



Innovative Strategies for Cultural and Creative Commodity Design: The Case of Made In Natural team

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Abstract. With the rise of experience economy, cultural and creative industries have become the engine of economic development and cultural exchange. This study aims to reveal the innovation strategies of cultural and creative product design to enhance its market competitiveness and cultural influence. Following a qualitative research methodology, this study uses case studies to examine the strategies and practices adopted by "Made In Nature" team in the innovation of cultural and creative product design. Through in-depth analysis of successful cases, the study found that "Made in Nature" team has successfully created products with cultural depth and modern aesthetics by integrating traditional cultural elements with modern design concepts. Its marketing strategy highlights the importance of target market analysis, uniqueness and innovation, while effectively combining storytelling and cultural activities in brand communication. In addition, the branding strategy not only strengthens the company's market position, but also promotes cultural heritage and innovation. This study provides new insights into the field of cultural and creative product design and innovation, as well as valuable references for researchers and practitioners in related fields.

Keywords: Cultural and Creative Product Design; Innovation Strategies; Made In Nature team; Branding; Cultural Heritage.

1 Introduction

In recent years, with the rise of the experience economy, the cultural and creative industries have become an important force in promoting economic development and cultural exchanges. As a combination of culture and creativity, cultural and creative products not only carry rich cultural values and profound aesthetic pursuits, but also play an indispensable role in the market economy. In this context, it is of great significance to explore the innovation strategies of cultural and creative product design in order to enhance the market competitiveness and cultural influence of cultural and creative products. This study aims to reveal the innovation strategies in cultural and creative product design, and to enhance product innovation and market attractiveness through exploring

innovative thinking and strategic design. The case study of the company "Made In Nature" is used to explore its unique spirit of innovation, market positioning and brand building achievements. Although design innovation in cultural and creative products is widely recognised as a key to enhancing competitiveness, there is still a lack of specific research on the actual promotion of innovation strategies. Therefore, through the case study of natural artefacts, this study aims to examine in depth the strategies, processes, challenges and opportunities of design innovation for cultural and creative products. The objective is to provide new insights into the field of cultural and creative product design and innovation, and to provide valuable references for related research and practice.

2 Literature Review

2.1 Definition and characteristics of cultural and creative goods

As a combination of cultural and innovative design products, cultural and creative commodities not only carry deep cultural values and national characteristics [1]. At the same time, it faces the challenge of meeting the needs of modern consumers while preserving the essence of culture. This type of product plays an important role in today's society, not only in terms of its economic contribution, but also because of its irreplaceable role in cultural heritage and innovation. Beyers suggests that incorporating cultural consumption habits into the mix of economic activities enhances the overall value of the industry[2]. The core value of cultural and creative commodities lies in their unique cultural connotation and innovative forms of expression. This requires the innovative transformation of traditional culture and the redefinition of the relationship between culture and products in terms of user needs.

Porter points out that positioning needs to be considered before discussing strategy. There are three separate and potentially overlapping directions of strategic positioning: product category-based positioning, demand-based positioning, and contact-based positioning[3]. Existing research often focuses on how to use cultural elements to enhance the market attractiveness of products, but neglects the depth and authenticity of cultural heritage[4]. In designing cultural and creative products, there is a double challenge: on the one hand, we have to maintain the fidelity and respect for the original culture, and on the other hand, we have to satisfy the market demand and the aesthetics of modern consumers. In this context, designers of cultural and creative commodities need to deeply understand the nature and connotation of culture, and transform this understanding into innovative design language. This requires not only rich cultural knowledge and deep cultural understanding, but also innovative ways of thinking and design methods.

2.2 Innovative centres of cultural industries

In the cultural industry, innovation is the core of promoting the quality of products and services, and innovation in this study does not only imply the form of products or the application of new technologies, but also refers to the creative reinterpretation and

transformation of cultural traditions while maintaining them. Proposing three key elements of the creative dimension: creativity, creativity of ideas, and creativity of situations provide a complete process and perspective of the practice from conception to realisation. The transformation from the generation of innovative ideas to concrete practice is the core requirement for cultural product design. Kenya Hara, in "The Eye of First Sight", emphasises that interpreting and capturing the nature of things from a new perspective is the first step in design, and this is especially crucial for designers when they are faced with balancing traditional culture and modern design[5]. Designers need to constantly challenge traditional ways of thinking and explore ways to incorporate traditional cultural elements into modern design in innovative ways. This is not only a respect for traditional culture, but also a response to the needs of modern culture.

2.3 "Made In Nature" Case Study

"As a representative team in the field of cultural creation, 'Made In Nature' offers unique insights and inspiration on innovative ways to transform traditional culture. Since 2013, 'Made In Nature' has been concerned with the survival of folk handicrafts, transforming traditional culture and techniques into digital resources[6]. This approach combines traditional culture with modern design concepts, creating a new way of cultural transmission and innovation. The team adheres to the concept of 'Returning Tradition to Modern Life', preserving the essence of traditional culture as well as digging deeper into its spiritual connotations for innovative expression. However, in this process, maintaining the authenticity and depth of cultural heritage is a challenge, which requires the team to have a deep cultural understanding, keen market insights, as well as innovative design capabilities and practical strategies.

3 Research Methods and Design

3.1 Research Design

This study adopts a qualitative research method to investigate the strategies and practices of "Made In Nature" in the innovation of cultural and creative merchandise design by means of case studies. Through in-depth analyses of specific cases, this study reveals the dynamic processes, influencing factors and practice results in the innovation of cultural and creative merchandise design.

