

Research on Brand Image Building of Zhuhai City

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Abstract—To enhance the comprehensive competitiveness of a city, it is necessary to shape a city brand. With the rise of urban agglomeration, city brand has increasingly become a key factor affecting regional competitive advantage. City brand strategy, city assets, city marketing system, city CI system and other aspects become the key words to reflect the comprehensive competitiveness of the city. By analyzing the overall environment of Zhuhai City, this paper makes strategies to shape the city brand image, so as to enhance the comprehensive competitiveness of Zhuhai City.

Keywords—brand image; comprehensive competitiveness; SWOT analysis

I. INTRODUCTION

The 17th "Global Urban Competitiveness List" was published in Hong Kong on October 11, which was jointly produced by the Research Institute of Chinese and Foreign Urban Competitiveness, the Guiqiangfang Global Competitiveness Research Institute of Hong Kong and the World Urban Cooperation and Development Organization. Hong Kong ranks first in the comprehensive competitiveness ranking of Chinese cities in 2018, while Shenzhen, Shanghai, Beijing and Guangzhou rank the top five in turn. Chongqing ranks sixth, ranking first among the new first-tier cities. The top ten cities are Hangzhou, Tianjin, Suzhou and Nanjing in turn. Zhuhai is not in the top ten.

How to face the advent and competition of global knowledge economy? How to enhance Zhuhai's competitive advantage in international export, financial prone and business? Compared with other cities, does Zhuhai bring more benefits to enterprises and citizens? All these bring pressure and crisis to Zhuhai. Therefore, Zhuhai needs to create a well-positioned city brand image.

Future competition is no longer the competition among products, but also the competition among regions, even countries. Real estate is the same! There is an old saying in the real estate industry that everyone is familiar with: "location, location and location!" Now it can be interpreted as "region, region, and region!"

"The region is skin, and the item is hair", which is exactly what we call: "A thing cannot exist without its basis." "A project can't be separated from the value background of the whole region. On the contrary, the development of a region needs the support of the project." The era of "100 rivalries" has ended, and the era of "aircraft carrier" has come.

By means of series, integration and superposition, it is necessary to intelligently stack, integrate and link up independent promotion and transmission activities that are not originally related to each project, so as to form the relationship of the overall regional brand impression, progressive effect and cumulative effect, and do a good job of adding up for the regional brand. The "memory fragments of regional image" formed by individual promotion projects of various developers in the past can be combined into a complete "beautiful picture of regional brand".

To enhance the overall regional heat, attention and regional value, people can "share regional brand value and brand regional appeal and influence". Like a TV series, each section is an independent chapter, which forms a unified relationship of the overall plot.

II. THE SIGNIFICANCE OF THIS RESEARCH

With the improvement of China's urbanization level, the comprehensive competitiveness of cities has become the standard to measure the development of a city. Urban comprehensive competitiveness is a comprehensive concept and an explicit expression of urban competitiveness, which refers to the comprehensive ability of a city to create and accumulate wealth. The ranking of comprehensive competitiveness of cities means that cities perform well in market share, economic growth rate and comprehensive productivity. However, this does not mean that the competitiveness of a city is merely to compete for the growth of GDP, but to integrate the overall strength of city brand strategy, city marketing model, city management system, national happiness index, politics, economy, culture and so on.

In order to create more market opportunities, cities must have the ability to attract enterprises, investors, residents and tourists. Under the financial crisis, the voice of industry transfer and domestic demand will be more and more intense. Urban brand is the feeling and memory of the combination of city image and connotation in the public mind, and a high profile of the city's spiritual and material civilization. The internal cohesion and external attraction of the city constitute the core competitiveness, making the city stand out.

III. THE BASIC IDEAS, METHODS, AND MAIN POINTS OF VIEW OF THIS RESEARCH

City brand includes three links: city image, culture and promotion. The basic framework of city brand construction

includes research and analysis, image positioning, identification system design and publication and promotion.

A. Strategic Planning

Establishing strategic planning of city brand is the first step of the whole process. Its core role is to draw up a blueprint for establishing city brand, determine the purpose of planning, time process, division of labor among participating departments, project content and plan, overall budget and members of the executive team, etc.

