



# Research on the Development Status and Brand Building Path of Cultural and Creative Industries in Shandong Province

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**Abstract.** Brands are an important carrier of cultural dissemination, and high-quality urban brands are beneficial for cities to gain an advantageous position in competition. As one of the birthplaces of Chinese civilization, Shandong Province has set the goal of building a strong cultural province and has made the cultural and tourism industry one of the "top ten industries", continuously increasing support efforts. By analyzing the current development status of the cultural and creative industry in Shandong Province, identifying problems, and proposing solutions, we aim to build a cultural and creative brand-building path guided by policy support, centered on talent teams, supported by digital technology, and guaranteed by promotional matrices.

**Keywords:** The cultural and creative industry; Development status of Shandong Province; Brand building path.

## 1 Introduction

The brand is an important carrier of cultural dissemination. Like goods, geographical location or a certain spatial area can also become a brand. High-quality city brands are conducive to gaining an advantageous position in the competition, further gathering resources such as talent and capital, and promoting the sustainable and healthy development of cities. As one of the birthplaces of Chinese civilization, Shandong Province has set the goal of building a strong cultural province and has made the cultural and tourism industry one of the "top ten industries", continuously increasing support efforts. Although the scale of the cultural and creative industry in Shandong Province has grown rapidly in recent years and the industrial structure has been continuously optimized, in reality, the ability to shape brands in the cultural and creative field in Shandong Province is not strong, and there is a lack of local cultural and creative brands with strong strength and widespread popularity. The overall competitiveness of the cultural and creative industry is weak, and there is a significant gap compared to some advanced provinces and cities. In response to the above issues, this article comprehensively analyzes the current development of industries and brand building in the cultural and creative field, clarifies the shortcomings in the shaping and dissemination of

cultural and creative brands, and proposes a path for cultural and creative brand building that is in line with Shandong's actual situation.

## 2 Analysis of the Development Status of Cultural and Creative Industries in Shandong Province

### 2.1 Policy design is being improved

Shandong Province has abundant natural and cultural resources, with obvious advantages in intangible cultural heritage and traditional handicraft resources. It has 8 "Representative List of Human Intangible Cultural Heritage" projects, 186 national-level lists, 1073 provincial-level lists, 4121 municipal-level lists, and 12758 county-level lists, ranking among the top in the country in terms of total quantity. The Shandong Provincial Party Committee and Government attach great importance to the cultural and creative industry, making it one of the "Top Ten Industries". They have issued a series of policy documents (as shown in Table 1), continuously increasing support efforts, and focusing on exploring deep historical and cultural heritage.

At the same time, various cities have introduced policies and measures to encourage and support the development of cultural enterprises and industries. For example, Qingdao has issued the "Implementation Opinions on Promoting the Innovative Development of Cultural and Creative Industries and Several Opinions on Promoting the Development of the Film and Television Industry"; Weifang has formulated the "Development Plan for the Cultural and Creative Design Industry in Weifang City (2014-2020)" and the "Work Plan for Enhancing the Cultural and Creative Service Function in the Urban Area of Weifang City". These policies have clarified the development positioning and focus of the cultural industry, promoting its accelerated development.

**Table 1.** Cultural and Creative Policies in Shandong Province

Number	Policy Name	Issuing Department	Issuing Time
1	2022 Action Plan for the Cultural and Tourism Industry	Shandong Provincial Government	2022.04
2	Several Measures to Promote the High-Quality Development of Cultural and Creative Industries	20 departments including the Propaganda Department of the Shandong Provincial Party Committee and the Provincial Department of Culture and Tourism	2022.04
3	Shandong Province's 14th Five-Year Plan for Cultural and Tourism Development	Shandong Provincial Department of Culture and Tourism	2020.07
4	Shandong Province Cultural and Creative Industry Development Plan (2018-2022)	Shandong Provincial Government	2018.12

## 2.2 The industrial scale is constantly expanding

From an industrial perspective, the cultural and creative industries in Shandong Province are currently developing rapidly, with a continuous expansion of industrial scale. A group of special industry clusters has gradually formed, including film and television, publishing, animation, calligraphy and painting, creative design, art ceramics, jewelry, handicrafts, paper making and printing, cultural tourism, etc. According to statistics, in 2021, there were 2782 cultural enterprises above designated size in Shandong Province, achieving a revenue of 615.24 billion yuan, 8.4 percentage points higher than the national average; The average growth rate for the two years is 15.8%, which is 6.9 percentage points higher than the national average.

