main services provided by the project include: high-quality history and culture micro courses (videos), immersive courses (courseware, teaching aids), history and culture lecture halls (lectures), and creating traditional cultural story preaching teams. The project is committed to promoting the scenarization of ideological and political education courses and helping history and culture classroom teaching closely

integrate with reality.

In order to ensure the quality and teaching effectiveness of history and culture courses, the Yushu Practice Team fully considers the needs and psychological characteristics of students in the design process, designs thematic PPTs, and is equipped with a mature filming team to use modern filming techniques and methods to produce high-quality micro lesson videos. The team carefully selected storylines, scene settings, and role-playing, as well as used photography techniques to create atmosphere and highlight key points, making the micro lesson more infectious and educational. In addition, our team serves school training historical and cultural story preaching teams to convey the concepts and values of ideological and political education. Offering training courses to master presentation skills and methods, in order to enhance the professional competence and abilities of speakers. Secondly, the team provides resource support for the presentation team, including carefully selected historical and cultural story materials, speech examples, and teaching aids, to help the speakers better prepare the presentation content and provide rich and diverse cases and stories to attract the audience's attention and resonance.

Currently, the team is serving cities such as Jingjiang, Changzhou, Nantong, and Wuxi in Jiangsu Province. They have planned over 10 online and offline main historical and cultural courses for history and culture professors, youth league cadres, and young students in primary, secondary, and tertiary schools. The offline courses are listed as demonstration courses on the first class of the school year at the market level, and the online courses are uploaded to large public platforms such as Bilibili and MOOCs.

**Case 1:** Our team established a special team to design a history and culture micro course called "Looking Up at the Starry Sky and Being down-to-earth" for the history and culture teachers at C University, which was awarded the provincial "Excellent Course" in Jiangsu Province. On the basis of collecting demand, the team determined the goal of designing history and culture micro courses: with the aerospace spirit of learning and inheriting the spiritual lineage of the CPC as the core, encourage the majority of young people to persist in overcoming difficulties and contribute youth strength to scientific and technological construction. The special team develops course outlines, produces teaching materials, extracts knowledge points, and other course work. After writing scripts and completing recordings, the team arranges for history and culture teachers and students from C University to conduct trial listening and collect their feedback. Based on feedback, the team will make appropriate revisions and improvements to the micro course, and promote it on social media.

**Case 2:** Immersive Historical and Cultural Classroom on "How Steel is Tempered"

Assist Jiangsu Xugang Iron and Steel Group Co., Ltd. in organizing learning and special party day activities, train instructors, visit the company, and visit various places such as the Steel History Museum, Steel Plant Area, and Blast Furnace Industrial Site Memorial Hall to listen to the instructors talk about the glorious history of Jiangsu Xugang from preparation to construction, from exploration to transformation, and understand the entrepreneurial and struggle history of steel workers. Received 18 training sessions since September 2023

##### 3.1.2. Realistic Script Experience

In 2022, the No. 1 central document of the Central

Committee emphasized that "the cultural industry enabling rural revitalization plan" should be launched, and local governments should be encouraged to innovate the communication mode of red culture to better help rural revitalization. In this context, the team has developed an innovative model of "local cultural tourism+red script" based on different red cultural resources in various regions. At the same time, they have cooperated with local red bases, cultural centers, museums, etc., and combined local historical backgrounds and collection characteristics to launch suitable red scripts and real-life performance scripts. Therefore, the team fully utilized the educational and public welfare benefits of the red script, actively entered community streets, townships, state-owned enterprises, and new social organizations, and undertook more than 1000 party building activities.

Based on the needs of local governments for personalized customization and the proactive promotion of local cultural tourism, the team plans local scripts, deeply understands the history, culture, and traditions of the service area, integrates these elements into the script, and creates a story background with local characteristics. At present, the team independently creates original scripts such as "Thousand Sails Racing" (based on changes in the Crossing of the Yangtze River Campaign), "Jingjiang Yue Temple" (adapted from the story of Jingjiang Yue Temple), and "Spear Piercing" (adapted from the Huanghuatang incident in Xuyi), among other "red script" series products. Team members serve as hosts to lead party and mass workers and foreign tourists to interpret the plot, forming a unique new model of "party building+red partnership", promoting the creative transformation and innovative dissemination of spiritual lineage and red culture.

