

Countermeasures and Paths for the Integration of Qi Culture IP into Brand Communication in the Context of Guochao

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Abstract

Deeply excavate the rich content of Qi culture, form a high-quality IP system, promote the integration of Qi cultural elements and brand communication creativity, and serve for brand communication and the construction of modern economic society. Stimulate the energy of the excellent traditional culture, let it pass on, and motivate its creative transformation and innovative development.

Keywords

Qi Culture IP; Empowering Brands; Serving the Construction of Modern Society.

1. The Traditional Culture Boom in the Context of the Guochao

In recent years, with the great importance attached to the cultural industry, the traditional cultural craze has continued to heat up. In the field of brand marketing communication, the typical phenomenon is the combination of brand and cultural IP, which has set off a storm of "Guochao" in the consumer field. The Guochao embodies and reflects the charm of traditional Chinese culture. These eye-catching products created by the collision of traditional culture and trendy design are favored by consumers, especially by the young generation. Guochao products, such as the Forbidden City lipstick, Huaxizi beauty makeup, Oreo cookies, Li Ning clothing, Nike shoes, Dragon Boat Festival dumplings, Mid-Autumn Mooncakes and so on, by adding high-quality traditional cultural elements to the brand, make whether the clothing, shoes and hats, cosmetics, non-staple food, beverages or holiday food, often be sold very well due to exquisite workmanship, antique, high-value, limited edition, full creativity and other reasons. Consumers are enthusiastic about buying this kind of products, which have achieved good public praise and market transformation effects. "Behind consumption behavior is the cultural choice. People's increasing recognition of the aesthetics of traditional Chinese culture has promoted the explosion of 'Guochao' consumption. From this we can see that the vitality and extensibility of Chinese excellent traditional culture is really amazing." [1]

The combination of traditional culture and brand creativity empowers the brand communication and at the same time revitalizes traditional cultural content through it. This is a very promising field for the creative application and innovative development of traditional culture. Qi culture, one of the important sources of Chinese culture with a long history, is an important part of Chinese excellent traditional culture. In the context of the government's emphasis on traditional culture and the development of cultural industries, Qi culture, as a major IP with distinctive characteristics, has a large potential for development, a high starting point for industrialization, and a large space for commercialization. At present, lack of sufficient research and excavation and high recognition at home and abroad, the development and application of Qi culture is still in the stage of exploration and development. How can the elements of Qi culture be deeply integrated with the development of the brand to radiate the vitality and value of the times? It is urgent to strengthen research, further explore and condense high-quality elements, innovate communication and application channels, integrate excellent

cultural elements with brand communication, and play a greater value of the times in diversified, in-depth industrial development, market operation, and public welfare transformation.

