



Research on Digital Media Brand Building Strategies for Agricultural Products in Nanchong from the Perspective of Comprehensive Rural Revitalization

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Abstract. The report to the 20th National Congress of the Communist Party of China proposes to comprehensively promote rural revitalization. At the appeal of the party and the government, with the development of market-oriented economy, the brand awareness of enterprises is constantly enhanced, and brand shaping plays a crucial role in the development of enterprises. Meanwhile, in pace with the advent of the new media era, driven by information technology, contemporary visual communication design has realized the transformation and development from "paper media" to "digital media". As the product of the contemporary information revolution, digital media brand plays a significant role in promoting corporate brand image in social information dissemination. This paper mainly takes the agricultural products in Nanchong as the point of penetration, analyzes the existing problems in the current transformation process of agricultural products brands from traditional brands to digital media brands, and deliberates the key points and measures of shaping local agricultural products' digital media brands. Driven by the comprehensive rural revitalization policy, this paper tries to explore how to deepen the regional characteristics of their brands in poor areas through digital media technology, so as to shape the brand design strategy of the unique image of agricultural products, and then achieve the common goal of poverty alleviation and prosperity.

Keywords: Comprehensive rural revitalization; Digital media brands; Shaping strategies

1 Introduction

With the arrival of the new technology era, digital media brand design has ushered in new development opportunities, but also faces new challenges. Nanchong, as one of the central cities of Chengdu-Chongqing economic circle, bears an important mission to achieve the goals of the comprehensive rural revitalization policy. Therefore, pondering the research on the brand building strategy of Nanchong's agricultural products digital media from the perspective of comprehensive rural revitalization is of great significance for guiding the integration of three industries through brand construction,

deepening the structural reform of agricultural supply side, promoting agricultural modernization, vigorously promoting the transformation of Nanchong from an "agricultural city" to a "agricultural strong city" in the context of the new media era, and promoting the comprehensive rural revitalization.

2 Nanchong's agricultural brand development status

2.1 Empowering The Construction of the "Tianfu Granary" in the Province Has Achieved Great Results

In order to promote the pace of development of green organic brand agriculture, Nanchong actively participates in the construction of provincial public brands of "Tianfu Granary" to assist local characteristic and advantageous brands to resonate with "Tianfu Granary". In order to make Nanchong's green and organic agricultural products "soil taste", to create a group of national and provincial brands, including Chinese well-known trademarks, Chinese time-honored brands, Sichuan time-honored brands and other national provincial brands, and to certificate "two products one standard" agricultural products and other characteristics, recognition, competitive agricultural products brand quality.^[1]

2.2 The Brand Influence of "Good Enough" Continues to Expand

As a regional public brand for agricultural products created in Nanchong, "Good Enough" was selected as one of the first batch of agricultural brand catalogs in Sichuan Province and is a provincial-level public brand cultivation (Boutique) brand for "Tianfu Granary". Besides, enterprises related to agricultural products such as Sichuan North Liangfen are encouraged to use "Good Enough" regional public brands, so as to strengthen the creation and promotion measures of organic, green, landmark agricultural products and other "soil brand" and "township brand", so that the brand influence of "Good Enough" can continue to expand.^[2]

2.3 New Media Assists Agricultural Product Brand Marketing with Initial Results

At present, Nanchong has comprehensively strengthened the construction of green organic agricultural products marketing system. Through exhibition and sales, online and offline, store entry, foreign cooperation and other ways, Nanchong expands the local agricultural product brand marketing channels, and achieves the construction of Nanchong agricultural product marketing national marketing pattern.

3 Outstanding Issues Faced by the Development of Agricultural Product Brands in Nanchong

3.1 Weak Corporate Brand Awareness

Some agricultural enterprises and new agricultural business entities in Nanchong tend to pay more attention to agricultural brands than the products themselves, neglecting the importance of brands, and confusing the concepts of "labeling" and "branding". Therefore, not only is there a lack of shaping the brand image of agricultural products, but some local characteristic and high-quality agricultural products even lack brands, resulting in a significant lack of market competitiveness.

3.2 Insufficient Support for High-quality Brands

Some agricultural enterprises and new agricultural business entities in Nanchong tend to pay more attention to agricultural brands than the products themselves, neglecting the importance of brands, and confusing the concepts of "labeling" and "branding". Therefore, not only is there a lack of shaping the brand image of agricultural products, but some local characteristic and high-quality agricultural products even lack brands, obviously resulting in their insufficient market competitiveness. As a large traditional agricultural city in Sichuan province, Nanchong still has some problems such as small scale, small total amount, low standardization and low scientific and technological content. Therefore, although the yield is large, the poor quality is one of the factors that has been restricting Nanchong's agriculture from large to strong.

