

Research on Urban Brand Promotion Based on Short Video Marketing in the New Media Environment

——Taking the Spring City of Jinan as an Example

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ABSTRACT

Under the environment of "Internet +", fierce urban competition with the continuous maturity of new technologies. Then how to use innovative ways and modes of new media to carry out an effective marketing and enhance the competitiveness of cities has become an increasingly important topic. This paper aims to analyze the marketing of city brands with short videos in the new media environment in order to promote city brands under the background of increasingly fierce competition among global cities. In this paper to the provincial capital Jinan, Shandong province as an example, through a short video with others and the case analysis to Jinan city brand promotion more successful. And the author analyzes the Jinan city disadvantages in the process of brand promotion, and tries to put forward effective solutions via comparing the city through literature review and collect the former data. It is concluded that in the new media environment, short video marketing is beneficial to urban brands promotion, and the promotion of urban brand requires decision-makers to make full use of new media.

Keywords: short video, urban bands, communication strategy, TikTok, Spring City Jinan.

1. INTRODUCTION

As an important industrial benefit growth point of the tertiary industry, the cultural tourism industry is of great significance for the improvement and reasonable adjustment of the industrial structure of China, and shaping the urban image and promoting the city brand plays a great role in promoting the development of urban culture and tourism. In the era of booming Internet development, a short video has brought new opportunities for urban brand promotion due to its special communication characteristics. As the provincial capital of Shandong Province, Jinan has strong economic strength, profound cultural heritage, high enthusiasm for cultural and tourism development and huge development potential. However, Jinan slightly lacks competitiveness in the city compared with other cities of the same size.

This article will focus on Jinan, building a city brand with city symbols, and promoting a city brand by a short video express. This paper will use the literature review and analysis case to fill the studying gap of cultural tourism and urban brand marketing research in Jinan,

and try to put forward effective countermeasures for the city brand promotion, as well as bring relevant strategies to cities that have the same difficulties.

2. THE BRIEF INTRODUCTION OF THE CITY BRANDS

2.1. Uurban brand concept and development

City brand refers to the unique differentiated brand elements such as the analysis, refining and integration of the unique (geographical, artificial nature) factor endowment, historical and cultural precipitation, and industrial advantages of the city builders. City brand is a sub-concept of the brand, the core connotation of the brand is the core interests to be transmitted to consumers, that is, what the brand should bring to consumers, is the market commitment of the enterprise for consumers. City brand is the core concept of a city in the process of promoting its city image transmitted to the public.

Compared with all kinds of competition that exist in a commodity economy, the development of urban

competition lags, but after experiencing the initial unstructured and homogenized competition mode, it also gradually learned from the development trend of commodity economy, began to introduce the concept of the brand, and advanced to the era of the brand. On the concept of an urban brand, Professor Kevin Keller noted that like products and people, geography or a certain space area can also have a brand[1]. The role of a city brand is to let people know a certain area, and naturally connect an image with the existence of the city through association, integrate its spirit into every building of the city.

Therefore, a city brand can be called the intangible asset of a city and a unique symbol of a city. Building a city brand is the only proper course to take to distinguish between different cities, highlight the city characteristics, and avoid falling into the dilemma of homogenization in the process of urban competition and development.

2.2. Development of urban brand marketing concept

In the process of studying urban image dissemination, The relevant concept was first proposed by a famous American scholar, Kevin Lynch, in "Impression of the City", he puts five elements for the construction of an urban image, that includes roads, edges, regions, knots and signs, etc. The theory of "urban image" as proposed by Lynch is regarded as the beginning of the theoretical system of urban brand image communication. Tler introduced the concept of "marketing" into regional development and regarded the region as enterprises participating in market competition. Regional development prospect is the commodities to attract customers. If the region wants to occupy an advantage in the market competition, it must take means to actively marketing and promote the characteristics and advantages of the region, so as to meet the market demand, which is "regional marketing". Ashworth,1990, from the perspective of communication on the problem of urban image marketing, believing that the image formed by different cities in the process of history and development, and this image is difficult to imitate. On this basis, Ashworth put forward the "Theory of Urban Image Strategy", and systematically elaborated it from the formation of urban products, image shaping and image marketing.

