

Current Situations and Measures of Regional Brand Spreading in China-----Take Shandong as an Example

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Abstract. Core competitiveness of regions mainly counts on its brand resources, and regional brand spreading is a vital part in the construction of regional brand. To take Shandong Province as an example with Detail Analysis Method, this passage aims to discuss on problems of regional brand spreading in China such as lack of strategic coordination and integration and spreading bodies and ways being too simple. Therefore, it is badly needed to pay more attention to making and managing of regional brand strategies, new types of spreading tools and brand spreading mechanism which can be taken part in by the whole public.

Introduction.

The contemporary society has set foot in a sign-oriented consuming era in which a brand, as an intangible combination and carrier of main attribute, benefit, value, culture and individual characteristic, has been a significant principle for consumers to purchase as well as a sharp instrument for enterprises to participate in the market competition. At present, a brand has never been limited within the scope of enterprise or product, instead, a nation, a city or a region can also be a brand. Economic globalization has further displayed the functions and advantages of regional brand. Power of a brand, an enterprise or a city is finite, however, the effect of “two Ones are more than Two” can be acquired with the integration of regions and industries. How to execute regional brand spreading will be a heated issue worth focusing.

Region brand and its spreading.

Regional brand, as a performance of some comprehensive functions such as ecological environment, economic vigor, cultural deposit, mental qualities and value direction, is a kind of value which can be shaped and sensed through historic traditions, regional cultures, folk custom, citizen styles, regional symbols, regional features and economic columns. That is to say, regional brand combines all vigor of regional economy, society, culture and natural resources and also is summation of tangible capital as well as intangible capital. Compared with enterprise or product brand, regional brand is more magnificent, comprehensive and complicated. According to the difference of its fundamental facets, regional brand can be classified into two kinds.

The first kind is shaped on the basis of industry group. Industry group, as a special connecting form through which enterprises within the same group are able to exchange with each other. In addition, this kind of regional group allows enterprises to own much more quality, professional and valuable information with lower cost. Professional coordination and cooperation between enterprises decreases trade cost, make industry group evolve into a “united carrier style” structure and realize the advantage of integrated resources. Moreover, it also intensifies the competitiveness of enterprises in that industry group and will be an important way for further developing regional brand. In industry group always gather a large number of service enterprises and technological support enterprises, such as consulting companies, field associations and some influential universities and labs which play a significant role in strengthening the research and cultivation of new technologies and helping enterprises achieve more success in the future.

The second kind of regional brand may be called “administrational region”, such as provinces and municipalities or some large regions like Yangtze River Delta which is closely connected with economy, politics and culture. This kind of regional brand, bordered by administrational regions, including enterprise brand and product brand developing from industry group, is the appearance of external features and internal value of the comprehensive power involving regional economic vigor,

cultural deposit and ecological environment. To take Hangzhou as an example, gathering together silk, tea, West Lake as well as some other famous relics, it is well- renowned both at home and abroad and named “ Paradise on Earth”. As known to us all, regional brand spreading is to spread a regional brand. What Philip Kellett has claimed about regional marketing is meaningful to the spreading of regional brand. From his point of view, it will better strengthen the economy of a region and attract more potential clients in a more efficient way to regard a region as a market-oriented enterprise and make the promising future of a region an attractive product. Regional brand spreading may be understood like the following. In order to intensify the brand recognition degree among the public, the main bodies and the sponsors will combine all advantage resources like economy, society and nature to implement various spreading ways to promote the regional brand.

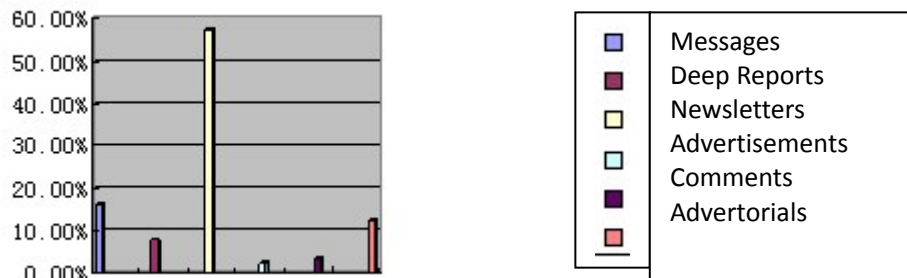
Major problems involved in the regional brand spreading of China.

In terms of ways of regional brand spreading, media spreading like television, Internet, newspaper and magazines, public spreading like news press, government purchasing as well as men’s spreading like travelling, public praise and assemblies are included.

This passage, applying detail analysis method and setting Shandong as an example, will analyze the current spreading situations and problems. As one of the most widely subscribed newspapers by government, Guangming Daily is a nationwide and comprehensive newspaper and well renowned both at home and abroad. To search for the various news reports about Shandong from 2007 to 2011 in Guangming Daily, we will research the spreading tendencies and priorities and analyze them by SPSS.

Report ways of regional brand spreading.

As to the news about Shandong, Guangming Daily takes newsletters as the major ways while deep reports, comments and advertisements are in the minority. Graphs are as the following:



Report ways of brand spreading in Shandong

Analysis of main bodies in the brand spreading.

