

Research on the Activation Path of the Old Brand

From the Perspective of Brand Value Shaping and Consumer Emotion Cultivation*

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Abstract—From the perspective of brand value shaping and consumer emotion cultivation, this paper uses case analysis and cross-case research methods, selects four internationally renowned old brands as examples, and explores how the old brand names carry out brand activation driven by the differentiated internal and external environment. Consequently, it is found that: firstly, the old brand mainly focuses on the internal activation and external extension of brand activation in terms of brand value shaping and consumer emotion cultivation; secondly, due to the difference between the market environment of the industry and the status of its own brand, the old brand has finally formed four different brand activation modes: marketing, conservative, pluralism and orientation.

Keywords—old brand activation; brand value shaping; consumer emotion cultivation; activation mode

I. INTRODUCTION

With the changes of history and the development of modern market economy, the status quo of the survival and development of many old-fashioned enterprises is not optimistic; many old brands face problems such as brand aging, customer loss. Therefore, exploring brand management and consumer emotion cultivation methods has become the top priority for the development of old brands.

Looking at the existing literature, a large number of researches mainly focus on consumer perception perspective and brand value management perspective, ignoring the internal mechanism from the brand value shaping to the consumer emotional cultivation process and the impact of the brand's environment on the activation mode.

This study holds that the activation mode of the old brand is heterogeneous due to the differences of the industry environment and internal conditions. The old brand extends and activates the brand externally and internally mainly through brand value shaping and consumer emotional cultivation, and then explores the path of brand activation. Brands often shape the core value of a brand through the horizontal or vertical extension of the value chain, the integration of the industrial chain, and the strengthening of the core value. Brand value is upgraded and disseminated through brand narrative theory and value transfer theory

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(Vukasovi, 2012). When consumers' self-concept is consistent with the value conveyed by brand culture, consumers will have emotional resonance with the brand (Sirgy 1982), and this self-concept consistency will have a positive impact on customer satisfaction and brand attachment (Jamal and Goodc, 2001; Jamal and AL-Marri, 2007; Ibrahim and Najar, 2008; Hosany and Marin, 2012; Cao Gaoju, 2005; Dong Dahai, 2009).

II. IN-CASE ANALYSIS

A. Coca-cola Brand Value Building and Brand Relationship Cultivation Case Analysis

In order to meet the challenge of localization transformation, Coca-Cola proposes localization: "think about the local, act in the local", and on this basis, realizes product innovation and breakthrough. In addition, through the advocacy of "emotional driving symbols" and the shaping of typical scenes to build and disseminate brand culture stories, to achieve the purpose of brand culture publicity. Because of the low value of Coca-Cola itself, Coca-Cola has carried out a series of brand value extension and migration initiatives, cooperated with well-known brands in other fields, and spent a lot of money on advertising. And in order to cope with Pepsi Cola and other competitors to swallow up the target market, it adopts the management strategy of affiliation with sports and enhances the brand sponsorship dissemination degree.

B. Case Study of Mercedes-Benz Brand Value Shaping and Brand Relations Cultivation

Faced with the increasing pressure of competition in the industry, Mercedes-Benz expresses its high-quality, high-reputation cultural connotations of the past century through thoughtful service process, thoughtful after-sales service and lifelong warranty system, thus increasing and extending its brand value. In terms of brand positioning, Mercedes-Benz insists that it not pursue the expansion of automobile production, but only pursue the business style of producing high-quality, high-performance automobile products to ensure the quality of its products. Only for specific target groups to provide customized personalized services, from naming to body color and interior decoration, "personalization" is clearly reflected in every Mercedes-Benz car. Through the pursuit of individualization and

customization, Mercedes-Benz achieves a high degree of self-concept consistency with its target customer group (Sirgy 1982).

C. Case Study on Disney Brand Value Shaping and Brand Relations Cultivation

In order to weaken the cultural conflict between China and the West, Disney actively adopted the strategy of localization. Faced with the rise of "Happy Valley" and other local theme parks, Disney highlights the theme of family entertainment from the perspective of brand positioning differences. At the same time, Disney's original "brand multiplier model" successfully completed the brand value extension and value chain construction through the integration of a series of business such as movies, theme parks and peripheral products. In order to strengthen Disney brand culture in the new market, Disney will express its emotional pursuit of truth, goodness, beauty and optimism in all aspects of Disney products. At the same time, Disney has long-term strategic cooperation with famous brands in different fields, such as McDonald's, Coca-Cola, Volkswagen, etc.

