



Research on the Business Model of Brand IP Construction in Digital Economy

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Abstract. Due to the poor differentiation effect of brand IP, the construction effect is poor. This paper proposes a business model analysis of brand IP construction under the digital economy. It can analyze the commercial significance of brand IP construction, clarify the existing problems, and establish the brand IP business model according to a series of tasks such as differentiated positioning, image design, cultural packaging, and story interpretation. Empirical analysis shows that the constructed hierarchical analysis method can effectively analyze enterprise brand data, use indicators and comparison, effectively analyze the construction effect of brand IP.

Keywords: Brand Strategies · IP Construction · Model · Analysis

1 Introduction

The essence of product is material consumption, while the essence of IP is cultural consumption. Brand IP construction is a process in which consumers change from material consumption to emotional consumption under the background of consumption upgrading [4]. The era of stratified consumption and quality has come. The state plan mentioned in the modern cultural industry system with the good Chinese story innovation promotes international communication. Brand IP construction can strengthen foreign cultural exchanges and multi-level civilized dialogue, develop brand authorization. The brand building with value as the core has become an important means for enterprises to enhance brand awareness and build core competitiveness.

In recent years, China's brand IP licensing market has great potential, and industrial products are IP oriented. Businesses and consumers pay attention to and consume with high enthusiasm [1]. Data from '2021 Tmall Apparel IP White Paper' shows that compared with 2019, the sales volume of TMALL Apparel IP authorized products increased by 60% in 2020. 'Tmall Data' shows that the number of merchants launching IP authorized products. The number of goods sold and the number of buyers have increased significantly as shown in Table 1.

Table 1. The consumption data of Tmall clothing IP products increased significantly.

Increase in sales	Increase in transactions	Increase in merchants	Increase in buyers
60%	58%	28%	24%

2 Analysis of the Commercial Significance of Brand IP Construction

2.1 Brand IP Building is Conducive to Media Communication in the Digital Economy

Attention is scarce in digital economy, appearance level economy and value consumption have become popular marketing models. Brand core force should not only have connotation, but also have the level of appearance and through a certain way of publicity. Brand IP is through brand image design supplemented by rich cultural content and a variety of forms of interpretation. It is better be recognized and understood by consumers, and generates interest and resonance to take action.

Under the digital economy, new media marketing is the main form, which is characterized by interactive and rich media forms. After the brand is IP, it is easier to use new media to spread. According to the investigation and statistics of 2021 Tmall Apparel IP White Paper, IP authorization can significantly improve the sales of products or services by facilitating communication. IP authorization of 32% enterprises can increase product sales by more than 50%, as shown in Fig. 1.

2.2 Brand IP Construction Effectively Improves the Brand Recognition and Vitality

There is not much difference between the product and the product itself. The brand differentiation of enterprises is not only the differentiation of product functions, but also the differentiation of customer cognition. Brand IP building is the process of brand differentiation and vitality, and the process of brand IP marketing is the process of constantly strengthening the difference and uniqueness of products. Brands, like other commodities, have a life cycle. Only by maintaining continuous iteration and giving meaning to The Times can the vitality of brands be enhanced. Brand IP can keep its characteristics of The Times in the story interpretation and output its value in the continuous communication and development of the brand.

According to 2021 Tmall Apparel IP White Paper, in addition to the higher sales volume of IP products than similar products, brands also sell IP authorized products for reasons that IP authorized products have their own traffic and fans, which can attract popularity 87%. IP licensed products have a significant premium effect, can be priced higher, and improve the level of consumer groups 51%. The quality of IP authorized products is generally good 43%.

