

New Ideas for the Development of Red Cultural and Creative Products in the Long March National Cultural Park

Xiaoning Zhao^{1,2,*}

¹ School of History & Culture, Sichuan University, Chengdu, Sichuan, China

² College of Historical Culture & Tourism, Southwest Minzu University, Chengdu, Sichuan, China

*Corresponding author. Email: zxn333712@163.com

ABSTRACT

The Long March National Cultural Park is a major cultural system project under active construction in China. Based on the "Fly Wins Luding Bridge" war in Luding County, Sichuan Province during the Long March, this paper explores a new idea for the development of Sichuan Long March's red cultural and creative products. The study believes that the development of red cultural creative products in the Long March National Cultural Park requires in-depth exploration of the cultural connotation of the Long March to refine the IP image of the Red Army Long March warriors. At the same time, blind boxes are considered as the product carrier to cater to the consumption preferences of current young consumer groups, and to create a blind box of the Red Army Warriors crossing Luding Bridge.

Keywords: Red culture, Cultural and creative products, Long March National Cultural Park, Red Army warriors, Blind box.

1. INTRODUCTION

The Long March National Cultural Park¹ is a major cultural system project that China is actively constructing, and it geographically involves 15 provinces and municipalities in China. In December 2019, the central government made overall deployment and construction arrangements for the construction of the National Cultural Park, and plans to complete the construction tasks by the end of 2023. [1] The construction of the Long March National Cultural Park is an important symbol of the formation of Chinese culture in the new era. It is of great significance for strengthening cultural confidence and demonstrating the spirit of the Long March. As a system construction project, the construction of Long March National Cultural Park

emphasizes "cultural guidance, reform and innovation". How does culture lead? How to innovate the product? Contemporary people need to make theoretical and practical explorations. How to design and produce Long March red cultural and creative products that attract young consumer groups in accordance with the consumption preferences of today's mainstream consumer groups is a content worthy of attention in the construction of the Long March National Cultural Park.

Sichuan is a province where the three main forces of the Long March of the Red Army passed, and it is an important place where the Red Revolutionary spirit can be manifested. The Long March lasted 1 year and 8 months and the army travelled 15,000 miles. The Long March of the Red Army in Sichuan has experienced many difficulties and dangers, and created countless miracles in the history of human war. The story of "Crossing Dadu Chain Bridge in the Cold Winter" is still memorable. On the way to explore the development of red tourism products in the Long March National Cultural Park, Sichuan needs to change the traditional development model, use the idea of

1. The Long March National Cultural Park is based on the Long March route of the First Army of the Chinese Workers and Peasants Red Army (Central Red Army), taking into account the Long March routes of the Red Second and Fourth Army and the Red Twenty-Fifth Army, involving Fujian, Jiangxi, Henan, Hubei, Hunan, Guangdong, Guangxi, Chongqing, Sichuan, Guizhou, Yunnan, Shaanxi, Gansu, Qinghai, Ningxia 15 provinces and autonomous regions.

"connection", inherit the spirit of the Long March, and integrate fashion consumption.

2. RESEARCH OVERVIEWS

With the improvement of material living standards, more and more people are keen to consume "culture", and cultural products, especially products that present culture in the form of creativity (referred to as cultural and creative products) are sought after by people. Cultural and creative products refer to innovative products with cultural connotations, the core of which is to carry out innovative transformation of cultural content. [2] Scholar Hao Ninghui divides cultural and creative products into six categories: art derivatives, animation film derivatives, tourism commemorative products, museum products, specific theme commemorative products, and traditional symbol cultural products. [3] Cultural and creative products are closely related to tourism activities. In the context of cultural and tourism integration, the combination of tourism commemorative products and cultural and creative design has important theoretical research value and practical significance.