Case: The team established a cooperative relationship with the Propaganda Department and the Youth League Committee of Jingjiang City, and created a script with Jingjiang as the starting point of the Yangtze River Crossing Campaign, known as the "First Sail of the Eastern Route". When writing the script, the team fully considered Jingjiang's reputation as the "city lifted by the Yangtze River", combined with unique geographical environment, the unique image of boatmen, folk customs and other factors to make the plot more closely related to the local actual situation. The team spent 8 months writing the red script "Thousand Sails Racing". At present, the revised script has been used as materials for party and youth league building activities in the Jingjiang Youth League Committee and multiple communities, and has been carried out for more than 100 events. Government officials are invited to play different roles, solving puzzles through reasoning and collaboration, while also being able to understand and experience the difficult times of the time.

The document "Opinions of the State Council on Supporting the Revitalization and Development of Revolutionary Old Areas in the New Era" points out strong support for revolutionary old areas to focus on red culture and launch a number of key rural tourism villages, towns, and boutique routes. The team has always focused on the protection and promotion of revolutionary old red sites and stories, innovatively proposing to use local scenes and culture as a direct basis to provide players with "immersive" game scenes to promote employment in rural areas, attract tourists to come and play, help local tourism development promote rural revitalization, and ultimately achieve cultural dissemination effects.

The team has deeply embedded the "Red Script" into the

teaching practice of the volunteer teaching team, gradually carrying out "Red Script" activities in the two provinces, five districts (counties) and surrounding schools. The content design of the script fully considers the thinking mode, psychological characteristics and acceptance ability of primary and secondary school students, bringing immersive red cultural characteristic classrooms for children in northern Jiangsu and central and western regions. A cherished history, a hidden and great battlefield, little-known names... Participants immerse themselves wholeheartedly in the script, reliving the turbulent years of the hidden front in the revolutionary era through role-playing and personal interpretation, and experiencing the responsibility and commitment of revolutionary heroes to the fate of the country.

Case 1:

Our team integrated red cultural resources such as the Pingxingguan Victory in Lingqiu County, Shanxi Province, with the spirit of the 20th National Congress of the Communist Party of China during the practice of the college student teaching support group. After six months, we wrote a red story script called "One Hundred and Fifteen Steps" that matched the real scene of the Pingxingguan Victory Memorial Hall. Based on the script content, we prepared relevant props and devices to increase children's interaction and participation, providing vivid and lively materials for the party history learning classes of children in mountainous areas. The team warmly invited revolutionary veteran Zhao Xiuhe to participate in the plot performance, and after the event, he excitedly said, "This script is great. The scene of the Pingxingguan Victory back then seems to be right in front of us

With the continuous promotion of the team's deepening and implementation in various provinces of China, the red script has become a new trend in party building. Currently, the team's achievements in entering the two districts have been widely reported by more than 100 media outlets, continuously cultivating a visible, learnable, and perceptible patriotic education system.

Case 2:

According to the commission of the Organization Department of Nantong Municipal Party Committee, they went deep into Nantong City to carry out a period of on-site research and reporting work. During this process, the team mainly conducted interviews with local party members and residents to understand their living conditions, needs, and opinions, and delved into the history, culture, and development of Nantong City by reading local county chronicles.

The team has compiled some real character stories, innovative measures for community construction, and new agricultural development materials to customize and shoot the "Happiness Road" series of works, using images to record the happiness stories of Nantong citizens and the livelihoods of the common people, conveying the positive outlook of Nantong citizens' happiness and social progress, and telling the Chinese stories interpreted by ordinary people. This project won the first prize in the "Century of Splendor" exhibition in Jiangsu Province.

### 3.1.3. Overseas Theater Performances

Driven by globalization, the cultural globalization model is the trend. As one of the important ways to export China's cultural soft power, the team has always taken "adhering to an international perspective and telling the Chinese story well" as the basic purpose of the project. Actively leveraging the

special power of college students in international exchanges, collaborating with team members studying abroad to jointly explore Chinese story scripts suitable for international dissemination, closely following the concept of a community with a shared future for mankind, and creating high-quality cultural works. With the construction of the Belt and Road Initiative, the team will use multiple channels, drive multiple levels, and radiate multiple fields to promote high-quality scripts to all parts of the world.

