

Research on the Influence of Festival Activities on Brand Communication Intention under the Experience Economy

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ABSTRACT

Festival activities play a significant role in promoting brand communication intention in terms of emotional experience, immersive participation and shaping unique memories. Emotional experience can deepen the emotional bond between brands and consumers and strengthen emotional resonance. Immersive participation can enhance consumers' identification and sense of belonging to brands. The creation of unique memories gives brand communication more lasting vitality. Based on the above findings, this paper proposes strategies such as multi-sensory interactive design, digital technology integration and deep integration of brand culture, aiming to further improve the brand communication efficiency of festival activities, and provide theoretical basis and practical reference for enterprises to plan more attractive and communicative festival activities under the experience economy.

KEYWORDS

experience economy; Festival activities; Brand communication; Consumer experience

The global economy has gradually shifted from the traditional manufacturing industry to the experience economy focusing on services and experience, and the demand of consumers has also changed from simple material consumption to more complex emotional and experience consumption. With the unique characteristics of integrating experience, interaction and emotion, festival activities have become an important tool for brand communication. However, the specific mechanism of its effect on brand communication intention has not been deeply explored, and there is a lack of comprehensive analysis framework in the key links such as emotional connection, immersion participation and memory creation. Based on the perspective of experience economy, this paper discusses the deep impact of festival activities on brand communication intention, and puts forward diversified strategies, in order to provide new ideas and theoretical basis for brands to build stronger transmissibility in a complex competitive environment.

1 The Influence of Festival Activities on Brand Communication Intention under the Experience Economy

1.1 Enhance the Emotional Experience to Enhance the Emotional Connection between the Brand and Consumers

In the wave of experience economy, consumers are increasingly pursuing emotion and significance, which provides a unique opportunity for festival activities to become an important carrier of brand communication. Festival activities can create vivid emotional scenes, establish deep emotional connections with consumers, and stimulate their inner resonance. From traditional cultural festivals to theme activities planned by the brand, these occasions arouse consumers' emotional fluctuations with a sense of ceremony and shared experience, and deeply embed brand values in people's hearts with emotional elements such as joy, touching or nostalgia.

These emotional links encourage consumers to naturally identify with the brand, and then actively participate in the dissemination of brand information. Festival activities provide consumers with a personally experienced and interactive scene, so that they can intuitively feel the values and cultural connotations contained in the brand. In this process, consumers' positive experience is mapped to their perception of the brand, and the brand gradually becomes a symbol of their emotional expression. At the same time, consumers actively share activity experiences or express brand impressions, and are more active in social networks and word-of-mouth communication, which further expands the breadth and depth of brand communication^[1].

In the experience economy, the uniqueness and irreplaceability of emotions are particularly important. Festival activities can arouse the emotional resonance of consumers, thus breaking through the one-way communication mode of traditional advertising and promotion, and transforming into a two-way interactive communication ecology. In this ecology, consumers are not only the recipients of information, but also the shapers and storytellers of brand stories. Emotional communication has strong stickiness and long tail effect, and can bring more lasting value accumulation for the brand.

1.2 Enhance Immersive Participation to Promote Consumer Identification and Willingness to Spread the Brand

The experience economy is a process in which consumers are deeply engaged, and immersive experience is a key driver of this process (Mondloch K., 2022) ^[2]. By constructing vivid scenes and contents, festival activities introduce consumers into a state of complete immersion and make them feel the unique atmosphere of being present on the scene. This total immersion enhances consumers' memories of the brand and encourages them to spontaneously spread brand stories and ideas through emotional resonance and values.

In these well-designed activities, consumers actively participate, have a strong sense of belonging, and feel the care and importance of the brand on them in the interaction. The brand sets up a highly interactive plot or venue, so that participants can feel that they are involved in the brand story, and even become a driver of the story development. This sense of role involvement not only enhances the brand identity of consumers, but also provides them with emotional satisfaction, thus motivating them to actively share activities experience and brand concepts.

Besides, an immersive experience allows a brand's core values to be represented in a tangible way. Through situational narration or highly interactive forms, the brand enables consumers to more intuitively perceive the cultural core of the brand. This combination of cognitive experience and emotional resonance increases consumer acceptance and their willingness to share these value propositions.

The essence of the experience economy lies in the construction of process. Through immersive design, festival activities transform brand communication into a natural and actual behavior, and consumers' spontaneous communication becomes the link for the brand to build the deep relationship with consumers. This mode of communication is long-term and infectious, and is an important way for the brand to establish lasting influence.

1.3 Create Unique Memories to Promote the Sustainability of Brand Communication

The experience economy creates irreplaceable and unique memories for consumers, and festival activities are the perfect carrier to achieve this goal. Based on well-designed contents and forms, the festival activities break the ordinary life and creates a special experience that is difficult to replicate. This experience will be deeply rooted in the memory of consumers and transformed into their motivation to actively communicate activities and brands, thus giving brand communication lasting vitality (Addis M., Miniero G., & Ricotta F., 2018) ^[3].

The construction of unique memories is inseparable from the deep interaction between festival activities and consumers. Creativity and personalization are the key to memory generation, and the brand introduces innovative art installations, interactive performances or exclusive customization links to make consumers find a different feeling in the activity. The scarcity of this experience allows consumers to firmly bind the brand to the associated memory. When consumers share these special moments to pass on the story of the activity to others, the value of the brand is also spread invisibly ^[4].

