

How Should the Old Name Change its Appearance? -- Taking Guangzhou Yanfang Photo Studio as an Example

Xiaoqin Yu ^a and Lingli Zhao ^b

Guangzhou College of Technology and Business, Guangzhou 510850, China.

^ayuxiaoqin@163.com, ^blinglizh@gmail.com

Abstract. Guangzhou Yanfang Photo Studio is a long-established photo studio in Guangzhou, Hong Kong and Macau. It was photographed by Sun Yat-sen and Mr. Lu Xun. However, due to relocation, rapid equipment upgrades, and soaring costs, the business was bleak and gradually faded. This article takes the Yanfang photo studio as an example to explore the marketing strategies of the old and new look, including: repositioning, realizing service innovation, and innovative brand communication.

Keywords: Old name, Yanfang photo studio, brand update, strategy.

1. Introduction

Speaking of the "old name", as the name suggests, is the essence of the centuries of commercial and handicraft competition. Most of the old brands have experienced a hard-fought family history and eventually lead the industry. Their unique products, exquisite craftsmanship and business philosophy have rich brand connotation, economic value and cultural heritage. As the southern gate of China, Guangzhou has been famous for its commercial reputation in modern times. There are also many old brands that have affected the growth of generations. However, today's market competition is fierce, and the old brand has been repeatedly challenged. Many old brands have fallen one after another in the competitive trend, which makes people sigh. Old brands must gain new development in the new era. In addition to the support of consumers and the government, they should strive to innovate. This article tries to take the Yanfang photo studio as an example to talk about how the old brand should change its old look.

2. The Historical Evolution and Development Status of Yanfang Photo Gallery

Yanfang Photo Studio is an old-fashioned photo studio in Guangzhou. It was founded in 1912 by Sanshui people Huang Yueyun and Liu Guquan. Its predecessor was "Zhonggang Yanfang Photo Gallery", which was famous in Hong Kong and Macao in the 1920s and 1930s. Many famous people such as Sun Yat-sen and Lu Xun have taken photos here. Lu Xun's photos still exist in the Lu Xun Memorial Hall.

However, this century-old store has also experienced a lot of wind and rain, and the development in recent years has not been smooth. First, in 1995, due to the government's construction of the subway, it was forced to relocate Guangta Road, which is far less famous than the old site of Zhongshan Road. The old photo studio mainly engaged in regular business, some old neighborhoods took pictures to the old site, and found that the old store no longer existed, thinking that the Yanfang photo studio had been closed. The amount of business has turned sharply.

In addition, today's digital technology is developing rapidly, and even the exquisite traditional photography technology and the best photo processing technology are also facing the fate of being marginalized. Only some elderly people or photographic enthusiasts who play with film occasionally wash the film, and the exclusive film syrup used for rinsing the film has a shorter shelf life, and the cost of the film syrup is much higher than the cost of the customer's rinsing, making Yanfang unable to make ends meet. Just like Kodak, which has been discontinued, the film has been abandoned by the times, and Yanfang has to stop the business of washing the film.

Shop rents skyrocketed, new photo studios have sprung up, equipment has been updated quickly... All these factors have put Yanfang photo studios in a state of internal and external difficulties, and are heavily in debt. This old name is in urgent need of innovation, and eventually the phoenix nirvana.

3. Yanfang Photo Studio Brand Update Strategy Analysis

Yanfang Photo Gallery has a long history and has accumulated rich brand assets. The craftsmanship spirit that has been passed down to the present is also strongly advocated by the central government. In response to the problems encountered in the development of Yanfang Photo Gallery and the actual situation, this paper proposes the following strategies for brand renewal:

3.1 Keep up with the Trend of the Times, Repositioning

As mentioned above, the Yanfang photo studio has difficulties in its diplomacy and development. On the one hand, because of the vigorous development of digital technology, traditional photography technology has been difficult to survive; the more important reason is that Yanfang cannot keep up with the pace of changes in consumer demand, and old and outdated services are difficult to mention the interest of young people. Therefore, Yanfang needs to keep up with the trend of consumption in the times and reposition itself.