3. SHORT VIDEO-RELATED CONCEPTS

It first appeared in the United States. On April 11,2011, the mobile short video app Viddy was officially released, and various short video platforms springing up across the world. The emergence of short videos, even if the human demand for multiple entertainment methods, is also under the birth of new

technology conditions. It first appeared in the United States. April 11,2011. The concept of short video is controversial, and the academic and industry have no unified definition. China's internet industry started later, but with the advent of 4G era, China's short video industry is catching up. Since 2013, short video applications such as "meipai" and "xiaokaxiu" have entered the Chinese public's vision. In recent years, short video we-media platforms represented by TikTok have become popular worldwide dramatically. Most scholars Jiang's discussion on the concept of short video focuses on time latitude. For example in 2013, Dai Jingli proposed the concept of "micro" in Content Positioning and Profit Model of Micro Video, which thought it refers to the length of time and also the span of time.

4. RELEVANT RESEARCH REVIEW

In recent years through short video overnight city emerge endlessly, especially xi'an "datang city" and Litang Ding become a short video brand promotion of successful cases, jinan also because of short video traffic dividend make generous attractions as a city symbol told to spread, for the phenomenon of scholars from all walks of life also made a lot of research.

4.1. Research of short video on urban brand marketing

Yan Ran studied the online popularity in Xi 'an in his master's thesis. Xi 'an by the 2018 "bowl of wine" [2]. TikTok video explosion network, so that the image of the ancient capital of Xi' a deeply rooted in the public Xu Lei mentioned Xi'an related topic "Datang City" in the TikTok short video platform as high as 4.3 billion views respectively, won the "highest TikTok scenic spot in 2019"[3].On December 23,2020, at the press conference of the State Information Office, the Ministry of Culture and Tourism publicly declared the "Ding Zhen phenomenon" thumb up, believing that short videos have had a vivid communication effect on local cultural tourism and enhanced the attraction of local tourism products. Meng Nanbelieves that Ding Zhen became popular has a strange place of circumstances, but also the right location of "We Media" platform, but also the promotion of network marketing, the three elements to constitute the phenomenon of "popularity" of Ding Zhen[4].

It can be seen that in recent years, the "web celebrity city" that has successfully shaped and promoted the urban brand cannot be separated from the support of short videos. The explosion of a city is often closely related to the city image of the city spreading "viral" through short videos. Therefore, if a city brand wants to quickly get out of the circle, it can focus on the help of short video marketing.

4.2 Research on urban brand image building and promotion in Jinan

Due to its historical and regional problems, Jinan has relatively conservative ideas, especially in less research on short videos. Hanyuqing[5] in his master's thesis with cultural and tourism integration of Jinan famous scenic spots in Jinan is also one of the focus of Baotu Spring analysis and research, at the same time that the marketing and promotion work of "Quancheng Jinan" tourism brand, in the traditional media publicity, but also through new media. In terms of communication content, Jinan pays attention to the integration of a variety of communication content, constitute the visual level of urban brand image recognition, behavior recognition, concept respectively content, but through combing data found that the consistency and coherence of jinan urban brand image information are poor, lack of in-depth excavation of the historical and regional characteristics of Jinan.

5. THE SIGNIFICANCE OF URBAN BRAND PROMOTION

5.1. The Meaning of country: Cultural confidence and cultural power

With the accelerating evolution of globalization, the national competition is increasingly manifested by competition between cities. As an ancient civilized country with a long history, China should give full play to the advantages of rich culture, take measures according to local conditions, revitalize the unique traditional culture of different cities, and culture can create a new pattern where Chinese urban brands bloom and hundreds of urban cultural schools contend over. At the same time, building a city brand with clear city positioning also provides the soil for cultural sea and cross-context cultural communication.

Internationally, it is of great significance to improve China's voice in the international community, enhance the international influence of cities with Chinese characteristics, and achieve cross-cultural output to tell the Chinese story well, which is conducive to narrowing the gap between urban and rural areas and enhance the differences between different provinces and cities.

5.2. The significance of city: urban competitiveness and the battle for talent

As a developing country, China's urbanization process is in an accelerating period, which means that the competition between cities will gradually become fierce. In this competition, some cities are doomed to catch opportunities to stand out and occupy a strong economic position, while the cities that fail to seize the opportunity will lose their competitiveness. Ma Ruihua

believes that city brands can reduce the choice cost to target customers through the city brand positioning and supplemented by the accurate city brand economic strategy to make and meet the selection cost of target customers[6]. Therefore, it can affect the choice behavior of the target customers and then enhance the competitiveness of the city. Once urban brand is formed, it will become the concentrated embodiment of urban competitiveness in turn to strengthen the urban competitiveness.