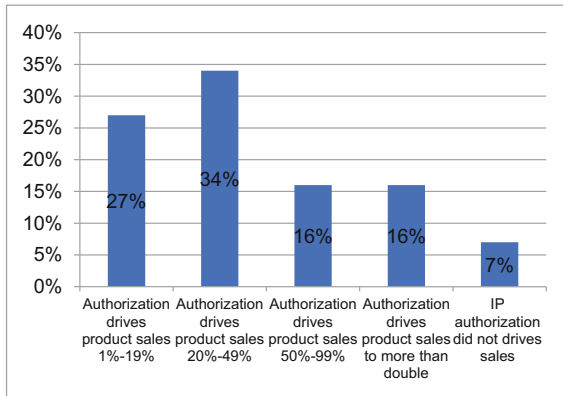


Fig. 1. Brand IP licensing revenue analysis. (Drawn by the author)

2.3 Brand IP Replication and Fission Effectively Solves the Bottleneck of Brand Development

Most of the brand development of trade service industry realizes scale benefit through chaining, and duplication and fission is its essential demand. Replication fission is the transformation of commercial service industry from commodity profit to model profit, which effectively solves the problems of scale and efficiency that cannot be broken through in brand development.

The core competitiveness of traditional enterprises comes from the management of tangible assets, whether it is single store or multi-store operation. Brand IP is a living copy, integrating culture, values and core competitiveness of the enterprise. With brand IP, enterprises can export intangible assets and transform from selling products and services to selling mode to accelerate enterprise fission and achieve faster replication.

3 Research on Brand IP Construction Mode

Brand IP construction is an important part of enterprise brand strategy management. How to build valuable brand IP, creativity is the key to success, consumer demand insight is the basis, and follow a certain business model. Brand IP creative mode includes a series of work such as brand differentiation positioning, image design, cultural packaging, story interpretation. The core is to complete the design of differentiated personality label, and the key is to shape the core value (Fig. 2).

3.1 Brand Positioning of the Market Segment

The goal of brand positioning is to tell consumers ‘who you are’ and ‘what distinguishes you from similar categories’. Brand positioning is the beginning of brand IP. Whether the brand positioning is accurate determines whether the brand can be successfully IP and the key to form an effective brand strategy.

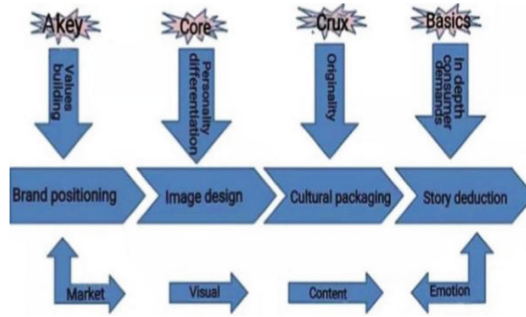


Fig. 2. Brand IP construction mode diagram. (Drawn by the author)

3.1.1 Brand Positioning

Brand positioning is the process of identifying specific market segments and target consumers. Brand positioning and market segmentation are close to each other. Brand characteristics determine the choice of market segmentation, and the choice of market segmentation determines the building of brand advantages. Once the brand locates and identifies the market segment, it will identify the types and characteristics of consumer groups, and deliver IP vitality and arouse spiritual resonance with the language familiar to target consumers and the new media recognized by them. ‘Refreshing xiaobairun’ can stand out in many milkdrinks market, the success of its IP is based on ‘Every Yi Tian Xiaobairu’ in the market segmentation, find their own characteristics positioning [2]. Refreshing solution bored without burden is its brand characteristics. The brand positioning is in the segmentation of the young group, and the brand IP design for the ‘refreshing small white jun’ image [young consumer home, brand IP how to open the broken point. The core of brand positioning is the positioning of values. Value positioning determines the spiritual core and cornerstone of brand, and the building of brand values is a process of resonance with customers. Under the control of the core values, the personality characteristics of the brand will emerge through cultural packaging, story interpretation and other ways, reflecting the long-termism of the brand [3].

3.1.2 Brand Positioning Reflects the Brand Differences

The process of brand IP is the process in which the brand is better recognized, promoted and recognized by consumers. The differentiated positioning makes it easier for the brand to stand out. At the beginning of Nongfu Spring, there were two mature brands in the bottled water market Wahahaand Tingyi. The brand strategy of Nongfu Spring fully reflects the differentiation positioning. Drinking natural water can distinguish between pure water, mineral water and other aquatic products, so that countless consumers remember this brand.

