

# Hubei Image Construction Perspective Study on The Series Packaging Design of Ecological Specialties of Yangtze River

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## Abstract

Nowadays, the influence of brand on the sales of products is becoming more and more obvious, and brand recognition has become the mainstream of public consumption. Based on the perspective of image construction, we analyze the relationship between packaging and brand creation, and discuss how to help create the brand of Yangtze River ecological specialties through packaging design, the introduction of brand symbols, the integration of regional cultural elements, and the use of serial packaging strategies. It is hoped that this study will help to improve the packaging level and create and promote the brand of Yangtze River ecological local specialties.

## Keywords

Hubei Image; Yangtze River Ecological Specialties; Series Packaging.

## 1. INTRODUCTION

There is only one environment for human survival, and it is difficult to repair it once it is destroyed. In recent years, with the emphasis on the ecological protection of the Yangtze River, it is especially important to integrate and plan the packaging design of the Yangtze River ecological specialties brand, study and innovate the packaging of the Yangtze River ecological specialties, enhance the brand awareness of the Yangtze River ecological specialties serialization, and thus promote the economic transformation and upgrading of Hubei. Only with a broader vision, innovative ideas and open approach, the whole element, the whole industry chain and the whole region plan, layout and development of Hubei's economy, and strive to tap the new momentum of Hubei's economic development and cultivate new advantages in development, in order to vigorously develop Hubei's special industries and promote the development of Hubei's industries to green, branded, clustered and high-end. At the same time, Hubei is a national two-type society construction reform pilot area, and is the water source area of the South-North Water Transfer Project and the Three Gorges Dam area, rich in ecological resources of the Yangtze River. Create a new era of "Hubei brand", comprehensively enhance the province's ecological specialties brand packaging in the international and domestic markets, and then promote the "image of Hubei" to a new level.

## 2. THE INFLUENCE OF THE CURRENT SITUATION AT HOME AND ABROAD ON SERIALIZED PACKAGING DESIGN

In recent years, China has been paying more and more attention to regional culture, and products with regional characteristics are, to a certain extent, the embodiment of regional culture, so the packaging design of products with regional characteristics has gradually increased. However, there are still few studies on the serialized packaging design of regional

characteristics products from the design perspective, especially the tracing records of the design process, and then the application of the design process to the design methods and works.

As a country that has studied regional culture earlier, Japan's absorption of regional culture is obvious, which is mainly reflected in the design of regional products. The traditional ethnic packaging is displayed in all major supermarkets in Japan, and there are special counters for special products, the packaging is simple and fresh, showing the Japanese people's reliance on their traditional cultural complex; the industrial revolution in Europe and the United States led to the high development of the commodity economy and a substantial improvement in material life, prompting the formation and development of packaging in Europe and the United States, compared to the packaging in Europe and the United States pay more attention to the practical function of packaging, packaging with the most reasonable way to Maximize the qualities of the goods. In addition, through the collection of books, I learned that packaging design in Europe and the United States, there will also be regional culture involved in packaging design. Including the United States Luke Herriot's "American packaging design template", Fisher's "perfect packaging design: how to add value to the product through graphic design", Giles Culver edited by "What is packaging design? edited by Giles Culver, and "Focused Packaging Design" edited by Stephenson in England. Although the use of regional culture in Europe and the United States is not as obvious as that of Japanese packaging, each country has its own characteristics. For example, American design is mostly humorous and casual, while German design is more functional and rigorous, and the pursuit of artistry is relatively weak.

### 3. SERIAL PACKAGING DESIGN AND BRAND CREATION

Through the design of the packaging series of the Yangtze River ecological specialties brand, it can not only convey the image information of the product to the consumers and establish the connection between the product and the consumers, but also obtain the high recognition of the consumers through the good brand operation, and finally realize the value-added function of the brand for the commodity. Based on this concept, we integrate the ecological culture and material culture of Hubei into every process of branding through the series design of the packaging of Yangtze River ecological specialties, and give full play to the conversion function of brand value, so as to enhance the "resource competitiveness" and "product competitiveness". On the basis of enhancing the "resource competitiveness" and "product competitiveness", we will create the "brand competitiveness" of the ecological specialties of Yangtze River and enhance the "regional brand competitiveness".

Product packaging and branding have become two important factors affecting the sales effect of products, and there is an inseparable relationship between the two. The creation of brand includes two aspects: brand identification features and brand psychological elements. Among them, the brand identification features mainly include visual features such as brand name, logo, mascot, image spokesperson and product quality, performance, service, values, beliefs, emotions and other product personality characteristics; the brand psychological elements mainly include brand awareness, reputation and loyalty. The process of brand creation is actually to accumulate impressions in the consumer base by spreading the inner and outer characteristics of the brand products for a long time in a large area to form a certain awareness, then rely on good product quality and brand culture to create a good brand reputation, and finally, on this basis, gradually form brand loyalty. Therefore, in the creation of the Yangtze River ecological local specialties brand, we must focus on the above elements.