2. Mutually Reinforcing and Win-win Integraion Strategies of Qi Culture and Brand Communication

Qi culture and brand communication promote each other for mutual benefit and win-win. On the one hand, it is necessary to strengthen the research, development and utilization of Qi culture, to study deeper of the historical origin and development context of Qi culture, to grasp the value concept, unique creation and distinctive characteristics of Qi culture, and to clarify the ideological essence and value of Qi culture. This can help refine the excellence and allow culture to empower the brand, thereby forming brand characteristics, attracting consumers, and building brand soft power, and finally enhancing communication power, influence and strengthening domestic and foreign competitiveness. In modern times, the traditional culture boom has risen again, and Chinese elements have been added to the brand, which has become the fashion of spread and consumption. The rise and spread of the Guochao lies not only in the support of national consciousness and nostalgia, but also in the cultural consumption value behind it and the aesthetic value manifested by creativity. Brands reflect cultural connotation, show cultural heritage, and present unique cultural characteristics. Cultural blessing is also a shortcut for brand breakthrough and development, which is the significant gene for Chinese brands to truly grow. On the other hand, the cognition and dissemination of traditional cultural content promoted by brand creative communication also injects impetus into the cognitive understanding and public acceptance of traditional culture. Specifically, it is establishing contacts between brand and culture. The use of excellent historical and cultural resources in brand design is a manifestation and continuation of cultural value. Brands use people's love for cultural IP to communicate better with consumers. The creative combination of these two factors are often particularly eye-catching, which are easy to create topics, attracting the attention of the media and public opinion, so as to achieve mutual benefit and win-win results. For example, "In recent years, the cultural and creative moon cakes have sprung up and become a major attraction in the Mid-Autumn Festival gift market. Many museums and super IPs have joined the production of cultural and creative moon cakes. 'The most valuable item of the museum' and the animation IP have turned into mooncakes in unique shape. Mooncakes, the 'cultural', 'fascinating', and 'creative' mooncakes are constantly refreshing the screen." [2] During the 2021 Mid-Autumn Festival, seizing the opportunity of the festival that was easy to create nodal topics, Zibo Caring Enterprises launched charity mooncakes and distributed them to sanitation workers. The mooncake gift bags have strong traditional colors. The Qi culture logo and the image of Guan Zi are cleverly applied to the packaging. The slogan such as "Guan Zi says harmony", "Guan Zi calls you to eat moon cakes" and so on make people feel cordial and interesting. A strong emotional resonance is formed among the participants, which arouses cultural and psychological recognition, adds a festive atmosphere, is popular with the public, and establishes a good corporate brand image.

3. The Specific Path

3.1. Support and Active Fit of Local Brands

Qi State is an important period in Chinese history. As the basic content of the formation and formation of national culture, Qi culture has enriched the content and dimensions of Chinese culture and has played an important role in forming the cultural spirit of the Chinese nation. The characteristics of the natural and geographical environment of the Qi area that was littoral

made Qi culture unique in politics, economy, and folklore. In the unified cultural system that integrated the pluralism of the Chinese nation, it embodied not only the core spirit and value orientation of the tradition of China's excellent cultural traditions but also the distinct regional cultural characteristics. [3] The basic ideas of Qi culture are pragmatic, commercial, utilitarian, innovative, and open and tolerant. The pragmatic, enterprising, open and inclusive culture has established the once prosperous situation in the history of Qi, and has nourished the local business culture and the development of some time-honored brands. For example, Ruifuxiang's development history and brand name express the benevolent and enterprising spirit of the merchants and the business method of profiting from justice, reflecting the penetration and influence of local culture on commercial culture. Shandong is a major brand province. where exist many well-known brands in various industries at home and abroad. Local brands should have a sense of mission, responsibility and obligation for cultural heritage, actively link regional cultural resources and characteristics, and create unique local cultural complexes and advantages. What's more, with a distinctive brand cultural personality and a variety of cross-border marketing cooperation forms, attract the attention of the audience, consolidate the heritage of regional culture, and promote excellent traditional culture.

3.2. Create a High-quality IP System for Qi Culture

The whole name of IP is Intellectual Property, which refers to the results of various intellectual and creative labor. "At present, the academic circles and the industry have not yet reached a consensus on its specific connotation and form, but basically regard cultural value as its key core." [4] "Famous directors, writers, film and television programs, online games, literary works, Quyi... All the culturally colored symbols can become cultural IPs. IPs with huge component, high visibility, recognition, strong pull power, and great commercial value are called big IPs." [5] Having a bright image, a high level of industrialization, and a large space for commercialization, IP is an important "point" that deserves attention in the creative transformation and innovative development of traditional culture. Qi culture, a super big IP, has rich cultural connotation and profound background. It contains world-class business cards such as Cuju, Sun Tzu's Art of War, Jixia Academy, a variety of valuable resources that can be developed, including many point for excavation such as ancient Qi horses and horses, Cuju origin, ancient tomb buria, the Great Wall, Shao Le, Chime, and many historical celebrities such as Jiang Taigong, Guan Zhong, Yan Ying, Dongfang Shuo, as well as many potential aspects such as many books, classics, legends, folk customs, music, painting, poetry, calligraphy, etc. It is necessary to make great efforts to actively refine relevant cultural elements and establish a high-quality cultural IP system to make it specific, visualized, highly recognizable and strong in communication.