B. Preliminary Research and Analysis

Through studying CI cases of successful city, people can draw lessons, and carry out the temporal investigation of the same-level city brand image, and the local city brand image, so as to know each other. In addition, it is necessary to investigate the quality of urban citizens, urban historical and cultural resources, traditional symbols and spiritual symbols in the city, the styles of traditional buildings, existing new buildings in the city, the state of urban economic development, and the understanding of city image among municipal organs, all walks of life and ordinary citizens. According to the comprehensive analysis of previous research, it can find out all the human landscape, cultural resources and potential unique advantages of the city.

C. City Brand Image Orientation

The so-called city orientation, in short, is to fully tap the city's various resources, and to find the city's personality, soul and concept in accordance with the principles of uniqueness, exclusiveness and authority. Orientation is the soul of brand building. The value of city brand is its positioning in the market and irreplaceable personality. Just like product brand, the reason why famous brand stands for a hundred years is that it always follows its own positioning and keeps its differences from competitors. When the city's culture and existing functions are in a state of blending water and milk, the city's brand charm can be brought into play.

Through preliminary research, it provides a sufficient basis for Zhuhai city brand image orientation and visual image performance. Brand orientation is the "Asian Happy City" of happiness and innovation. Not only has Zhuhai brought into play the advantages of the existing Asian international financial and tourism industries, international service industries, aviation industries, talents with expertise and technology, but also the education and training system at the international level.

Brand quality includes "Science and Technology, Creativity and Aviation Spirit".

Core values include "happiness and stability, civilization and progress, freedom and openness, opportunities everywhere". The core value of a brand represents the greatest and most fundamental benefit that a product or service brings to the audience. The core value of a city brand not only reflects the reason why the city exists in a competitive commercial society, but more importantly, it represents that the city can bring the greatest benefits to all members of society. For the target audience, it includes the

maximization of its own interests, and for investors, it means the greatest return on investment.

Brand personality includes "bold and innovation, happy city, excellent leadership, wisdom interconnection".

D. Visual Recognition

The most direct visual expression of city brand is its image sign and a series of visual norms.

- Design of City Image Logo

The city image logo is a unique visual identification symbol of a city, and represents the overall image of a city. It can only reflect the regional culture, humanistic customs and historical context of a city by covering it with dots.

- Design of City Mascots and Selection of Ambassadors for Tourism Image

The design of symbolic mascots should embody the characteristics of the times and uniqueness. At the same time, some famous people can be chosen as the image spokespersons of Zhuhai, such as sports stars of Zhuhai City, film and television stars or cultural celebrities.

- Design of City Advertising Language

"Charm Zhuhai, City of Happiness"/"Aeronautical Science and Technology, Happy Zhuhai".

- City Festival Marketing

Festival marketing is an important means of city marketing. Zhuhai can hold annual Spring Float Cruise, New Year fireworks show of Wild Beaver Island, navigation exhibition, annual Spring and Summer Fashion Festival, Film Festival, Crane Dance of Jinwan, Beer Festival, Sailing Festival and so on, which can become an important part of Zhuhai brand.

- Production of Advertising promotional video of City Image

Taking Zhuhai's natural resources, tourism resources and cultural features as the main features of the city image to shoot advertising films, it can be put on the first set of CCTV program during the Golden advertising time, and will attract more audiences to understand Zhuhai and like the happy city of Zhuhai.

E. Promotion and Implementation

Urban brand building should borrow the concept of integrated communication and implement comprehensive and systematic integrated marketing promotion. Image packaging must be unified and standardized. It should combine with various means of communication, make comprehensive use of government public relations, propaganda activities, education and guidance, bring media with activities, bring popularity with activities, and form hot spots constantly in order to achieve the greatest communication efficiency. Efforts should be made to win the support of provincial governments and ministries, and to strengthen exchanges and interaction with other cities. It is

necessary to actively organize and participate in various exhibitions, expositions and seminars held by other countries, cities and regions through holding press conferences, promotional meetings, official series of activities, official documents exchanges, official letters and invitations. To conduct speech and news guidance in other formal and informal occasions will help promote the city to all sectors of the international and domestic society.

Zhuhai can use advertising, direct mail brochures, public relations and other commercial and diplomatic means to make the promotion, such as well-known news, tourism portals, car body advertising, elevator advertising, subway bus advertising, and radio and so on. Beginning with Zhuhai, the government can create "hot news", hold trade fairs, cultural fairs, agricultural products exhibitions, and appreciate special cultures to spread among the citizens and the public. The establishment of city brand image is fundamentally implemented by the actions of all the people in the city. All people have a clear understanding of the ultimate goal of their city, which can not only unify everyone's thinking and behavior, but also stimulate people's fighting spirit and inspire people to strive for it.