## 2.3 The application effect of achievements is gradually showing

In terms of digital empowerment of cultural creativity, Shandong Province actively cultivates new formats such as internet information services and creative design services, and supports the development of new formats such as e-commerce live streaming and MCN for media. As of June 2022, the province has completed a total investment of 15.386 billion yuan in cultural and creative new formats projects. The province actively promotes the creation of advanced online cultural masterpieces, guides and encourages the production and dissemination of excellent online audio-visual programs, and has created a batch of excellent original online audio-visual works and online publications. Promote the digital transformation of excellent traditional Chinese culture and accelerate the establishment of a digital cultural network platform for local characteristic resources in Shandong Province. Centering on "Internet plus culture", integrate industrial capital, cultural creativity, and other elements, transform and upgrade traditional cultural industries with characteristics, and create a network cultural service platform with characteristics of the new era<sup>[1]</sup>.

For example, Jinan has launched the pilot work of "Book Fragrance Spring City · Digital Reading into Internet Cafe", utilizing the service network of the emerging business form of "Internet Cafe" to establish digital resource-sharing channels and extend library services. Weifang focuses on content originality and transaction dissemination and actively promotes the rapid development of the digital creative industry through measures such as building key parks, creating innovative brands, exploring leading enterprises, and expanding investment scope. At present, Shandong Zhongdong Cultural Media Co., Ltd. and Weifang Wenqutang Culture Co., Ltd., two animation companies, have been recognized as national-level animation companies. At the same time, a number of animation companies have emerged, including Weifang Keyuan Digital Technology Co., Ltd., and Weifang Tianchuang Media Co., Ltd. In addition, Weifang has actively built a "creative Weifang" city brand and expanded the development space of the cultural industry. Mount Taishan Education Research Institute has been approved as the "Shandong Provincial Copyright Demonstration Unit" and "National Copyright Demonstration Unit"; As a one-stop service platform for the wedding industry, Quanying Network has built the only big data center for the wedding industry in China, achieving integrated development with the Internet.

## **2.4 Regional cultural brands have achieved innovative development.**

At present, Shandong Province has cultivated a number of cultural and creative brands. In terms of culture and tourism, there are ten major brands, namely, Oriental Holy Land, Wonderland Coast, Peace Mount Taishan, the former capital of Qi, Jinan, the spring city, the Confucian Canal, the hometown of the Water Margin, the Yellow River into the sea, kinship Yimeng, and the Chinese Dragon City; In terms of cultural platforms, we have created internationally influential brands such as the Nishan World Civilization Forum, Qingdao International Film Festival, Shandong International Cultural Industry Expo and Trade Fair, Qingdao Beer Festival, and the birthplace of Cuju culture and world football; In terms of regional cultural brands, we have created unique regional images such as the Oriental Film Capital International brand (Qingdao), the "One Mountain, One Water, One Sage" brand (Jining, Tai'an), the "Family Yimeng" red cultural brand (Linyi, Laiwu), the capital of handicrafts and folk art (Weifang), and the Water Margin Hero City (Heze, Zaozhuang), which effectively promote the innovative development of local cultural and creative industries.

Overall, the shaping of cultural and creative brands in Shandong Province mainly relies on cultural resources, with policy orientation as the main approach in brand shaping, supplemented by talent and technology. Currently, the "Shandong Handmade" brand, which Shandong Province focuses on building, is a typical example. "Shandong Handmade" gathers traditional handicrafts and aesthetics of life, such as Yangjiabu woodcut New Year pictures, Yantai Paper Cuttings, Linyi pancakes, Zibo porcelain carving, Mount Taishan jade, and realizes the integration of modern life and handmade inheritance through in-depth excavation of the profound cultural heritage of Shandong Province. In order to better build the "Shandong Handmade" brand, eight departments in Shandong Province have jointly issued the "Implementation Plan for the" Shandong Handmade "Promotion Project", proposing specific measures in creating exhibition platforms, constructing exhibition platforms, establishing standard systems, and promoting talent gathering. In addition, the cultivation of the "Shandong Handmade" brand actively integrates information technology, relies on short video platforms to build a "Shandong Handmade" integrated media promotion and marketing matrix, and cooperates with top e-commerce platforms to build an online sales network, achieving the coordinated development of "Shandong Handmade" brand cultivation, resource integration, and industrial elements.