As we all know, positioning refers to determining the unique position of a company or product in the minds of consumers, leaving an indelible unique impression on consumers. Photo studios and other services are different. In the digital age, everyone can become a photographer by using a mobile phone or a digital camera. Post-production can be "destroyed into magic", and consumers do not need to take photos in the photo studio. The people who take photos in the photo studio, one is to take wedding photos and pregnant photos; the other is to commemorate good times, such as children's hundred days of sunshine and wedding anniversary. The positioning requirements are different, and the information emphasized must be simple and straightforward to the minds of consumers. The scope of the photo studio can include these services, but these two different needs cannot be included in the positioning, and a unique service must be emphasized. In view of the old background of the Yanfang photo studio, combined with the current consumption trend, the author suggests to use "nostalgic wedding photography" as the positioning of the Yanfang photo studio. One of the reasons is that modern wedding photography is highly similar. If you appreciate it, you will feel the same and have no features. The second reason is that marriage is a serious matter for a lifetime, and some funny, hip-hop photography styles are not suitable for wedding photos, so that young people think that marriage can be fun and playful, which may reduce the loyalty to marriage. We look back at the wedding photos of grandparents, although serious, let them join hands to accompany the old. The third reason is that the trend of consumption has cyclical characteristics. The trend of the past may repeat after a period of time. Nostalgic consumption is also highly respected today, such as the popularity of cheongsam. Therefore, the positioning of "nostalgic wedding photography" is in line with the trend of the times.

There are many old places in Guangzhou with nostalgic colors, such as Shamian filled with European style, Dongshan Courtyard and Xiguan Mansion, which are known as "Dongshan Young Master, Miss Xiguan", Yuexiu Park and Lancome, Red Factory Creative Living Area, Yu Yinshan room and so on. Yanfang Photo Studio can lead new people who take wedding photos to these old places to take pictures, or just take some serious wedding photos in the studio. Men wear old-fashioned suits, wearing Xu Zhimo-style round-rimmed glasses, women holding flowers sitting straight on stools, wearing old-fashioned veil, wearing old-fashioned wedding dresses, looking serious, and don't have any meaning. When you take the location, you can also add some retro elements, such as the classic temperament of the antique car, whether it is a cute golden turtle car, a grand classic car, a luxury version of the long limousine, or even a Vespa locomotive, are retro style Classic elements. I believe that after a few decades, when the children and grandchildren appreciate these photos, they can also feel their romantic retro love.

3.2 Grasp the Consumption Trend and Realize Service Innovation

Shanghai's Wang Kai photography can experience changes in the business world and stand in the fierce market competition. The reason is not only excellent technology, excellent quality and good reputation, but also because it can grasp the consumption trend and carry out service innovation: Wedding photography, art photo, children's photography, commercial advertising photography, photo identification, family fun, expatriate group photos, color expansion printing, photo and digital camera output and photographic equipment sales. At present, Yanfang Photo Studio has also made some innovations, such as "returning to the Republic of China", "online dating", "finding Guangzhou in memory", etc., and the effect is not bad. "Returning to the Republic of China" is actually a black and white retro photo, allowing consumers to shoot through some retro photography scenes, plus black and white tones and old photo papers, which makes people feel that they are from the Republic of China to modern times. Consumers can even make an appointment online, and then go to Yanfang to shoot, which greatly facilitates consumers. "Looking for Guangzhou in Memory" is actually an old photo exhibition. Old customers bring the old photos taken in Yanfang to show them together to find the good times in those memories. Through the exhibition, the popularity of the Yanfang photo studio will be increased, and many young people will be attracted to pay attention to the development of the old photo studio. Such activities can be appropriately increased.

Yanfang Photo Gallery can innovate the family memoir service. Through family images, such as the child's full moon, the first tooth change, the first time riding a bicycle and other meaningful scenes, to show the family's cohesiveness, retain the family's memory. Try not to use post-production technology in photography technology, return to the simple light and shadow era, and leave consumers with real and unforgettable memories.

