

Research on Communication Strategies of Time-honored Brands based on Chinese Traditional Culture in the Era of New Media

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Abstract. As Chinese traditional culture is paid more and more attention by the people, the time-honored brands carrying Chinese traditional culture should adopt corresponding brand communication strategies to comply with the development trend. However, the new media era has brought new challenges to the single adoption of the old cultural communication strategy based on traditional culture. Therefore, it is of great significance to find out the shortcomings and put forward suggestions for improving the communication power and influence of time-honored brands.

Keywords: Communication Strategy; Traditional Culture; Time-honored Brands; New Media.

1. Introduction

The cultural memory carried by time-honored brands is the precious wealth of Chinese civilization, which has been deposited into material or intangible cultural assets in the long history process, and has become a prominent approach in the communication of time-honored brands. However, with the iteration of the market environment and the popularization of new media, consumers' demands show diversified and personalized characteristics. Consequently, when time-honored brands conduct marketing and communication based on traditional culture, consumers' willingness to pay only for cultural values and traditional skills is limited. This article is based on the above background understanding.

2. The Necessity of Cultural Communication of Time-Honored Brands

Time-honored brand is not only an enterprise, but also a cultural symbol and carrier, whose cultural communication and cultural significance are difficult to replace. The traditional culture carried by time-honored brands is an important core to make their vitality continue. Therefore, to carry forward their own traditional culture is one of the most important means of contemporary time-honored brand communication.

With the enhancement of China's comprehensive national strength and the intervention of new media, its people are paying more and more attention to traditional culture, and the channels of attention are gradually expanding. At the same time, cultural self-confidence is the political discourse construction carried out by the Chinese government in accordance with the trend of times that traditional culture is paid more attention to by the people. This is a rare opportunity for time-honored brands. If time-honored brands can grasp this trend, they will be able to obtain a steady stream of development space. Therefore, centering on the people's attention to traditional culture again, writing a time-honored story suitable for the revival of traditional culture is an appropriate strategy for the communication of time-honored brands.

3. Communication Strategies of Time-Honored Brands based on Traditional Culture

Time-honored brand has different dimensions and paths in the process of awakening people's common memory. This paper uses case studies to analyze the communication strategies of time-honored brands, that is, it pays attention to the widely recognized background of traditional culture and cultural confidence. Time-honored brands have jointly constructed a national brand image that is



rich in national feelings, takes inheriting excellent traditional Chinese culture as its own responsibility, strives for excellence, and persists in constant innovation after centuries of hardships.

3.1. The Feeling of Sharing the Future with the Chinese Nation

Time-honored brands are rooted in a series of difficult stories and wonderful experiences in the Chinese nation, and their continuous development cannot be separated from the exploration of the culture in the period of vigorous development. With the nation and the people's livelihood in mind, making their contributions to the Chinese financial development is a consistent attitude of many time-honored brands.

For, example, Pechoin, one of the earliest skin care products in China, was founded in 1931. Pechoin has a long history and wide popularity in the Chinese market. In 2013, Ms. Peng Liyuan, the First Lady of China, presented these products to the leaders of Tanzania as a national gift. In the context of a large number of Japanese, Korean and American cosmetics occupying the international market, Pechoin, with such opportunities and its own product characteristics, also expanded its territory in the international market. Traditional pastry brand Daoxiangcun, with a history of more than 200 years, has now become a large modern enterprise group and industry leading enterprises, and the brand value of Daoxiangcun has reached 13.655 billion yuan in 2020, ranking at the forefront of the list of time-honored brands. In the early days of the novel coronavirus epidemic, Daoxiangcun actively participated in the efforts to fight the epidemic and contributed a lot of resources to this end, reflecting the social responsibility of time-honored brands. At the same time, it was invited to participate in the formulation of the national standard "Principles and Foundations of Brand Evaluation", which was widely praised by the public.

The time-honored brand recognizes its own flesh-and-blood ties with the country and nation and continues to extend such ties in the new era, which not only shows its concern for national current affairs and social emergencies, but also enables the public to re-project their vision to the time-honored brand. Break the public's inherent understanding of time-honored brands - that is, the cultural heritage of time-honored brands is now just a spiritual symbol. The participation of time-honored brands in the current social events gives the public a good opportunity to go through the illusion that time-honored brand is out of touch with the current society, and realize that the cultural spirit of time-honored brand has lasted until now and still has its vitality and value, so as to understand and recognize the cultural concept of time-honored brand. People have emotional resonance and cultural belonging to time-honored brands, deepen cultural self-confidence, and personally realize that culture itself is not aimless; The connotation of cultural communication is gradually adapted to the current spirit in practice, making the culture timeless. As a result, the time-honored brands catered to the strong national pride and patriotic feelings of the Chinese people, and harvested the opportunity for revival.