Red culture has the characteristics of Chinese culture and has developed into a new era characteristic in China. [4] The Central Government and the State Council have issued a total of 36 documents mentioning the development of red tourism since 2014. [5] Different from red tourism souvenirs, red tourism cultural and creative products (hereinafter referred to as red creative products) combine the characteristics of red culture and cultural and creative products, and the definition of concepts have not yet been unified. Scholar Li Tingmin defines red tourism cultural and creative products as "using the unique cultural themes of red tourism resources and transforming them through creative design into products that meet the needs of tourists and have commemorative significance for red tourism resources" [6]. At present, the academic literature on Red creative products is limited, which is often confused with the concept of red tourist souvenirs. The research mainly focuses on hot red scenic spots, such as Jinggangshan, Xibaipo and the old revolutionary base. Existing red creative products are mostly stuck in simple imitation, "product quality needs to be improved, and products lack aesthetic design" [7]; some products lack cultural connotation, and "direct apply red element forms and patterns, lacking sense of sense of time and innovation" [6].

Excellent red creative products need to arouse people's emotional resonance. Some studies pointed out that "the symbolic strategy of building red tourism cultural and creative products from the perspective of IP" [8], "must pay close attention to the audience market of red creative products, and focus on the current major consumer groups. And the design of red creative products must have a younger development strategy" [9].

At present, there are not many research documents on the construction of the Long March National Cultural Park in the Sichuan section, and the content is mostly concentrated on the level of macro planning and macro countermeasures. [10], [11] It is almost blank of the research and development of red creative products in the Long March National Cultural Park in Sichuan. Only one document mentions the need to "deeply explore the cultural connotation of the Sichuan Section of the Long March, and use the Long March story to create Long March IP products in West Sichuan" [12].

Based on the above literature research, it is found that the research and development of red creation products based on red culture is still in its infancy, and the research on the development of red creation products in the Long March National Cultural Park requires theoretical and practical exploration. To dig deeper into the cultural connotation of the Long March, it is necessary to combine the consumption preferences of young audiences, and incorporate the sense of the times and creativity into red creative products while telling the story of the Long March. In this regard, Sichuan can make some explorations and attempts.

3. RESEARCH IDEAS

The paper uses the literature analysis method and the field investigation method to explore the cultural connotation of the Long March, taking the Red Army Long March major battle "Fly Wins Luding Bridge" as the background to study the new ideas of the Red Army Long March red creative products development. It is planned to use the 12 heroes and warriors in "Fly Wins Luding Bridge" as a breakthrough point to create creative IPs for the Long March warriors of the Red Army. At the same time, with the help of the "blind box" consumption concept, the blind box can be used as the carrier of the "Fly Wins Luding Bridge" Warrior IP, and a new idea suitable for Long March red creative product development need to be explored in a "connected" way.

4. RESEARCH CONTENT

4.1 *Exploring the Connotation of Long March Red Creative Products*

Good cultural and creative products must have implicit values behind them. The core values behind Long March red creative products are the Long March spirit of "Perseverance, Self-improvement, and Going Forward". Sichuan is an important route for the Red Army's Long March. Most of the most severe tests in the Long March took place in Sichuan, leaving behind many widely recognized and highly representative historical facts about the Long March. How to vividly display the spirit of the Long March reflected in these historical facts and make the spirit be recognized and accepted by the public requires in-depth exploration of the cultural connotation of the Red Army's Long March to find an effective breakthrough.

"Fly Wins Luding Bridge" is a strategic milestone in the Long March of the Red Army of Chinese Workers and Peasants. It took place on May 29, 1935, at Luding Bridge, Luding County, Sichuan Province. The 22 Red Army warriors who were selected temporarily, under extremely difficult conditions, along with the rain of bullets and the iron ropes of the fire wall, completed the assault mission of forcibly attacking the end of the Luding Bridge opposite the quay bridge. With the belief that they are not afraid of sacrifice and that the Long March will win, the warriors turned the tide of the battle in time, enabled the troops to pass the Dadu River smoothly, and made an indelible contribution to the victory of the Red Army in the Long March. Today, people are not unfamiliar with the history of "Fly Wins the Luding Bridge". Even in the compulsory education stage, this historical material has entered Chinese textbooks. However, contemporary people do not fully know about the 22 Red Army warriors who completed this difficult task. According to General Yang Chengwu, the commander of the Luding Bridge battle site at the time and the political commissar of the Red Fourth Regiment, the names and identities of the 22 warriors that year were not fully recorded due to the tense fighting. Today, only 5 of the 22 warriors can be fully identified; another 7 can find their names but not fully confirmed; the remaining 10 warriors

