

Research on the "Implanted" Model of Tourism Advertising in City Brand Promotion under the Strategy of Guangdong-Hong Kong-Macao Greater Bay Area

Chunyue Zhao

Zhuhai College of Jilin University, Zhuhai, China

Abstract. Based on the analysis of the development strategy of Guangdong-Hong Kong-Macao Greater Bay Area and the successful cases of brand promotion of city at home and abroad, this paper starts from the action mechanism of integrated marketing theory and product placement, this paper explores the city brand positioning and city characteristics of Guangdong-Hong Kong-Macao Greater Bay Area, study the "implanted" model of tourism advertising, and how to achieve the integration of the city's brand this special carrier and convey information, it will have important guiding significance for successfully promote city brand and boosting city economic development.

Keywords: the strategy of Guangdong-Hong Kong-Macao Greater Bay Area, city brand promotion, tourism advertising, "implanted" model.

1. Introduction

The brand is great intangible assets for the city. Reasonable city brand positioning can manifest the city's personality and reflect the city's function, emotion, space, resources and cultural connotation. With the implementation of the strategy of the Guangdong-Hong Kong-Macao Greater Bay Area, cities in the bay area urgently need to build city brands with their own characteristics to enhance the city's recognition and influence.

2. The Strategic Characteristics of Guangdong-Hong Kong-Macao Greater Bay Area

Guangdong-Hong Kong-Macao Greater Bay Area is a bay area economic belt composed of Hong Kong, Macao and nine cities of Guangdong; it is an important space carrier for the country to build a world-class city group and participate in global competition, Guangdong-Hong Kong-Macao Greater Bay Area is new measures for China deepening its opening up to the outside world and forming a new pattern of comprehensive opening up, and it is new practice to achieve high-quality economic development and promote "one country, two systems." The integration of cities of Bay Area will be comparable to the New York Bay Area, the San Francisco Bay Area and the Tokyo Bay Area in the future.

The shipping ports, professional service industries, vigorous innovation highlands and strong industrial clusters in Hong Kong, Guangzhou and Shenzhen are concentrated at Guangdong-Hong Kong-Macao Greater Bay Area, which not only make Greater Bay Area have the logistics advantages of multimodal transport, clear division of labor, achieve resource sharing and complementary advantages in the area, but also have leading new energy vehicles and 5G etc. The strategy of Guangdong-Hong Kong-Macao Greater Bay Area proposes a new direction for China to develop a metropolitan area, vigorously develop innovation and technology cause, raise emerging industries, and explore regional coordination. Combining the realistic foundations and conditions of Guangdong-Hong Kong-Macao Greater Bay Area, strengthening the city brand construction in Greater Bay Area, it is conducive deepen exchanges and cooperation between the Mainland and Hong Kong and Macao, achieve mutual benefit and win-win, and inject new energy into the development of Hong Kong and Macao, and enhance the competitiveness of the cities of Bay Area. Giving full play to the "implanted" role of tourism advertising in brand promotion can bring limitless wealth to cities and country.

3. Characteristics of Product Placement

Product placement are spreads in the form of actor's lines, copywriting, scenes, etc., and are applied subtly to movies, televisions and other information media, and are well integrated with the media to make advertising communication achieve the best results. Because the audience has a natural resistance to advertising, it can reduce the audience's attention to the product placement by using the hidden or non-explicit way to deliberately integrate products or services and relevant information into the movie or the emerging media, thereby dispelling the alert mentality of the target audience. As the people deeply understand product placement, gradually make target audience grasps and accepts the operational means of product placement in the process of appreciating and acknowledging to the film, and finally enables the medium of the product placement to effectively display the advertisement information, this can also impress the target audience and subtly achieve the purpose of marketing.

In essence, product placement is a compulsory advertisement. In the communication process of product placement, the media awareness of the advertisement information for the audience and the acceptance and recognition of the audience for the advertisement information will ultimately affect the communication effect of the advertisement. Product placement can skillfully enable target audiences to unconsciously accept product information without disturbing or diluting the brand and media. At the same time, the audience contacts the media for the purpose of directly obtaining information, often unintentional to the invisible "implanted" information, which can alleviate the audience's resistance to a certain extent and achieve good advertising communicating effect.

