Research on the Communication Strategy of Shandong’s Time-honored Brands in the Era of Media Convergence

Yuan YUAN
College of Art, Qingdao University of Science & Technology

Abstract: Based on the communication trend in the era of media integration, media mix communication and we-media communication, this paper enumerates the innovative communication strategies of Shandong time-honored brands, and puts forward some strategic suggestions in terms of spreading enterprise connotation culture, combined communication of business, travel and culture, improvement of brand visual image, and improving user database to realize accurate communication contact.

Keywords: Time honored brands; Media trend; Advertising; Communication; Connotation; Cultural brand image

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General Secretary Xi Jinping once pointed out: “Tell the story of China well, spread the voice of China well, and let the world understand and support China more and more.” Chinese time-honored brands carry a profound and excellent traditional culture and have products and skills that have been passed down from generation to generation, which embodies the essence of Chinese business culture and represents the spirit of Chinese craftsmen. Time-honored brands shoulder the mission of spreading the Chinese spirit, which coincides with the opportunity of transformation, integration and development of new and old media. In this context, how to strengthen the brand with the power of media integration has become an important issue for the development of time-honored brands. The research significance of this paper is mainly reflected in the following aspects: 1. On the basis of previous research

About the author: Yuan YUAN (1981-3), Female, Han nationality, from Qingdao, Shandong Province, lecturer, master’s degree, Research direction: Research on visual communication design and multimedia communication design.
results that” The influence of the development trend of financial media era on the innovative communication strategy of Shandong time-honored brands” to explain how the Media mix communication strategy’s consolidating habitual consumption and attracting young consumers. 2. The degree of influence of integrating communication strategy of we-media on the development of Shandong time-honored brands.

1. Media Portfolio Communication Strategy of Shandong Time-honored Brand in the Era of Media Integration

(1) Media portfolio communication
The most effective communication method is media combination advertising, omni-directional advertising performance and seamless brand contact. Before the advertising of time-honored brands, we must first clarify the target of communication. At present, consumers who are accustomed to time-honored brands are mostly middle-aged and elderly people, and the new generation of consumers are the main targets of communication. For the middle-aged and elderly consumers, the traditional media advertising pictures and text are mainly used in the form of outdoor, transportation, gift, store POP and other media, and the arrival rate of communication is high. Traditional TV commercials are broadcast in fixed advertising period, and the effect is uncertain. Now they can be combined with popular programs to spread in the form of title, insertion and feature. The communication strategy of WeChat paid promotion + H5 advertising combination is implemented for the new generation of consumers. The particularity of the new medium gives the advertisements more expressive power. For example, H5 advertisement of Shanghai time-honored brand Baiqueling tells the story of old Shanghai geotechnics and spies by combining super long pages with sound effects, which makes people curious and finally shakes out the product. Innovative ideas like this can mobilize multiple senses of young consumers and stimulate consumption.

(2) Media combination brand connotation and cultural dissemination
“Culture is the soul of a country and a nation. Culture can rejuvenate the country to make the nation strong.” In order to thoroughly implement the spirit of General Secretary Xi’s important instructions, Shandong time-honored Dong’e Ejiao has established the Chinese Ejiao Museum and the world’s only donkey Museum, and has embarked on the path of cultural communication leading brand development by using the online and offline visit modes of digital and physical museums. Museums all over the world have always represented cultural confidence
and authority, and are also good marketing venues. The donkey museum displays the precious black donkey, the raw material of Dong’è Ejiao, which systematically deconstructs the origin of the product. The 11 exhibition halls of the Chinese Ejiao museum show the development and evolution of ancient Ejiao, the history of traditional Chinese medicine, treasures of Chinese medicine, modern influence, entrepreneurship and achievements, honor and future. It also has the functions of collection, empowerment and development, and systematically presents the cultural relics materials around the brand idea. In addition, there are Qingdao Beer Museum and Zhangyu wine culture museum which are also from Shandong time-honored brands, which spread the connotation culture of time-honored brands through the combination of official website, corporate app, digital and physical museum.

(3) Media portfolio communication with business travel and cultural

In view of the characteristics of Shandong time-honored brands, which are mostly in the food industry, thinking about how to develop new sales channels, the time-honored brands signed a cooperation agreement with JD.com to conduct borderless retail with the help of JD’s sales platform. The sales platform provides traffic support on important festivals such as “6.18 Mid-year Celebration”, “Supermarket Anniversary”, “Food Festival”, “11.11” and other important festivals. It also holds special sales activities for time-honored brands to open exclusive portals for time-honored brands and continuously promote the sales of Shandong time-honored brands.