3.2 Image Design for Visual Presentation

The advanced form of brand IP is to create an image spokesperson to highlight charm, improve recognition, strengthen brand positioning. This brand image spokesperson is

the virtual image of the brand presented in front of consumers. It is different from the traditional single brand logo composed of pictures and words, IP image spokesmen are usually humanoid, and can even communicate and interact through real people or digital technology. IP images are mostly cartoon images, which can be self-created cartoon images or deformed design of original characters.

3.2.1 Personification

The great feature of brand IP is its emotion and warmth. Its personalization features can resonate with more and more mature consumers, carry out in-depth communication and form a customer relationship with each other.

3.2.2 Comprehensive Content

Brand IP image design is not simply a personified cartoon image. Image design is only a carrier, which should cover rich connotation, including content, personality, values, consumption scenes, etc. The formation of family development, derivative series of different scenes of dynamic images, can also make different expressions of the extended design, with catchy language, text propaganda and other elements.

3.2.3 High Recognition

Brand IP image design should have a high recognition, highlight its IP personality and image, so that its color choice and match the marketing scene. Usually, the IP image represents the image of the target user to a large extent, with all the characteristics of the target user. The target user and the product are closely combined. The target user can see the image, always think of themselves, and increase the resonance with the target user in terms of emotional color.

3.3 Cultural Packaging for the Content Optimization

Brands should have their own cultural tonality. The ultimate goal of brand IP is to pursue value and cultural identity, which is not limited by forms, industries, times and so on. Brand culture packaging is the process of sublimating brand content, endowing it with spiritual connotations such as ideas, feelings and values. Brand culture packaging deepens brand values and presents characteristic enterprises. Brand values can not only stay in the propaganda of brand language, but also need to constantly highlight and deepen in the packaging of brand culture. In 2012, Jiang Xiaobai brand was born in Chongqing, breaking a unique path in the positioning of target consumer groups. It has always appeared as literary youth Jiang Xiaobai and a group of young sentient beings. Its values are to deliver a simple and pure way of life, and its corporate culture embodies the attitude of letting young people face their emotions and not fear their own lives [5].

Brand culture packaging is combined with regional culture to highlight regional characteristics. Petrochina Yunnan sales to the corporate culture as the foothold, designed to create the original IP image of elephant brother Que sister. Its image and colorful Yunnan, charm yunpin characteristic corporate culture, with the most representative of

Yunnan elephant and peacock as the prototype. The combination of the two represents the responsibility of CNPC Yunnan Sales Company to contribute green energy, build beautiful Yunnan, serve local development. Brand culture packaging reflects the characteristics of The Times and conforms to the public mind. Brand IP design should have vitality. Brand culture can not only step on the hot spots, ignore the trend. Trends represent the future and value growth. ‘Zhong Xuegao’ brand packaging, Li Ning brand innovation and transformation are all embarked on the trend of China-fashion fever, so that the brand can quickly occupy the market.

3.4 The Story Interprets the Emotional Expression

Stories have the natural advantage of being deductible, long, vivid, inclusive and easy to spread. Good brand IP through the design of interesting stories can make the selling point of the product, the background, the value story fully expressed, impress consumers, let consumers have emotional resonance, and even willing to turn IP into a part of their own life or become their own spiritual belief. Not all brand stories can be popular, and not just good stories can spread effectively. When the focus is on the story, brands can sometimes get overshadowed. Only the uniqueness of the story and the high degree of conformity with the brand concept can realize the transformation of users’ consumption of IP, and make the high-quality content become a powerful power of brand growth.

