

Brand Communication and Industrialized Marketing from Detective Conan

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ABSTRACT

Japanese animation occupies an important position in the global animation field by virtue of its unique innovation, distinctive ethnicity and fun, and the culture of animation has penetrated into all levels of Japanese society, and at the same time, it has brought great benefits to the Japanese economy, and has even had a far-reaching influence in China. This paper takes the successful anime case "Detective Conan" as the object to study the development law of Japanese anime, and analyzes it from the aspects of brand communication and marketing strategy, in order to find the practical significance of Japanese anime branding and industrialization.

KEYWORDS

Anime; Anime Industry; Conan; Brand Communication; Industrial Marketing.

1. INTRODUCTION

Japan is known as the world's largest "anime kingdom". The anime products produced in this country are not only popular, but also have formed an industrial chain and achieved great success in marketing. Some of them have formed a brand effect, such as Hayao Miyazaki's animated movie "Thousand and Thousand Searches", "Totoro" and so on. Detective Conan, on the other hand, is the best of the criminal investigation anime. In the 18 years since its publication, it has not only published manga (serialized more than 740 words), anime TV version (aired 649 episodes, data as of March 12, 2012) [1], but also produces a theatrical version every year (feature-length animation, one episode released every year since '97), sells pamphlets of manga, compilations, homage, CD-ROMs, commemorative albums, etc.: it also spins off its products into various Peripheral industries, such as printed "Conan" anime characters in the teacups, T-shirts, badges, etc.; theatrical release as a movie also achieved a good box office. In this paper, we will analyze the success of the anime brand "Detective Conan" from the two aspects of brand communication and brand marketing.

2. "CONAN" BRAND FEATURES

According to the "digital entertainment industry brand strategy research" group of Zhejiang University in April to May 2005, the brand characteristics of "Conan" are analyzed.

According to a research conducted from April to May 2005, 73.5% of consumers said that they liked Japanese anime the most, and among the most popular anime works, "Detective Conan" ranked first. "Conan" is a brand that has a huge impact and contributes to Japan's economy. Therefore, we will discuss how to make this brand bigger and stronger, and how to communicate the brand. Its operation mode and marketing method can be a reference for Chinese animation. "Conan" as an anime brand

has its basic characteristics. From the subject matter, "Detective Conan" is a typical "adult fairy tale", targeting the older age group. Although the protagonist Edogawa Conan has the appearance of an elementary school student, he is transformed from a 17-year-old boy, so his mode of thinking and values are adult. The plot of "Conan" is more twisted, with reasonable exaggeration and imagination, and each case often makes people feel thrilling, and the reasoning is also brilliant, attractive, and in the work of some love, family and other social elements.

In terms of character creation, all the characters in Conan uphold the Japanese anime tradition of beauty. The male and female protagonists are youthful, handsome and beautiful, as well as cute little children and kindly old people. Even the bloody and horrific murder scenes are relatively mild, and some can even be described as aesthetically pleasing. The main character, Kudo Shinichi (that is, Conan), is a high school detective before he transforms into Conan, handsome, gentle and considerate, very much in line with the image of Prince Charming in the hearts of girls, and even after he transforms into Conan, he is also a delightful little child. There are other characters, the settings are also in line with the audience's aesthetic needs. Based on reality but with reasonable exaggeration, the characters are more attractive.

Textually, Conan's lines are outstanding. Manga is not like novels, which can have a lot of narratives and expositions, it relies on simple words to support the storyline. The lines in the manga are just the embellishment of the picture, but they have to be the finishing touch. In the anime, it basically follows the lines of the manga, and strengthens some classic sentences and representative lines to make them deeply rooted in people's hearts. For example, "Conan" in the most familiar is that "there is only one truth"!

3. "CONAN" BRAND MARKETING

3.1. The Production and Operation Process of "Conan"

In Japan, animation industry is a very mature industry, it has its own development mode.

Development mode, "Conan" production and operation and other successful anime, has a more mature mode of operation. First of all, the author needs to submit a story, once the story is recognized by the publisher, the two sides will sign a contract of intent. The Japanese manga industry began to take off in the second half of the 1970's, with the expansion of the group of potential producers to support the market demand and provide goods in response to that demand. In 1978, the total sales of Japanese manga magazines and manga one-shot books amounted to 183.6 billion yen, which accounted for 15% of the total sales of publications in the same year. In the 1980s, the Japanese manga industry diversified, and the big-name publishers that had been publishing manga began to monopolize the industry; in 1986, the market share of manga magazines held by three publishers - Shogakukan, Shibunsha, and Kodansha - had risen from 62.7% in 1985 to 71.4%. [1] The magazine "Shonen SUNDAY", which serialized "Conan", is a very famous manga magazine, which is also a good start for the success of "Conan". In the process of serialization, "Conan" will go through the winners and losers of the publisher's questionnaire, ranking, and so on. "Conan" was so well received that Shogakukan made it available as a manga one-shot book. The packaging and printing of these one-shot books are very beautiful and collectible, so naturally the price is much higher (usually 5,000 to 6,000 yen, about 13 yuan), and the profit scale of "Conan" began to expand. "Conan" officially entered the stage of "animation" after the single book sold well, and the author could start animation production immediately after authorization. Because the production cost of anime is much higher than that of manga, the market test of manga one-shot in the early stage can avoid part of the risk for the investment of anime. While the anime is broadcasting, other peripheral products and related symbolic image industries are also developing together. With a list of ways can be more intuitive to show this process: the author of a debut of a winners and losers of a manga book alone an animation of a large-scale profitability of a readers' survey, received positive feedback, began to involve a