4. The Generality between Tourism Advertising and City Brands

The city brands aggregate the function, concept and overall value orientation of a city, which embodies the core competitiveness and driving force of the city and can provide added value to the city. Scientific and reasonable promotion of city brands directly affects the concentration and direction of city resources, determines the quality of a city, and it is the invisible driving force for city economic and social development. City brands can reflect the city's characteristics, shape the city's good image, enhance the city's charm, city brand awareness and citizen recognition, form the common values, spiritual will and code of conduct of the citizens, promote city marketing in an orderly manner, and realize added value of city value and sustainable development.

Tourism advertising is a tangible identification element in city brand promotion and an important business card for city brand promotion. Both city brands and tourism advertising have relatively stable target audiences – the public. Tourism advertising is reasonably "implanted" in city brand promotion, which is conducive to form linkage with city brands. Starting from the promotion of city image, city information communication and target audience's experience, the audience's contact with advertising information is increased, thus obtaining the enough attention of target audience, improve the arrival rate of the advertising target audience, and enhance the audience's cognitive effect on the advertising. Product placements are different from traditional tourism advertising; their implant in city brand promotion is not limited by time, the direct contact target of the audiences is city brand promotion, the information received indirectly is the "implanted" tourism advertising, for cities that develop cultural tourism as the leading industry, the purposeful "implanted" tourism advertising will help to enhance the brand influence of the city and promote city economic construction and social development.

5. "Implant" Mode of Tourism Advertising

The "implant" of tourism advertising makes the city brand resources to be fully developed and utilized, so that it can meet the information communication, interactive experience and visual experience among the urban environment, tourism advertisers and target audiences. The "implant" of tourism advertising can enhance the brand value and popularity of city brands on the basis of shaping city brand image, and close the distance between tourism advertising and target audiences. Product placement has a high dependence on the media, which can integrate the representative audition brand

symbols of products and their services into various media, and can get rid of the limitations of traditional advertising time and layout, and make the target audiences and advertising products get more full contact, unconsciously process and integrate fuzzy tourism advertising information, get higher attention of target audiences, and achieve marketing purposes.

The goal of tourism advertising is to promote the city image and convey the city information in the process of city development. The tourism advertisements are standardized in combination with advertising release and human environment, and integrate and plan the contents and style of tourism advertising; tourism advertising, urban environment and brand promotion are integrated and developed. Relying on the development strategy of Guangdong-Hong Kong-Macao Greater Bay Area, the targeted “implant” tourism advertising as the theoretical guidance, from the implanted object—tourism advertising, implant media—urban brand, implant method—hidden implant, dominant hidden implant and dominant non- hidden implant, system conceptual models are established, through the detail implant, main line implant and background implant, the product or brand is visually implanted into the city brand, its purpose is to meet the needs of the target audiences for the special "product" of the city, and achieve the fit between tourism advertising and city brands. “Implant” integrates many disciplines and emphasizes the coexistence of city brands and tourism advertising. Tourism advertising "implant" must not only analyze its own development needs, publicize tourism products or tourism brands, consciously make the target audiences subtly accept and form memories through media carriers; and analysis from the external environment, strengthen the "eyeball effect" and obtain more high arrival rate, exposure and freedom, and expand market share and influence. So it more attract the target audiences, make the embedded content consistent with the media, propose theoretical guiding principles and design methods for urban image promotion, and make a prospect for the future development of this model.

6. Conclusion

It can be foreseen that tourism advertent are carried out with city brand promotion, and the advertising information is quickly and directly transmitted through the “implant” this initiative, in-depth, flexible and infiltration marketing mode. The city brand resources are fully developed and utilized and obtain a wide range of city brand identity, while meeting the city image promotion, city information communication and visual perception of the target audiences in Guangdong-Hong Kong-Macao Greater Bay Area. Under the strategy of Guangdong-Hong Kong-Macao Greater Bay Area, “implant” of tourism advertising in city brand promotion will carry more cultural connotations, city brands can be promoted while achieving travel advertising appeals, the popularity and influence of the city are expanded, and economic construction and social development of Guangdong-Hong Kong-Macao Greater Bay Area are promoted.

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