The first step for traditional cultural scripts to go overseas is to translate Chinese into multiple languages. Our team has college students majoring in English, Russian, Japanese, and other languages who are proficient in multiple languages and can directly translate scripts. At the same time, we are guided by professors from the School of Foreign Languages to ensure that translators have a certain understanding of the language and culture of the target language, accurately convey the meaning and emotions of the script, and better control the quality of translation. In addition, the team is also gathering volunteer teams on campus platforms and communities, as well as at home and abroad, to attract volunteers who are interested in this project and have translation skills to join the team and work together to accelerate the formation of the work.

The team deeply realized during the script development process that, based on the current international environment, simply translating domestically created scripts for promotion is far from enough. The team has taken into account the ideology, audience acceptance, and preferences of different cultural backgrounds, and made cultural adaptability adjustments to the script to ensure that foreign friends can better understand and appreciate the content of the script. In terms of script content production, the team took a different approach, moving the entry point of the story of the Anti Japanese War from the front battlefield to the rear conservation cause, telling stories of ordinary people with a new perspective, and members set up a bridge of cultural communication with the common language of "emotion" by telling stories of laughter and tears overseas, breaking through the barriers between countries and people.

In terms of dissemination methods, overseas members utilize globally popular social media platforms such as Facebook, Instagram, Twitter, and YouTube to promote photos and scenes of Chinese script performances overseas, and publish interesting and in-depth translated script content, photos, and videos to attract attention and share. In addition, overseas members actively gather overseas compatriots, organize Chinese cultural activities and exhibitions to showcase China's cultural charm and stories in Chinatowns, art institutions, or university campuses. This not only allows the world to understand China, but also arouses resonance and a sense of belonging among overseas Chinese.

Case 1:

In 2024, which marks the 75th anniversary of the establishment of diplomatic relations between China and Russia, team member Sun Wen will exchange and study at the People's Friendship University of Russia. Starting from 2023, she will jointly plan a script with domestic members to celebrate the 75th anniversary of the establishment of diplomatic relations between China and Russia. The team, together with overseas students and professional guidance teachers, worked together to adapt the original script "Thousand Sails Racing" into a Russian script.

Case 2:

The Yushu team brought Chinese stories to Malaysia. They selected the story of the enemy's rear infection in the Huanghuatang incident in Xuyi, titled 'One Mother Sending Four Sons', as the performance content. This story is full of touching and heroic elements, making it very suitable for promoting China's heroic spirit and patriotism.

In order to better spread this story overseas, the team set up a stage play, in the form of theatrical performances, allowing foreign students and teachers from Malaysia to become characters in the play and participate in the performance together, allowing foreign audiences to personally participate in the Chinese story. Through the form of stage plays, they can gain a deeper understanding and experience of Chinese culture and history.

Case 3:

Cooperate with Confucius Institutes in South Korea to hold script killing events with Chinese historical stories or traditional culture as the theme. In response to the pursuit of fashion and entertainment by overseas Chinese and ethnic Chinese in South Korea, we combine scriptwriting with popular elements to attract their participation. Provide customized script killing teaching services for Chinese education institutions in South Korea, assist in Chinese teaching, and enhance students' learning interest and effectiveness.

## 3.2. Main Product Introduction

### 3.2.1. Teaching Aids for Ideological and Political Courses

The team focuses on making ideological and political courses come to life by designing red teaching aids, which can help students better understand and feel the history, theory, and spirit of the Party, and enhance their patriotism and ideological consciousness

Design graphic and textual exhibition: Design some picture display boards about revolutionary history, heroic figures, important events, etc., and use a "silent" approach to let students understand and feel the glorious development of red culture.

Restoration Model: Create restoration models of classic red scenes, such as the Jinggangshan Conference and the Long March, to allow students to observe the models and gain a more intuitive understanding and learning of relevant historical events.

Text materials: Design excerpts of some classic red literature, such as "Selected Works of Mao Zedong", "Communist Manifesto", etc., to enable students to read the original literature and gain a deeper understanding of ideological and political theory.

Interactive games: Design some interactive games with red themes, based on knowledge quiz cards, adding main themes, positive energy and other elements, integrating role-playing, game challenges and other aspects, running through the red spirit and red concept to form red board game cultural and creative products, with the logic of thinking leading immersive experience precise embedding dual effect integration, constructing a red cultural dissemination path that combines entertainment and education.

