Research on the Communication Strategy of Characteristic Town Brand

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Abstract

In the information age of Internet +, characteristic towns are constantly rising and the competition is increasingly fierce. Only by excavating the characteristics of characteristic towns, making clear the main body of communication, accurate communication object, strengthening the role of gatekeeper, optimizing the content and method of brand communication, and evaluating the communication effect in time, can we build an effective characteristic town brand, enhance the brand influence, make it conform to the market demand, and then provide useful enlightenment for promoting the development of characteristic towns.

Keywords

Characteristic town; brand communication; communication strategy.

1. Characteristic Town

The town with Chinese characteristics originated in Zhejiang Province. In October 2014, Li Qiang who is the governor of Zhejiang Province, proposed when visiting Yunxi Town:" Let Hangzhou have a beautiful town with special characteristics, and there are more innovative 'colorful clouds' floating in the sky." This is the first time that the concept of "characteristic town" has been mentioned. At the end of December 2015, general secretary Xi Jinping made important instructions: "we have a brilliant future in building characteristic towns and small towns, which are of great significance to economic transformation and upgrading and new urbanization."In October 2016, the guiding opinions on accelerating the construction of small towns with beautiful characteristics issued by the national development and Reform Commission defined characteristic towns as "mainly referring to the innovation and entrepreneurship platform focusing on characteristic industries and emerging industries, gathering development elements, different from administrative towns and industrial parks".As of February 2018, there have been 403 pilot towns in two groups of Characteristic Towns in China, and the number of provincial characteristic towns created in various places has exceeded more than 2000.

Characteristic town refers to a comprehensive development project that "relies on a certain characteristic industry and characteristic environmental factors (such as regional characteristics, ecological characteristics, cultural characteristics, etc.) to build with clear industrial positioning, cultural connotation, tourism characteristics and certain community functions.". It is a new urbanization mode of integration of tourism scenic spot, consumption industry cluster area and new urbanization development area. [1]

2. Communication Strategy of Characteristic Town brand

2.1. Define the Main Body of Communication and Interact with Each Other

In brand communication, the main body of communication is mainly responsible for the collection, processing and transmission of brand information. The first step of brand communication needs to define the main body of communication.Generally speaking, the main body of communication is the individual or organization of the brand owner. However, different from the ordinary commercial brand, building a characteristic town brand can not only rely on the strength of the government, but also include every individual closely related to the characteristic town into the scope of the communication subject. The communication of characteristic town brand needs the participation and positive interaction of all stakeholders. The government, residents, local related enterprises and so on, as the main body of communication, should not only make clear their main identity, but also make clear their communication responsibilities in brand communication. The town government takes the leading position, controls the overall situation, and is responsible for the layout of the whole characteristic town. The local related enterprises mainly refer to the enterprises that have won the project of characteristic town and survive relying on the local characteristic industry, and have direct interests with the brand of characteristic town. In the brand communication of characteristic town, they belong to the active communication subject. Residents should also pay attention to the brand communication of characteristic towns, and let them also realize their "subject" identity. By integrating the characteristics and capabilities of each communication subject, let them all participate in the process of brand communication, so that the brand construction of characteristic town will be more dynamic. [2]

2.2. Spread the Object Accurately and Be Targeted

The object of communication is called the consumer in the brand concept, that is, the object or audience of information transmission. Who are the main consumers of specialty towns? What kind of person is it? Qiao Runling (an expert on small towns and urbanization research in China) gives the answer: the main consumers of characteristic towns are the middle class. In-depth analysis of this group of people, they have a medium income level, a good education foundation, and professional professional ability. The source of income is mainly wages. They also have a fixed leisure time, pursue a higher quality of life, pay attention to their personal image, and desire social recognition. When brand towns carry out brand communication, they should focus on the target group and accurately portray the objects of communication. Find the starting point for the emotional resonance of the characteristic small town brands, grasp the psychological needs of the objects of communication in the packaging of the characteristic small town products, and make the most suitable communication plan. It is also worth paying special attention to the widespread misunderstanding of brand communication, that the more the target of communication, the better the brand's visibility. When selecting target consumers, everyone is included in the target of communication. In fact, this is counterproductive. The communication target is imprecise, and the communication plan cannot highlight the personality.The subsequent communication effect cannot be accurately evaluated, and the target consumer may eventually be lost.