In addition, because Guangzhou is located in an important area of South China, there are many colleges and universities, Yan Yan can also launch the theme photography service of the university graduation season. On the one hand, the photo studio can design some mainstream packages, such as the "Time Story", which students can choose from. On the other hand, the photo studio can also work with students to design unique and unique themes, or let students design their own themes to meet consumer needs.

Of course, there should be no shortage of regular and mainstream photography services, such as shooting various passport photos, family portraits, and art photos. Yanfang can use its superb photography technology to conquer consumers. Although it provides similar services to other competitors, it can stand out in the competition and occupy a place.

3.3 Innovative Brand Communication Methods

The traditional view is that the wine is not afraid of the alley. I think that good products and good services do not need to be widely advertised, "there is a natural fragrance." However, today's failure to do a good job in brand communication may lead to "not being recognized by the deep-rooted people", and the old brand is no exception. Although the older neighborhoods know the Yanfang photo studio, it is their memory when they were young, but more young people are not familiar with it, and even some people have never heard of the brand. Yanfang Photo Studio should break the traditional old thinking mode and vigorously carry out brand communication.

First, make full use of new media for publicity. The new media refers to the environment in which all things are media, with the characteristics of immediacy, interactivity and diversity. New media is more than just a website, a mobile app, it is an environment. The photo studio should keep pace with the times. First, establish a photo studio website, which can link the website with other social networking sites and universities to increase the popularity. Create and operate the WeChat public account and official Weibo, and communicate with consumers at any time, paying close attention to changes in consumer groups and changes in consumer demand, and continuously adjust the services of the photo studio. In addition, you can also develop a photo studio mobile app, and gradually promote the app on major social networks and platforms.

Second, we will combine some old brand names to hold some novel and unique activities. For example, the aforementioned "finding Guangzhou in memory" is a very good activity, but the scale

is not big enough, and the number of young people attracted is very small. Therefore, in the design of activities, we must also pay attention to expanding the number of people who are suitable for participating in the event, not limited to a small number of people. For example, a competition for “designing a slogan for the old photo studio” can be held to collect slogans from the general public, especially college students. One can collect creative slogans, and secondly, increase the brand's popularity in young people.

Third, cooperate with local universities in Guangzhou to form Yanfang Photography Interest Group. At the same time, the “Yanfang Cup” college photography contest can be held once a year to let more young people understand the old brand of Yanfang through interest groups and competitions. For particularly outstanding students, Yanfang can invite them to join the company and enter fresh blood for the company. These young photographers are more aware of the consumer needs of their peers and bring more advanced photography techniques, which in turn will make the brand updated and activated.

4. Summary

Guangzhou Yanfang Photo Gallery's brand activation and innovation road has a long way to go. It is still not enough to rely on the above three strategies. It is necessary for Yanfang Photo Gallery itself, the government, people from all walks of life and consumers to work together to make this old brand continue. Brilliant and create more classic legends.

References

- [1]. Xiang Xianjun. Yan Fang: The old phase hall that is fading [N]. Nanfang Daily. 2015.6.18.
- [2]. The seventh city. Visit the last black and white hand-printed photo studio in Guangzhou [DB/OL]. [http:// www.th7.cn/Design/photography/201606/722333.shtml](http://www.th7.cn/Design/photography/201606/722333.shtml) .2016.6.12.
- [3]. Peng Bo, Yan Gangling. Research on the activation of traditional Chinese brand name [J]. Modern management science. 2012 (3).
- [4]. Yang Wei. Inheritance and Innovation Strategy of Guangzhou Brand-name Brand under the Spirit of Artisans [J]. Today's media. 2016 (11).
- [5]. Jian Minli, Wu Xinling. Guangzhou old brand-new media marketing status, problems and implementation countermeasures [J]. China management informationization. 2016 (10).