

Brand Building of “Guang Embroidery” of Intangible Cultural Heritage Based on “Brand Contact Point Communication” Model

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Abstract—Guang embroidery belongs to national intangible cultural heritage and currently faces some problems related to how to keep sustainable development. Based on the inheritance of Guang embroidery and development situation of market, this paper puts forward the viewpoints of building a brand, attempts to solve the problems of difficult inheritance and poor market profitability and so on. According to the classification of contact points based on brand value in the “brand contact point communication” model, this paper puts emphasis on analyzing the current situation of the value level of its important contact points, and proposes solutions to improve brand and value from the perspective of design.

Keywords—Guang embroidery; brand contact point communication; brand building

I. INTRODUCTION

Under the background of highly developed modern technology and information technology, the traditional art faces the disadvantaged situation in which its value is gradually weakened, and it has lost the best living and development soil. In recent years, with the development of protection work for “intangible cultural heritage”, a large number of folk handicrafts have been protected and got concern, and have further returned to the public’s vision. Although the relevant departments and all walks of life have begun to pay attention to the protection of traditional culture, how to make folk handicrafts get better inheritance and development still is an urgent problem to be explored.

Four kinds of famous embroideries in China are Guangdong(Yue) embroidery, Suzhou(Su) embroidery, Hunan(Xiang) embroidery and Sichuan(Shu) embroidery, and Guang embroidery is one of branches of Guangdong embroidery. Guang embroidery has its own artistic characteristics and manual skills that have been passed down to the present. After being included in the first batch of national intangible cultural heritage list in 2006, at present, Guang embroidery faces some problems, for instance, the value is not appreciated, the inheritance is difficult, and the income is not good.

Combined with the correlation theory of “brand contact point communication”, this paper explores the following

problems from the perspective of status analysis of Guang embroidery: What kind of development path Guang embroidery will take in the future? What problems the brand value and relevant brand contact point communication will face? How does Guang embroidery spread its value through brand contact points?

II. RESEARCH IDEA ON THE DEVELOPMENT OF GUANG EMBROIDERY BASED ON BRAND CONTACT POINT COMMUNICATION

According to the survey, it can be seen that, at present, the market of Guang embroidery brand has the following problems: the market positioning mainly focuses on high-end products and artworks, and its practical value is not widely reflected in modern society. It is easy to narrow the market scope and not conducive to spreading its cultural value and gaining economic benefit. Moreover, the pure artistic road or high-end oriented road may not be popularized easily, resulting in low popularity and limited brand communication and other problems. Therefore, it may be a new idea which takes market acceptance as entry point, regards meeting the demands of consumers as breakthrough point and builds a brand image that can be familiar and accepted by the public from the perspective of its value advantages.

Brand contact point refers to the experience and perceptual points of brand value that consumers have through various channels and ways before purchase, in use and after actual experience of product. The contact and perception of consumers for brand information reflect on the brand contact points, and this process affects consumers’ identification on the value of attribute, benefit, culture and individuality delivered by the brand.¹ Therefore, according to the classification of contact point based on brand value in the “brand contact point communication” model, this paper reflects on each value level of brand from the perspective of consumers and explores a new development path for brand communication of the existing Guang embroidery.

¹ Zhang Peng. Key Contact Point Analysis of Brand Communication [D]. Fudan University, 2006.

III. VALUE LEVEL ANALYSIS AND SOLUTIONS OF BRAND CONTACT POINT OF GUANG EMBROIDERY

The model structure of “brand contact point communication” model presents in a radial pattern. The first radioactive wave is involved with 6 main benefit points of the brand core value, that is, the corresponding key contact points can be obtained through the observation of consumers. The second radioactive wave is mainly involved with verification and reinforcement of key contact points, so as to reduce consumers' own consumption risks. The corresponding

