

# Viewing the Creative Application of Modern Advertising to Chinese Culture from Chinese Elements

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## Abstract

**Chinese elements are an important part of Chinese culture, and an important symbol of the material and spiritual civilization of Chinese culture. There are many kinds of Chinese elements, which need to be analyzed, summarized and refined, and selectively applied. Chinese elements are the inexhaustible source of materials and inspiration for modern advertising, which need to be deeply explored, created and innovatively applied. Through the exploration and analysis of the application of Chinese elements in modern advertising, the in-depth study of Chinese culture is promoted, which is another good method and path for cultural inheritance and innovative practice in the new era.**

## Keywords

**Chinese elements; Modern advertising; Chinese culture; Creative application.**

## 1. Introduction

Integrating Chinese elements into advertising is an increasingly common way to promote products and expand the market. Properly integrating Chinese elements will make the products have more Chinese charm, which will help to establish the brand image, increase the added value of the products, attract consumers and promote product sales.

### 1.1. What Are Chinese Elements

In 2004, Gao Jun, chairman of Shanghai Maigao Creative Consulting Co., LTD., first proposed the concept of "Chinese elements" at an advertising industry gathering, and then it was confirmed as the theme of the 13th Advertising Festival in 2006. Once this concept was put forward, it was immediately supported by the Chinese Advertising Association, and the "Chinese element" trend was blown up in the advertising industry for a short time. The concept of Chinese element became a household name overnight.

Gao Jun believes that all the images, symbols or customs that are identified by most Chinese people (including overseas Chinese), condense the traditional cultural spirit of the Chinese nation, and reflect the national dignity and national interests, can be regarded as "Chinese elements". In fact, Chinese element is a large comprehensive concept, its connotation, extension, are extremely open, but it is necessary to define as soon as possible, to further strengthen cognitive learning, research and application are very meaningful.

### 1.2. Classification of Chinese Elements

Chinese culture is extensive and profound. There are numerous types of Chinese elements, including both material and spiritual cultural elements. There are both abstract spiritual level, there are concrete material level; Both Chinese traditional cultural elements, including modern Chinese cultural elements, for listed Chinese elements, any kind of classification method is difficult to cover, can only try to do some representative meaning, among them, the baidu encyclopedia is desirable for the classification of the Chinese elements view, Chinese elements can be divided into: "the modern famous buildings and great achievement; Famous historical

and cultural landscape; Major inventions and innovations; Folk festivals, handicrafts, costumes, special food; Traditional opera, Musical Instruments, sports; Important academic thoughts and works; Famous historical figures; Famous natural landscape; Flora and Fauna (including totem, mascot, etc.) class; Famous cities, enterprises and schools." [1] This is an effective, feasible and relatively comprehensive method of division, which helps people to analyze and summarize the various and complex Chinese elements in an orderly manner, and also helps learners and applicators to string up scattered and numerous elements based on this principle.

## **2. The Creative Application of Chinese Elements In Domestic and Foreign Advertising**

### **2.1. Application in Chinese Brand Advertising**

The use of Chinese elements in today's Chinese brand advertisements has set off a "national trend", creating a large number of new images of "national brands" such as Li Ning, Pechoin, Forbidden City lipstick, Anta, Huaxizi, and Cha Yan Yue Se. Among them, the milk tea brand Tea Yanyuese, "With its high-value design, distinctive taste, and the promotion of marketing efforts, it has become a favorite of many young people with the countless fans of Heycha and Nai Xuehuan. Bai Yueguang." "Not only the styles are diverse, but also the traditional beauty and modern art are combined, and the beauty is full." [2] Tea Yanyue Se can rank first among the milk tea brands in terms of influence of similar products, in addition to its unique taste, In addition to the joint marketing efforts, one of the big winning elements is the successful use of Chinese elements on the outer packaging. It follows the "national tide" route, which is loved and sought after by the vast number of young consumers.

In 2019, Tsingtao Brewery launched the "Samsung Gaozhao", a national fashion model. The packaging design of the tank adopts the popular "national trend" and uses a cartoonish image to integrate traditional Chinese cultural concepts with modern aesthetic trends. The front is the traditional craft painting style; the back is the calligraphy and seal elements. The three stars in the mythology are arranged on both sides of the theme, surrounded by various traditional Chinese cultural elements. The design enhances the communication and experience of brand and product concepts, and brings more discussions on brand communication and traditional cultural topics. [3] A big bright spot in the propaganda is also "Chinese elements".

### **2.2. Application in Foreign Brand Advertising**

Chinese elements are not only favored by the majority of domestic brands today, but also attracted attention and use by some internationally renowned brands. World brands such as Nike, Adidas, and BMW use Chinese elements as the connection point to integrate Chinese and Western cultures to establish a fashionable, friendly and interesting cross-cultural communication image with Chinese localized characteristics, and win the favor of consumers.