variety of peripheral areas a further strengthened the audience's brand recognition of an industrialization.[2].

3.2. The Marketing of Conan

Anime industry refers to a kind of cultural industry with "creativity" as the core and animation and comics as the carrier. Brand building refers to the behavior and efforts of brand owners in designing, publicizing and maintaining the brand. For animation products, their communication image determines the value of the brand.[3] Japan's animation industry is the most breathtaking is in its industrial chain, although each link has attracted a considerable number of consumers, but the consumer market is not only not saturated, but also in the continuous expansion, and any point of the brand's popularity of the content, may be in the industrial chain to get the extension of the brand "Conan" is the performance of this point.

From the creation of this link, "Conan" brand extends to almost every corner of the anime industry, manga, animation, needless to say, other forms of theatrical version (that is, the form of the film, each theatrical version of the annual box office rankings can be hit in Japan's top ten), OVA, theatrical version of the special edition, live-action film, cooperation special, 3D specials, novelized versions, collections of Shogakukan shorts, special features, and more.[2] Thus, the communication image of "Detective Conan" is very full, and its brand value is reflected in the operation of these related industries.

Next is the communication of this link, "Conan" first of all, a large number of advertising, rich brand image, the brand visual identity system comprehensive, the establishment of the trademark system, brand maintenance, to achieve a timely update of the brand image.[3] Nowadays, the network has become the mainstream of many communication media, and network communication has the characteristics of low cost, convenient and flexible, and strong interaction. For the animation industry, this new marketing means small scale, simple operation, easy dissemination and other characteristics are easier for the formation and development of the industry chain.[3] Now "Conan" has its own portal, some of the latest news on sale are spread through the network, the product is also gradually implemented online ordering. Finally, the "freshness" link. After the success of a brand, how can we maintain the brand effect and advantages, to obtain greater economic benefits? "Conan" in the early stages of integration of its brand will be the brand visual identity system comprehensive, the establishment of the trademark system, etc., so that the "Conan" brand deeply rooted in people's hearts. In the brand communication process also pay attention to constantly update the brand image, give the brand new elements. For example, the small props used by Conan in the play, from the birth of the manga to date has developed 18 kinds of as many as! With the development of the plot, these small props have helped Conan, but also brought more entertainment to Conan fans, and at the same time bring business opportunities to the producers. This is a guarantee that the brand value can be extended for a long time.

3.3. "Conan" Brand in the Industrialization of the Communication Strategy and Features

Japan's use of anime as a means of subtle success in the dissemination of established cultural concepts, amplifying the ideological function of culture, blurring the boundaries of culture and differences, so as to give culture in the context of the new era of new concepts and responsibilities. The influence of anime and manga can be said to have penetrated into every aspect of Japanese society and life, and has become a popular culture in Japan.[2] For the brand "Conan", in the marketing process, in addition to the use of the right marketing strategy, but also show her unique features.

The first is to grasp the audience's curiosity. In fact, although there are many Japanese anime, criminal investigation class is only a dozen, such as the aforementioned "Kindaichi" "puppet master Zuojin", and "Death Note" "Reasoning trip" "Magic Detective Loki" "Detective Academy Q" and so on.

"Detective Conan" is an excellent work of deduction, which fills the gap of Japanese anime in this area: and works of deduction have a tense atmosphere, mystery-like cases, and handsome detectives who solve the cases, which attract the audience's attention. Therefore, the emergence of "Conan" is in line with the needs of the audience, whether it is aesthetic demand, curiosity demand or intellectual demand.

Secondly, it is the liberation of content. Japanese movies are closely related to Japanese traditional culture, both in terms of surface characteristics and spiritual substance.[4] In fact, this is a common phenomenon in most Japanese animated films, that is, animated films are no longer young children's animation, but teenagers and even adult animation, and their audience is older. "Conan" skillfully blends reality and fantasy together, eliminating the phenomenon of violating the most basic laws of nature and logic, and then move the stage back to human time and space, and add a lot of reality is very difficult to do, but also seems to work in theory elements. Doing so not only eliminates false impressions for teenagers, but also greatly enhances the watchability and keeps every reasoning and anime-loving adult entertained. Although the show sometimes features exaggerated scenes like a high school girl flying an airplane and a lot of unimaginable modern criminal investigation tools, it is the whimsy that attracts people.