“Brand contact point communication” model vividly presents that: when consumers contact numerous information of a brand, the evaluation and experience system in their mind produces actinomorphic associating condition in "Fig. 1". Therefore, in order to conduct effective brand communication, the first thing is to apply for the actinomorphic contact point

condition of value level of the 6 main benefit points of the first radioactive wave is: the model structure of “brand contact point communication” shows radial pattern. The corresponding six kinds of main value level of contact point in the first layer is: functional value corresponds to contact point of functional benefits, beneficial value corresponds to contact point of using benefits, cultural value corresponds to contact point of symbolic endorsement, personality value corresponds to contact point of personality reflection, affectivity value corresponds to contact point of desire and craving, and convenience corresponds to contact point of convenience value. communication in the first layer, analyze what the values in each layer in the functional, benefit, convenience, symbolic endorsement, personality, and emotional aspects brands can bring to consumers, and analyze what the emphasis brand itself has put and what problems it has faced, and think how to enhance these values.

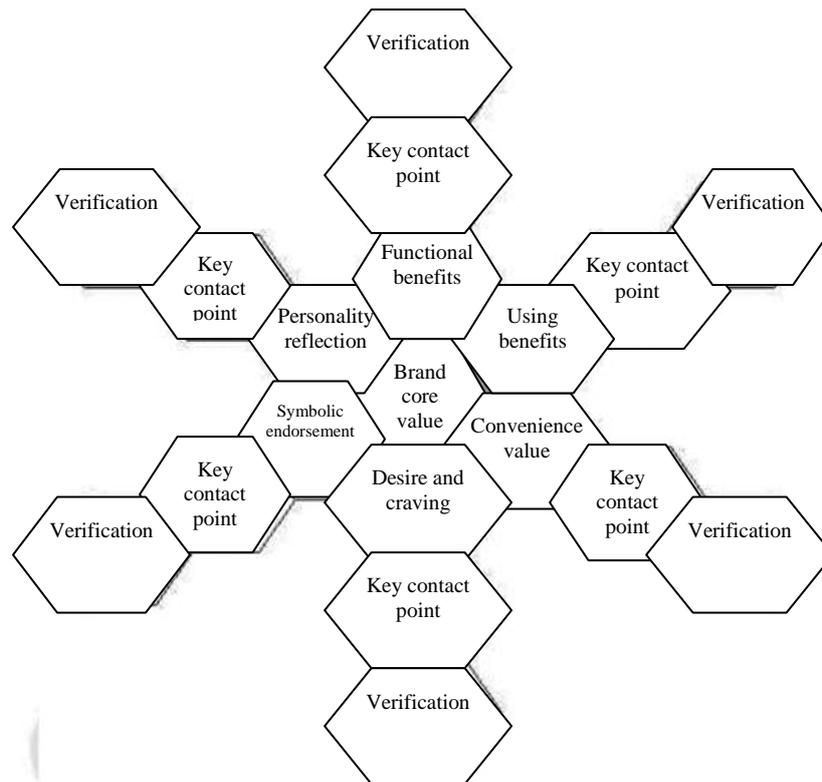


Fig. 1. Model structure of “brand contact point communication” model.

A. Functional Benefits and Using Benefits

Guang embroidery has practicability and ornamental value in the aspect of functional benefits and using benefits, and can be specifically divided into three categories, namely, daily necessities, offerings and ornaments. At the same time, it still has cultural connotation and collection value of intangible cultural heritages.

Generally, Guang embroidery maintains its traditional functions, and its positioning tends to be art collections. Therefore, as a whole, the information conveyed by its contact

point of functional benefits and using benefits still remains at the level of carrying forward traditional culture. Facing a large number of similar products in the market, the basic function and special use value of Guang embroidery are difficult to stimulate consumers' desire to purchase, resulting in the decline of competitiveness of existing Guang embroidery brand and limited brand value communication. As a means to bring more functional value and beneficial value for the product, product innovation design is exactly suitable for solving the existing dilemma of brand value building of Guang embroidery, which is conducive to the information spreading of the corresponding contact point in the two value levels.

