

How do Guochao Cities Use Social Media to Build Urban Brand-Case Studies of Hangzhou and Luoyang

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ABSTRACT

In recent years, young Chinese consumers have a surge of interest in domestic brands and products that integrate Chinese traditional style and culture. On the surface, it is a consumption choice, but behind the consumption behavior is also a specific expression of cultural confidence. The spread of "Guochao" is the new era approach for the promotion of national culture. The so-called "Guochao" communication is a communication concept and communication path to realize personality demonstration and universal fashion symbol recognition based on Chinese local culture and led by Chinese local brands and products in the current communication context. Specifically characterized as "Guochao fashion", "Guochao cultural creation", "Guochao beauty makeup", "Guochao entertainment", "Guochao animation", "Guochao online game", "Guochao marketing" and "Guochao new retail" [1]. Cities are the gathering place of human civilization and memory. More and more cities also integrate Guochao elements into their own urban images. Among the numerous cities in China, Hangzhou and Luoyang have certain representativeness and research value. This paper selects these two cities as cases to explore the ways and paths of Guochao cities using social media to build urban brands. China's cities have different histories. Cities with a long history and profound cultural heritage like Luoyang need to explore more ways to express traditional history and culture in modern ways in the process of building urban brands; Taking Hangzhou as an example, a more modern and commercial city is to make full use of industrial advantages and establish a city image.

Keywords: *Urban culture, Chinese fad, Social media, Guochao, City image*

1. INTRODUCTION

"Guochao" is derived from the combination of two Chinese words of "country" and "trend", which can be translated into Chinese fad in English. According to the report of Baidu Guochao pride big data, from 2009 to 2019, the proportion of Chinese brands' attention has increased from 38% to 70%. The consumption preference of the public, especially the post-90s youth group, has gradually shifted from Europe, America, Japan and South Korea to Chinese local brands [2]. The "Guochao" dominated by the popularity of domestic products has become a new consumption trend and subculture [3]. Since the development of Guochao in the 21st century, its connotation is no longer limited to the scope of daily consumption such as clothing and daily necessities. Major cities integrate Guochao elements into the construction of urban image and create their own "Guochao city" postcards. Among the numerous cities in China, Hangzhou and Luoyang have certain representativeness and research value. Therefore, this

paper will take Hangzhou and Luoyang as cases to analyze how Guochao cities use social media to build urban brands, so as to provide reference for other cities to shape urban cultural images.

2. MAKING USE OF FILM AND TELEVISION PROGRAMS TO CREATE CITY IP- THE ANCIENT CAPITAL LUOYANG

As one of the birthplaces of Chinese civilization, Luoyang has a civilization history of more than 5000 years. Thirteen orthodox dynasties have successively established their capitals in Luoyang. It is the city with the earliest capital, the largest number of dynasties and the longest capital history in China. At the same time, it is also an important international tourism city in China. According to the statistics of the tourism department, in 2016, it received 114.2 million domestic and foreign tourists, an increase of 9.5% over the previous year, including 1.15 million inbound tourists, an increase of

14.5%. The total tourism revenue was 90.5 billion yuan, an increase of 15.6%, including foreign exchange income of 348 million US dollars, an increase of 12.6%. At the end of the year, there were 41 class scenic spots, including 23 scenic spots above class 4a. At the end of the year, there were 60 star hotels and 86 international and domestic travel agencies [4].

In recent years, with the use of various new media and the blessing of some hot film and television dramas, Luoyang has become the first city with the influence of new media communication of culture, tourism and government affairs in China's key tourism cities in December 2021, which also promotes the further development of Luoyang's tourism industry.