#### **4. INTRODUCE UNIQUE BRAND SYMBOLS TO ENHANCE THE VISIBILITY OF THE HUBEI YANGTZE RIVER ECOLOGICAL SPECIALTIES BRAND**

Combined with VI theory, we can give full play to the role of visual identity image elements on the packaging, and use the packaging to strengthen the external characteristics of the Yangtze River ecological souvenir brand, so as to enhance the visibility of Yangtze River souvenir products.

When designing packaging for Yangtze River eco-specialties, in addition to ensuring that the packaging accurately conveys the characteristics of the specialties, it must also be made to serve the overall unified image communication of the brand. Therefore, we can consider designing unique brand symbols for Yangtze River eco-specialties and applying them to each package of Yangtze River eco-specialties. First of all, a new and easy-to-remember brand name for Yangtze River eco-products should be created. The brand name should reflect the distinctive regional characteristics of "Hubei" and highlight the uniqueness of the Yangtze eco-products. Through the survey, we found that the brands of local specialties are mostly named in the following two ways: the first is "place name + specialties", such as "Shaanxi specialties", "Jiangsu specialties" and so on. Such naming, too dull, it is difficult to make people bright, lack of novelty. The second type is "place name + product name", such as "DeZhou chicken", "Aksu apple" and so on. Such naming method is more to let people remember the individual products of a certain place, but it is difficult to establish the overall brand awareness of local specialty products. In view of this, when determining the brand name for Yangtze River ecological specialties, it is important to reflect both the regional scope of "Hubei" and the uniqueness of Yangtze River ecological specialties. While highlighting the brand awareness, it is important to avoid falling into the cliché. We can consider this: Hubei is called "E" for short, so we can consider introducing the word "E" into the brand name. In addition, through the research of Yangtze River ecological specialties and the analysis of relevant information, we found that there are many kinds of Yangtze River ecological specialties, but specifically, they can be divided into two categories, one is the fruits and crops that are native to the area, for this kind of specialties, we can use two "Xiang" to summarize their common characteristics. The other category is the various folk crafts driven by Hubei's long history and profound culture, such as Hubei Han embroidery, which are exquisite and chic, and for these specialties, we can use two words "Qiao" to summarize their characteristics. Finally, these words can be combined as "E Xiangxiang" or "E Qiaoqiao" and so on both easy to remember and catchy brand name. In the design of the brand name body, the calligraphic fonts that best reflect traditional Chinese culture are the main focus, thus strengthening the long-standing human history and deep cultural heritage of Hubei. In this way, no matter which souvenir consumers see or buy, they will strengthen the memory of the brand information of Yangtze River Ecological Specialties once, which invariably enhances the brand awareness of Yangtze River Ecological Specialties. Moreover, these brand information with rich connotation and intuitive image can stimulate consumers' beautiful association and positive emotional experience about Hubei, and with the help of classical conditioned reflex principle and empathy principle, consumers will definitely feel good about the brand, thus improving the brand reputation.

#### **5. INCORPORATE REGIONAL CULTURAL ELEMENTS TO ENHANCE THE REPUTATION OF THE YANGTZE RIVER ECOLOGICAL SPECIALTIES BRAND**

To make a brand recognized by the market, it is important to expand awareness while enhancing the brand's reputation. Reputation is the public's reflection of the quality of goods or enterprise qualities, and the core of this reflection is to produce a good emotional experience and form positive beliefs about the brand. In the design of specialty packaging, we can introduce elements with outstanding regional characteristics to stimulate the formation of consumers'

reputation for the brand. Specifically, we can start from the following aspects: First, we can apply regional colors in the packaging design of Yangtze River ecological specialties. Second, introducing regional patterns in the packaging of Yangtze River ecological specialties. Third, introducing regional cultural elements in the styling design of specialty packaging containers. Thus, we can see that the introduction of regional cultural elements in the packaging of Yangtze River ecological specialties can, to a certain extent, enhance the taste of the packaging, increase the added value of the special product brand, strengthen the cultural connotation of the brand, and thus increase consumers' goodwill and belief in the product, which will certainly have a positive impact on the cultivation of brand reputation and loyalty.

## 6. CONCLUSION

Only by introducing the brand building awareness of Hubei into the sales of Yangtze River ecological specialties can we better promote the development of the Yangtze River ecological specialties industry so that it can better serve the development of Hubei's local economy. Good packaging design can not only protect and promote the products, but also become a carrier for brand image creation. In the packaging design of Yangtze River ecological local specialties, the introduction of brand identity, the application of regional cultural elements and the use of serialized packaging strategy will definitely play a positive role in the promotion of brand awareness, the creation of reputation and the cultivation of brand loyalty for Yangtze River ecological local specialties.

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