In terms of design innovation of Guang embroidery, the following three aspects can be carried out:

- To increase product categories: the detailed form of presentation of Guang embroidery should be open. It can increase some product categories well received by different groups on the basis of original product categories, such as scrapbook and antique headwear which are popular among young people and the knickknacks well received by children and so on. Even for different groups, they can find products that are in alignment with themselves in the categories of Guang embroidery.
- Product innovation: bring forth new pattern for the products in single category, such as embroider theme and color assortment, and all the patterns, to some extent, can show their modern fashion. It can also innovate the usage mode of products according to the life situation and lifestyle of the modern consumers, so as to close to consumers' life.
- To expand market: in addition to the products produced by themselves, Guang embroidery can also cooperate with other product brands. For example, design Guang embroidery pattern on the clothes of high-end clothing brand. This method will not only improve the level and lasting appeal of clothes, but also enhance the brand recognition of Guang embroidery.

In fact, there are successful innovation cases in the development history of Guang embroidery. For example, in the past, with the increased demand of overseas market, Guang embroidery absorbed the painting principle of western oil painting to develop its products, which were recognized by western people. Nowadays, a large number of products of Guang embroidery are exported to overseas in "Fig. 2". Students of Guangzhou Academy of Fine Arts carry out design innovation for Guang embroidery in "Fig. 3". They artistically combine Guang embroidery with leather product by taking the articles in people's daily life, such as brush pot and folder, as design carrier, which conveys a kind of fashionable and high quality modern sense of design and attracts the attention of many young people.

Design innovation has improved functionality and benefit of Guang embroidery, deepened the information spreading of contact point of functional benefits and using benefits, and finally conveyed its special product concept and traditional cultural connotation to the consumers. It further expands consumer groups, improves economic benefits, and achieves the transmission of cultural value while developing the market. Design innovation can make Guang embroidery keep vitality.



Fig. 2. Tippet of Guang embroidery exported to Spain (image from the network).



Fig. 3. Student's work of Guangzhou Academy of Fine Arts (image from the network)

B. Symbolic Endorsement and Personality Reflection

As intangible cultural heritage with the characteristics of Guangdong traditional culture, the strong brand of intangible cultural heritage and cultural attribute of Guang embroidery have formed individual impression that differs from other general commercial brands, which also constitutes the key contact points for the current operation of the related brand of Guang embroidery. Through the survey, it can be seen that the current market positioning of Guang embroidery concentrates on high-end products and artworks, and in a sense its own characteristics reflect a kind of cultural connotation. This makes consumers' impression for Guang embroidery brand

have always stayed at: tradition, vintage style, artwork and other aspects, and this kind of stereotype only has narrow consumer groups. To expand the market in the future, under the condition of maintaining our own culture characteristics, it should redefine the brand image of Guang embroidery in the hearts of consumers and shape its brand personality with modern sense that is popular with the public through the overall image design.

According to the survey, at present, the contact points of symbolic and personality information of Guang embroidery that most consumers have received are: related brand websites, brand stores and product packaging of Guang embroidery. Therefore, it can strengthen its visual planning and design from these three aspects.

- **Website design:** at present, the website design of related brands tends to put emphasis on information presentation but ignores the representation of visual style. Therefore, it can design the website from these three aspects, namely, visual element, interactive dynamic effect and brand VI. In this way can make it present distinct qualities, form memory characteristic of brand, embody integration of ancient and modern sense and build its brand personality.
- **Brand store design of Guang embroidery:** most brand storefront designs of Guang embroidery are inclined to exquisite and vintage surface, but it is easy to convey the single brand personality information of “traditional artworks” to the consumers, therefore, store decoration can redesign these vintage elements and present modern sense.
- **Packaging design:** packaging is conducive to spreading the personality of Guang embroidery. It fully presents the selling points of Guang embroidery and shows art and sense of quality.

