

On the Application of Traditional Culture in the Establishment of Modern Brand

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Abstract: Chinese traditional culture has a long history, broad and profound. To promote the development of cultural branding, we must fully tap the excellent Chinese traditional culture. To integrate traditional culture into brand and form brand culture, enterprises should not only study traditional culture and its modern value, but also fully understand the real connotation of brand culture. In brand creation, only by correctly understanding and evaluating the fit between culture and brand, finding the entry point between culture and brand, excavating the connotation of traditional culture and understanding the differences between eastern and Western cultures, In order to better apply traditional culture to the establishment of modern brand and truly form the influence of cultural brand.

Keywords: Chinese Traditional Culture; Brand ; Strategy

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Introduction

Excavating the connotation of Chinese excellent traditional culture and endowing it with new era value in combination with the requirements of the times is one of the important ways to promote the development of cultural branding, increase the national cultural soft power and enhance the competitiveness of enterprises.

1. Traditional culture and its modern value

Chinese culture is the crystallization of the material and spiritual thoughts and wisdom created by the Chinese people from generation to generation. Chinese traditional culture has a long history, ranging from mountains and rivers, such as the Yangtze River, the Yellow River and Mount Tai, to patterns and colors, such as Chinese red and Chinese knot, to Confucianism, Legalism, Taoism and Mohism. Therefore, traditional culture has important value and practical significance in the establishment of modern brand.^[1]

1.1 Form brand personality

Culture is unique, brands form cultural personality, and competitive enterprises are difficult to imitate. Once a brand forms its own cultural characteristics, it injects unique cultural attributes into the product, and then forms marketing advantages and constitutes the soft power of enterprise competition. Therefore, the injection of culture not only improves the cultural taste of products, but also makes the brand form unique personality characteristics, which is both unique and exclusive, which greatly enhances the soft power of enterprise competition.

1.2 Effective communication and dissemination

Brand communication needs symbols, whether visual or connotative. The core value of a brand comes from its cultural connotation. The connotation of Chinese traditional culture is the carrier of high added value of “Chinese brand”. For example, “Great Wall”, “Panda”, “Taishan” and other Chinese brands, consumers naturally associate products with the connotation of these elements through these well-known Chinese culture and its connotation. It can also be said that “Chinese culture” is an image and symbol recognized by consumers and a “pass” for consumption in the international market, It is also an important symbol of effective communication and dissemination.

1.3 Enhance product value

From the perspective of marketing, the overall product includes at least three levels: core level, form level and additional level. The basic value of the product is determined by its core layer. When the core functions are close or similar, the formal layer and additional layer determine the product value. In particular, the brand is an important part of the formal layer. Injecting culture into the brand will sublimate the spirit of the product and enhance the value of the product.^[2]

2. Brand culture and its connotation

Brand is the most important intangible asset of an enterprise and the soft power of enterprise competition, and culture is the core and foundation to improve this soft power. Brand is the carrier of culture, and culture is the essence of enterprises in brand. Although there are many factors affecting customers' purchase of products, such as product brand, attribute, price, service, utility and culture, the most fundamental factor affecting customers' decision to purchase in the future will be brand culture.

2.1 The connotation of brand is culture

The brand is composed of "brand name" and "brand logo". It is the name, terminology, mark, symbol and design, or their combination. Its purpose is to provide identification and value judgment for consumers. However, the brand with real connotation is a brand implanted with culture.

2.2 Brand culture is the only embodiment of customers' spiritual consumption

In the era of material scarcity, people's consumption mainly focuses on the material attributes of products, that is, the demand at the material level. With the continuous improvement of income level, the focus of people's consumption has shifted from the satisfaction of material needs to the satisfaction of spiritual needs. At this time, people no longer care about the material attributes of a product, but pay more attention to the cultural and spiritual connotation of products or services. Therefore, brand culture is the only embodiment of customer spiritual consumption.

2.3 Brand culture transmits a kind of values and lifestyle

Brand culture first transmits a kind of values. For example, Nike represents the spirit of "just do it"; IBM means service; Jinliufu liquor represents Chinese traditional "Fu culture". Secondly, brand culture transmits a way of life. For example, Marlboro represents freedom and open personality; Huangshan cigarette pursues the artistic conception of "first grade Huangshan, high sky and light clouds".

3. Application of traditional culture in brand building

3.1 Fit: culture must fit with goods or services

In 1994, Weinberger, Campbell and Brody proposed product color matrix (PCM). This matrix divides the products into four categories according to the product risk and the purchase purpose of consumers: one is to buy for durable or expensive functions, such as houses, cars, etc. (white products); The second category is luxury goods purchased for showing off, such as high-grade clothing, bags, cosmetics, etc. (red products); The third category is non-durable goods or raw materials purchased for function, such as flour, detergent, etc. (blue products); The fourth category is non-durable goods with impulsive purchase behavior and emotional motivation, such as snacks, wine, cigarettes, etc. (yellow products). The products using "traditional culture" mainly meet the spiritual needs of consumers. Therefore, the second and fourth categories are more suitable to integrate Chinese traditional culture into the brand, and their brand culture plays a greater role; For the first and third types of products with complex processes and high technical content, cultural factors are usually only auxiliary.

3.2 Positioning: find the starting point of brand culture

Product positioning, brand positioning and enterprise positioning are the three levels of positioning. The cultural positioning in the brand, that is, the positioning of brand culture, is one of the strategies in enterprise marketing. Enterprises should import the traditional culture into the brand and look for the entry point of culture and brand according to their own reality, target market, consumer demand and competition situation. This entry point mainly has the following two points: first, the entry of culture and products; The second is the entry of culture and target market. The cut in of culture and products, that is, culture is not the label of products, but the integration of products. For example, Bank of China, the brand cultural symbol "China copper coin" is both a product attribute and a symbol of culture. The entry point of the two is accurate and perfect, which not only reveals the industry attribute, but also conforms to its industry positioning.^[3]

3.3 Differences: pay attention to the differences between eastern and Western cultures

There are great differences between eastern and Western cultures, so not all "Chinese culture" are suitable for going to the world. Therefore, this requires us to seriously study and truly realize that "Chinese culture" is not only Chinese, but also world. Some people say that the longitude of the 21st century is Chinese culture and Oriental spirit, and the latitude is western science and technology. This is best confirmed by the success of the film Kung Fu Panda. The film Kung Fu Panda successfully uses the two important elements of "Kung Fu" and "Panda" in Chinese culture. The Tai Chi, temple fair and calligraphy in the film, including noodles, steamed stuffed buns, tofu and chopsticks used by animals, are typical Chinese cultural symbols. Coupled with the powerful production technology of DreamWorks, the success of the film is in the imagination. In short, the arrival of the brand era, building a brand with the help of culture and injecting Chinese traditional culture into the process of brand creation is an important marketing strategy faced by Chinese enterprises (including other enterprises such as Coca Cola). Traditional culture is integrated into the brand to form brand culture. Enterprises should not only study traditional culture and its modern value, but also fully understand the real connotation of brand culture. In the process of brand creation, they should understand and evaluate the fit, positioning, connotation and difference between culture and brand, so as to truly form the influence of cultural brand.^[4]

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