3.2. Inheriting the Excellent Traditional Chinese Culture

The time-honored brand is the precious heritage passed down in the competition of commerce and handicraft industry for hundreds of years, with a distinct national cultural brand. It has a unique craft and cultural value inherited from generation to generation.

For instance, Studio of Glorious Treasures, founded in 1672, is a time-honored brand operating the "scholar's four jewels" (writing brush, ink stick, ink slab and paper). Its "woodblock watermarking technology" and "mounting and restoration technology" have been listed as national intangible cultural heritages. Jewelry brand LaoFengXiang investigate numerous ancient books for the design of "Phoenix Dances", produced "Phoenix Wedding" series of products. Its iconic phoenix crown became the focus, and has become a new trend in the gold jewelry industry, integrating the excellent Chinese traditional culture into their products.

Both abstract ideas and physical products give an answer to the question in modernity, that is, the modern aesthetic is not only cool and stimulating visual impact, but also the calm but profound

freehand style, as well as the emotional expression. There is also a unique Chinese happiness and peace. If time-honored brands dig deeply into the value of traditional Chinese culture that can lead the development of modern society, it is the key to sustainable development. They can make consumers to pursue the spiritual home, find a way of life, and gain the emotional resonance of life in the increasingly indifferent modern society. It also provides a different and increasingly mature lifestyle choice for people in different cultural environments.

3.3. Striving for Excellence and Craftsman Spirit

Craftsman spirit refers to the spirit that enterprises generally elaborate and strive for excellence in the product, and the product quality can stand the test and deliberation of the market. Many time-honored brands focus on the promotion of exquisite craftsmanship and meticulous production style when carrying out brand communication.

Haitian time-honored brand is the high-quality soy sauce series of Haitian Seasoning. "Only do condiment industry; Only serve for Haitian soy sauce; Work from a beginner to retirement", said Haitian craftsman Fan Gangxing, who had 30 years of practical action interpretation of the understanding of artisan spirit. Haitian brand feature film "Basking in the Sun" "What millions of people care about is also what we care about" publicity Haitian flavor industry has always adhered to the traditional brewing process, which is to follow the ingenuity of the craftsmen. GuiFaXiang is known as "the first of the three wonderful snacks in Tianjin", and its "GuiFaXiang 18th Street" series of mahua production techniques was rated as national intangible cultural heritage. Since its inception, the founder of GuiFaXiang has continuously studied the relationship between osmanthus flowers, flour, air humidity, temperature, oil temperature and other production factors, and has kept improving on quality. Today, GuiFaXiang develops tourism bases such as 18th Street Mahua Culture Center and modern production workshops. Recently, it organizes consumers to visit the factory, which has won the recognition and trust of consumers and expanded the brand influence.

For a long time, the craftsman spirit seems to be monopolized by Japan, Germany and other countries. Consequently, breaking the monopoly of the artisan spirit is precisely an extremely effective way in the process of improving cultural communication. On the basis of the inheritance of traditional culture, traditional skills and craftsman spirit, time-honored brands sincerely and warmly present the core of the people-oriented and perfect-striving craftsman spirit to consumers. In this way, conveying the brand stories and admirable corporate spirit that resonate with consumers to the public in a vivid way is a key part of the communication strategy.

3.4. The Innovation to Catching up with the Trend

In the face of the transformation needs of enterprises and fierce market competition under the new consumption trend of China Tide, time-honored brands have carried out a series of innovative actions to grasp the consumption cognition and consumption enthusiasm of Generation Z and achieve brand revitalization.

On May 23, 2019, the "Happy Childhood Fragrance" series of products jointly named by Scent Library and White Rabbit, a time-honored brand selling candies, was officially released, which reformed brand products for a younger age and awakened the emotional needs of the public for the brand by strengthening the image. In 2019, when China was celebrating the 70th anniversary of the founding of New China, the sports shoe brand Hui Li showed a national tide attitude. It advertised the spirit of "patriotic youth" joint with a well-known influencer Shirley and launched a series of joint cooperation, called "Spare No Pains" series, in order to pay tribute to the 70th anniversary of the founding of New China. From the "century-old brand" to the "network celebrity co-name", the original products are more adaptable to the young.

Adapting from tradition to modernity is a problem that all time-honored brands need to face. Once the traditional spirit of time-honored brands is recognized by current consumers through modern innovation, its hard work will further improve their brand image, and thus gain an early opportunity

in market competition. Nowadays, the changes of the times have brought great challenges to the social economy, and the time-honored enterprises are gradually regarded as synonymous with the old and conservative. As a consequence, they should overcome the conservative characteristics of the time-honored enterprises, adhere to their own product advantages and concepts, and actively make efforts to catch up with the trend.