Design script killing teaching aids specifically for overseas Confucius Institutes, including Chinese scripts, character cards, props, etc. These teaching aids present Chinese cultural elements in a vivid and interesting way, such as traditional festivals, historical figures, folk stories, etc., helping students learn Chinese and understand Chinese culture through games. Meanwhile, teaching aids are also suitable for university

history and culture classrooms, serving as an innovative teaching aid to enhance the attractiveness and interactivity of the course.

### **3.2.2. Original Scripts and Cultural and Creative Peripherals**

The team keeps up with the trend of the times, constantly combines policy trends and young people's sensitive points, rewrites traditional cultural stories, and writes traditional cultural scripts. The team selected some representative and influential traditional cultural stories as the basis for the plot, such as the Pingxingguan Victory, the Crossing of the Yangtze River Campaign, the Huanghuatang Incident, the Jingjiang Yue Temple and other historical events, to write scripts such as "One Hundred and Fifteen Steps," "Thousand Sails Racing," "Spear Piercing," and "Jingjiang Yue Temple," depicting vivid and three-dimensional "flesh and blood" character images, assuming suspenseful content, ensuring the continuity of the plot and the attractiveness of the story, while also taking into account the goals of traditional cultural education. At present, all four scripts have been completed.

Cultural and creative peripherals:

The team provides comprehensive services to the government, offering three entities, product lines, and a series of online and offline interactive services: script killing experience, large-scale traditional culture live action drama, and traditional culture product peripherals. It provides a platform for learning traditional culture and new power for spreading Chinese culture. Using the unique cultural characteristics and historical heritage of the local area as the main framework of the product, through redesign, innovative product types, and reaching a cooperation agreement with the Historical and Cultural Research Institute, relying on it to create a platform for gathering traditional culture enthusiasts to exchange ideas, focusing on the advantages of traditional culture brands, and achieving continuous growth in sales revenue through diversified marketing methods while better activating the vitality of traditional culture in the era. Present consumers with a high-quality product that is rich in traditional cultural elements. Simultaneously developing cultural and creative peripheral products related to scripts, such as T-shirts, badges, notebooks, etc. with Chinese cultural elements printed on them, which can be used as souvenirs for games and carriers for spreading Chinese culture.

### **3.2.3. Overseas Script**

In response to the characteristics and demands of overseas markets, the team always aims for high quality and professionalism, repeatedly refining and modifying the script content to ensure that every detail meets the team's expected results. Team members collaborate with each other, review and provide feedback to improve the script, ensuring that overseas scripts can best present the charm and depth of Chinese stories. Taking traditional Chinese culture as the core, such as poetry, calligraphy, martial arts, traditional Chinese medicine, etc., through clever plot design and character shaping, it showcases the charm of Chinese culture. At the same time, emphasis is placed on the fun and interactivity of the script, allowing players to have a pleasant experience in the game.

The team adheres to the main purpose of expressing the core content and theme of Chinese stories, telling about Chinese history, cultural traditions, celebrity stories, the Belt and Road Initiative, and Sino foreign cooperation, fully demonstrating China's unique charm and friendly international image, and arousing resonance and interest of

overseas friends.

The team has been committed to writing high-quality overseas scripts and has put in a lot of effort during the translation process. A translated manuscript is the process of converting a handwritten manuscript into a formal script. The team carefully considers each handwritten manuscript to ensure the accuracy and fluency of the script content during the translation process, and also adjusts the language style appropriately based on the characteristics and preferences of the target overseas market, in order to better convey the charm of Chinese stories. In addition, overseas members of the team will focus on the cultural details in the script to ensure their accurate communication during the translation process and resonate with the target audience.

## **4. Marketing**

### **4.1. STP Marketing Strategy**

STP is the three elements of marketing strategy in marketing studies. After years of continuous development and improvement, STP theory can be basically divided into three core elements: market segmentation, market targeting, and market positioning. The following is the STP marketing strategy for the project.

#### **4.1.1. Overall Market Overview**

This project has made significant progress in market development, successfully penetrating multiple fields such as education, tourism, entertainment, cultural creativity, multimedia platforms, and cultural exchange. In the education market, the project meets the school's demand for red and traditional culture education by providing ideological and political teaching aids and historical and cultural teaching aids. In the tourism market, the project utilizes local cultural characteristics to develop immersive experiential activities, enhancing tourists' cultural experience. The entertainment market provides young consumers with fresh entertainment experiences through forms such as murder mystery and physical sitcoms. In addition, the project has also developed a series of cultural and creative products related to red culture and traditional culture, such as T-shirts, badges, notebooks, etc., further expanding the market for cultural products.

