

The Application of the Expression form of Contemporary Art in the Creative Advertisement of Dongguan Time-honored Brand

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Abstract: Excellent advertising creativity can enhance the value of a brand, and also represent a brand image. There are various forms of expression of contemporary art, and just because of this, the perfect collision between the charm of contemporary art and advertising creativity can burst out gorgeous sparks. Dongguan is the most representative city of Lingnan culture, which is rich in long history, culture and rich folk characteristics. The time-honored brands of Dongguan contain the warmth and memories of the city. The brand image with regional characteristics is deeply rooted in the hearts of people and it has become an immortal memory in the hearts of a generation. Dongguan's old-fashioned brand creative advertisement conveys a new idea through the expression of contemporary art, it is necessary to start research from the origin of the brand. And according to the unique temperament of the time-honored brand, reasonable addition of innovative advertising ideas. Under the influence of the expression form of contemporary art, the creative advertising of time-honored brands must be changed to improve the innovation ability, so as to effectively comply with the trend of social development, achieve development goals, enhance the publicity of Dongguan time-honored brands, and establish a positive corporate image. Make the advertising design of the Dongguan old brand brand in the market. In this paper, through the study of the expression of contemporary art in Dongguan time-honored brand advertising creative application of the following research.

Keywords: Contemporary art; Pattern of manifestation; Dongguan; Time-honored brand; Brand creativity; Advertising creative

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1. The expression form of contemporary art and the application of advertising creativity

The expression of contemporary art can be abstract or concrete, planar or three-dimensional. With the prevalence of the new media era, many brand creative advertising through TV media and self-media, showing a novel publicity concept to the masses, and constantly refreshing our awareness.

1.1 Advertising creative form of movie art short film

There are many ways to express the language of contemporary art, among which the spiritual connotation conveyed by a three-dimensional artistic image can establish the corporate image. According to the old brand impression and can better convey a retro feelings, and according to this unique advantage of the previous image to do further upgrade. Through the expressive forms of rich contemporary art language, the internal and external images are shaped as a whole, organically combining tradition and modernity. The regular output of information for the masses in the form of TV advertising media is an important channel to improve the impression of enterprises and economic benefits. The creative combination of TV advertising in the form of film art short film works, according to the unique personality of Dongguan time-honored brands to upgrade the overall impression of the enterprise, enhance the traditional cultural positioning of time-honored brands, and broaden the positioning of consumers. The brand stories of Dongguan time-honored brands can be connected in a way of storytelling, and the story with a historical background can be integrated into the advertising creativity of time-honored brands, and the brand story can be told with rich traditional cultural background. Then the story is divided into series, and the cultural connotation of the time-honored brand is displayed in the form of narrative film. The emotion of the characters is used as a foil, and the technological means of contemporary film technology is used to give full play to the creative advertising.

1.2 The art show in ink text increases brand cultural atmosphere

The creative design of brand visual image is not only the design and decoration of old brand stores, but also the design of trademark packaging, advertising posters, brand signs and exclusive stores. Dongguan's time-honored brands often use calligraphic fonts and traditional auspicious patterns in their design forms. During the evolution of Chinese characters, traditional culture has been inherited. The Chinese characters themselves have a vicissitudes and cultural thickness of the times. At the same time, the Chinese character itself is a character image with a symbolic graphic, a combination of a form. By borrowing calligraphy fonts and ink rendering as corporate brand logo, it can bring more cultural atmospheres for visual images. According to the original meaning of

Chinese characters, the font design combines “traditional font” with “modern graphics” to make the logo full of personality, simple and fashionable. The novel design style must meet the corporate culture of Dongguan’s old brand brand, but also meet the aesthetic needs of modern people.

2. Old brand image as the creative elements of advertising

With the rapid development of economy and the homogenization of products, people tend to blindly follow the pursuit of new things, but the traditional time-honored brands are the essence left by historical screening.

2.1 Architectural image is inspired by creative advertising

How old brands can stand out from many brands, how to break through the numerous novel product brands show their horns, relying on contemporary artistic expression forms for dongguan old brands to put on a gorgeous coat. Personalized emotional experience is more and more respected by the public. The traditional style of dongguan time-honored buildings are still preserved in the streets and lanes of Dongguan, which brings people’s thoughts back to their childhood. Dongguan’s time-honored brand is also the childhood memory of a generation, so that people can experience a kind of cordial and nostalgic feelings. Based on this sense of nostalgia, the old and simple store image of Dongguan old brand is more likely to arouse people’s nostalgia and memory of the time they have been to, so as to trigger consumers’ sense of belonging, stimulate people’s desire to buy Dongguan old brand, and promote the inheritance of Dongguan old brand from generation to generation. Therefore, in the design of old brand creative advertising, we should retain the connotation of traditional culture and optimize the design style of brand creative advertising through the expression of contemporary art. Using the existing building foundation as an advertising creative design, the old traditional architecture creates an old building. Based on this, the exaggeration method of contemporary art expressions is counted, and a traditional cultural character of Dongguan can be inherited. Create a good condition for the continued healthy development of the old character enterprises in Dongguan.

2.2 Relying on geographical characteristics and folk features for packaging advertising creative inspiration

Dongguan old brand packaging advertising creative design to follow the local folk custom and distinctive regional characteristics. Packaging should be based on the functional characteristics of the product, the use of materials with local characteristics, to create a unique creative modeling, skillfully show the regional cultural characteristics of dongguan time-honored brand products. When designing product packaging, designers should understand the characteristics of the product and the local folk customs and regional characteristics, and summarize the unique cultural characteristics of the local region. On the basis of this, creativity and conception are carried out in the form of expression of contemporary art, and vivid packaging forms are designed, and decoration design is carried out on the packaging. Through the unique packaging image of products, fully reflect the regional characteristics and humanistic feelings of Dongguan time-honored brands.

3. Conclusion

With the continuous development, the local time-honored brand image in Dongguan has been replaced by the new brand with each passing day, which has a great impact on the time-honored brand. How can consumers not forget laozihao in the numerous choices. First of all, designers should find a breakthrough point from the perspective of consumers. Young people have different ideas about time-honored brands from the elderly. If not in a new form to change the image of laozihao in young minds. The traditional time-honored brands should break the traditional age gap and introduce the aesthetic and uncertain promotion methods suitable for young people. In order to suit contemporary young people taste artistic expression technique, highlight a young and energetic state, the overall style is designed into a light and bright design style, on the basis of maintaining the original cultural background, add a young state of health concept. For the old brand advertising creative design concept to increase the traditional definition of effect and traditional style design intersection, highlight the design style in the plane design, highlight the product characteristics in the three-dimensional design, to combine the traditional culture and modern culture with innovative design methods. In today’s modern culture, located in different corners of Dongguan streets, the visual image of Dongguan time-honored brands has not changed. The brand visual image of the old name should add some art forms with modern culture on the basis of retaining the original historical culture. In the era of modern multi-culture, the update and promotion of local time-honored brands in Dongguan play an important role in the development of the time-honored brands in Dongguan.

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