4. Shortcomings for Over-Reliance on Traditional Culture When Communicating

4.1. Overconfidence and Lack of Brand Communication Awareness

From the perspective of competitive advantage, many time-honored brands have their own unique cultural core passed down from generation to generation, which turns into the core competitiveness of enterprises. However, some enterprises adhere to the "wine is not afraid of the alley deep". They depend only on the product advantage formed by the unique traditional culture, leading to a decline in market proportion year after year.

For example, Goubuli steamed bun, Hangzhou LouWaiLou, Zhang Xiaoquan kitchen knife, Donge Ejiao and other well-known national brands, rely on their high fame in the country, so that most tourists will choose sightseeing and dining. Even if their communication strategy, quality control and service attitude lag behind the industry level, they still refuse to follow the trend of innovation and new media communication due to overconfidence. Less has been done to communicate with the help of new media, such as posing short videos in Tiktok. Nevertheless, their management and business philosophy do not keep up with the development of the times, and result in not only losing the repeated customers and local reputation, but also damaging the overall image of the old brand.

4.2. Rigid Thinking and Lack of Innovation in Communication Strategies

Brand communication based on traditional culture and cultural confidence should not only stay in the dimension of telling stories and feelings, but also develop innovative communication strategies that trigger public emotions in combination with their own reality. Outdated communication content or talking about cultural values in a scripted way will cause consumer resistance.

For example, when Quanjude Roast Duck advertising "craftsman spirit", there is no matching practical measures. The appearance and layout of the sitdown food of Quanjude are divorced from the current aesthetic, and the promised service attitude fails to meet. As a result, young consumers, the main force of consumption, rarely choose Quanjude for dining. In the era of diversification, although Quanjude's products focus on single development and originality inheritance, due to the lack of innovation and upgrading of product taste, its advertisement of "craftsman spirit" backfired, causing the ridicule. It is believed that the lack of innovation in communication strategy is closely related to the internal production and operation mode and image of enterprises.

Overall, the time-honored brand should break the stereotype. They should take the initiative to meet and embrace the new atmosphere of the new era, and constantly inject new elements and forces. At the same time, short video platforms such as Tiktok, Kuaishou and Little Red Book will play important roles integrating the old brands into the economic development of the new era and promoting their high-quality development.

4.3. Excessive Marketing and Abandonment of Brand Cultural Characteristics

Contrary to the solidified thinking of some time-honored enterprises, some brands are unclear about their own positioning. Their communication strategies are impetuous, and ignore the nature of their own cultural carriers.

Taking co-branding as an example, if there is no appropriate value link between the two brands, this strategy will produce cultural exclusion effect and lower the social evaluation of time-honored brands. This may conclude forming a great contrast with the inherent impression of the public and that the

symbols of traditional culture and modern culture appear separately in one single product. To be precise, WM Motors and Tsingtao Beer co-brand beer caused a lot of controversy. The cross-border conflicts generated by the joint names of cars and beer make the topic fully cause public attention. However, with the official reminder of "drinking and not driving", the bold and violent communication strategy also makes many people confused and angry. Some argued that this challenged the public order and caused negative effects on young adults. As a result, this communication method seriously affects the audience's brand goodwill to Tsingtao Beer.

The time-honored brands cannot ignore the psychological operation law of the masses nor be too hasty. It should gradually transit to modernization, explore and spread the internal connection between traditional culture and modern spirit. They can use the cultural integration effect to make the public perceive the wonderful integration of historical tradition and contemporary society, and then become a popular brand communication form for the public.

5. Conclusion

The development of time-honored brands needs to actively adjust the communication strategy, and integrate into the new media era instead of blindly chasing the impetuous business atmosphere and losing cultural inheritance of time-honored brands. The value of time-honored brands is a treasure in the modern society, which needs to be well explored. They should not just mechanically shout slogans, but actively communicate their representing culture that fit the traditional culture and self-confidence. In addition, it is essential to innovate organically in combination with the trend of new media. Enterprises that have experienced vicissitudes of life may not be the same as the new-born brands, but overcoming the difficult years of hardship, surviving from the war, and witnessing the suffering time of the people, the humanistic light and warmth of the time-honored brands will still flow in the inheritance of culture, engraved in the national memory. The innovative integration of traditional culture into the new media society is conducive to promoting the cultural communication of time-honored brands and making them survive in the fierce new market competition. At the same time, it could also be an important step for the external communication of time-honored brands and Chinese culture in the future.

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