## **3 Analysis of the Development Issues of Cultural and Creative Brands in Shandong Province**

### **3.1 Chaotic brand management and lack of systematic guidance**

At present, there is a phenomenon of "more products and less high-quality products" in cultural and creative brands in Shandong Province as a whole, and there is still room for improvement in the shaping of some key brands. Specifically, taking "Shandong Handmade" as an example, although multiple promotional activities with a certain scale have been carried out, and various cities have also carried out unique activities based

on their own cultural resource characteristics, the overall recognition of the "Shandong Handmade" brand is still not high. For example, When searching for images of "Shandong Handmade" on search engines, the search results are mainly based on various traditional craft works, making it difficult to find the brand image (logo) of Shandong Handmade; In offline promotion, the inconsistent logos of the Shandong Handmade Exhibition Experience Center and the flagship demonstration point of the Shandong Handmade Service Area have to some extent led to a lack of public awareness of the brand of "Shandong Handmade". Overall, a group of cultural and creative brands represented by "Shandong Handmade" still have room for improvement in brand management and promotion.

### **3.2 Insufficient digital empowerment, making it difficult to shape emerging cultural and creative brands.**

Although Shandong Province's rich cultural resources provide solid support for the cultivation of cultural and creative brands and industrial development, they also limit the shaping of emerging cultural and creative brands to a certain extent. At the same time, the development of digital creativity in Shandong Province is relatively weak, and the level of cultural and creative consumption is not high. The ability to integrate cultural creativity with tourism, agriculture, and other fields is not strong, and the degree of digital empowerment in the field of cultural innovation still needs to be deepened. The utilization level of new-generation information technologies such as artificial intelligence and big data in the creation and dissemination of cultural and creative products still needs to be improved<sup>[2]</sup>.

### **3.3 Lack of talent team, making it difficult to support the innovative development of cultural and creative brands**

Cultural and creative industries are knowledge-intensive, and high-level creative talents are the key to the high-quality development of the cultural and creative industry. However, Shandong has a serious shortage of various high-end talents in the cultural and creative industry. One is the lack of senior management and innovation talents in the cultural and creative industries, especially high-quality business managers who understand the economy, management, and management, as well as excel in creative design of the cultural industry. Secondly, there is a lack of specialized personnel in the promotion, planning, packaging, and marketing of cultural and creative products, as well as the overall promotion and advertising promotion of cultural and creative services. The third is the lack of high-tech talents who meet the needs of the current information age and meet the needs of the industry, especially composite talents with high innovation capabilities and the ability to deeply integrate culture and high-tech. Overall, the cultivation of talents in the cultural and creative fields in Shandong Province is uneven and does not match market demand. Various universities, vocational and technical colleges, and other institutions pay more attention to the cultivation of professional skills, thus neglecting the cultivation and improvement of cultural heritage, artistic cultivation, and

innovative creative abilities<sup>[3]</sup>. The cultivation of human resources such as cultural and creative product marketing and market expansion also needs to be improved<sup>[4]</sup>.

## **4 Suggestions for Brand Building in the Cultural and Creative Fields of Shandong Province**

Based on the analysis of the current development status of the cultural and creative field in Shandong Province, a cultural and creative brand-building path is constructed with policy support as the guide, talent team as the core, digital technology as the support, and promotion matrix as the guarantee.

### **4.1 Strengthen policy support and improve top-level design for cultural and creative brand shaping**

Establish special funds for cultivating regional cultural and creative brands through projects, further leveraging the government's role in their consolidation. Combining the characteristics of natural and cultural resources in Shandong Province, we aim to create a cultural and creative brand system with Shandong characteristics. By combining brand attributes, brand vision, core values, etc., we aim to achieve overall planning, coordinated operation, and leverage the advantages of the system's brand. Establish the brand development concept of "supporting strength and excellence", establish a cultural and creative brand value evaluation system, regularly organize brand value evaluation, improve brand evaluation, recognition, motivation, promotion, and protection mechanisms, and provide reference and guarantee for the financing of cultural and creative enterprises. At the same time, concentrate resources on cultural and creative brands with high potential, and create a group of cultural and creative product brands with high visibility and reputation Enterprise brands, park brands, and regional brands.