3.3 Lack of Diversity of Brand Image Design

Due to the inherent thinking of some enterprises regarding the brand image of agricultural products, the majority of agricultural product brand image designs lack diversity and have serious similarities, making it difficult to highlight brand characteristics. Ultimately, it leads to low brand recognition and loss of market competitiveness.

3.4 Delayed Development of E-Commerce New Media Operations

Due to the poor development environment of e-commerce in some rural areas, coupled with the fact that most managers are spontaneously established by private enterprises, problems such as backward hardware and software construction, lack of professional talents and other new media operation systems has emerged, leading to a very limited driving effect of e-commerce on agricultural product marketing.

4 The Necessity of Building a Digital Media Brand for Nanchong Agricultural Products

The digital media branding of agricultural products mentioned in this article refers to the form of expressing agricultural product brands through digital media, including the process of establishing, maintaining, and promoting their brands through digital media. The transformation of agricultural products from traditional brands to digital media brands, or the creation of digital media brands for some local famous and excellent specialties without brands, will play a crucial role in the promotion and development of Nanchong agricultural products brand.

4.1 Improvement of Brand Awareness

In the current era, new media is gradually becoming the mainstream means of communication, which has had a profound impact on the development of various fields of society. Short video platforms such as Tiktok and Kwai play an important role in helping the poor with culture and tourism and promoting the development of poor counties, and become new choices for government affairs and media information dissemination platforms. Promoting the brand through mainstream short video platforms can help break regional restrictions, enhance its national and even global visibility, increase the added value of the product, and ultimately achieve significant economic benefits.

4.2 Relation between Brand and Consumer

Compared with traditional brands, digital media brands have undergone fundamental changes in their communication methods, achieving the dissemination and reception of information from point to point. In this process, the freedom of consumers to receive information and the interactivity of information exchange are achieved, and this "interactive experience" approach helps to strengthen the relation between the brand and consumers.

4.3 Expanding Consumer Groups

Transforming or expanding the traditional agricultural product brands in Nanchong into digital media brands not only effectively breaks through regional communication restrictions, but also helps to broaden the age range of consumer groups. This is because the consumer group of traditional agricultural products is mainly concentrated among the middle-aged and elderly, while the emergence of new media such as short video platforms and live streaming platforms has attracted a large number of young people through emerging marketing models such as celebrity endorsements and fan interaction. This helps to expand the consumer group of Nanchong's agricultural product brands from the middle-aged and elderly to the young.

4.4 Beneficial to Branding and Promoting the Revitalization of Rural Industries

Obviously, traditional agriculture lacks a unified brand strategy and standardized management model. The "Rural Revitalization Strategic Plan (2018-2022)" proposes the implementation of agricultural brand enhancement actions. The implementation of this policy advocates local governments to explore new ways for agricultural products through research and practice, enabling traditional agricultural products to use current new technological means to step out of the market, laying the foundation for achieving comprehensive rural revitalization.

5 Strategies for Building Digital Media Brands of Agricultural Products Based on "New Media"

5.1 Establish Brand Awareness and Enhance Brand Awareness of Agricultural Products

With the improvement of people's living standards, the importance of food quality and nutritional safety is also increasing. It has become an inevitable trend for Nanchong's agricultural product enterprises to fully leverage its unique geographical advantages, ensure high-quality product quality, and focus on building agricultural product brands with local characteristics.

Firstly, it is necessary to establish a standardized and standardized agricultural product quality and safety system and strengthen supervision and reward and punishment systems for agricultural products and producers. This is beneficial to supervise and manage all aspects of agricultural products from production, processing, transportation and sales, thereby effectively promoting the improvement and guarantee of the quality of agricultural products.

Secondly, the government should rely on new media platforms to establish transparent digital media brands throughout the entire industry chain. Furthermore, practitioners should make the industry chain transparent, namely presenting all aspects from the countryside to the dining table to consumers, ultimately striving to establish a consumer oriented service-oriented brand image.

Thirdly, governments at all levels should hire professionals to train and guide the creation of digital media brands for local representative agricultural enterprises. Meanwhile, governments at all levels drive surrounding enterprises through typical successful cases, influencing them to realize the importance of relying on new media platforms to create digital media brands for agricultural products and establish brand image.^[3]

5.2 Be Brave in Innovation and Create a Brand Image of Agricultural Products with Local Characteristics

Agricultural product brands should break the inherent cognition, design agricultural product brand symbols with local regional characteristics and cultural deposits, and form a brand image with distinct personality.