In the multimedia platform market, the project has effectively expanded its market coverage by promoting immersive scripts and cultural courses through social media and online education platforms. At the same time, the project has also made breakthroughs in the field of cultural exchange, especially in promoting Chinese culture in countries along the Belt and Road and overseas Confucius Institutes, enhancing its international influence. The launch of multilingual scripts and cultural activities in overseas markets further meets the interest and needs of overseas consumers for Chinese culture.

The acceptance level of the project by the consumer group is generally high. Students and educators in the field of education have responded positively to the educational content of the project, tourism consumers have shown a strong interest in immersive experiential activities, and entertainment consumers, especially young users, have shown a high acceptance of forms of entertainment activities such as murder mystery games and physical sitcoms. Consumers of cultural and creative products have shown a positive willingness to purchase products with cultural characteristics, while overseas consumers have also shown a high interest and acceptance of the multilingual scripts and cultural activities provided by the project.

Overall, the project has achieved significant promotion in terms of audience size, telling and disseminating Chinese stories over 1500 times, and receiving extensive coverage from more than 100 media outlets, enhancing the project's visibility and influence. Through survey questionnaires and user feedback, the project team continuously optimizes products and services to better meet consumer needs. The positive market feedback shows that the project has good market acceptance and consumption potential, indicating that the project has broad prospects for further expanding market share and enhancing social influence in the future.

#### 4.1.2. Market Segmentation

The market segmentation of this project is divided into several segmented markets based on the differences in customer demand for specific products or services. Yushu cleverly integrates traditional culture with scripts and games, and through reading, interpreting, and reasoning about the stories of traditional cultural scripts, one can unconsciously feel their patriotism. The market segmentation is very clear and can be divided into the following segmented markets:

**Education market:** Red culture, as an important component of Chinese history and ideology, can be promoted as an educational product in schools, training institutions, and other educational venues. This includes Chinese story ideological and political courses, online cultural courses, etc., aimed at conveying the core values and significance of red culture through educational methods.

**Tourism market:** Due to the close relationship between red culture and Chinese history, some places with red cultural backgrounds have become popular tourist destinations. These places can launch immersive red culture experiences with red cultural sites as the theme, attracting tourists to visit and experience.

**Entertainment market:** Performance forms such as red script killings, physical scenario plays, and red stage plays can attract audience participation and provide entertainment and cultural experiences. These programs are usually promoted through channels such as theaters and performing arts venues to attract audiences to purchase tickets and watch.

**Cultural and Creative Market:** Red culture can also serve as a source of inspiration for creative products, launching artworks, handmade products, souvenirs, and more related to red culture. These products can be sold at cultural and creative industry exhibitions, art markets, and other venues to attract consumers interested in red culture.

**Multimedia platform market:** With the development of the Internet and mobile technology, red culture can also be promoted and disseminated through online platforms. By establishing an electronic library of red culture, a red history website, and red culture social media accounts, immersive reading of Chinese culture can attract audiences to obtain relevant information and participate in discussions online.

**Cultural Exchange Market:** Red culture also has a certain international influence and can be promoted through international exchange activities and other means. For example, organizing red culture exhibitions, commemorative activities, etc., to attract domestic and foreign audiences, scholars, cultural enthusiasts, and others to participate in the inheritance and promotion of red culture.

**Overseas markets:** With the deepening development of globalization, the demand for Chinese cultural products in overseas markets is increasing day by day. Telling Chinese stories well through immersive scripts not only effectively conveys Chinese culture, but also meets the needs of overseas

audiences for novel and interesting cultural experiences.

We can more accurately identify and discover market opportunities based on market segmentation needs. Research industry data information, understand market share, determine overall and regional requirements, differentiate positioning, make timely adjustments within the organization based on market segmentation, optimize products to meet different customer needs, establish competitive advantages, improve service quality, and enhance user experience, in order to determine one's target market.

#### 4.1.3. Target Market Selection

Based on the research results of target market segmentation and combined with the self positioning of "Desire to Dawn", select several major segmented markets with good development potential.