Again, the idol effect. "Conan" was originally published in the elementary school library of the "Junior SUNDAY" magazine, this magazine is the Japanese manga industry's famous publication, the audience is very wide, often serialized many excellent manga. The fame of "Conan" was predictable. After the animation, the TV version and the theatrical version of the production is a big cost production, such as the production of the theatrical version of the production of Japan's largest anime production company Toho Co., Ltd. to complete: the music created by Katsuo Ono is a very famous musician in Japan: to the animation of the characters of the voice of the voice actors are also famous voice actors: the production of the opening and closing credits of the production of the Kuraragi Mai and other big singers to join.[2].

Finally, the extension and maintenance of the "Conan" brand. The growth of the brand is based on the consumers, and the improvement of the brand marketing strategy depends on the changing needs and desires of the consumers.[3] As mentioned above, after Conan's great success in the manga, the anime was launched according to the demand of the fans, and then other kinds of related products were launched one after another. When launching these new products, it is natural to utilize the existing market influence of the "Conan" brand, and brand extension becomes the best choice. This not only can save a lot of new brand launch costs and a variety of inputs, but also through the market influence of the existing brand, the brand will be recognized and evaluated to extend the brand to cover the brand of new products. Finally, in the continuous enhancement of product image, increase the added value of the product, optimize the process of brand maintenance process, improve consumer brand loyalty, consolidate the brand, so that it enters a virtuous cycle.[3].

4. THE COMMUNICATION MODE OF "CONAN" BRAND AND ITS PRACTICAL SIGNIFICANCE

4.1. "Conan" Brand Communication Model

Brand communication is a process in which the brand maker or brand communicator finds its own advantageous value to satisfy the needs and desires of consumers, and then continues to communicate with consumers in an appropriate way to promote consumers' understanding, recognition, trust and experience, to generate the desire to buy again, and to continuously maintain the goodwill towards the brand. For "Conan", the surface advantageous value is its unique animation theme, wonderful storyline and beautiful and joyful characters, etc., and the deeper advantageous value is the development of the audience's intellect, status and taste upgrade, etc.. Then, through the serialization and release of the new products of the series, it continuously bombarded the consumers, gained the

understanding, recognition and trust of the audience, and finally formed its own "fan group". After that, through the feedback of the fans to continue to improve and develop the "Conan" brand, such as the introduction of other peripheral products. This not only consolidates the original consumer groups, but also expands new consumers. It can be said that Conan's communication is very scientific and successful.

4.2. The Significance of "Conan" Brand Communication

Brand as a huge intangible assets and the carrier of the best economic benefits, not only is an important symbol of the innovation ability of an enterprise, market competitiveness and development strength, but also an important symbol of the economic strength of a region and a valuable asset, which reflects the situation of a region is a region to enter the international market passport.[5] So what is the significance of the "Conan" brand? Mainly reflected in the following three aspects: First, it can cultivate consumer loyalty. Once the brand formed a certain degree of visibility and reputation, enterprises can use the brand advantage to expand the market, contributing to consumer brand loyalty. "Conan" in 1997 launched an animated theatrical version in the form of a movie released into the mainstream cultural consumption, expanding and consolidating the "Conan" audience field and consumer market; Second, stabilize product prices. Strong brand can reduce the price elasticity, enhance the adaptability to the dynamic market, reduce future business risks. Conan" has become an elementary school museum of the town hall, is a very strong brand, its readers and product profit is known as Japan's three major reasoning anime with its "Junior Kintaichi Detective Collection" and "Puppet Master Zuojian" can not be compared to; Third is to reduce the risk of new products into the market. A new product into the market, the risk is quite large, and the input cost is also quite high, but the enterprise can use the brand extension to introduce new products into the market, the use of existing strong brand, using its popularity and reputation, the launch of new products, in order to reduce the risk and reduce costs. At the time when "Conan" was a big hit, the launch of its peripheral products will surely be able to achieve good profits, and the huge number of fans also ensures that the number of sales of these products. It can be seen that Conan's success is a virtuous cycle, attracting audiences after the formation of the brand, in the development of new products to consolidate the brand effect, enhance brand loyalty. This is also the direct reason for the success of the "Conan" brand.

5. CONCLUSION

Through the study on the brand communication of the famous Japanese anime "Detective Conan", we learn from the successful experience of Japanese anime development, look for the path suitable for the development of China's animation industry, start from the promotion of China's national culture, and explore the animation elements with national cultural characteristics. In order to shorten the gap with developed countries and keep abreast of the times, combining with China's actual situation, and under the relatively limited financial strength and technical level, we explore the development mode of China's animation industry, so as to better enhance our own strength.

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