Many cities and cities in Shandong Province have famous tourist attractions, such as Mount Tai, Qufu Sankong, Daming Lake in Jinan, Qianfo Mountain, etc., which all have valuable resources for the development of tourism and cultural industries. Taking Qingdao as an example, Qingdao is a well-known coastal tourism city. In summer, domestic and foreign tourists coming here to escape the heat makes it an excellent opportunity for the promotion of time-honored brands. Through the issuance of time-honored consumer guides, manuals and maps of urban cuisine, highlighting the characteristics of regional time-honored brands, recalling the taste of the city, and attracting tourists to start a travel + purchase model.

Colleges and universities are cultural cultivation bases. Shandong time-honored brands have signed strategic cooperation agreements with many universities in the province to carry out in-depth cooperation in various aspects, so as to spread brand cultural and creative communication through the Internet. Every year, a cultural and creative design competition is held to collect good ideas, including advertising copy of time-honored brands, product packaging design and cultural and creative
product design. The winning entries will be used for the application and promotion of time-honored brands. Other excellent designs will launch network crowdfunding through Xiaomi and Jingdong platforms. The competition includes activities such as designers going into time-honored brands, campus sharing sessions, competition achievement exhibition, achievement promotion season, etc. to promote the transformation of competition achievements.

It can be seen that the new media communication is effective, but the role of traditional media cannot be ignored. Shandong time-honored brands use traditional media advertising to consolidate habitual consumption, new media communication attracts the new generation of consumption, and the combination of brand connotation culture and business travel literature is a communication strategy that conforms to the “holographic plus full-effect” characteristics of the media era.

2. The Advantages of Shandong Time-honored Brands’ Communication Through We-media, Existing Problems and Suggestions for Improvement

The formation of time-honored brands mostly relies on exquisite skills, products, and outstanding services, and relies on word-of-mouth communication among people. Nowadays, interpersonal communication is mainly a network interaction mode, and the advantages of we-media communication have emerged.

(1) Communication advantages

WeChat official account has the characteristics of instantaneity and flexibility in the form of minimalism, which is supported by the majority of users. Enterprise app can provide users with a “one-stop” experience through in-depth operation, comprehensive dissemination of information and multi-function integration. The operation of these we-media tools is based on the number of fans. Maintaining and increasing the audience and the secondary communication of the audience is the key to the operation of we-media. From the perspective of communication, we-media communication is the fastest and most effective “shortcut” for the communication of time-honored brands.

(2) Existing problems

Some time-honored brands in the platform only have one picture for the whole content, however, it can’t sell products by just occupying space. According to the data, the coverage of time-honored brand communication among online users has been greatly increased, but the promotion effect in terms of user stickiness, user interaction index and accurate information release is unknown.
(3) **Suggestions for improvement**

Time-honored brand should attach importance to the advancement and continuity of the brand’s visual image. Through the changes of Coca Cola and Pepsi logos in the past century, we can see that it is necessary to modify the logo in order to adapt to the technological development and aesthetic changes on the basis of not affecting the brand culture and identification.

It is suggested that we-media content should be modularized and convenient to update, not only to release official and corporate news, but also to attach great importance to the personalized needs of consumers. Pay more attention to popular focus culture, learn from the “Forbidden City” brand promotion, and increase its own brand activation elements to stimulate the audience’s impulse for secondary communication.

Establish a user database to analyze a large number of samples to achieve precise communication and contact. The more accurate the advertising users are, the more it helps to increase the awareness of time-honored brands. In addition, it is necessary to use cloud computing, Internet of Things and other Internet technology support to ensure the consistency of product quality across all channels, online and offline, and quality control.

3. **Conclusion**

Although Shandong time-honored brands have innovated their brand communication strategies and got gratifying achievements, there is still room for improvement in many aspects. Shandong’s time-honored brand Dong’è Ejiao was selected as one of the “Top 100 most valuable Chinese brands” and ranked among the top three in the medical and healthcare industry. More and more time-honored brands are crossing the border and disappearing world, incorporating the genes of globalization into their blood.

**Works Cited**