In addition, the unique memories in the festival activities are often accompanied by strong emotional resonance, which makes the communication intention more sustainable. Memories last because they evoke emotions within the participants. By carefully designing the highlight moments of the activity, such as stunning scenes, warm and moving plots or passionate performances, the brand allows consumers to be moved, delighted and even surprised in the activity, and these experiences become a source of sharing and memories for consumers.

2 Strategies to Enhance the Influence of Festival Activities on Brand Communication Intention under the Experience Economy

2.1 Design Multi-sensory Experiences to Enhance Consumer Engagement and Memories

In the context of the experience economy, brand communication has shifted from a single visual stimulus to a deep integration of multiple senses. Brands fully mobilize consumers' senses of sight, hearing, touch, smell and taste to create immersive festival experience, so as to strengthen consumers' memories, stimulate their willingness to actively disseminate brand information, and inject lasting impetus into brand communication. Visual experience is the core of sensory design, which can build strong visual impact to attract the attention of consumers. The combination of dynamic light and shadow technology, 3D projection and creative stage scenery creates a surreal visual space. For example, in festival activities, brilliant colors and dynamic visual elements are used to create dream-like scenes, which can immerse consumers in the unique atmosphere of the activity and inspire them to spread brand information to a wider audience through the behavior of photographing and sharing.

Auditory design uses sound as the medium to deeply plant the brand message in the hearts of consumers. Customized theme music or background sound effects can be naturally connected to the plot of the festival activity. For example,

cheerful melodies enhance the joyful atmosphere of an activity, and soft music is suitable for emotional sublimation. The brand's precise control of auditory details allows consumers to capture emotional climax in the activity and form a long-term memory, thus further strengthening the brand image.

Tactile experiences make the interaction between brands and consumers more concrete mainly through direct physical contact. In festival activities, interactive installations and tactile experience areas allow consumers to feel the texture and creativity of the brand through the real touch. For example, installing devices made of materials provided by brands or offering product trial services convey the brand's uniqueness on a tactile level, thereby strengthening consumer trust and recognition of the brand.

2.2 Use Digital Technology to Expand the Spread and Interactive Effects of Festival Activities

In the trend of experience economy, the rise of digital technology has injected new vitality and unlimited innovation space into the brand communication of festival activities. Brands should make use of cutting-edge technologies such as virtual reality (VR), augmented reality (AR) and artificial intelligence (AI) to break through the limitations of traditional offline activities, expand the influence of festivals to a broader space, build a cross-temporal and multi-dimensional interactive scene, and further enhance the breadth and depth of communication. The application of virtual reality technology in festival activities has given the brand a new immersive expression. Brands can virtualize activity scenes to create highly realistic sensory experiences for consumers^[5]. For example, consumers simply wear a VR device or use a mobile platform to immerse themselves in a carefully designed virtual space of the brand and explore the history, culture and creative process of the product. The visual impact and emotional resonance enhance the appeal of the activity, and enhance the credibility of the brand and consumer loyalty.

Augmented reality technology puts more emphasis on the fun of interaction and the potential of sharing. For example, in festival activities, brands can hide rich interactive elements through AR, and invite consumers to scan specific markers or themed installations to unlock hidden brand content. The content can be the story of the product, fun games, or even collection channels of exclusive coupons. This design not only satisfies the curiosity of consumers, but also inspires their desire to share.

Artificial intelligence technology has injected an unprecedented personalized experience into the festival activity. By analyzing consumers' behavioral data, brands can gain insight into their interests and preferences, and then design activities that are highly tailored to their needs. For example, in the activity invitation stage, AI can push exclusive content according to consumers' preferences, and even customize participation links for consumers. This differentiated design enhances the attraction of the activity, and makes consumers feel the brand's attention and care for them, and further reduces the distance between the brand and consumers.

2.3 Integrate Brand Culture to Strengthen Consumers' Brand Identity and Value Resonance

Under the background of experience economy, consumers' consumption behavior has broken through the simple demand for material products and gradually shifted to the pursuit of cultural and emotional experience that can fit with personal values. When planning festival activities, brands should take brand culture as the core and design activities that can convey brand value, so as to enhance consumers' brand identity through cultural resonance (He J X & Wang L, 2017)^[6], and then improve the possibility of consumers actively spreading brand information.

The brand should first deeply integrate its core values with the theme of the festival activity. Brands need to define their unique positioning and cultural attributes to plan activity themes. For example, the Jinan Spring Water Festival can carry out a variety of activities under the theme of "spring water and health", and show the purity and health of natural water sources through well-designed spring water tasting links. The health walk experience combines urban culture and fitness concepts to make participants feel the connection between spring water and physical vitality. In addition, creative handmade activities with spring water elements as the core are set up to spread the brand concept of health and nature in a subtle way. The dissemination of brand culture can also deepen consumers' understanding by narrating brand stories. The brand can set up a special area for brand stories or hold lectures to show the founding background, development process and cultural inheritance of the brand, so that consumers can further understand the brand at the emotional and rational levels^[7].

3 Conclusion

This study focuses on the influence of festival activities on brand communication intention under the background of experience economy, deeply analyzes the influence of emotional experience, immersive participation and memory creation on brand communication, and puts forward specific strategies to optimize communication through multi-

sensory design, digital technology application and brand culture integration. These practical paths provide operable suggestions for brands to expand their transmissibility in the experience economy, and deepen the exploration of the relationship between experience economy and brand communication from the theoretical level. In the future, the research may further focus on the differentiated effects of festival activities under different cultural and industry scenarios, and combine with the reconstruction trend of digital technology to communication scenes, to explore how to achieve accurate adaptation and long-term impact of brand communication in the rapidly changing market and diversified consumer demand.

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