Stories close to the target audience are more likely to be memorable. Interesting or cute, the key is to stick to the local style, personification is the key. These let consumers feel that this IP is friends around. Usually the brand IP that impresses the consumer is either funny or very personal, but it is close to the consumer. The story content with the help of a variety of artistic interpretation of the ability can spread better. A good story also has to be accessible to the target audience, and a good story has to be branding and easy to spread. With the development of new media technology, the expression forms of brand stories are more diverse, and production costs are further reduced. Games, literature, animation, film and television, drama and other cultural and creative fields can become the carrier of brand stories, and the same star IP can be interpreted in different forms to produce the multiplier effect of communication power.

4 An Empirical Analysis of the Business Model of Brand IP Construction

4.1 Construct the Quantitative Calculation Table of Hierarchical Analysis Method

According to the business model described above, the hierarchical analysis method is used to build a hierarchical structure, namely, the total target layer, criterion layer, index layer and scheme layer. The analytical indicators are set according to the principle of representativeness and universality principle, as shown in Table 2.

Based on 12 indicators, a quantitative analysis and calculation table is set (see Table 1 for specific indicators and their weights). According to the importance of each element of the corporate brand, the weight index of each analysis element is set, and each element

Table 2. Analysis of the indicator settings.

Level 1 indicators	Level 2 indicators	Weight
Brand positioning	Clear consumer groups	0.1
	Brand difference	0.1
	Value positioning	0.1
Image design	Personalization	0.1
	Comprehensive content	0.1
	High recognition	0.1
Cultural packaging	Deepen brand values	0.1
	Era characteristics	0.05
	Highlight regional characteristics	0.05
Story interpretation	Coherence point	0.1
	Close to consumers	0.05
	With the help of art forms	0.05
Total	-	1

of the brand is assigned points (each score is a full score of 10 points), and its brand IP value is calculated. This value can be used as the basis for comparing the IP value of the enterprise and competing products, and can also be used as the basis for the comparison before and after the change in the process of corporate brand development. In empirical application, the 12 element indicators and their weights of the brand IP model can be adjusted according to the development of the times, and the scores of each element are usually scored by experts.

4.2 Empirical Data

The empirical analysis takes the enterprise brand as the research object, and uses the above analysis model to confirm the development of the enterprise brand design and the advantages and disadvantages of the comparison with the competing products, as the direction of further optimization. The calculated index weights are shown in Table 3.

According to the above calculations, it can have a comprehensive understanding of the various elements of brand IP construction. Through the comparison with competing brand IPs, it can clarify the advantages and disadvantages of brand construction, and the future efforts will clarify the direction. Therefore, the business analysis model designed in this paper can effectively analyze enterprise data, thereby enhancing the effect of brand IP construction, providing assistance for the development of enterprises, and improving the speed of economic construction.

Table 3. Example of brand IP indicators calculation.

Level 1 Indicators	Level 2 Indicators	Weight	Enterprise brand	Competitive brand
Brand positioning	Clear consumer groups	0.1	10	10
	Brand difference	0.1	8	5
	Value positioning	0.1	10	10
Image design	Personalization	0.1	8	7
	Comprehensive content	0.1	7	7
	High recognition	0.1	8	9
Cultural packaging	Deepen brand values	0.1	6	5
	Era characteristics	0.05	7	7
	Highlight regional characteristics	0.05	5	5
Story interpretation	Coherence point	0.1	6	5
	Close to consumers	0.05	8	7
	With the help of art forms	0.05	8	8
Total	-	1	7.7	7.15

5 Conclusion

Brand IP construction has gradually become a mainstream marketing model, but there are still deficiencies in the development of brand IP. In response to this problem, the brand IP is analyzed, the meaning of brand IP is clarified, and a business analysis model of brand IP construction is constructed through AHP to realize the analysis of brand IP construction. The verification of the example shows that the designed analysis model can effectively analyze the brand IP construction, and according to the analysis results, the brand IP marketing channel measures are formulated from four aspects. They are experience marketing, theme marketing, media communication and private domain communication, in order to improve the brand IP marketing effect, to provide power for enterprises to generate income.

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