



Research on the Development Path of Brand IPlization of Rice GI Agricultural Products in Jilin Province

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Abstract. Since 2016, the cultural industry has seen the rise of IP. IP is understood as Internet celebrity, content marketing and other modes. The main reason is that in the Internet era, brand IP can help it highlight its individuality, impress the audience, have the characteristics of community, and more effectively achieve communication and customer maintenance. Although geographical indication agricultural products brands have certain popularity, consumers do not have a deep understanding of them, and their loyalty is not high. Whether this IP mode can be applied to geographical indication agricultural products brands to achieve effective brand communication and better retain customers is worth further study. The geographical indication of agricultural products itself contains rich cultural connotation, how to effectively excavate its cultural value, enhance brand awareness and loyalty is the key. Based on the high-value IP screening model, the Delphi method is used to analyze whether the geographical brand of rice in Jilin Province has the potential for IPlization, and the feasibility of brand IPlization for “Shulan Rice” is analyzed by combining four dimensions: content value, personalization, influence, and subculture. According to the analysis results, it is clear that the brand IPlization of rice-based geographical indication (GI) should meet the following requirements: clarify the brand’s advantages and accurate positioning, tap the regional cultural connotation and plan the IP image, integrate the IP communication channels of GI brands to enhance brand recognition, and give full play to the derivative potential of GI brands to expand the business scope.

Keywords: Rice-based GI Brand · High-value IP Screening Model · Brand IPlization

1 Introduction

The word IP is often heard in Internet jargon, law and economics. In network terms, IP refers to the network protocol address, while in the fields of law and economics, IP refers to the intellectual property, that is, the intellectual achievements of creators. This kind of intellectual achievement can be expressed in various forms, including games, movies and TV plays, music and a series of derivatives. IP currently understood and accepted

by the public can be divided into three categories, namely, original CONTENT IP with tapping potential, IP with personalization characteristics and knowledge-based IP with high degree of professionalism. By combining different fields, it can be seen that IP is widely recognized, recognized and spread as a unique and unusual marker. Moreover, in the Internet era, people's access to information and habits have undergone great changes, and traditional media communication and marketing methods are no longer applicable. How to effectively communicate with consumers has become an urgent problem for brand marketing. Combined with the current consumer characteristics, brand IP can effectively solve this problem. The process of brand IP can deeply dig the internal cultural connotation of products and enterprises, and deliver product characteristics, brand connotation and enterprise culture through various ways and forms, so as to meet the material and spiritual needs of consumers and realize the transformation of IP traffic to sales volume.

As a major grain-producing province, Jilin Province has a rice planting area of 1,200 acres and a total output of about 6 billion kg. However, rice-based GI brands such as "Shulan Rice" and "Wanchang Rice" in Jilin Province are far less well-known than "Wuchang Rice" and "Panjin Rice", and they are not listed among the top brands of agricultural GI products in Northeast China. Even some regional consumers do not know rice-based GI brands in Jilin Province. How to improve the visibility of rice-based GI brands in Jilin Province, expand its influence, and enable consumers to form certain brand preferences are the main problems to be solved in building Jilin's rice-based GI products. This study uses the natural IP attributes of rice-based GI brands in Jilin Province, combines the high-value IP screening model to analyze the brand potential of the well-known "Shulan Rice", and proposes the development path of IP-based rice GI brands in Jilin Province.

2 High-Value IP Screening Model

The high-value IP screening model mainly includes four dimensions, namely, content value, personalization, influence, and subculture. Content value puts the emphasis on the content inclusion of brand IPization, which can be decomposed into three dimensions: three-view index, cross-media index, and compatibility index; the three-view index pays attention to the culture, values, and philosophy in the process of building IP; cross-media index concentrates on the cross-border media and emphasizes the influence of different audiences through diversified media platforms; compatibility is content adaptation autonomy in the process of IPization [5]. The purpose of personalization is to implant the image of IP into the minds of consumers and have enough vitality in their memory area [1]. Personalization can be evaluated from four aspects: iconic style, concrete label, personalized image, and popular memes [5]. Influence emphasizes the popular domain, fan value, and self-traffic of the IP-based GI brands. Subculture mainly emphasizes the community scale and derivation potential of brand IPization (Chen 2021).