2.3. Strengthen the Role of Gatekeeper and Control the Content of Communication

Gatekeeper is the person or algorithm that selects information. The theory of "gatekeeper" was first put forward by Kurt Lewin (1947), one of the four founders of American social psychologist and communication science, in the article "channels of group life". According to Lewin, the flow of information is carried out in some channels containing "gate areas". In these channels, there are some gatekeepers. Only information that meets the norms of the group or the value

standards of gatekeepers can enter the communication channels.In the process of brand communication of characteristic town, the role of gatekeeper is indispensable. Gatekeeper should select the content which is beneficial to the development of characteristic town brand according to the law and standard of brand communication. The characteristic town has certain particularity, not only the product of commercialization, but also has certain political nature. The local government has a great degree of control power over the characteristic town,so it is the local government that acts as the gatekeeper of the brand communication of the characteristic town. In the process of brand communication of characteristic towns, what kind of brand tone, what kind of brand image is highlighted, what kind of brand story is told, what kind of publicity channel is taken... All these need to be checked by the local government. The brand building of characteristic town is similar to that of general commercial brand building, but also has great difference. It involves a wider range and more complex operation, involving the planning and management of the whole town, the coordination of public infrastructure and the interests of residents, all of which need to be effectively checked.

In 1991, Hugh meek, an American communication scholar, regarded the communication media system as a subsystem of society, and divided the gatekeeping behavior into five levels: "individual, daily affairs of communication, internal organization level, external media, social organization and social system". To strengthen the role of gatekeeper in characteristic towns, relevant measures should be taken from five aspects: individual level, industry rule level, organization level, media system level and social system level,see Table 1 for details.

Table 1. Specific measures to strengthen the role of gatekeeper in Characteristic Towns

Level	Object	Gatekeeping measures
Personal level	Local people	Cultivate brand communication awareness Unified brand concept Cooperate with brand promotion
Industry rules	policy	Conduct brand communication independently Check preferential policies and promotion means Maintain market system Eliminate vicious competition
Organizational level	Developers and enterprises	Control brand positioning and tone
Media system level	Propaganda channel	Supervision and promotion methods and content Guide brand opinion Establish a good brand image
Social system level	Infrastructure	Coordinate public infrastructure, resident management and interests Guarantee the consistency of brand image

2.4. Optimize the Communication Content and Aim at the Content

The competition of characteristic towns is increasingly fierce. After experiencing resource driven and product driven, they have entered the stage of image driven. The brand emerges as the times require and becomes the core competitiveness. For characteristic towns, it is a successful part to find out the target consumers and define their own positioning, and the selection of communication content is of great significance. In the era of Internet, the Internet red economy is rising rapidly. In this trend, brand communication must have excellent content construction ability to deepen user awareness. A good content can create a brand image with unique characteristics and identification, and get rid of the brand "devoid of all people" brought by homogeneous content. Good content comes with its own communication attributes,

attracting the attention of target audiences and gaining a good impression. It can also interact with consumers and turn them into users. Brand communication is the first thing to do with content. Without content communication, the soul will be lost. Although "content is king" is not yet fully accepted, the era of brand communication relying on channels will eventually go away. The importance of content to the audience is self-evident. The Internet, TV, radio, newspapers, magazines, and mobile terminals must provide audiences with multiple ways to obtain content, but no matter how the audience obtains it, people want to see or hear is interested and valuable With soul content, this is their ultimate choice. Disseminate the content of characteristic towns to avoid the mere stubbornness and detachment from reality. In combination with the local natural and cultural resources, consider the people, culture, land, production and scenery of the characteristic towns as a whole from a macro perspective. Planning and careful organization, starting from the creative copywriting, with the help of characteristic activities, to refine the uncommon individuality of communication content.

