

Research on Shandong Festival Cultural Brand from the Perspective of Cultural Industry Chain

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Abstract: As traditional marketing such as 4P marketing theory suffers more and more doubts, the limitations gradually begin to emerge. With the continuous development of society, consumption The constant changes in demand, the revamp of marketing methods, and the integration of marketing communication theory have emerged as the times require, mainly through the coordinated operation of various communication and marketing methods, the dissemination of a consistent brand image, and the close two-way interaction with consumers.

Keywords: cultural industry, integrated marketing, virtual spokesperson, Shandong

In Shandong Province, almost every subordinate city has developed festivals that can represent the local city atmosphere.

As far as commercial value is concerned, there is still an imbalance in the economic value between the various festivals in Shandong. Lack of effective brand management and systematic brand recognition may become a stumbling block to the continued scientific development of Shandong's various festivals. In the "Twelfth Five-Year Plan" for the great development and prosperity of China's cultural industry issued by the State Council, the 17th National Congress of the Communist Party of China clearly stated that it is necessary to actively develop public welfare cultural undertakings, vigorously develop the great development and prosperity of cultural industries, and stimulate the cultural creation of the whole nation. Vitality, more conscious and more proactive to promote cultural development and prosperity.

The cultural industry

The rise and development of the cultural industry is an important form of economic phenomena. The problems involved in the cultural industry are deeply and effectively studied by scholars at home and abroad, and developed into representative theories, and these theories are also Different key points reveal the evolution and growth path of cultural industries.

The Shandong Festival Overview

As one of the six provinces in the eastern coastal areas of China, Shandong Province has developed economy and rich culture. Both the Jiaodong area and the southwestern Shandong region have formed different cultural atmospheres. On this basis, the seventeen cities in Shandong Province carry a strong Regional characteristics, traditional festivals that can represent local culture have been developed in

various cities, and the use of festivals as one of the ways to expand the visibility and effectiveness of cities can not only promote local culture, but also promote economic prosperity and development. Cultural festivals are also one of the important contents of many cities in China to shape their own brands.

Shandong Festival will be brand integrated marketing

The concept of brand integration needs to be based on the local festivals in Shandong Province. In terms of specific measures, modern brand management theory should be introduced at all levels. Secondly, based on regional folk culture, the cultural character of each festival should be regained. Finally, it is necessary to pay attention to the overall idea of using the cultural and creative industry chain, try to avoid low-level redundant construction, highlight key points and highlight features in the positioning of cultural festivals, and establish a full-fledged and distinctive identification system to be successful. Selling self, using unique regional folk culture charm and public communication, presenting the high-quality brand image of local festivals to the public, thereby enhancing their brand value, in order to gain certain social attention and brand any, and ultimately Realize economic value.

The specific idea of shaping the cultural brand of Shandong Festival is to find a virtual spokesperson's role in the entire Shandong festival activities, forming a way of integration with people, thus forming a way of overall marketing, in many can represent In the character image of Shandong, the image of the Eight Immortals was finally selected. Shandong Province is rich in materials, and there are many representative figures to choose from. The famous people such as the Confucius of the Holy Master, but the ultimate choice of choosing the Eight Immortals, the Eight Immortals represent Eight different characters, Lu Dongbin's celestial wind bones; the iron rusted Li's unkempt face, Cao Guofan's hand holding the yin and yang board, Zhong Han's squatting chest or Han Xiangzi's body smock, from which we can see that the Eight Immortals personality Vivid, lively, lively, and if you make the most of the transformation, injecting the character elements of the new era into the characters, will eventually attract different levels of audience.

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