### **4.2 Strengthen the talent team and strengthen the core strength of cultural and creative brand-building**

Deepen the collaboration between industry, academia, and research, and cultivate a group of high-level composite talents in the cultural and creative industries of Shandong Province. One is to build a team of traditional cultural and creative talents with traditional handicrafts and intangible cultural heritage inheritors as the core, develop talent growth and evaluation mechanisms and incentive mechanisms that conform to the characteristics of the cultural and creative field, fully stimulate talent's creative passion, and enhance the internal vitality of cultural and creative brands. The second is to enhance the attraction and education of information technology talents related to the cultural and creative field, integrate resources from universities, research institutes, enterprises, industry associations, and other parties, create a cultural and creative digital talent training platform, cultivate cultural and creative practitioners with digital development thinking, digital management concepts, digital analysis literacy, and digital innovation ability, and support the integration and application of information technology in the

shaping of cultural and creative brands. The third is to establish high-level cultural and creative industry disciplines and majors and strengthen the cultivation of composite talents in cultural and creative industry management, marketing, design, and other aspects. The fourth is to establish a specialized cultural and creative research base, hold cultural and creative exhibitions and seminars, provide a platform for exchange and communication among talents in the cultural and creative field, and better stimulate the innovative vitality of cultural and creative practitioners.

#### **4.3 Carry out digital empowerment and solidify the technological foundation for cultural and creative brand-building**

Make good use of the thinking of "Internet plus+culture" and use the new generation of information technology such as artificial intelligence and big data to open up the upstream and downstream links of cultural and creative industries, promote the cultural industry chain to strengthen the chain extension, and enhance the industrial level and brand influence. One is to focus on the application of new-generation information technologies such as artificial intelligence, virtual reality, and augmented reality in the field of traditional cultural creativity. While emphasizing the inheritance of traditional culture, information technology is used to improve the creative methods and communication channels of traditional cultural creative products and enhance the competitiveness of traditional cultural creative products. The second is to improve the accuracy of cultural and creative creation and market demand docking based on data mining. Through big data technology, user profile analysis is carried out to enhance the compatibility between cultural and creative product creation and public spiritual and entertainment needs and promote brand building to deeply penetrate people's hearts. The third is to actively cultivate new cultural and creative scenes and formats, promote the integration of online and offline in the field of cultural and creative activities, and combine online presence<sup>[5]</sup>. While providing the public with new digital cultural experiences, we will also broaden the channels for promoting cultural and creative brands. The fourth is to strengthen the application of digital standards for cultural creativity, research and develop standards for cultural and creative products and technical services such as virtual reality and interactive entertainment, play a guiding and supporting role in the industry, and enhance the image of cultural and creative brands.

#### **4.4 Build a publicity matrix to create a good atmosphere for cultural and creative brand-building**

Innovate cultural and creative brand promotion methods, and explore the use of algorithmic recommendations and other technologies to further enhance the accuracy and effectiveness of communication. Establish a promotional strategy that can adapt to the real-time, integrated, and platformed characteristics of new media, better leverage the role of online platforms, and fully utilize short video platforms, live streaming platforms, and two micro platforms to build a full media communication matrix. Through full media reporting, online and offline activities, and other means, build a three-dimensional promotional matrix, increase publicity efforts, and improve interaction

levels. Further, explore the traditional cultural heritage of Shandong, tell brand stories, share brand concepts, showcase brand image, and continuously enhance the public's awareness and favor of cultural and creative brands in Shandong Province.

## 5 Conclusion

We have found that the policy design in the cultural and creative field in Shandong Province is being improved, the industrial scale is constantly expanding, the results of the application are showing, and cultural brands are achieving innovative development.

However, there are still many problems: chaotic brand management and lack of systematic guidance; Insufficient digital empowerment makes it difficult to shape emerging cultural and creative brands; Lack of talent teams makes it difficult to support the innovative development of cultural and creative brands. On this basis, we have proposed suggestions for Shandong Province. First, strengthen policy support and improve top-level design for cultural and creative brand shaping; Second, strengthen the talent team and strengthen the core strength of cultural and creative brand-building; Third, carry out digital empowerment and solidify the technological foundation for cultural and creative brand-building; Fourth, build a publicity matrix to create a good atmosphere for cultural and creative brand-building.

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