There are many cases at home and abroad that traditional culture is repackaged and then gains success, such as Japan Handmade, a time-honored brand that integrates six local handicraftsmen and traditional handmade, which successfully builds an international Japanese handmade brand image with modern sense to the consumers. Relying on the peculiarity and uniqueness of the Forbidden City culture, the Palace Museum in China builds an interesting, practical and interactive culture creative brand in the heart of consumers. They have brought consumers closer to traditional culture, effectively spreading the related contact points and pushing these traditions into people's lives. "Fig. 4" is the official website of Japan handmade. The LOGO design, webpage hue and picture processing show its peculiarity which ideally integrates with modern sense. "Fig. 5" is the website design of the Palace Museum and cultural and creative experience hall design, showing the integration of fashionable and traditional elements. Moreover, it has maintained coordinative unity of modernity and tradition in the overall image, therefore, it may be an efficient path for Guang embroidery to enter people's life again.

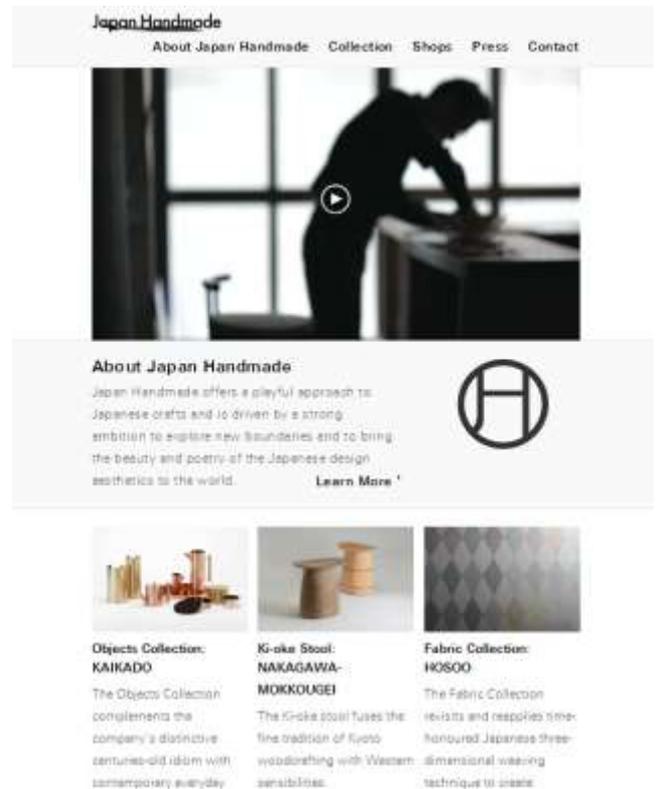


Fig. 4. Japan handmade official website (<http://www.japan-handmade.com/>).



Fig. 5. Cultural experience hall of the Palace Museum (image from the network).

C. Desire and Craving

The emotionality of Guang embroidery is mainly reflected in: both its pattern and content have a good implied meaning and make people feel good luck. As an expensive artwork, it meets the demand that purchasers show their own living standard.

Although contemporary consumers, especially the group of young people, can roughly understand the artwork characteristics of Guang embroidery through brand promotion information, as a traditional handicraft, Guang embroidery cannot make people realize the good meaning of its content that have been handed down from the ancient times and is difficult to produce more affective association. In order to convey the emotional meaning of Guang embroidery to consumers, it is necessary to stand at consumers' perspective, integrate interests of consumer, transmission approach, situation and cost to think about the problems, and transmit the information to consumers in a more receptive way.

For example, the cultural and creative product of the Palace Museum: spinal animal ruler in "Fig. 6". Under normal circumstances, the related arrangement mode and knowledge of spinal animal decoration on the buildings of the Palace Museum can get people across only in the way of popularization of science and explanation. The designer applies these elements to the mould of ruler, and the interesting and unique appearance and IP of the Palace Museum attract consumers to purchase these goods. The consumers learn about the relevant cultural knowledge when using these goods, therefore, it is a natural process for information dissemination. Guang embroidery can convey straightforward implied meaning as one of purchase decisions for consumers to purchase these goods, and this method can attract more concerns from consumers.