First, brand identity, as the first step in brand shaping, requires brands to establish connections with consumers. Emotional branding provides a new mean to a brand so that it can connect the consumers powerfully with the products by an emotionally fundamental method in a personal level.^[4] This because a brand can highlight human motivation through tapping itself into the aspirational drives. It is uniquely situated to achieve the levels including the human character's most attracting part, the wish to outperform material satisfaction, as well as feeling emotional satisfaction.^[5] The goal of brand recognition is not only to let consumers "know" a certain brand, but also to make them "feel" and "experience" a certain brand, which constitutes experience recognition including visual, auditory, tactile, taste, and behavioral recognition. Therefore, the image shaping of digital media brands should be considered from various aspects of experience recognition. This image shaping requires conducting research on the target audience, creating emotional links with consumers and reflecting brand differences to create a digital media brand image of agricultural products with local characteristics.

Second, the Internet drives the digitalization and rejuvenation of agricultural products. As a typical case of digital construction of agricultural products, Oriental Selection uses a live streaming platform that combines bilingual explanations in Chinese and English with explanations of historical and cultural knowledge to promote live streaming of agricultural products, which is deeply favored by young consumer groups. This form provides an innovative sample for reference in the digital media brand construction of agricultural products.^[6]

5.3 Follow the Pace of Integrated Development of Agriculture, Culture and Tourism, Innovate Digital Marketing of Agricultural Product Brands

Agrocultural tourism, also known as "agriculture+culture+tourism", are fundamental to the integrated development of agriculture, culture, and tourism. Meanwhile, the ultimate goal of the integrated development of agriculture, culture and tourism is to deeply tap the potential of cultural and tourism projects, assist in the promotion of agricultural product brands, achieve shared and win-win results, and drive rural revitalization.

First, spreading Chinese culture, telling China story, exploring the brand's own connotation, promoting the integrated development of agriculture, culture and tourism, and leading the digital media transformation of traditional time-honored agricultural products brands have become an effective means of brand digital marketing. In recent years, with the rapid development of China's economy, cultural confidence has actually become one of the key elements in brand building. Traditional brands can inherit and innovate and go abroad to tell China story to the world though new media platforms,

thereby establishing emotional connections with consumers. This is conducive to the successful shaping of agricultural products digital media brands.

Second, enabling rural cultural and tourism industry chain by omnibearingly building digital agricultural products brands can effectively promote comprehensive rural revitalization. This requires enterprises to rely on new technologies, create digital agricultural product brands from various aspects such as management, production, operation, and service, extend the rural industrial chain, increase product added value, and achieve the improvement of agricultural scale, standardization, and branding development level.^[7]

5.4 Establish a Sound and Complete New Media Operation System

It is necessary to establish a sound and complete new media operation system, including hardware and software facilities, a professional new media operation team and a new media marketing plan for local enterprises.

Firstly, Governments at all levels should give policy support to the construction of new media hardware and software infrastructure in rural areas, encourage rural areas to enhance the brand awareness of agricultural products through e-commerce, mobile Internet, Internet of things, big data, cloud computing, artificial intelligence and other advanced scientific and technological means, build a new digital media brand system, and bring agricultural products in remote areas to the market.

Then, the government takes the lead in establishing a professional new media operation team to cultivate professional talents with agricultural product brand awareness and innovation ability. Meanwhile, the government organizes training for agricultural practitioners. Grassroots technicians, modern young farmers, agricultural managers, and others can master internet thinking through professional training. The professional literacy, entrepreneurial awareness, and innovative ability of agricultural practitioners in new media operations and online marketing can be significantly improved, providing a solid talent guarantee for promoting rural revitalization.

Finally, at present, Nanchong City has effectively expanded its local agricultural product brand marketing channels through display and sales, online and offline sale, entering stores and supermarkets, and external cooperation. In addition, each enterprise should establish a set of targeted new media marketing programs according to their own brand characteristics, and promote the new media matrix communication of agricultural products digital media brands with the help of modern technology and the combination of the characteristics of various platforms. For example, enterprises can use the new media platform of "Wechat, Weibo and Tiktok" to cultivate agricultural product WeChat merchants, create agricultural product sales anchors, and use the internet celebrity effect and fan economy to promote agricultural product brands and improve their visibility.^[8]

6 Conclusion

In the context of the new media era, various fields of society are influenced by new media and technologies, and the shaping mode of agricultural products brand has also changed. Under the guidance of the comprehensive promotion of rural revitalization policy, this paper takes Nanchong City as an example to analyze the development status and outstanding problems of its agricultural products brand. Combined with the development advantages of current new media technology, this paper expounds the strategy and key points of the transformation of Nanchong's agricultural products brand from traditional brands to digital media brands. Obviously the establishment of high-quality agricultural products brands, the improvement of unique brand image, the improvement of brand awareness of agricultural products, and the expansion of brand sales models can effectively help achieve rural poverty alleviation and prosperity and comprehensively promote rural revitalization.

Project Source

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