(1) Party and Mass Service Center, Village Neighborhood Committee. The team's Red Script Kill provides a novel form of party building activities through immersive experiences of Chinese culture, which not only increases the diversity of party organization activities, but also enhances the initiative and enthusiasm of party members to participate. By participating in the murder mystery, party members can gain a deeper understanding of history through role-playing and inspire their love for the party and the country. One of the target customers of the team;

(2) As an important platform for cultivating party members and league members, enhancing historical literacy, fostering teamwork spirit, and enriching campus cultural life, student organizations have become one of the target customers of the Red Script Kill. The red script killing activity can meet the needs of student organizations, promote the inheritance of red culture and the development of ideological education for college students.

(3) Overseas markets, such as Europe and America, have developed cultural industries and a broad audience, with a high acceptance and demand for Chinese culture; Countries along the "the Belt and Road" are important target markets for overseas Chinese culture dissemination. Through cultural exchange and cooperation, deepen mutual understanding, promote cultural diversity and sharing; There are a large number of overseas Chinese, ethnic Chinese communities, and groups studying Chinese culture. They maintain a strong interest and connection with Chinese culture, and the mainstream society in these regions also shows considerable interest in Chinese culture.

(4) Overseas Confucius Institutes, as an important platform for cultivating overseas individuals to enhance their historical literacy, foster teamwork spirit, and enrich campus cultural life, have become one of the target customers for traditional cultural drama. The traditional cultural script killing activity not only meets the historical, cultural, and entertainment needs of overseas Confucius Institutes, but also benefits the inheritance of traditional culture and promotes the development of students' historical and cultural education.

For the segmentation of the target market, we need to understand the needs and characteristics of each market in order to provide more targeted and diverse immersive experiences for different target audiences.

#### 4.1.4. Market Positioning

Through industry data analysis, "Yushu" conducts precise market segmentation, deeply explores the characteristics of each segmented market, and makes accurate target market choices after understanding the target market situation. Based on preliminary research, "Yushu"'s target markets can be

divided into the following categories:

The first category includes activities such as Party Day and Youth League Day, cadre training, etc., organized by the Party and Mass Work Office, village and neighborhood committees, etc., to enhance the cultivation of Party spirit; The team originally wrote scripts based on historical events such as the Pingxingguan Victory, the Crossing of the Yangtze River Campaign, the Huanghuatang Incident, and the Jingjiang Yue Temple, such as "One Hundred and Fifteen Steps," "Thousand Sails Racing," "Spear Piercing," and "Jingjiang Yue Temple," to promote better grassroots party building work for target customers;

The second type is the study and experience of patriotism education for students of different ages. The team focuses on making ideological and political courses come to life, and has specially designed red teaching aids such as graphic exhibitions, restoration models, and interactive games to help students better understand and feel the history, theory, and spirit of the Party, enhance their patriotism and ideological consciousness, cultivate their sense of identity with the country, society, and culture, and improve their comprehensive literacy and ideological quality;

The third category is overseas markets.

(1) The overseas entertainment market mainly targets the overseas generation and cultural enthusiasts who are interested in novel forms of entertainment. Based on the cultural background and preferences of overseas audiences, the immersive script is adapted locally, introducing modern technological means such as VR, AR, etc., to provide viewers with a more realistic and vivid immersive experience. Increase its attractiveness and engagement;

(2) The overseas education market is mainly aimed at overseas Chinese, overseas students, and students who are interested in Chinese culture, as well as overseas students and educational institutions. Through immersive scripts, students can learn and understand Chinese culture through interaction, improving learning efficiency and interest. The team focuses on making historical and cultural education courses come alive, and has specially designed traditional cultural teaching aids such as graphic exhibitions, restoration models, interactive games, etc., which can help students better understand and feel the connotation and spirit of traditional history and culture, and promote the glory of China's 5000 year history.

(3) The overseas historical research market mainly targets overseas markets such as those interested in Chinese culture and Chinese cultural research groups. The team is committed to writing high-quality overseas scripts, ensuring the accuracy and fluency of the script content during the translation process. They also adjust the language style appropriately according to the characteristics and preferences of the target overseas market, in order to better convey the charm of Chinese stories. In addition, overseas members of the team focus on the cultural details in the script to ensure accurate communication during the translation process and resonate with the target audience.