Fig. 6. Spinal animal ruler (image from the network).

D. Convenience Value

Convenience value refers to the convenient degree for consumers to purchase goods, and it is an important aspect to evaluate the whole value of serving products.

The sales subjects of Guang embroidery are shown in Diagram 5. It can be seen that there are not many marketing channels, mainly based on sales of scenic areas and offline

entities. There is nearly no official online purchase channel. For tourists, scenic areas are the places for them to get convenient purchase, however, most consumers are in a relatively passive situation when they understand the brand, understand the product information, and purchase goods.

With the accelerated pace of life and the popularity of the Internet, the Internet has become an important sales channel. Its shopping process includes many brand touch points, that is, an interface can include brand information dissemination, product information dissemination and purchase channels.

"Fig. 7" and "Fig. 8" shows the shopping APP of Guang embroidery designed by research group, and its functions include the history introduction of Guang embroidery, special embroidery introduction of Guang embroidery, shopping mall, product recommendation through test, online experience enrolment (Guang embroidery DIY) and so on. Such an Internet-based sales platform APP is not only a shopping channel, but also a service process design that makes consumers experience and purchase goods from incomprehension. By promoting the brand concept to consumers through online and offline service combination, it not only provides consumers with convenient way of understanding, page selection and purchase channels, but also spreads the contact points of multiple brands at the same time.

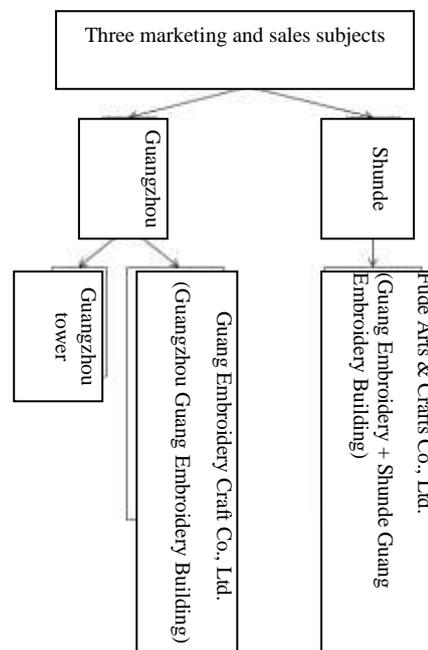


Fig. 7. Sales subjects of Guang embroidery (drawn by the author).



Fig. 8. Shopping APP of Guang embroidery.

IV. CONCLUSION

Brand is a kind of intangible asset. Only by using the brand to create the popularity, reputation and influence of Guang embroidery can it be exchanged for continuous market benefits. Through the above analysis for values of Guang embroidery in different levels, it can be seen that Guang embroidery is a traditional handicraft with regional characteristics. Cultural property is its inherent attribute. Cultural property and functionality are its support points and basic selling points. However, like the most brands, in order to stand out from many similar products, this product should have its own benefits and brand personality. With these four advantages, it is conducive to improving affection and convenience. The six factors are interdependent and promote each other. At the current stage, the brand building of Guang embroidery has always focused on its own cultural property and functionality. Under the premise of focusing on consumer demand, the breakthrough of brand building of Guang embroidery lies in its beneficial value level and personality value level, and the value of these two levels can promote the information spreading of contact points of personality reflection and using benefits. Therefore, it can improve its affectivity value level and convenience level and promote the spread of related contact points, allow consumers to pay attention to and promote the development of traditional handicrafts, achieve the combination of traditional handicrafts and modern lifestyles, bring Guang embroidery into the lives of the people, enhance the brand awareness and better inherit Guang embroidery.

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