have no names and their whereabouts are unknown.
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History should be remembered, and heroes should not be forgotten. Taking the "Fly Wins Luding Bridge Red Army Warriors" as an example, the development of the Sichuan Long March red creative products can start by digging into this historical data that happened more than 80 years ago, and try to visualize the image of these vague warriors to form a certain cultural cluster, creating the IP of the Red Army Warriors that won the Luding Bridge.

There are three basic conditions for the success of cultural creativity. The first condition is the presence of the individual; the second condition may be brand new, or it may be a reinvention of something that already exists; and the third condition is that the idea must be useful and practical. [13] The Red Army Warrior IP is a unique clustering of the Red Army Long March culture and a concentrated presentation of the cultural connotation of the Long March. First, it is necessary to explore the cultural connotation of the Long March, pay attention to the "people" in history, and focus on the "Red Army warriors" in the war. Based on the historical facts of the Long March of "Fly Wins the Luding Bridge", the researchers should search and sort out materials about the warriors from various sources and create a unique Red Army warrior IP in order to resonate thoughts and emotions in the consumer center, thereby attaching the spirit of the Long March to the IP of the Red Army Warriors. Secondly, shaping the IP of the Red Army warriors is a process of refining, reshaping and recreating the red culture. As the mainstream consumer group of red tourism gradually becomes younger, red creative products should not remain in the simple and direct way of displaying in the past. To transform the abstract Long March spirit into a concrete image IP, it is a necessity to find an appropriate entry point. And shaping the Luding Bridge Warriors IP can

2. After more than 40 years of searching by relevant staff in Luding County, the five heroes who have fully confirmed their identities among the 22 are: the 2nd company commander Liao Dazhu, the 2nd company instructor Wang Haiyun, the 2nd company party branch secretary Li Youlin, the 3rd company party branch secretary Liu Jinshan, and the deputy squad leader of the 2nd company 4th class Liu Zihua. The seven warriors with names but not fully identified are the 2nd company special machine gunner Zhao Changfa, the 2nd company fighters Yang Tianming, Yun Guichuan, Wei Xiaosan (sacrifice for the bridge), Liu Dagui (sacrifice for the bridge), Wang Hongshan (sacrifice for the bridge), Li Furen (sacrifice for the bridge). Currently, there are 4 holders of photos: Li Youlin, Liu Zihua, Yang Tianming and Liu Jinshan.

play such a role. Contemporary people can feel the spirit of the Long March through the created IP of the Red Army warriors who won Luding Bridge. It can be seen that the Red Army Warrior IP is a refinement and reshaping of the Long March culture. It can be seen as observing and understanding the history of the Long March and the heroes and warriors that took place in Sichuan from another perspective, which in turn can stimulate the emotional resonance of young people, trigger young people to take the initiative to understand the history of the Long March, and then achieve the purpose of deepening the red culture in their hearts. Third, to "activate" the Red Army warriors of the Long March, it is a must to respect history and consider the aesthetics of contemporary people. Shaping the IP image of the Red Army warrior needs to integrate historical context and character emotions, and creatively anthropomorphize and express the image of the warrior IP. On the one hand, diversified exploration and innovation can be carried out in terms of color, material, shape, etc.; on the other hand, it is necessary to pay attention to the appropriate education and interactive experience of the product. The IP image design of the Red Army warriors should combine the characteristics of the times, and be bright and vivid in terms of humanistic care, character performance, and perceptual experience, so as to shorten the psychological and emotional distance between contemporary young people and the red culture.

4.2 Carrier Innovation of Long March Red Creative Products

The post-90s group has become the main force and leader of China's current consumption. [14] In terms of consumer preferences, the post-90s, especially the post-95s known as "Generation Z", are curious about new and fashionable things. In their view, practicality is no longer the main factor influencing their consumption decisions, and consumption has shifted more toward the pursuit of individualization, diversification, and experiential consumption. Therefore, "products with stories, content, and feelings" are more likely to be favored by them.