Main bodies of regional brand spreading include governments, enterprises, social organizations and the social public who will make a difference in the process of regional brand spreading. As the administrators of a region, governments outline developing plans and strategies and create favorable conditions for the spreading of brand as well as its construction. Taking advantage of the landscape and cultural resources of Shandong, Traveling Bureau of Shandong Province creates a regional travelling brand called “welcome to Shandong”, efficiently combining resources of all municipalities of the whole province. Most importantly, it greatly reduces the cost and crisis and expand the influence. Enterprises are a vigorous army of regional brand construction as well as one of the most important parts of regional brand spreading. Fine coordination and cooperation among enterprises in the same region may efficiently break the limits of capital, technique, talent and brand spreading for a single company, further strengthening the competitiveness of regional brand and enterprise brand and making the brand be known all over the world. Field organizations play an indispensable role in enhancing and assisting the spreading of regional brand. For example, it was hard to imagine where the 41st Global Expo will be without the assistance of citizens of Shanghai.

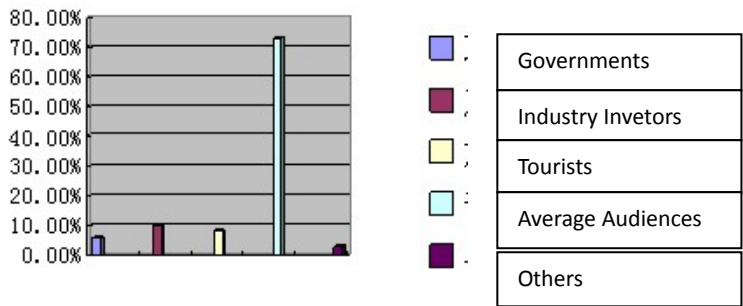
Graph 1 Brand Spreading Main Bodies in Shandong Province

Report body	Provincial Government	Municipal Government	Grassroots Government	Field Association	Enterprise	Institutional Unit	Celebrity	The public
Article Number	32	30	30	2	15	34	5	7
Percent	18.1%	16.9%	16.9%	1.1%	8.4%	19.2%	2.8%	4.0%

To draw a conclusion from the above statistics, there 92 articles about governments of province, municipality and county, accounting for 51.9 percent. Reports about governments of all levels take the advantage positions. The next is institutional unit, accounting for 19.2 percent. However, enterprises, field association, the public and industry group are in the minority.

Analysis on audiences .

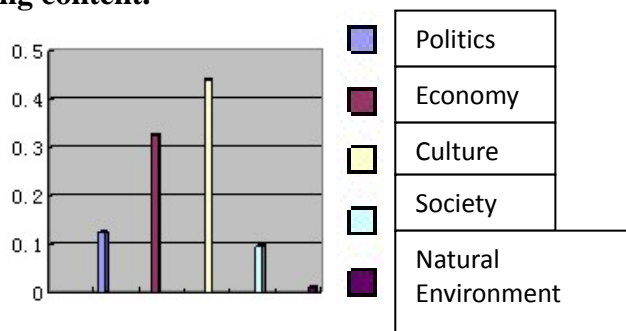
In terms of the audiences in the process of brand spreading, we can classify the audiences into internal audiences and external audiences. Internal audiences are those benefit-related people such as enterprises and citizens who are both the main bodies and audiences of regional brand spreading. The purpose of internal spreading is to increase the recognition and participation of benefit-related people in that region. External audiences include industry investors, tourists, markets and the public. The purpose of it is to intensify the impact and competitiveness of regional brand. Region brands differ from audience to audience. Regional brands such as Yiwu Commodity and Shaoxin Home Textile aim at investors, wholesale businessmen while West Lake and Huang Mount of Anhui aim at tourists from home and abroad. Therefore, it is an indispensable step to analyze audiences and organize spreading activities in a specific way.



Graph 2: Main Body Comparison of Brand Spreading in Shandong

To conclude from the above graph, national average audiences are the main bodies of brand spreading, taking to advantage positions while governments of all levels, industry investors, tourists and others take up a small percentage.

Analysis on spreading content.



Graph 3: Spreading Content Comparison

In terms of the subjects of regional brand spreading, “ Culture” accounts for the largest proportion of 44.1percent. “Natural Environment” accounts for the least proportion, just 1.1 percent.

Analysis on strategies of regional brand spreading.

Brand positioning and managing

Positioning of regional brand is the requisite of developing direction and competitiveness. It is needed to follow the market and combine all resources according to real conditions, creating

extremely characteristic and competitive regional brand which are fully able to satisfy the needs of audiences.

Participation in regional brand spreading for all people.

In comparison with the simple spreading main bodies of enterprise brand and product brand, main bodies of regional brand spreading are diverse. At present, governments of every region take on the vital role of regional brand spreading. What's more, we are supposed to intensify the participation degree of other main bodies. Only in this way can we truly reach the effects of regional brand spreading.

Innovative pattern of regional brand spreading.

First of all, it is necessary to apply modern media to spread regional brand. With the fast development of Internet, brand spreading pattern is greatly changing. Thus, it will be a must to seize favorable situations to spread regional brand. Besides, integration marketing method should also be utilized to spread regional brand.

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