Influence of new media communication in national key tourism cities

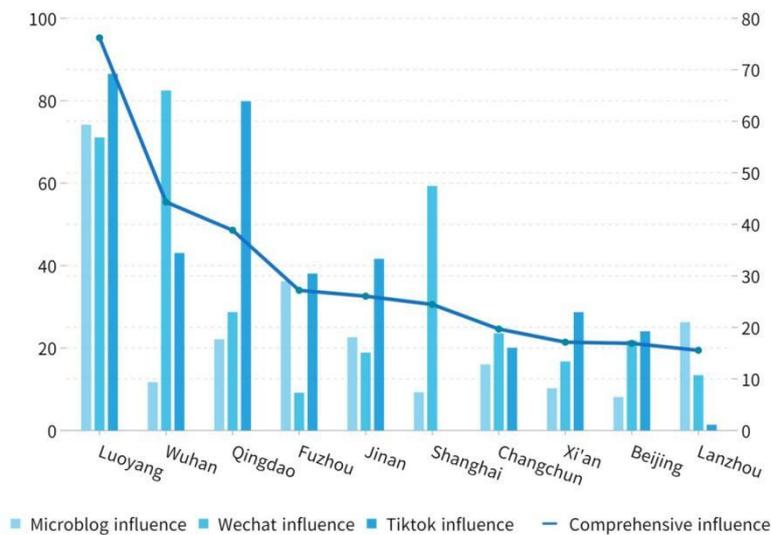


Figure 1. Influence of new media communication in national key tourism cities

On December 1, 2021, the online play "the wind rises in Luoyang", the storysetting of which is located in Luoyang, premiered in iQiyi, setting off a viewing boom. Only three days after it was launched, the market share of real-time positive films remained at about 30%. The national style elements with great visual artistic beauty in film and television dramas have made "Luoyang aesthetics" a success. From food and clothing to architectural style, various topics about urban tourism have repeatedly been listed on the hot lists of major social media.

"The wind rises in Luoyang" restores the real scene of the scenic area of the ancient city of Luoyi, presenting the scene of the prosperous Tang Dynasty more than 1300 years ago. The flow of IP has promoted the exploration of cultural resources in Luoyang. Creating the cultural landscape of the ancient city, carrying out immersive script killing, making a series of cultural and creative products, etc. have greatly enhanced the entertainment and experience of the scenic spots of the ancient city. While depicting a more distinctive image of Guochao City, they have also attracted more young tourists.

Based on "the wind rises in Luoyang", iQiyi has carried out subdivided development in 12 fields, such as

drama, variety, animation, online film and derivative consumer goods. Luoyang local cultural tourism group and iQiyi have launched in-depth IP cooperation on "wind up Luoyang". The cooperation contents include the theme hotel of "wind up Luoyang", the large-scale immersive script of "wind up Luoyang", and the VR full sense film of "wind up Luoyang". Luoyang shapes urban IP with the help of film and television drama IP.

Of course, the postcards of "Guochao city" are not only shaped by film and television dramas. On December 9, the historical and cultural documentary "God capital Luoyang" co-sponsored by iQiyi, Luoyang Municipal Bureau of culture, radio, television and tourism, Meilin culture and Luoyang cultural protection group was broadcast. The documentary combines the historical narrative of the Wu Zhou period with the 12 hours of Luoyang City. By strengthening the process of time concept, the audience can "rotate the hour wheel" to complete the story. Through the depiction of many details such as official system, human rights, human nature, market, diet, customs and national style, the documentary depicts the real prosperity of Luoyang with open people's livelihood and developed economy from a multi-dimensional perspective.

Besides documentaries, there are a variety of shows. From the eight themes of "the earliest China", "Shendu banquet", "ancient tomb culture", "Luoshen Fu map and Oriental Aesthetics", the panoramic humanistic exploration variety show "came to Luoyang" shows the charm of Luoyang culture to the young audience from the perspective of youth, through 12 dimensions such as clothing, etiquette, architecture, dance, music, handicrafts, cooking and weapons, Comprehensively explore and pay tribute to Luoyang. After the end of the program, it also cooperated with Boli Wenchuang to produce the "archaeological blind box", which will bring more people into the world of Luoyang in the way that young people like. It's coming! Luoyang is not satisfied to be appreciated only by a small group of interested people with certain cultural appreciation abilities. Instead, it chooses to be close to the needs of more young audiences and make a more youthful expression in

combination with the national trend. The variety show also achieved a score of 8.7 in Zhihu, reaching the top of the microblog variety topic list [5].

Additionally, Henan Radio and television station has successively launched festival galas such as "Qixi wonderful tour" and "Mid Autumn Festival wonderful tour", which interprets the cultural connotation of traditional festivals in a new way through modern science and technology, so as to make the traditional festival atmosphere more dynamic. The flexibility of the Spring Festival Gala "Tang Palace night banquet", the beauty of the Lantern Festival "lotus pond", the refinement of the Qingming Festival "folding fan scholar", and the amazing Dragon Boat Festival "prayer" are also other ways to build the IP of Luoyang "Guochao city" with the combination of traditional Chinese festivals.

