

Cultural Resource Development of Traditional Time-honored Brand Image

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Abstract. In the era of booming market economy, the cultural resource has become the important influential factor to promote the growth of economy. Time-honored brand enterprises, based on modern design and brand theories, should conform to this trend and explore own effective cultural resources to promote added value of the brand and enhance brand competitiveness so as to revitalize the enterprise vitality.

1. Current survival situation of time-honored brands

Time-honored brand in “Identification Regulations of Chinese Time-honored Brand” is defined as the enterprises or products brand which can show the value of Chinese cultural creativity, have unique technology or operating characteristics passed on from generations to generations and win widespread recognition and good business reputation. Hence, Time-honored brand, not only a business organization, but also a cultural symbol that inherits long history, is closely connected with Chinese traditional culture and has obvious regional characteristics and brand personality, has become the valuable intangible asset of a region, a nation and even a country.

However, with the development and opening of market economy, many glorious time-honored brands have increasingly been losing the spirit and vitality under the impact of economy trend of globalization and modern market mechanism so as to become weak and even face with management dilemma, bankruptcy or disappearance. According to statistics provided by the authorities, there were more than 10, 000 time-honored brand” enterprises at the beginning of new China, while only more than 1, 600 (certificated by Ministry of Commerce in 1993) in 1990 existed, about 70% of which constrainedly kept the operation, about 20% faced with long-term loss and bankruptcy and only about 10% reached a certain scale and achieved good benefit, for example, Tongrentang, Quanjude, Wangliangye, Xinghuacun, etc.

Especially with China's accession to WTO and enormous social and economic development, more and more foreign brands have entered Chinese market and new domestic brands are springing up like the mushrooms, on the one hand, which greatly promotes the prosperity of Chinese commodity market so as to bring more selections for the vast number of consumers, and on the other hand, which causes a serious challenge to a large number of local time-honored brands. Hence many time-honored brand enterprises face with operation predicament and even bankruptcy and disappearance. The reasons for these involve all aspects, such as product management system, backward production technology, deficiency of product research and development, aging of brand image as well as discerning eyes of consumers as the result of improvement of material standard of living.

Under this background of times, managers of enterprises increasingly pay attention to the reshaping of image of time-honored brand, which becomes an important means to revitalize many present time-honored brand enterprises to carry out modern transformation.

2. Cultural resources development of image of time-honored brands

2.1 Value mining and culture packaging of time-honored brands

Time-honored brands are the important carrier and witness of regional history and culture, with hundreds of years' history. In the process of long-term business, most time-honored brand enterprises have formed a set of own visual system. The system is not perfect, regular and rigorous according to the design theories of modern enterprise image vision system, but time-honored brands, as the specific visual and emotional symbol of a city, are still powerful due to its rich cultural resources and influence, and if appropriately mined and used, time-honored brands have incomparable power compared with other new enterprises and foreign enterprises.

As a consequence, for one thing, the image of time-honored brands should be redesigned according to image design of modern enterprise brand, and for another, it should recognize that the core of brand image design is culture and time-honored brands undertake rich traditional regional culture and profound historical emotion which are the essence of the survival and development of time-honored brands. Therefore, study on geographic environment, folks and customs and living habits of the place where the time-honored brand locate and image resource formed in the long-term operation are as the basis of selection, refining and use of design elements. And visual image is established, with a specific, unique spiritual and aesthetic taste. These are beneficial for visual identification of time-honored brands and its emotion promotion in the heart of consumers. Meanwhile, the change of market environment should be attached great importance. On the basis of tradition preservation, new visual concepts should be added to time-honored brands and new elements are designed in the visual image to cater to change of modern consumption ideas and aesthetic consciousness and adapt to the rules of modern social development, namely, visual image elements such as its logo, standard color, auxiliary graphics, advertising design, advertising slogan, package design and store display are adjusted and expanded to create popular consumption concept to guide the market demand and consumption.