The key to revitalizing a city is the people. In recent years, various cities have launched new policies for talents, expanding the road to the talents and attracting talents from all over the world. First-class talents are imported into the development of first-tier cities. Second-class talents go to the developed cities of the eastern coastal areas, and the central and western regions have become the "depression" of talents[7]. The 2018 China City Commercial Charm Chart also points out that Chengdu, Hangzhou, Chongqing, Wuhan, Suzhou, Xi'an, Tianjin and Nanjing have become the priority choice of college students and professional and technical personnel, which has introduced new talent policies to settle down. And these cities have often formed unique and widely accepted city brand. The influx of talents to the super first-tier and new first-tier cities is enough to show that rich benefits alone are not a long-term policy to retain talents, and the city's tolerance and its own charm are the magic weapons to attract talents.

International competition, urban competition in the final analysis is the battle for human resources, talent is the biggest driving force of a city. The inflow of talent is complementary to the development of the city. The more attractive the city is to retain the talents, and the more vigorous the city that grasps the talents can develop. Only with the two-way interaction between the talent and the city can we give play to the greatest value of the charm of the city.

5.3. The significance of residents: the urban abundance is people-oriented

As the boundary between the new media era and recipients is gradually blurred, urban residents are both missionaries and recipients, and everyone can speak for their hometown. To mobilize the folk forces and organize the folk short video forces outside the official media is conducive to the development of urban local cultural and tourism resources and shaping the image of the city that is popular with the masses. At the same time, the national participation in the dissemination of urban brand is conducive to enhancing the residents' sense of ownership and sense of home. In the survey of the question "whether you are willing to participate in the dissemination of Jinan city brand image", 79.73% of

the audience expressed their willingness to participate in the dissemination of Jinan city brand image[8].

Urban brands drive the development of tourism and bring a large number of labor jobs for local residents. Employment is the biggest people's livelihood. The economic and cultural benefits brought by the promotion of urban brands are related to people's livelihood.

5.4. The reasons that use short video marketing

After entering the digital era, new media concepts such as new media, all media and financial media emerge one after another, and the academic circle has not made clearly defined this, showing a situation of hundreds of schools of contention. The concept of new media was first proposed in 1967, and the new media is digital media relative to the traditional media. In this environment, Shein Bowman and Chris Willis put forward the concept of We Media[9]. With the development of information technology, a large number of emerging We Media platforms provided the general public to independently spread information, and information spread rapidly in the network platforms in various forms of image, audio and text, and their influence rose rapidly.

First of all, short videos make marketing civilian, "We Media" transforms people from audience to communicators, and shorten the relationship between the two sides and enhance the sense of interaction. Compared with the preaching propaganda videos released on the official platform, people have a stronger sense of trust in grassroots communicators. Also from grassroots to opinion leaders, only media people have a large number of high viscosity fans, which increases the success rate of marketing. Secondly, the short video makes marketing fragmented. As a prominent feature of the short video, it is highly catering to modern fragmentation life. The content of video urges a viral transmission in the fragmented time in people's lives, and finally achieves the purpose of marketing. Many popular cities in China have successfully proved the feasibility of short video marketing through short videos. Finally, the differentiation communication mechanism of short video marketing precision short video platform automatically pushes relevant information after the audience obtains the information, so that the audience can get multi-angle information in a short time. At the same time, the communication mode in the new media era has shifted from popularization to differentiation. The short video platform pushes similar videos to similar users through user side writing and big data, which improves marketing accuracy and reduces marketing costs.

6. TAKE JINAN AS AN EXAMPLE FOR ANALYSIS

6.1 Analyze the problems existing in Jinan in the urban brand promotion in the past

It has rich historical and cultural resources, natural tourism resources and economic provincial capital, but as Shandong Province, it will have no strong influence in China, etc. It is already a city brand, Jinan, which is in urgent need of building a city brand with the help of entertainment marketing.

In 2018, Jinan was popular on the TikTok platform for spontaneous short video contributions from netizens. Jinan became a new web celebrity punching place in China, but Jinan failed to seize the Internet boom and declined rapidly. At the same period red network of the Datang city but constantly use of " media platform to create new heat, become a successful case of cultural tourism publicity.