Relevant industrial branches in Luoyang

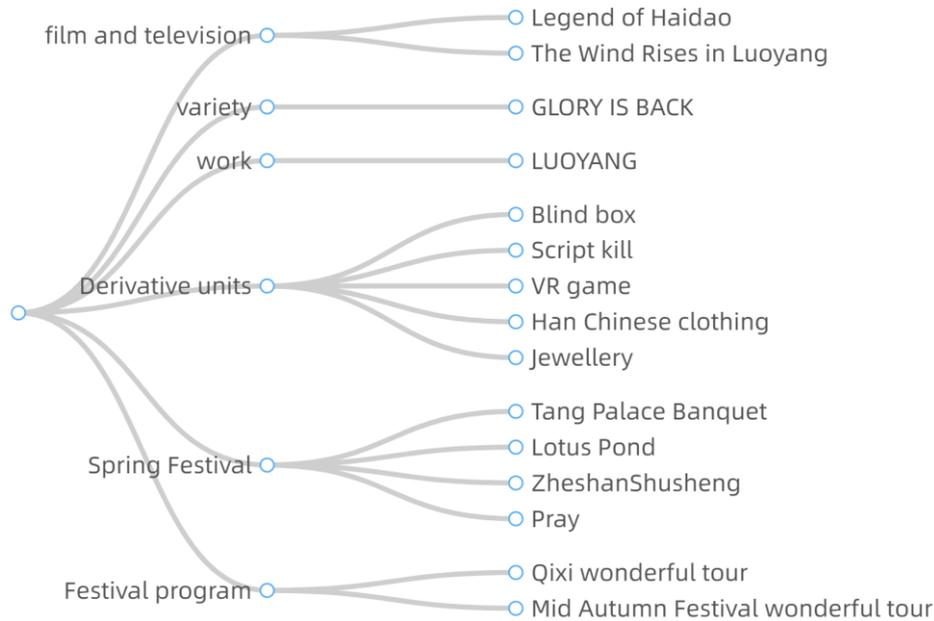


Figure 2. Relevant industrial branches in Luoyang

In general, As a famous historical and cultural city, Luoyang's rich historical and cultural resources are the capital to enhance the city's cultural competitiveness. By fully combining historical and cultural resources with cultural industries, Luoyang gives full play to its advantages in historical and cultural resources. For Luoyang, the combination of time-honored cultural resources and urban construction not only enrich the urban function, but also highlight the cultural taste of the city, thus contributing to the construction of IP in Luoyang.

3. INTEGRATION OF CHINESE FAD AND E-COMMERCE-HANGZHOU

2021 Baidu search big data selected the top ten cities with the most national tide characteristics according to the relevant contents of "national tide" searched by netizens, and Hangzhou ranked eighth on the list. Now, Hangzhou is an important international e-commerce center. Since the new century, driven by Alibaba and other high-tech enterprises, the Internet economy has become a new economic growth point in Hangzhou. With its own advantages, Hangzhou has become one of the

outstanding city representatives who inherit and innovate time-honored brands and incubate new brands.

After hundreds of years of war and system transformation in modern times, most of the time-honored brands have become cultural relics that exist in name only. And only 10% still have the strength to sail in the torrent of commercial competition, including Zhang Koizumi, who is a "reborn" brand in Hangzhou. As a "time-honored brand", in the historical process of its development, "Zhang Koizumi" has a unique market management thinking concept, unique processing skills and high-standard product quality. Generations of inheritors inherit and continue the thinking concept of brand development according to the systematic model [6]. Since 2013, Zhang Koizumi has been facing the test of brand upgrading, time-honored brand innovation and channel construction. In September this year, Zhang Koizumi was successfully listed on the gem. This 400 year old knife and scissors brand continues to innovate and advance in the torrent of the times. The rise of Guochao culture is also revived by Longjing in the West Lake, Tuan fan in Wang Xingji, Sydney cream in Hu qingyutang, the silk of Wanshili, etc.