3.2 Data Collection

Qualitative data will be collected through fieldwork and in-depth interviews. Through interviews with the Made In Nature team and participation in fieldwork and documentation at the workshop site, in-depth information on the team's innovative strategies and practical experiences will be obtained.

3.3 Data Analysis

The qualitative data collected will be processed and interpreted through thematic analysis. This study focuses on how to integrate cultural elements and innovative design to analyse the market acceptance and cultural value of products.

3.4 Validity and reliability of research

This study adopts a triangulation approach, combining different data sources and analytical perspectives to ensure the validity and reliability of the study.

4 Research Result and Analysis

After collating the qualitative case studies conducted by the "Made In Nature" team, this part of the paper analyses the generalisation of the innovation strategies of cultural and creative product design around four parts:

4.1 Product Design Innovation Factor

1. Story Points: The aesthetics of craftsmanship is a core element of visual storytelling;
2. Touching Points: The results of the research were compiled into a booklet by the craftsmen interviewed in the field, detailing the documentation and dissemination of traditional crafts;
3. Resonance Points: Creating creative materials and products to encourage traditional culture to interact with consumers in a more interesting way;
4. Charming Points: Collaborated with a century-old brand in designing products and launching activities during festive seasons, expanding the scope of aesthetics application.

4.2 Cultural and Creative Commodities Strategy Layer

"Made In Nature's innovative strategy for cultural and creative product design is based on three dimensions:

1. Charming Points: Collaborated with a century-old brand in designing products and launching activities during festive seasons, expanding the scope of aesthetics application.
2. Perceptual Field Level: In the selection of venues, the team visits the sites and experiences on the ground, and explores and reproduces the creativity and historical depth of the culture. This strategy allows consumers to feel the unique charm of traditional culture and historical emotions through the products.
3. Sensory Experience Level: The emphasis is on creating unique and culturally rich experiences for consumers. Through interactive exhibitions, workshops and cultural

events, Made in Nature teams enables consumers to get involved. This strategy allows the products to become not only material objects, but also platforms for the transmission and experience of culture.

4. Sensitive Commodity Level: In terms of product design, the team incorporates elements such as creative materials, motives, and directions, so that the cultural and creative products they create are both aesthetically pleasing and close to market demands, and they continue to explore innovative ways of presenting traditional elements.

4.3 Market Strategy Effectiveness

"Made In Nature" marketing strategy has demonstrated significant effectiveness in the following areas:

1. Target Market Analysis : Through in-depth analysis of the target market, the team has successfully explored the potential excellence of the products and effectively reduced the cost and increased the conversion rate in the market. This strategy has enabled Nature's Creations to precisely position its products and effectively meet the needs of specific consumer segments.
2. Uniqueness and Innovation : The team is constantly pursuing innovation in creativity and has demonstrated its uniqueness in everything from packaging design to content creation. This innovation not only enhances the attractiveness of the products, but also strengthens the brand's market competitiveness.
3. Marketing Communications Strategy : "Nature's Creation" has adopted an innovative strategy in marketing and communication, and has developed an effective communication approach through the excavation and recording of outstanding content and journeys. The team utilised storytelling and visual art to successfully communicate the brand's core values and cultural connotations.
4. Community Co-operation: The team emphasises win-win cooperation with the community, maximising the brand's impact and word-of-mouth value by exploring the social significance behind its products and participating in many cultural activities. This strategy not only strengthens the connection between the brand and consumers, but also brings positive social impact to the local community.

4.4 Contribution of Brand Building to Industrial Development

The Natural Creations team's branding strategy has had a significant impact on the development of its business in the following areas:

1. Integration of local characteristics: The in-depth integration of local characteristics in branding gives the brand uniqueness and strengthens its ties with the local community. This strategy makes the brand more dynamic and attractive, and increases the cultural value of the product.
2. Building Consumer Trust and Loyalty: Through its deep cultural connotations and continuous quality assurance, "Nature Creations" has successfully earned consumer

trust and loyalty. The brand's communication strategy emphasises its respect for traditional handicrafts and insistence on quality, which not only builds a good reputation among consumers, but also creates a stable customer base for the brand.

3. Integration of industry chains: "Made In Nature" effectively integrates the entire industry chain of history and culture, design, production, packaging, communication and marketing to develop tailor-made solutions for different traditional folk handicrafts. This comprehensive strategy not only improves the market competitiveness of the products, but also enhances their cultural and economic value.
4. Branding as an Emotional Bond: The brand is not only a medium for communicating the values of traditional crafts, but also an emotional bond that stimulates emotional resonance. Through creative storytelling and cultural activities, the team succeeded in establishing a deep emotional connection between the brand and consumers, a strategy that not only enhances the brand's appeal, but also promotes cultural heritage and innovation.

5 Conclusions

Cultural and creative merchandise is not just a physical product, but also a vehicle for cultural experience. Through the story behind the product, unique design and craftsmanship, cultural and creative merchandise innovation provides a rich and unique consumer experience, satisfying modern consumers' demand for quality and uniqueness. The operation strategy of the "Made In Nature" team explores handcraft skills and industry development, integrating the skills of traditional craftsmen with the creativity of modern designers, integrating local characteristics with the modern market, and realising the revival of traditional culture and the cultivation of consumer culture. The development of traditional handicrafts from "natural" to "regeneration" follows the internal development law and is a systematic process at the same time. Only by actively innovating, keeping pace with the times and respecting tradition can we open up richer possibilities for the innovative development of cultural and creative product design.

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