D. Case Study of P&G Brand Value Building and Brand Relation Cultivation

Faced with the situation of foreign capital entering the industry, the emphasis is placed on brand narrative to enhance consumers' perception of brand culture, and brand concept slogans such as "self-confidence" are put forward. In addition, P&G strengthens consumers' demand for its brand products by focusing on the interests in advertisements, and promotes health concepts through knowledge marketing in cooperation with authoritative organizations such as the Chinese Medical Association and the National Dental Defense Group, so as to achieve the purpose of publicizing its brand products. P&G also reduces the resistance of products to be perceived by consumers and enhances the emotional connection with Chinese consumers through the excellent brand naming.

III. CROSS-CASE ANALYSIS

Through the comparative analysis of the environment and the means of brand activation, the following four different brand activation modes are concluded.

Marketing activation model: the enterprises adopting this model have the characteristics of weak core value but strong market matching ability. They focus on the use of brand value transfer theory (Vu_kasovi, 2012), cross-industry cooperation and peripheral product development and other horizontal extension means to build brand value. In terms of establishing emotional ties with consumers, more localization strategies and public welfare sponsorship are used to enhance cultural identity in order to have a positive impact on brand resonance (Ma Chunlin, 2011; Xiao Long and Li Jianjun, 2008), and to enhance consumers' emotional attachment.

Conservative activation model: the brand adopting this model has the characteristics of strong core value and weak

market matching ability. It often achieves the purpose of strengthening the core value of the brand through the whole process of service. In order to achieve the purpose of strengthening brand value and enhancing consumer emotional ties, such enterprises are good at utilizing the historical advantages of the brand, making use of the original authenticity management (Spiggle et al., 2012; Yao Peng, Wang Xinxin, 2014) and brand nostalgia management to enhance the brand authenticity and enhance the brand time thickness (Morhart et al., 2015).

Multiple-activation model: the brand adopting this model has the characteristics of strong core value and strong market matching ability. This kind of brand uses the theory of brand value transfer (Vu_kasovi, 2012) to extend the brand value vertically through the integration of industrial chain in order to maximize the brand value. At the same time, it tends to use brand narrative theory (Mao Jiye, Li Xiaoyan, 2010), through the construction and dissemination of brand cultural stories to achieve the purpose of disseminating brand culture, thereby enhancing consumers' brand cultural perception.

Guided activation model: the brand adopting this model has the characteristics of weak core value and weak market matching ability. This kind of brand extends horizontally through cross-category extension, and activates brand image through brand slogans, product packaging and naming, so as to make brand image more popular, so as to achieve the effect of enhancing brand image, thereby affecting consumers' nostalgia for brand (Sun Minggui, 2014), and through knowledge marketing, shaping brand value and slogan outline. The propaganda of concept guides the concept of consumer value while building brand value, so as to further achieve self-concept consistency (Sirgy, 1982), thereby enhancing the emotional cultivation of consumers.

IV. DISCUSSION

Through the case study and cross-case analysis of brand management and brand relationship cultivation of the above four international well-known enterprises, this study finds that, due to the differences in the industry market environment and their own brand status, the old brands have formed four different brand activation modes in the process of brand activation.

A. Theoretical Contributions

Firstly, this study introduces the two concepts of brand value shaping and consumer emotional cultivation into the activation of old brands for the first time, and focuses on the process from brand value shaping to consumer emotional cultivation in the research and analysis.

Secondly, this study summarizes and refines four different brand activation modes, fully affirms the driving effect of external environment and internal mechanism on the activation mechanism of famous brand, and reflects the self-motivation of brand activation of old brand.

B. Actual Contributions

Firstly, in the process of brand activation, the old brand should fully consider its own brand characteristics and external environmental factors to choose the appropriate activation mechanism.

Secondly, the old brand can consider shaping its own core value, value chain extension, industrial integration and other ways of brand value shaping. They can rely on the unique historical and temporal characteristics of old brands, and use collective memory and brand narrative theory to promote the emotional connection with consumers.

C. Limitations of the Research

Firstly, this paper uses the methods of intra-case analysis and cross-case analysis to verify the accuracy of the research conclusions, lacking of very accurate large sample data analysis.

Secondly, this paper focuses on the relationship between brand value shaping and consumer emotional cultivation and brand activation, ignoring the impact of other factors (such as policy factors), which is also the place for future research to pay attention to and improve.

V. CONCLUSION

Based on the perspective of brand value shaping and consumer emotion cultivation, this paper uses case analysis and cross-case research methods to select four internationally renowned old brands. The study found that:

- In the process of brand activation, many brands have certain similarities in the means and ways of brand value shaping and consumer emotion cultivation.
- The old brand mainly focuses on the internal activation and external extension of brand activation in terms of Brand value shaping and consumer emotion cultivation.
- Due to the difference between the market environment of the industry and the status of its own brand, the brand of the old brand has finally formed four different brand activation modes: marketing, conservative, pluralism and orientation.

The conclusions of this study have important theoretical and practical significance for revealing the internal mechanism of brand activation and the choice of activation mode of old brand.

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