

# Shenyang Industrial Culture Creative Brand Communication Strategy Research

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**Abstract:** In recent years, with the rapid economic development and the transformation of industrial structure, many cities in China have gradually focused on urban renewal and the transformation of industrial historical buildings. Subsequently, industrial cultural and more attention to more and more attention. As a typical old industrial base, the development of industrial cultural innovation has attracted more attention. Based on Shenyang industry and development present situation, the problems existing in the development of Shenyang industry and briefly analyzed, and put forward the corresponding improvement Suggestions, for the northeast economic development in Liaoning province and industrial culture transmission provides reference model, is beneficial to expand the spread of northeast industrial culture and influence.

## 1. Introduction

Shenyang is a famous historical and cultural city in Liaoning province and an important equipment manufacturing industrial base. With the country's attention to the development of the old industrial base in Liaoning, Shenyang characteristic industrial cultural industry has gradually developed, such as the establishment of cultural space such as Shenyang Tiexi Cultural Industrial Park, which has set up an image for Shenyang's industrial culture. However, the external spread of Shenyang industrial culture only rely on industrial park, industrial culture site entity space construction is not able to improve the image of Shenyang industrial culture, therefore, industrial culture creative development and brand promotion, establish Shenyang industrial culture industry brand will become an important way to promote the development of Shenyang industry culture industry.

## 2. Shenyang industrial culture creative brand research and development status

Cultural and creative industry is an emerging industry in China, which is the integration of creative industry and cultural industry. It emphasizes the creativity of individuals and teams and the participation of local culture. It is an industry that highlights creativity in the development process, makes effective use of cultural resources, and rapidly develops local cultural characteristics. The Shenyang industrial cultural and creative industry formed by the combination of industrial elements and regional culture is the creative transformation of Shenyang's cultural industry, and will also become a feature of Shenyang's cultural and creative industry[1].

Shenyang is earlier city of industrial development, with distinct local culture characteristics, mainly reflected in the industrial sites, research and development of unique products and technologies and, such as Shenyang foundry large sand workshop, vega workers in the village, fengtian spinning factory office site, China's first lathe, the first transformer characteristic industrial elements, Shenyang set up multiple industrial culture creative industries, such as Shenyang casting museum, vega industrial culture corridor, etc. Shenyang in the industrial cultural and creative industry and the establishment of cultural space, industrial elements and cultural creative integration and establish brand image, so as to drive the development of tourism in Shenyang. However, the industrial culture of Shenyang is distributed in all districts, and the industrial culture industrial parks mainly include park visits and tours, in which the industrial development knowledge popularization, product publicity and brand image dissemination are not enough, resulting in the visiting, visiting

and learning people; in the process of industrial development, only using the characteristics of space while ignoring the content of industrialization, resulting in the insufficient awareness of Shenyang industrial cultural creative industry in the public and the lack of publicity strategy.

### **3. Analysis of problems in Shenyang industrial culture creative brand communication**

Shenyang industrial culture brand in the process of brand communication in accordance with the social and economic development reality and brand development actual situation and adopted a series of brand communication strategy, to a certain extent, industrial culture brand itself play the scope of the audience cognition, stimulate city memory, stimulate audience consumption and other positive role, and also in a sense to the spread of Shenyang industrial heritage culture and industrial culture had a positive impact, but these communication strategy in brand communication practice still exist the following problems.

#### **3.1 The positioning of Shenyang industrial culture brand is not accurate**

Brand positioning is the basis for the brand to establish a unique brand image to meet the needs of the target market to distinguish other brands, so as to leave a deep impression in the minds of the target audience. But at the present stage, Shenyang industrial heritage cultural brands have problems in their brand positioning, such as homogenization, unclear, not prominent and biased, which are mainly manifested in four aspects: market positioning, image positioning, geographical positioning and audience positioning[2].