3 Feasibility Analysis of IPLization for Rice-Based GI Brands

3.1 Analysis Methods and Selection of Research Objects

The study adopts the Delphi method to conduct a feasibility analysis on the IPLization of rice-based GI brands in Jilin Province. The Delphi method is used for the decision-making of the group, and the survey respondents need to have a solid theoretical research foundation or rich professional practical experience. Under the condition of anonymity, the situations on each round are collected and then fed back to respondents in a timely manner. After several repetitions, the respondents' predictions and evaluation results tend to be consistent, and the survey is ended to achieve the goal of evaluation, prediction, and judgment. Due to the relatively weak theoretical and practical basis of related research, there are uncertainties and complexities, and relatively meticulous and objective evaluation is required. The Delphi method can solve this problem well. Respondents can provide reasonable and representative evaluation opinions in accordance with their majors and backgrounds (Chen 2021). Therefore, when selecting the feasibility evaluation objects for the IPLization of GI brands, agricultural brand operators with certain agricultural product marketing experience and network community operations are identified as the research objects of this study.

3.2 Determination of Evaluation Parameters

GI brands are different from film and television brands and have their unique attributes. There are discrepancies in the process of IPLization. Therefore, based on the evaluation dimensions of the high-value IP screening model, this research transforms the evaluation content of IP content value into three aspects: the core connotation of GI brands, the diversity of communication media, and the vertical extension of brand content; the personal evaluation content of IP is transformed into GI brand style, slogan influence, brand personality image, and brand promotion highlights; IP influence evaluation content is transformed into four aspects: brand recognition, popularity, quality level of target consumer groups, and overall scale of loyal customers; IP subculture evaluation index remains unchanged.

3.3 Analysis of the IP-Based GI Brands

According to the specific evaluation content and background, this study invited 36 agricultural product distributors as experts in the evaluation of the feasibility of brand IPLization of "Shulan Rice", 16 of whom accepted the invitation. Each invitee combined his practice and basic situation of the actual operation of the "Shulan Rice" provided by this research and evaluated the IPLization potential of Shulan rice GI. After sorting out the opinions of the 16 invitees, the feedback will be given again. After repeated 3 rounds, the opinions of the 16 invitees tended to be consistent. The average of the expected value was taken as the final evaluation score, and Table 1 ("Shulan Rice" IP Potential Evaluation Table) was obtained.

Table 1. “Shulan Rice” IP Potential Evaluation Table

Dimension	Specific parameters	Scores	Potential value	Total score
Content value (25)	Core connotation of GI brands	9	4.0625	11.305
	Diversity in communication media of GI brands	8	3.3125	
	Vertical mining depth of GI brands’ content	8	3.93	
Personalization (25)	Unique style of GI brands	10	6.5625	13.4375
	Concretization and influence of GI brands’ slogans	5	2.25	
	Personality image of GI brands	5	2.4375	
	Promotion highlights of GI brands	5	2.1875	
Influence (25)	Recognition of GI brands	7	4.625	16.025
	The popularity of GI brands	7	4.5	
	The quality level of target consumer groups	6	3.6875	
	The overall scale of loyal customers for GI brands	5	3.25	
Subculture (25)	Group scale of loyal customers for GI brands	10	3.5625	10.625
	The derivative potential of GI brands	15	7.0625	

● Content value analysis

Content value analysis is very important to determine whether a brand can be IPLization. The analysis of content value can better clarify the degree of reproduction of products and brands. At the same time, we can also know whether the product and brand have better compatibility and the radiation effect range of IP. The content value of the IPLization of GI brands is mainly to evaluate the core connotation of the brand, the degree of integration of the brand in various media, and the vertical mining ability of the brand’s content. Although “Shulan Rice” emphasizes “pure land nurtures good grain, grain entails the fragrance of rice” in the brand promotion process, related product shops have been set up on Taobao and Jingdong online stores, and product marketing activities have been organized in recent years, the brand IPLization lays emphasis on the uniqueness, the interactive communication effect between the media and the media, and the ability to excavate the brand’s content so that the brand’s popularity and influence can be improved [3]. Therefore, in the evaluation of content value, the evaluation value of the IP-based “Shulan Rice” brand is not high, but there is room for improvement in the IP operation process. The vertical excavation of its brand’s own regional cultural factors can better help the sublimation of the brand’s connotation and broaden the brand’s communication media.