According to the different market segments, in terms of positioning in overseas markets, 'Desire to Dawn' should not only focus on domestic market demand, but also pay more attention to overseas market demand. Through various efforts such as content customization, promotion strategies, and digital and information support, we have launched Chinese cultural experience programs with different focuses, product combinations, and depths to enhance consumer satisfaction.

## 4.2. Wishing to Develop Marketing Strategies

'Desire to Dawn' has both traditional cultural murder scripts and physical situational dramas. There are three rich and diverse cultural and creative products, as well as ancillary products such as Chinese stories, history, and culture courses. Therefore, we realize that it is particularly important to develop and implement effective marketing strategies in the market, and have adopted a 4Ps marketing strategy that focuses on four dimensions: product, price, place, and promotion. And the Porter's Five Forces model is used to evaluate the competitive situation and attractiveness of an industry by identifying and analyzing five key forces, which in turn affect corporate competitive strategy decisions.

### 4.2.1. Product Strategy

#### (1) Optimization of Existing Products

Our main products are divided into two categories: red scripts (which are applicable to the whole group, commercially available, virtual red main story scripts, and scripts based on the development history of red areas collected through visits and writing scripts suitable for local use) and large-scale situational dramas, as well as cultural and creative products derived from red deeds and printed around them. Through immersive experiences, we aim to enhance national pride and cultural confidence. The subsidiary product is an online live interactive red culture education course, which mainly serves to provide services for primary and secondary schools to carry out party and league learning and education.

Red Script: Currently, the "Yushu" store has script killing that covers most script types. The next step is to expand the number of exclusive products, write exclusive scripts based on Chinese culture and different regional cultural characteristics, develop differentiated products, and focus on product novelty, participation, and immersion.

Large scale situational drama: Based on existing situational dramas, optimize and design themes that are compatible with Chinese culture such as traditional cultural revolution history, and allow tourists to participate and interact. For example, in terms of experiencing the revolutionary war years, the specific implementation is not just about having scenic area guides wear Red Army uniforms and shout revolutionary slogans, but also turning the theater into a combat venue, reproducing a historical war picture through modern sound, light, and electricity technology. Tourists can change into performance costumes to participate in the battle, rather than just spectators. The realistic effects of the environment and the firsthand experience of the combat atmosphere will surely leave visitors deeply impressed and reluctant to leave.

Derivative cultural and creative products and surrounding cultural and creative products: Based on different market positioning, innovate the diversified development model of "opening up+additional products" and "material form products+ideology". In addition to utilizing traditional historical and cultural resources to develop cultural and creative products, including local famous specialties (with added traditional cultural value), traditional cultural books, and traditional cultural creative small commodities. Develop differentiated products, emphasizing product novelty and participation. On the basis of existing traditional culture, we aim to create an experience economy era of "main products+self selected products". Tourists' purchase of products or services is essentially an emotional, physical, intellectual, and even spiritual experience.

## (2) Creating an Immersive Cultural Experience Brand

Brand marketing strategy is an extension and expansion of product marketing strategy, including the trust and protection of the brand by the market and even society. To strengthen brand building, stimulate consumers' strong sense of identification with Chinese culture, and build competitive barriers for brands. The overseas generation, especially those who are interested in traditional Chinese culture and willing to seek innovative cultural experiences, are the main audience for immersive script entertainment.

There are several key factors that need to be considered for the team to create a brand that creates immersive cultural experiences to promote Chinese culture:

### Uniqueness and Originality:

(1) A team brand should have unique characteristics and innovative elements that can attract the attention of the target audience. One can seek inspiration from the core values of Chinese culture, traditional art forms, or historical stories to create unique images and stories. Dealing with the threat of substitutes: By innovating and improving products, enhancing product quality, optimizing customer experience, strengthening brand building, enhancing competitiveness, reducing the threat of substitutes to products, resisting the threat of existing competitors, and increasing consumer loyalty to products.

(2) Launch distinctive products for cultural markets both domestically and internationally, and adapt scripts locally based on the cultural background of the market. While promoting traditional Chinese culture, integrate relevant local culture and provide language and multilingual services, including scripts, promotional materials, etc., to reduce language barriers and promote cultural dissemination; At the same time, we should pay attention to the uniqueness and innovation of our products, and provide a different gaming experience from our competitors by developing deep and playable escape room games.