#### **3.2 The industrial symbol utilization degree of Shenyang industrial culture brand is shallow**

In the process of communication, recognition and memory, the brand needs the material carrier to present itself to the audience, and the material carrier makes the brand gradually formalized and symbolic. In the process of communication, the brand uses words, patterns and symbols as direct carriers, aiming to distinguish them from other brands in a simple and direct way. In the process of recognition and memory, packaging, quality, service, popularity and reputation are used as indirect carriers, so that the audience can have a favorable impression and a tendency to choose the brand.

Brand recognition system is an important basis for the audience to distinguish the choice between other brands. Therefore, having brand symbols with characteristics and high recognition is the basis for effective communication of the brand. And Shenyang industrial culture brand in the brand identification strategy has the lack of industrial elements and packaging is not unified problems, making the industrial culture brand in the process of recognition and memory has a certain difficulty.

#### **3.3 Shenyang industrial cultural brand of cultural advertising lack**

Advertising is one of the important means of brand communication. General commercial advertising shows the information of brand products, services, differences and positioning to the target market with refined content, providing the basis for consumers' choice and consumption. Cultural brand in the process of development and spread not only need to shorten the distance between the brand and consumer commercial advertising, more need to brand culture, brand concept in a way of mass culture advertising spread to have common cultural identity, cultural literacy audience, in order to improve the competitiveness of the brand, reputation, loyalty consumption expected cultural advertising.

"Cultural advertising is the appendage of the cultural industry, is a kind of production, circulation, exchange, consumption of goods, gradually developed and expanded into an industry, has its own space to adapt to", that is to say, cultural advertising is to a certain extent the extension of cultural brand commercial advertising[3]. The communication media used in the process of communication also includes printing media, TV media, broadcasting media, outdoor media, digital media, which means that it is generally manifested in four forms of picture poster, text, audio, and video. The difference between cultural advertising and commercial advertising lies in the specific content of advertising creativity, cultural advertising carries brand attributes and unique culture, and

attracts the attention of the audience with the common emotions within the culture. Therefore, cultural advertising focuses on emotional advertising to meet the audience's unique emotional needs for culture. In addition to emotional resonance with the audience, cultural advertising, but also used in brand image building, with cultural connotation to improve the brand image, highlight the brand culture and unique concept, and then occupy the audience's mind.

Therefore, cultural advertising can be shown in different media form of advertising, emotional advertising and image advertising three aspects, and in terms of Shenyang industrial heritage culture brand, its existing cultural advertising is not complete can even think of the serious problem of lack of cultural advertising, in the process of communication did not realize the importance of the cultural brand, its main problems concentrated in cultural advertising form drab, industrial culture kernel emotional performance, brand image establish fuzzy, and so on and so forth.

### **3.4 The media linkage effect of Shenyang industrial culture brand is poor**

As the industrial culture brand of Shenyang has grown up under the attention of the government, it is bound to be the object of the mainstream media reports, actively improve the recognition and reputation of the industrial culture industry, and provide cultural assistance for the economic transformation of Shenyang. At the same time, as cultural brands develop in the new media era, they will naturally take the initiative to spread brand information on we-media platforms. Therefore, in the process of communication, Shenyang industrial culture brand uses the communication strategy of mainstream media and we media linkage communication, but in this process, there are problems such as weak special reports of mainstream media, slow response of we media, and poor linkage effect between the two.

### **3.5 The reputation effect of Shenyang industrial culture brand has not been formed**

Interpersonal communication is a way of communication that cannot be ignored in the process of brand communication. It relies on the audience's experience of introduction, recommendation and release on public platforms. And to some extent, it is a relatively fast communication mode to contact the target audience. Research found that most of the problems of Shenyang industrial culture brand in interpersonal communication are reflected in the communication process of the industrial culture brand in the exhibition hall, mainly manifested in the few audience experience activities and the poor service consciousness of the exhibition hall staff and poor maintenance of facilities, resulting in poor audience perception and little interest in the brand.

## **4. Suggestions on the optimization of Shenyang industrial culture brand communication strategy**

According to the specific problems in the use and implementation of the communication strategy of Shenyang industrial culture brand, the optimization suggestions for the correction and deepening of its communication strategy are as follows.