If the Sichuan Long March red creative product development is to win the market, it is necessary to in-depth study the consumer preferences of the post-90s generation and link the Long March red culture with the interactive elements of fashion. Taking the "blind box" sought after by the post-90s

as an example, as a carrier of trendy play, the blind box can provide an idea for Long March red creative products. Blind box, usually refers to the opaque box containing the peripheral products of animation or film and television works. From the outside, all blind boxes are exactly the same. There are no hints or labels on the outside, only after opening it, the buyer can know which one is inside. The reason why the blind box is sought after is that it satisfies the two major psychological demands of contemporary young people: emotional satisfaction and instant feedback. On the one hand, the blind box is a product that satisfies the emotional consumption of people. Behind the purchase behavior of the blind box is the consumer's emotional identification with a certain unique IP; on the other hand, blind boxes appear in the form of sets, and the biggest selling point is the randomness of the purchase results. In the process of consumers "opening blind boxes", the uncertainty of the results further stimulates people's desire to buy, and even strengthens the repeat purchase rate. A research report pointed out that the hobby of post-95 consumption in 2019 with the fastest year-on-year growth is to buy hand-mades, and hand-made purchases are mainly directly related to IP derivatives. [15]

After understanding the design concept of the blind box, the Long March Red Army Warrior IP can try to "puppete" and use the blind box as a carrier to develop a series of derivatives. Taking the 12 heroes and warriors that can be found in "Flying the Luding Bridge" as the starting point, the designers can create exclusive 12 warrior IP dolls. Each Warrior IP puppet is accompanied by a corresponding QR code, which can load the introduction of the Warrior, the story of the Warrior, and related derivative content. While respecting history, the design of the Warriors IP puppet must reflect the sense of the times, can arouse the perception and recognition of the younger generation, and awaken their infinite admiration for the Long March Red Army warriors. At the same time, the blind box is used as the carrier of the Warriors IP dolls, and the Warriors IP dolls are sold in the form of "opening the blind box". The enjoyable experience brought by instant feedback objectively caters to the post-90s' pursuit of fashion, freshness and excitement. It can even refer to the highly collectible hidden models in the blind boxes, and add a scarce number of hidden models to the Red Army Warriors blind boxes, thereby further stimulating consumers' desire to buy and repurchase rates.

5. CONCLUSION

Sichuan is rich in red cultural resources and has profound red cultural connotations. To inherit the Red Army's Long March spirit and create red creative products, Sichuan needs to find a breakthrough that can be quickly recognized by the public. The creation of the IP of the Feiyue Luding Bridge Warriors is a way of clustering the Red Army warriors. While reflecting the spirit of the great Long March, it strives to allow the public to quickly establish the perception and association of the warriors. Using the blind box as a carrier to serialize the Red Army Warrior dolls can not only interpret the mental state of the Red Army Warriors, but also fit the consumption preferences of contemporary young consumer groups. This concept of connecting "Red Army Warrior Culture" and "Blind Box" together puts forward a new idea for the development of Sichuan Long March Hongchuang products.

Focusing on the cultural connotation of the Long March, the development of Sichuan red creative products needs continuous exploration and practice to form a multi-series and multi-level Long March red creative product system to achieve superimposition effects and arouse strong emotional resonance from the audience. It is necessary to realize the linkage of IP content horizontally. In addition to the Red Army Warrior IP series, follow-up development can also try to launch multiple themed IP series, such as campaign series, legion series, arms series, anonymous series, etc.; vertically, there is a necessity to deepen the display of each IP content. In addition to the trendy toys, follow-up development can also try to launch cultural derivatives such as supporting ruins, daily necessities, and commemorative badges.

On this basis, Sichuan also needs to use Internet, new media and other marketing methods to expand the audience's reach, tell the Sichuan story of the Red Army's Long March, and cooperate with other 14 relevant provinces, cities and regions to jointly build the Long March National Cultural Park.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Xiaoning Zhao.

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