F. Supervision and Management

It takes quite a long time to build a brand for a city, accumulates over time, and starts with details before achieving the results. Therefore, after the promotion, special organizations should be set up to supervise and guide the daily brand promotion. For Chinese cities, to create a brand image is tantamount to building a spiritual building, which is not only a continuous investment, but also a competition that will never end.

IV. EXPECTED VALUE: THE DEGREE OF THEORETICAL INNOVATION OR PRACTICAL VALUE OF THE SUBJECT

Compared with the traditional theoretical subjects, this topic has strong innovation, operability, execution and feasibility. The following is to elaborate its practical value through SWOT analysis:

A. Advantages

1) *Natural environment*: Zhuhai is positioned as "Asia's Happy City". Zhuhai is rated as one of the top ten livable cities, has unique natural resources, sunshine, beach, sea water, green, air and other five tourism elements, and also has unique natural scenery, mountains, rare and valuable animals, forests and other rich resources. It has beautiful scenery, and is attractive. Zhuhai has a tropical monsoon marine climate. Four seasons of Zhuhai are indistinct; summer is not hot; winter is not cold; temperature difference is small; average temperature is high; and the year-round climate is pleasant. Zhuhai is also China's "natural greenhouse" and ideal place of winter shelter. This "unpolluted happy city" and "good place that return to nature" is popular with many Chinese and foreign tourists.

2) *Humanistic environment*: Zhuhai people are outstanding. From ancient times to the present, many

famous talents have emerged. For instance, Tang Shaoyi, the first cabinet Prime Minister of the Republic of China, Chen Fang, the first consul general of the Qing Dynasty in Honolulu, Yang Paoan, the first systematically disseminating Marxist in Southern China, and Lin Weimin, the first chairman of the All-China Federation of Trade Unions. Zhuhai is rich in historic sites. It boasts the stone carvings of Baojingwan cliff of Gaolan Island in the Bronze Age about 3000 years ago, Meixi archway bestowed by Emperor Guangxu, the ancient building of Chen Fang, the first consul general of the Qing Dynasty in Honolulu, and Tang Shaoyi's Paradise, which was built in Xuantong from 1 year to 4 years of the Republic of China.

3) *The advantages of special economic zones*: Zhuhai is a special economic zone in China. It lies across the sea from Hong Kong in the east, Macao in the south, Xinhui and Taishan in the West and Zhongshan in the north. Over the past 20 years, Zhuhai has continuously increased its openness to the outside world, strengthened its cooperation with the outside world, and achieved rapid economic growth.

B. Disadvantage

The definition of city brand image is vague, and the comprehensive competitiveness of city is not strong. Generally speaking, Zhuhai's brand industry is very attractive. However, in recent years, due to a large number of visitors and inadequate protection, many landscapes have been damaged. In addition, Zhuhai mainly focuses on tourist products, and the product structure is relatively single, easy to be imitated. The comprehensive strength is not strong, lack of international competitiveness.

C. Opportunity

The establishment of Guangdong-Hong Kong-Macao Greater Bay Area has brought opportunities to the establishment of Zhuhai's city brand image. Zhuhai has strengthened its opening up and construction to make it more known. And its city brand image has gradually been publicized and recognized by the outside world.

It also has brought the development opportunities for the construction of Zhuhai special economic zone. As a special economic zone, Zhuhai enjoys much preferential treatment and relaxed investment environment in policy, especially in the development of real estate industry, which makes more people come to Zhuhai and attract many people to invest. It is also a good opportunity for the development of city brand image to constantly strengthen the construction and system.

D. Threats

The establishment of Zhuhai's city brand image has to face enormous challenges from domestic and international industries. Compared with the developed cities in the world, there are still gaps, mainly reflected in the number of international tourists, city brand characteristics, international competitiveness of resources, city brand image, urban infrastructure, government functions and so on.

V. CONCLUSION

City and culture follow each other like a shadow. It reflects the spirit of the city. The birth of an outstanding city inevitably reflects an outstanding culture. Foreign cities have very distinct characteristics of urban culture, while most cities in China have relatively moderate culture and few features. It is not that Chinese cities have no depth, but that there are too few attempts, excavations and explorations in this field. Livable ecological environment, pluralistic culture, abundant resources, talent gathering, administrative support, government efficiency, comprehensive advantages of investment environment, high-tech carriers constitute a city's brand image, and ultimately, excellent city brand image can constitute the city's competitiveness.

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