On May 1,2018, Jinan Tourism Development Commission released three-day holiday data. 1 2 scenic spots such as the first spring scenic spot, Qianfo Mountain, Font Oriental God Painting and Nine Mountain received 1.227,2 million people, a growth of 24.4%, achieving operating revenue of 30.814 million yuan, a year-on-year increase of 26.7%. The reason for the popular tourism industry on Jinan May Day: there are 310 videos about Jinan on the TikTok platform, with over 60 million views (playback, comments, thumb up, etc.). This attracted many young people to travel to Jinan during the May Day holiday, and imitated the explosive video in the form of a short video to form a virtuous circle to make Kuanli a "TikTok" street. The traffic in a short time can not represent the success of the city brand promotion. The hot spots in the new media era are updated rapidly. Only by mastering the heat for a long time can the city successfully break the circle. The reason behind the explosion after the gradual disappearance of the short video platform is worth thinking about.

Success case, first, Xi'an "datang" "sister" labels, do not give flow loss opportunities, then revitalize the traditional culture, such as Qin Shihuang, terracotta warriors, the symbol of popular science make traditional culture entertainment, enhance the audience acceptance to meet the needs of the audience for entertainment while also play the effect of cultural communication. Secondly, the official timely intervention is also a key move to ensure brand promotion. The short video of Ding Zhen went viral on social media platforms and quickly launched the local tourism city brand. Wang Guangzhi, deputy director of the Ganzi Prefecture Bureau of Culture, Radio and Tourism, said in an interview: " In just 9 days, the reception of 13 scenic

spots included in the monitoring statistics increased by 112.31% year-on-year period on year[10].

6.2. Suggestions are put forward for future city brand construction Cultural empowerment, the integration of the existing cultural and tourism resources

First of all, most of the tourist attractions in Jinan are park-type scenic spots based on the natural landscape, and its disadvantage is that there is no tourist stimulus point. Therefore, we should find the old scenic spots in Jinan, revitalize the historical heritage of the park, and with the help of a short video platform. In 2018, the "Spring City Banquet Ming Lake Show" based on Daming Lake Scenic Spot and Popular Light Show is the "punching in" project created by Jinan Cultural and Tourism Bureau. This project has brought some effect on the surrounding tour, but the leisure life of Jinan locals has not been kept out of the circle. It is better to make memes. The government should actively absorb cultural ideas from the people, such as "Summer Yuhe by Daming Lake" and other web celebrity memes use real performing arts to enhance the interaction of scenic spots. Secondly, many former residences of celebrities in Jinan are adjacent but logically scattered. The building of the former residences of celebrities needs a deeper history of characters, and realize the content of Wang's city brand.

Self-build momentum and break a single communication mode. Innovate the current publicity way of Jinan, avoid self-speech propaganda in the prison of self-talking in the era of a short video, and reduce the output of Shouslogans. Based on baotu spring, "spring" is Jinan city brand, but wine is afraid of a deep alley, in the network era to the "first spring in the world" brand, to make full use of short video platform, for Jinan local excellent short video bloggers give certain support, and provide incentive mechanism for short video creation.

For traditional media, to take the road of "web celebrity". In Wei Bolin [note] questionnaire difference, about asking which symbols can represent Jinan, 52.25% of the respondents think Jinan words can represent Jinan, Shandong TV traditional people's livelihood program "quack" "life help" programs is can represent the symbol of jinan, the traditional media and short video cater to the public curiosity about Jinan words. Successful cases can be referred to Zhejiang Channel 6 "1818 Golden Eye" on TV while the hot news into short video editing and released on major short video platforms, attracted millions of young fans and repeatedly appeared on the hot search on Weibo, "1818 Golden Eye" has become a new label in Zhejiang.

7. CONCLUSION

This paper focuses on the analysis of the positive promotion effect of short video marketing on city brand. By analyzing the current urban situation of Jinan, this paper proves that network media can effectively help a city to do positive publicity and bring not only cultural communication but also economic benefits to the city.

However, due to the lack of research in this field, and the fact that it only stays at the theoretical level, especially in terms of the short videos. In the next step, the author will track the short video data of influential local short video account holders in Jinan, and try to convert the traditional propaganda content into short video, in an attempt to improve the city brand awareness of Jinan, the spring city. In addition, the author will focus on other cities of the same magnitude with the same dilemma for comparative analysis to improve the topic selection of this article.

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