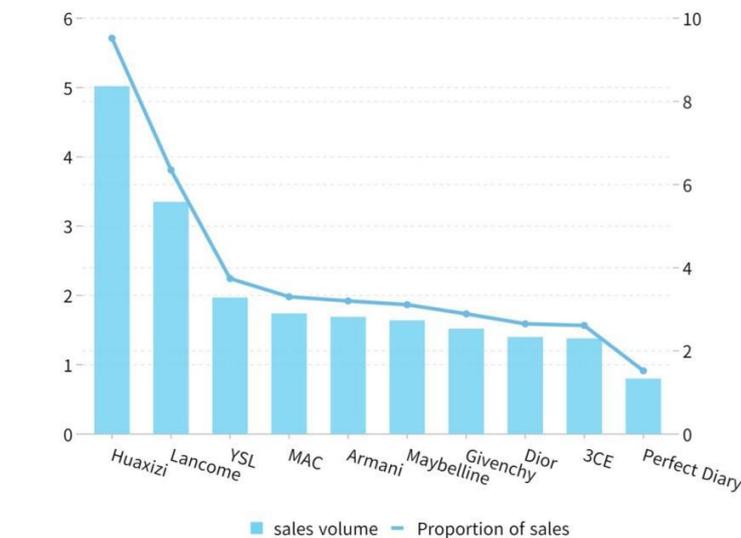
The representative of Hangzhou's new consumer brand should be Huaxizi, a domestic beauty product that has been established for only four years. An ancient poem praising the West Lake in Hangzhou "The West Lake looks like BeautyXizi at her best. Whether she is richly adorned or plainly dressed." closely integrates its brand name with Chinese style elements. It can be called "rising in the wind of national tide". From product formula, packaging design to publicity concept, it closely adheres

to the brand concept, explores the balance between traditional culture and trend culture, and shows oriental aesthetics. For example, Huaxizi takes Chinese traditional color Dai color as the brand color and cinnabar color as the mouth red number; it integrates the culture of traditional Chinese medicine into the ingredients of make-up formula to create products that use flowers to raise make-up; the traditional carving process is applied to lipstick paste, creating a new category of carved lipstick; it took more than a year to develop a set of fonts called "Huaxizi style". Huaxizi has creatively applied many Chinese elements to brands and products. Its founder Hua Mantian believes that Huaxizi's exploration can bring some inspiration to other Chinese original brands [7].

Now huaxizi is gradually realizing the ideal of the founder of Hua Mantian. For a long time, the medium and high-end market of Chinese cosmetics has been monopolized by international brands. However, today, many huaxizi products have entered the medium and high-end price belt and achieved certain success. The unit price of brand customers has also increased from more than 100 yuan to nearly 200 yuan. To become a medium and high-end make-up brand is Huaxizi's positioning and goal. Huamantian believes that this small step of huaxizi will bring confidence to more Chinese brands that make products and original products with heart. According to the data, in March 2021, huaxizi ranked first among the beauty brands of non-listed companies with a sales volume of 280 million yuan, from an unknown small brand to surpassing the PECHOIN and CHANDO, becoming a new generation of "light of domestic goods".

Top ten brands in sales of makeup sets

Unit: 100 million yuan /%



Data source: category of "make-up sets" on Taobao tmall platform

Figure 3. Top ten brands in sales of makeup sets

The collision between e-commerce and domestic products has led to the rapid rise of new brands, and time-honored brands have begun to glow with a "second spring". Standing on the shoulders of Internet e-commerce, new and old brands in Hangzhou have greater courage to "break the circle". Therefore, Hangzhou was inadvertently labeled as a "national tide", and this famous city with profound cultural heritage has also become a "national tide city" of new domestic goods.

4. COMPARISON BETWEEN THE TWO CITIES

Generally speaking, Luoyang's modern cultural industries, such as animation and cultural creativity, cannot compete with Hangzhou.

In 2010, the output of original animation in Hangzhou reached 35000 minutes, an increase of 30% over the previous year, ranking first in all cities in China for two consecutive years. Among the 15 types of cultural industry systems that Hangzhou focuses on developing, the emerging animation games have become the pillar, and the dead trees have sprouted in the ancient city of Hangzhou. In contrast, Luoyang makes more use of the brilliance of the past times [8].