On May 23, 2019, Oreo and the Forbidden City Foods cooperated to launch the "Forbidden City Tour". By collecting the special flavors from all over China, they launched 6 new flavors of biscuits with regional characteristics, and also launched the "My Heart" tea feast. Gift boxes with various flavors such as suits and music boxes, including Oreo Yuxi, Gufeng Song Music Box and other special new products of the Forbidden City. [4] Oreo breaks the conventional marketing route and, based on the integration of Chinese and Western cultures, highlights the charm of traditional Chinese culture through cultural inheritance and innovation, and demonstrates the beauty of the brand under the blessing of "Chinese style". In December 2016, NIKEiD launched a special Chinese New Year print series. The originality of this series is based on the pure white inlay of the AIR sole with the Chinese-style Phnom Penh line as the keynote, supplemented by Chinese elements with the theme of auspicious clouds, phoenix feathers, and peony. The basketball symbolizes the AF1 sports culture and adds a floating effect to create the

brand's unique oriental charm. [5] The advertisement also gained a good consumer reputation and market conversion rate.

### **3. Enlightenment to Advertising Scholars**

#### **3.1. Use Chinese Elements to Further Improve the Quality of Works and Open Up Creative Ideas**

Advertisements injected with cultural heritage are good advertisements. Only advertisements built on the basis of the national culture will be welcomed by a wider audience in the world. Chinese elements are the "inexhaustible and inexhaustible" material and source of inspiration for modern advertising creation. They can be actively applied in creative planning, helping to further open up creative ideas for advertising, increase the cultural flavor of the work, and improve the quality of the work.

Chinese culture is extensive and profound, with a long history. There are many types of Chinese elements, countless, and countless to list. There are abstract, concrete, material and spiritual. It is necessary to first understand and understand the vast Chinese elements, and be familiar with the rich and diverse ones. Chinese elements, this requires advertisers to first strengthen the breadth and depth of knowledge in the understanding and grasp of Chinese cultural elements, and fully grasp the laws and patterns of various commonly used and representative elements in the use of modern advertising. Actively innovate applications; secondly, it is necessary to dig deeper to condense and extract more abundant, typical, and Chinese elements that are in line with the brand tone, and introduce cultural symbols with distinctive national characteristics into advertising creation to complement the brand image. Advertisers should carefully observe and think, understand the cultural factors contained in advertisements from a theoretical perspective, close the cognition of the relationship between advertising and culture, cherish the spiritual and material cultural wealth contained in the treasure house of Chinese culture, strengthen the love for Chinese culture, and cultivate cultural self-confidence. Consciousness and pride, draw professional value and strength from it, and actively participate in the tide of cultural construction of the times.

#### **3.2. Apply What You Have Learned and Combine Chinese Elements with Creative Practice to Promote the Production of More Outstanding Works**

"Advertising culture reflects the main body of advertising activities, especially the cultural literacy, cultural taste and aesthetic inclination of advertising creatives. Only advertisers with high cultural qualities can create excellent advertising works, so that the works reveal a positive advertising culture." [6] It is necessary to pay attention to and strengthen the cultivation of the cultural qualities of advertising scholars, and urge students to consciously strengthen the learning of cultural knowledge in various disciplines and fields in their daily studies, and use advanced cultural ideas to arm their minds. Some cultural tastes and healthy aesthetic standards, consciously identify and reject the erosion and negative influence of bad cultural information, check the direction and achievements of their own creations, and lay a foundation for the quality assurance, level improvement of the works and the ability to withstand market inspections and audience evaluations. Solid cultural quality conditions.

In teaching, students' daily practical training should be strengthened, with homework exercises and internships as the supervision and emphasis, combined with professional competitions, to guide students to understand and pay attention to the influence of Chinese elements on the promotion and integration of creative planning in advertising practice, focusing on enrichment. The creative approach and the improvement of the final quality of the work guide students to consciously put the theoretical knowledge learned into creative practice in daily study and practice. At the same time, students should be urged to be good at thinking about some of the

problems and deficiencies in advertising using Chinese elements for planning, creativity and marketing promotion, and to guide and cultivate students' awareness of positive extraction and application of Chinese elements. Chinese culture is extensive and profound, with a long history. There is a rich treasure house of cultural resources to be further explored and utilized. There is a vigorously developing era culture to be reflected, disseminated and manifested. In the future, advertisers should be familiar with and master Chinese cultural symbols, give full play to their professional expertise, and do more World-class advertising works with distinctive Chinese characteristics and core competitiveness will promote more outstanding Chinese brands to stand out in the fierce market competition environment at home and abroad.

#### 4. Conclusion

Chinese elements are an important part of Chinese culture and an important symbol of the material and spiritual civilization of Chinese culture. There are many kinds of Chinese elements, which need to be analyzed, sorted out, screened and refined, and selectively applied. Chinese elements are also the inexhaustible source of materials and inspiration for modern advertising creation, which need to be deeply explored and creatively used. Through the exploration and analysis of the application of Chinese elements in modern advertising, to improve the quality of advertising works and the positive influence on consumers, and to boost the in-depth study and discussion of Chinese culture, is the interpretation and inheritance of the value of The Times of excellent Traditional Chinese culture, and is also the reflection, manifestation, supplement and enrichment of the culture of the new era.

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