**Storytelling and emotional resonance:** A good brand should have a captivating story that can inspire emotional resonance among its target audience. Through storytelling, the essence and values of Chinese culture can be conveyed to the audience, creating a sense of identity and emotional connection.

**Social media marketing and multi-channel communication:** Teams need to use multiple channels to promote and advertise their brand to a wider audience. Various forms such as social media, television, movies, music, etc. can be utilized to expose brands on different platforms and establish interaction and engagement with audiences. Utilize social media platforms such as Douyin, Xiaohongshu, YouTube, Instagram, etc. to post short videos, live broadcasts, and showcase the charm of immersive scripts. Collaborate with internet celebrities and opinion leaders to promote products and share experiences. The team needs to use multiple channels to promote and advertise the brand to a wider audience.

**Social responsibility and public welfare activities:** Teams can enhance their brand image and reputation by participating in social responsibility and public welfare activities. For example, supporting the education industry, inheriting traditional handicrafts, etc., and demonstrating the values and sense of mission represented by the brand IP through practical actions.

**Push partners to expand product width and increase product line:**

(1) The team collaborates with partners from other industries and fields to expand the brand's influence and

visibility through brand extension. They work with entertainment companies and institutions to jointly plan and promote immersive script projects, expand project influence, such as collaborating with designers, artists, actors, etc. to launch joint products or cross-border art exhibitions, allowing the brand to be displayed and spread in more fields.

(2) Seeking opportunities for cooperation with government and cultural institutions, regularly organizing cultural exchange activities, collecting user opinions and suggestions, and continuously optimizing products and services; Establish long-term stable cooperative relationships with suppliers to ensure the stability of product supply and the effectiveness of cost control.

(3) Combining escape room games with other forms of entertainment, such as VR technology, themed parties, etc., to attract a wider consumer base; Develop escape room games with different difficulty levels and themes based on market demand and consumer preferences to meet the needs of different consumers.

**Data monitoring and evaluation:** Based on market feedback and data analysis results, regularly evaluate the effectiveness of marketing strategies and make necessary adjustments; Regularly analyze local market data to understand user behavior, consumption habits, etc., and provide a basis for adjusting marketing strategies; Analyze the competitive pressure that new entrants may bring and consider raising industry barriers through technological innovation, brand building, and other means.

The team should combine market research and analysis of target audience needs to develop a specific brand promotion strategy and gradually establish a strong brand. In the process of building a brand, the team needs to have insight into the inner needs of the target market, stimulate their sense of identity and pride in traditional Chinese culture, and meet both the practical and spiritual needs of consumers in order to establish a brand moat and gain market recognition.

### 4.2.2. Price Strategy

**Pricing based on the number of participants:** Pricing is determined based on the number of people involved in the murder mystery. The higher the number of participants, the lower the price, and the lower the number, the higher the price. This can encourage team organizations and friends to gather and participate in script killing, while also ensuring stable income.

**Pricing based on character difficulty:** Murder scripts usually have various different characters, some of which may be more difficult to play or contain more plot clues, so pricing can be based on the difficulty level of the characters. Characters with higher difficulty can have their prices slightly adjusted to reflect their value.

**Value added service pricing:** In addition to basic murder mystery games, some value-added services can also be provided, such as customized role-playing costumes, adding additional plot clues, or providing exclusive props. Personalized differential pricing is implemented for these value-added services, allowing participants to choose whether to purchase based on their own needs and budget.

**Time period differential pricing:** Personalized differential pricing is based on different time periods, such as relatively high pricing on busy weekend evenings, while certain discounts can be given during weekdays during the day or late at night. This can better balance the needs of participants and resource utilization.

**Loyalty discounts:** For regular players who frequently

participate in murder mystery games, loyalty discount policies can be set up, such as offering discounts or membership programs for multiple participation, to reward their support and loyalty.

## 5. Summary

Immersive scripts, as a carrier of innovative cultural dissemination, have shown significant value and potential in exploring red resources, spreading Chinese stories, and promoting cultural globalization.

Summary: The "Desire to Dawn China" project, with immersive scripts as its pivot, leverages the multiple values of red education, cultural tourism economy, and international communication, providing a replicable and promotable innovative paradigm for telling the story of China well. Practice has proven that cultural inheritance requires the use

of the language of the times as a medium, technological innovation as a wing, and a balance between upholding integrity and innovation to achieve the continuation of the vitality of Chinese culture and enhance its global influence.

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