Qi culture includes not only concrete symbolic elements, but also a wealth of spirit and temperament of governance thoughts. "The complete cultural IP system is from the inside to the outside, is derived from the personality formed by cultural genes, has its own outlook on life, values and world outlook, has stories and behaviors that reflect one's personality and has symbols and image expressions that represent one's personality ". [6] It is essential to continue to work hard on in-depth research, excavation, dissemination and communication, interpreting profoundly of the connotation of Qi culture's openness, pragmatism, tolerance, and unity. "with telling well the story of the politicians, Hundred Schools of Thought, historical sites, idioms and their stories and cultural relics to explain clearly the spiritual essence and truth of Qi culture" so as to use the rich elements of Qi culture more appropriately and accurately.

3.3. Use Multiple Forms of Communication to Improve Public Awareness and Familiarity

Regarding the application of excellent traditional culture, someone once proposed that "vigorous promotion is an important way of innovation and transformation. Strongly advocate

and promote the classic reading, etiquette popularization, public lectures and so on. With the school education, theoretical research, historical research, film and television works, and literary works, innovate content and forms in a variety of ways, insure the vivid content the lively form, and pinpoint the docking point with the times and the resonance point with the audience are identified." [7] These are all meaningful forms of communication that are worthy of advocacy. Among them, the adaptation of web drama and television dramas is a very popular way. "'Cuju Boy' is a super IP jointly created by the People's Government of Linzi and Kung Fu Animation. By scenes, stories, folk customs and other aspects, the animation highlights the profound cultural heritage of thousand-year-old Qi culture of Linzi, the ancient capital of Qi, and will transform the world-class business card Cuju into IP, creating a 'Cuju' IP with global influence." [8] It is reported that good broadcast feedback has been achieved.

In addition, it is necessary to stay close to today's changing media communication environment and methods, use new media methods, learn from effective diversified operation and promotion forms, enrich the dissemination of traditional culture in modern society, and promote in-depth integration and application. For example, in terms of media, use the modern Internet, informatization, and digital technology, combines time and space, static and dynamic, scene and content through acoustic and optical presentation means, bring interactive and involved immersive experience to the audiences through three-dimensional and vivid multimedia and let the cold and immobile landscape and content realistically affect the audience's audiovisual perception. A variety of social media platforms such as Weibo, WeChat, Douyin, Xiaohongshu, Kuaishou can also be used. With multiple forms of online media dissemination, enhance the public's awareness and understanding of Qi culture and set rich interactive communication themes in order to attract Internet users to actively participate in creative and communication activities. Moreover, set up the Qi cultural IP creative scene and create an Internet celebrity check-in area, attracting young consumer groups. Such as the "Qodu Football Town" with the publicity point of "Cuju", the "Qi Culture City" with the publicity point of "Museum" and the "Niushan Scenic Spot" with the publicity point of "Guan Zhong Memorial Hall" and so on. These make the creative scene forms embody distinct cultural attributes. It's also possible to target the young people as a potential consumer group, applying the costume in the style of Qi, cultural and creative design, live broadcast, short video and other fashionable elements to the communication activities of Qi culture, creating the image of Guochao of Qi culture, moulding the unique experience of "national style" and "minority beauty" and making the "ancient style" remain in people's heart with high "involvement" and "sense of actually being in the scene" which can promoting the innovated inheritance of Qi culture imperceptibly.

4. Concluding Remarks

In modern times, the "Guochao" boom is in full swing. Today, as national cultural consciousness and cultural self-confidence are constantly increasing, there is still a lot of room for its development. The empowering ability of big IP of Qi Culture should not be underestimated. The link between Qi Culture and the brand should take advantage of this craze, further increasing the domestic and foreign visibility and influence. Facing the rich ore of culture, all sectors of society, including scholars, governments, and industries, should explore more and think more, so that the excellent ideas and core spirit of Qi Culture will be radiated with the charm and brilliance of the times and spread farther.

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