2.5. Keep Up With the Trend of the Times and Update the Mode of Communication

There are three ways for brand communication in characteristic towns: (1) Dynamic media communication. Dynamic media communication mainly refers to the use of dynamic, modern audiovisual media such as television, movies, and radio to carry out brand communication activities. Generally, this kind of dynamic media communication has the characteristics of wide spread, fast transmission speed, accurate information transmission, etc., which can promote the brand to spread faster and enhance the brand influence. Static media method. The static media method is more traditional. It mainly refers to the use of newspapers, magazines, posters, emails and other static media for brand communication activities. Such as: newspaper advertisements, magazine advertisements, supplementary advertisements, mail shopping, advertising orders, street posters, stadium billboards, urban giant advertisements, etc. The main advantages of the static media method are low price, longevity, wide spread, and targeted transmission. However, the disadvantages of static media are slow propagation speed, easy distortion of information, rigid expression, poor interaction, and small influence. In recent years, although the new media has caused certain substitution and impact on the traditional media, the traditional media still has practical significance for the brand communication of characteristic towns. [3] Network media methods. In the context of the rise of the Internet, brand communication methods are becoming more diversified. These methods allow target audiences to no longer stay on the surface of the brand, but to build more interactive relationships and increase brand participation. To carry out brand communication in characteristic towns, you can establish your own website, open the official Weibo account and WeChat public account, conduct official certification, and provide the public with opportunities and ways to understand the town. In the "Internet +" era, characteristic towns should make good use of live broadcast, self-media, and community marketing to invite industry experts to recommend towns. [3] At present, through the intelligent recommendation function of machine algorithm technology, many platforms include popular Weibo, WeChat friends circle ads, today 's headline intelligent distribution, and vibrato recommendation. Through machine algorithms, target consumers can be identified and brand town content Accurately push to target consumers. Today's society has entered the era of attention-based economy and social communication. A micro-movie, an advertisement, and a slogan can all be spread through Weibo, WeChat and other platforms to increase the popularity of the town. Brand communication in characteristic towns must keep up with the development of the times, and updating the communication method can reduce a lot of ineffective communication and achieve the effect of doing more with less. [4]

2.6. Establish Evaluation Indicators to Evaluate the Effectiveness of Communication

In the theory of communication, communication effect is a very important part of the entire communication process. How to prove that the brand communication work has indeed produced an effect is a very important job for brand communicators. When developing a brand communication plan for a characteristic town, the communication standards and evaluation goals for each link should be set in advance. Considering the complexity of brand communication, the evaluation of communication effects starts from the four major directions: the extent to which the communication goals are achieved, the audience's exposure to information, the audience's attitude change, and the audience's behavior response, and then the indicators are refined. For example, to evaluate the contact of characteristic town audiences with information, the indicators can be refined into network traffic, click-through rate, stay rate, stay time, etc. Network traffic can be refined into the number of unique visitors, the number of repeat visitors, the number of page views, and the statistical indicators of certain specific files or pages, such as the number of page displays and file downloads. .Other analogies will not be listed here one by one. Regarding the evaluation goals, the brand communication effect of the characteristic towns will be rough according to the evaluation results of the nodes. If it has reached or exceeded expectations, you can continue the brand communication according to the original plan. If the effect is not achieved, the communication plan should be adjusted as soon as possible In order to avoid affecting the brand communication in the next stage, the time when the deviation of public opinion guidance should be corrected in time to save the brand image. Establishing evaluation indicators and evaluating the effects of communication can ensure the smooth progress of the communication of brand characteristics in small towns. [2]

3. Summary

In today's fast-changing yet complicated age, everything has a branding trend and the need for branding, because a brand represents being effectively identified, representing being deeply imprinted, representing accumulating honor, and representing affirmation, Represents the establishment of maintenance and so on. Every economy is inevitably branded in the process of marching to the market. In the process of transforming each natural person into a social person, it actually has its own "brand" that it needs to operate and maintain. Brand is everywhere. Not here. Therefore, in the follow-up construction process, each characteristic town should keep up with the times, conform to the market, firmly establish brand awareness, and constantly seek to update and improve its brand communication strategy and breakthrough and development of brand influence.

Acknowledgements

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