### **4.1 Brand positioning strategy: highlight the style of industrial culture brand**

Brand positioning is the basic work of brand communication. Chinese marketing scholar Lu Taihong once recommended the book "Positioning" said: "Today, the word " positioning " has become one of the most important, the most widely used and frequent strategic terms... and has surpassed the professional category of marketing, risen to a universal, broad way of success." The success of brand communication should also start with brand positioning. Shu Yongping believes that "brand positioning is according to the psychological needs of target consumers, to determine their own market position or the psychological position of consumers", which needs to position the brand from two perspectives of product and target. As a cultural brand, Shenyang industrial cultural brand has its special positioning, which needs to consider the real situation of the communication and acceptance of brand culture in the market[4].

The core content of Shenyang industrial culture brand dissemination in the process of communication should be the most differentiated brand concept and the most attractive brand added

value. In the process of communication, each brand needs to highlight its own personalized value and connotation, and spread the brand concept of industrial culture brand and the positioning of the brand according to the market to the target audience, so that the brand can be recognized, distinguished, remembered and selected, so as to bring benefits and premium to the brand. Therefore, before the dissemination of Shenyang industrial culture brand should first have a clear market positioning, image positioning, and need to add a unique geographical positioning and audience positioning with urban memory, in order to seize the unique market in the competition of cultural brands.

#### **4.2 Symbol communication strategy: to increase the impact of the industrial culture brand**

Symbol is an important way to express brand information, and symbol communication has therefore become an important means of communication in brand communication. Symbol transmission is the essence of the brand culture information display and spread, symbol is the cultural connotation of refined expression, is the best application of cultural elements and arrangement, "make the recipient on the visual and psychological produce specific feelings and lenovo" "attract audience attention, make them quickly establish the impression of the logo name, contribute to consumer consumption action".

After finding the core value of the brand, Shenyang industrial culture brand also needs a symbol identification system that is easy to remember and serve the brand culture and brand connotation. A complete symbol identification system can help the brand to quickly enter the audience's vision and capture the audience's mind in the process of communication. The symbol identification system of Shenyang industrial culture brand only has logo identification and name identification, but lacks color identification and packaging identification. At the present stage, the optimization of the identification and communication strategy needs to innovate the brand logo, add brand color and unified brand packaging.

#### **4.3 Content communication strategy: emphasize the story of the industrial culture brand**

Content communication strategy is the most commonly used communication strategy for cultural brands to spread their own culture and highlight their own characteristics, including advertising content communication strategy, exhibit content communication strategy and creative content communication strategy[5]. For Shenyang industrial culture brands, the content communication strategy is to highlight the cultural value and cultural characteristics of the industrial age, attach importance to the expression form of industrial stories and pay attention to the reasonable expression and creation of cultural brand stories, and widely attract the target audience through the common cultural emotions.

#### **4.4 Media communication strategy: to realize the video transformation of industrial culture brand**

Brand communication of media communication strategy is the direct cause of the rapid effective spread of brand information, brand of alternative media and vehicle comprehensive investigation, based on their basic characteristics, form the dissemination of the media combination system, form to spread media as the main body, multi-level use of other media carrier vehicle organic communication system, achieve the best configuration of media vehicle resources, form a synergistic effect, this is the fundamental content of the media combination ideas. Therefore, while the selection of Shenyang industrial culture brand in the media, it should also take into account the richness of its expression in various media.

### **5. Conclusion**

As a regional culture brand, the purpose of Shenyang industrial culture brand is to take the new image of an industrial culture area with "industry, harmony and development" deeply into the hearts of the people, and vigorously spread the urban memory and regional industrial culture on the basis of promoting the industrial transformation of Shenyang. Research culture brand communication

strategy and put forward optimization Suggestions is to highlight the industrial culture, especially the industrial heritage culture, guide the new cultural tendency and trend direction, to protect the Shenyang city memory, spread Shenyang city industrial culture have positive influence at the same time, also for the industrial culture brand building to provide reference case.

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