The development of industry and Commerce in Hangzhou has laid the foundation for the development of cultural industries. For example, emerging cultural industries are often closely related to new technologies and new ideas. Without a strong economic foundation, they are difficult to complete. Luoyang's cultural industry is still in the natural economic stage of culture. No matter how tall the dead tree is, it is difficult to have vitality without new buds.

Luoyang itself has a very profound cultural heritage and historical connotation. In 2010, the added value of Hangzhou's cultural industry was 70.2 billion yuan, accounting for 11.8% of GDP. In the same period, Luoyang's cultural industry accounted for no more than 5%, even less than emerging cities such as Shenzhen and Qingdao. Although Hangzhou has only a history of more than 2200 years, compared with Luoyang, Hangzhou's cultural industry is more modern, commercialized and market-oriented. The development of industry and Commerce has laid the foundation for the development of the cultural industry.

Luoyang's tourism policy has also been developing and changing in the past 20 years. At the beginning of the 21st century, Luoyang mainly focused on the construction and protection of natural landscapes, historical and cultural heritage, and then gradually turned to build tourism brands and urban cultural brands.

In order to cope with the crisis of urban characteristics in the process of urbanization in China, such as one side of thousands of cities and excessive westernization, the

national new urbanization plan (2014-2020) lists "cultural inheritance and highlighting characteristics" as one of the seven basic principles of new urbanization construction, and advocates different cities to carry out differentiated development on the basis of natural history and culture. In the overall urban planning from 2011 to 2020, Luoyang took multi-directional protection measures for cultural heritage such as historical blocks, cultural relics protection units and modern industrial heritage, and launched a variety of Heluo cultural products in 2021. Hangzhou city uses IP to build national brands, promote the symbiotic and complementary city culture and brand spirit, apply intangible cultural heritage elements to the design of scenic spots, and the fusion index of Yuhang culture and tourism reaches 81.6%. With the help of live e-commerce to drive the sales of domestic products, the turnover of beauty brand huaxizi on Taoxi platform reached 2.75 billion in 2020; Promote time-honored enterprises such as Zhang Xiaoquan and Zhiweiguan to settle in e-commerce platforms, help them open a new distribution model, and further enhance the popularity and influence of Hangzhou new domestic brands.

5. EXPLORATION OF URBAN IMAGE SHAPING THAT CAN BE CARRIED OUT IN OTHER CITIES

At the beginning of the 21st century, the acceleration of China's urbanization process led to a series of problems such as resource depletion and serious environmental pollution, which promoted the transformation and upgrading of cities based on their own cultural resource endowment. Modern society is in the era of attention economy. As a regional cultural symbol, urban characteristic culture plays an increasingly important role in urban development. The protection and development of characteristic urban historical and cultural resources is conducive to the development of urban economy and the construction of the urban cultural brands [9].

Based on their own advantages, Hangzhou and Luoyang have greatly improved their urban cultural influence by using appropriate ways. This method is also applicable to other cities. Xi'an municipal government TikTok has been called "TikTok city" by some media, because in Xi'an, more than 70 government agencies have opened the official vibrato number, including Xi'an Municipal Public Security Bureau and Xi'an Municipal Bureau of cultural relics. Like Luoyang, Xi'an has a TikTok of history. Now, with its "vibrant" elements, it has filled the old city with vitality. According to the survey data of Xi'an tourism information consultation guide, the number of tourists to Xi'an during the Spring Festival in 2018 reached 126.949 million, a year-on-year increase of 66.56%, and the number of tourists received 10.215 billion yuan, a year-on-year increase of 137.08%.

Tiktok's successful cooperation with the "short video" of Xi'an has promoted Xi'an to become famous on the internet [10]. This also provides a reference for other cities to promote the city image.

6. CONCLUSION

The city's cultural resources are the embodiment of a city's unique spiritual quality and cultural characteristics. The rational development of historical and cultural resources on the basis of effective protection is an important way to highlight the city's characteristics and prosper the city's culture, which is conducive to promoting the optimization of the city's industrial structure and the development of the city's economy, and improving the city's cultural competitiveness. The general trend of national tide prosperity and development has opened a new direction of urban cultural construction. Taking Hangzhou and Luoyang as examples, this paper analyzes how modern cities can better express urban traditional culture through a new path and create a "Guochao" Postcard belonging to the city itself. In future research, more cities will also be included in the research scope.

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