- Personalization analysis

The personalization of IP can make products and brands more amiable and recognizable, which is conducive to the interaction between brands and consumers and the sustainable evolution of brands. In the mining and evaluation of brand IP personality characteristics, it is necessary to clarify whether it has the iconic style, label, communication carrier and characteristics. The personalization of IP-based GI brands emphasizes that their brand positioning needs to be distinctive. Serving as one of the Northeast rice brands, where is the uniqueness of “Shulan Rice” reflected? and what are its irreplaceable characteristics? It is reflected in the certification of GI brands, but it is not well reflected in the marketing process. In-depth exploration is required to highlight the brand personality, image, and brand promotion.

- Impact analysis

The influence of brand IP can be analyzed from three aspects: brand audience size, actual consumer group, potential consumer group and brand’s actual influence. Audience scale is the definition of brand popularity scope. Loyal consumer groups reflect the customer resources of a brand to a certain extent. The actual influence of a brand is mainly reflected in its own attractiveness and reputation. The IPLization of GI brands can help them increase brands’ popularity and visibility. On this basis, it is necessary to clarify brand positioning and brand-consumer groups, thereby improving accurate audiences for IPLization. The current positioning of the “Shulan Rice” brand is not clear, and the target audience is not explicit. Although the popularity of the “Shulan Rice” brand has been raised to a certain extent through the JD e-commerce activities, it still needs to re-plan the overall development plan of the “Shulan Rice” GI brand with precise positioning and clear goals, proving strong support for IP-based brands.

- Subculture analysis

The sub-cultural analysis of brand IP mainly emphasizes the specific characteristics of the target population affected by the brand’s cultural background and conducts a better classification of the target population to establish a foundation for the construction of different types of brand communities [4]. At present, the “Shulan Rice” brand is not aware of this problem in the marketing process. Another element in the subcultural analysis is the potential of brand derivation. In the feedback of experts, they have great expectations for the derivation potential of “Shulan Rice” and GI brands. They believe that GI brands are based on the derivation potential of such brands, to achieve the construction of brand communities and enhance brand competitiveness, with the premise of the in-depth exploration of the regional culture of GI brands.

4 The Development Path of Brand IPLization of Rice GI Agricultural Products

4.1 Clarifying the Brand’s Advantages and Accurately Position

The prerequisite for the IPLization of the rice GI brand is to clarify the brand’s advantages, combine its advantages with other similar brands, further determine its uniqueness, condense the core connotation of the brand, and carry out the precise positioning of the brand [3]. Although the rice-based GI brands in Jilin Province have been certified

by relevant agencies, they lack systematic planning during the construction process. In the process of brand promotion, each brand only pays attention to publicizing the basic conditions of the origin and production area, ignoring the deep exploration of cultural characteristics in the production area. In the process of marketing and promotion, the form is too single to arouse the strong interest and related associations of consumers. Accurate GI brand positioning can help consumers create impressions and memories of brands, and at the same time help consumers distinguish between different brands. Combined positioning is conducive to the planning and selection of IP images and specific communication channels.

4.2 Exploring the Regional Cultural Connotation and Planning the IP Image

The IP-based GI brands for rice need to dig out the regional cultural characteristics and content on the basis of clear positioning and design in line with its IP image. The IP image design needs to reflect the personality of the brand. A brand has its unique personality and characteristics as a person. The most important link in the process of IPLization of rice-based GI brands is the personalization of brand IP. In this process, brand prototype characters, brand stories, and a series of brand IP images are given to the brand, forming a difference from other similar brands, and at the same time, connections with consumers are established, forming their own unique brand culture and symbolic meaning.