In the society of high informationization, a large number of new materials, new technologies, new ideas and thoughts of arts because of high modernization are dazzling, which brings unprecedented impact to Chinese traditional culture and ideology. Under this situation, how to creatively integrate traditional culture and visual elements with modern consumption culture and aesthetic taste to cater to the modern consumers and adapt to change of the modern market environment has become the key to redefine and redesign time-honored brand image. Mr. Gao Zhongyu, a professor of Tsinghua University Academy of Fine Arts and expert of enterprise culture system image design, wrote in "Image Force" that "enterprise image strategy involves unified implementation of spirit of philosophy, operation and management as well as visual image expression, namely, shaping abstract concepts as a distinctive image and practical action. In the process of communication with the market and society, enterprise product image, management image, service image, public relation image, marketing image, environment image and advertising image are integrated to shape a distinctive corporate image to plan enterprise's internal and external relations as a whole, strengthen internal cohesiveness and excitation force, and promote external visibility and reliability. These contain an intangible and enormous operation effect."

Therefore, in addition to improvement of visual image, time-honored brand image also involves many aspects to be constantly updated so as to constantly revitalize the enterprise and effectively promote the enterprise brand value, all of which are worthy of thinking and practice for Chinese time-honored brands.

2.2 Marketing of cultural resource of time-honored brand

The cultural resource of time-honored brand is divided into material culture resource and non-material culture resource. Among them, material culture resource of time-honored brand refers to business location, implements and tools, historic buildings as well as relevant historical heritage such as former residence of celebrities and memorial hall, while non-material culture resource of time-honored brand refers to business philosophy, traditional arts and crafts, relevant customs and

folks. These resources, with long history and profound connotation, have become the symbol and emotional attachment of local customs and folks. If these cultural resources can be deeply minded, effectively used in the development of creative economy and operated in the form of leisure experience, tourism and cultural manufacturing, time-honored brand enterprises' operation channel will be expanded and more new products and markets will be created to meet the demand of era, which are helpful for fresh vitality and brand glamour deepening of time-honored brand enterprise and regional traditional culture protection and sustainable development. These are worthy of thinking and practical exploration for time-honored brands.

Cultural resource, as an important strategic capital and production material in the era of prevailed creative economy, has great penetration and radiation as well as promotion power. Time-honored brand enterprises, based on own advantage of culture resource, not only should strive to mine and create cultural resources from the perspective of aesthetics, but also focuses on operation of cultural capital according to industry and market rules to realize cultural regeneration in the true sense. For example, Korean TV series named *The Great Jang-Geum* tells a motivational and touching story about a legendary woman Jang-Geum and also shows intangible cultural elements such as food culture, medical culture, costume culture, etiquette culture and court culture of Chaoxian nationality. These rich cultural resources integrated with the history, culture in plots of the story and acted with the viewer's national common rendering realize cultural manufacturing and spread so as to protect, develop and spread traditional cultural resources. In addition, Cultural resource as industrial element is included into industrial economy to regenerate the content of cultural creative economy, which affects manufacturing and operation of Korean food culture manufacturing industry, tourism culture manufacturing industry, etiquette culture manufacturing industry, pharmaceutical manufacturing industry, costume culture manufacturing industry, producing immeasurable promotion value.

Hence, emotional experience involving historical tradition and culture is the brand resource which can not be followed by other competitors, important added value of time-honored brands which surpasses its functional value of products and bring psychological experience and emotional aftertaste to the consumers. The energy contained in culture resource of time-honored brands should not be reckoned.

3. Conclusion

After entering 21st century, with the trend of economic globalization and increasingly intensified impact of market mechanism, great changes have been taken place in growth mode and drive of social economy. The most prominent features include that economic development decreasingly relies on material elements and natural resources, production cost, labor time and market change of supply and demand are not the major factors to determine the price and value of goods, while conscious exploration, utilization and development of spiritual creativity and traditional and national culture have become the important means to promote commodity value and create social wealth, namely, ethics, culture and economy are reintegrated after long-term separation, especially, the function and significance of culture are recognized by people and gradually fused with economy to become the effective drive and major guiding factor to promote economic development. Under such economic trend, people increasingly pursue sensibility, personality and experience in the process of consumption and spiritual connotation of a brand, which will cause the competition among competitors.

Mr. Feng Jicai, a famous writer, has said that time-honored brand is a heritage which longitudinally records the history and development of a city and horizontally shows broadness and profoundness of a city, between which, each city has its own unique personality and identity. So focus and research on time-honored brand have far-reaching significance and impact on the development of the enterprise itself and the inheritance of national culture. As a result, the development and inheritance of time-honored brands matter the benefit of enterprise itself, is the need of development of national brand and important means to carry forward national culture.

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