4.3 Integrating IP Communication Channels for GI Brands to Enhance Brand Recognition

Aiming at different levels of brand target consumption levels, content creation and user interaction are carried out combining their own characteristics and IP image of the IP personalization of rice-based GI brands. In the process of IP-based content creation for rice-based GI brands, it is necessary to clarify consumers' characteristics, design communication and interaction links, stimulate consumer sense of participation, and enhance their understanding of the brand. In this regard, integrated communication and interaction on multiple platforms and multiple media are required, thus arousing more consumers' attention and participation and realizing the added value of a brand.

4.4 Exploiting the Derivation Potential of GI Brands and Expanding the Scope of Business

The derivation potential of indicators evaluated in the process of IPLization of GI brands mainly emphasizes the ability of peripheral products and projects derived from its brand products. Rice-based GI brands have their natural regional cultural advantages and have great potential for derivation. For example, the "Shulan Rice" GI brand can design cartoon images and compile related animations, comics, stories, and movies according to the special attributes of its products [2]. On the one hand, these cultural and creative products can help the brand to promote; on the other hand, these literary and artistic creations are once again deeply IP-based, and peripheral products are developed to promote the diversified development of regional economic industries (Fig. 1).

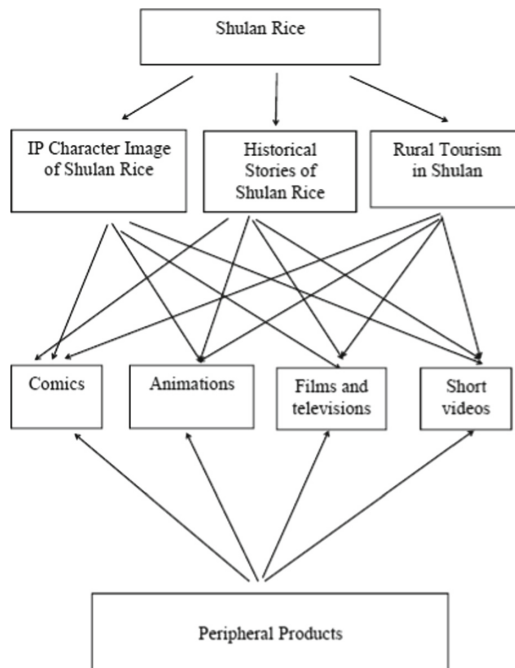


Fig. 1. Brand IPLization of Shulan Rice

5 Conclusion

Brand IP is a new model attracting much attention in brand marketing field in recent years. In the face of increasingly fierce market competition, increasingly diverse consumer needs and increasingly fragmented communication environment, brand IP connects with consumers emotionally in a complete and systematic way with its cultural connotation and core value and arouses consumers' resonance. In this study, the consumers' cognition and understanding of Jilin rice are improved through the IP of rice geographical indication brand. Combining the theory of brand communication, brand of IP related theory, analysis of rice kind of geographical indication brand IP whether to have certain significance and value of rice in jilin province class geographical indication brand connotation, through the Delphi method to determine the feasibility of its IP, proposed targeted design of social media marketing methods, Promote brand equity of rice geographical indication in Jilin Province, help improve quality and efficiency of our province's economy, leapfrog development.

Jilin Province's rice-based GI agricultural products have low brand awareness. The IPLization of the brand is based on a clear brand positioning. The overall planning of the brand's overall development layout is combined with regional characteristics, organically integrating GI brand products, and rural tourism can effectively enhance brands' influence force. In addition, the rice-based GI brand combines regional cultural characteristics with the help of IP image, historical and cultural stories, integrates marketing and

communication media channels, enhances the effect of publicity, and excavates creative works, which can effectively broaden the path of regional economic development.

Acknowledgment. This paper is a phased research result of the Humanities and Social Sciences Research Project of the Education Department of Jilin Province “Research on the IP Development of Rice Geographical Indication Brands in Jilin Province” (Project Number: JJKH20210427SK); the project is supported by the Characteristic Agricultural Industrial Economic Research Center of the Education Department of Jilin Province and Rural Revitalization Research Base, Jilin Branch, Academy of Social Sciences, of Jilin Province; it is the phased research result of the Key Construction Discipline Project of the Department of Business and Management, the Jilin Agricultural Science and Technology University.

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