

From the Perspective of Cultural and Creative Design of the Forbidden City, How to Use Media as A Tool for Design Creation

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Abstract

This article will start with design and take Taobao in the Forbidden City as an example to sort out the use of communication media as a tool for design creation in the self-media era. This article mainly uses qualitative research to first define related concepts, as well as domestic and foreign related concepts. The study is reviewed in detail. And take the "Forbidden City Taobao" as an example to study its design characteristics and design strategies, analyze its success and shortcomings in the design strategies used as a Weibo account, and provide reference for the future development of my country's cultural and creative industry.

Keywords

Weibo; Design; Forbidden City Taobao; Cultural and Creative Products.

1. Introduction

In the era of mobile Internet 2.0, the influence of the Internet has gradually increased. As a derivative product of the mobile Internet era, self-media has also become popular. The rapid development of self-media has a profound impact on every individual. As a product of the Internet era and as an important part of my country's self-media industry matrix, Weibo has also developed extremely rapidly. The Weibo platform itself has a strong influence. First, because of its strong communication characteristics, many celebrities use Weibo as a medium for information release, and use Weibo to build brand influence and transmit information; secondly, Weibo is used as a medium for information release. The domestic media and social platform with a long operating time and mature operating mechanism has a wide range of sinking user groups. Therefore, in this context, Weibo has gradually begun to be "commercialized", and various celebrities, big V, merchants and enterprises have adopted Weibo as a part of their product design. Therefore, the research on the design of Weibo products has also become an important topic in the academic and industrial circles. Weibo has become a product design tool that all walks of life will not ignore. It is not only the emerging Internet industry, but traditional industries have also begun to touch Weibo product design. For example, in the cultural industry of our country, the marketers of traditional Chinese cultural industry in the past had many problems in the product design process due to lack of relevant experience and difficulty in platform innovation. The bottlenecks in product design caused by these problems caused traditional Chinese The dilemma of cultural industry design. However, since 2012, this situation has been broken. The traditional Chinese culture represented by the Forbidden City has embarked on a rapidly developing product design tool in this self-media era, changing the concept of product design, and taking advantage of the dividends brought by the self-media. , Pushed the sale of the Forbidden City series products. Therefore, this article will take the "Forbidden City Taobao" Weibo marketing account as an example to sort out product design strategies in the self-media era.

2. Definition of Related Concepts

2.1. Weibo Marketing Concept

Weibo marketing in foreign countries mainly refers to Twitter marketing. Twitter was established in the United States in 2006. At first, it appeared in the public as an open real-time information sharing platform. In 2007, it officially began commercial operation. In 2009, Twitter began to serve major businesses. Provide advertising and marketing services. In 2011, Twitter began marketing hot events. In 2013, it launched keyword-based targeted advertising tools. In 2016, Twitter began to promote video content. At the same time, live video marketing became popular. In China, the development of Weibo has experienced ups and downs. From 2010 to 2011, it continued to grow wildly. From 2012 to 2014, due to the development of WeChat, the social time of Weibo users gradually migrated to WeChat. However, from 2015 to the present, with the rise of short videos and live broadcasts, Weibo took advantage of the trend and rose again.

2.2. Concepts Related to Cultural and Creative Products

Cultural and creative products academically refer to products that can meet people's spiritual needs, while the cultural and creative products of the Forbidden City series refer to the imperial culture of the Ming and Qing dynasties transmitted by the Forbidden City. The cultural and creative products of the Palace Museum can be divided into two categories: physical products and new media products. Among them, physical products refer to products that have practical value in daily life, such as products on the official Taobao store of "Forbidden City Taobao"; new media products refer to the new media team established by the Forbidden City in Beijing. Visualized film and television animation works, etc. In the era of mobile Internet 2.0, the influence of the Internet has gradually increased. As a derivative product of the mobile Internet era, self-media has also become popular. The rapid development of self-media has a profound impact on every individual. As a product of the Internet era, and as an important part of my country's self-media industry matrix, Weibo has also developed extremely rapidly.

3. Advantages of Weibo as A Design Tool

3.1. Content Comes First

In the early days, the marketing account used popular science to reflect the value of the brand, but currently it uses cute and plain language to capture the psychology of the audience, shape the brand image, and launch related products. The text of "Forbidden City Taobao" is contrary to the characteristics of other marketing accounts that are good at using provocative texts, and has developed a different approach, focusing on the use of life-oriented language, so that fans think this is a viable Weibo. The fragmented reading era and fast-paced life can easily make the audience fall into the anxiety of "knowledge panic", and users are more inclined to obtain the knowledge they want to understand in the fragmented time. Fisk believes that financial and economic circulation is money, and cultural and economic circulation is "meaning, pleasure and social identity." "Forbidden City Taobao" tells everyone serious royal trivia and historical stories in a relaxed and humorous way in the marketing process, and the public also finds their own "meaning, pleasure and social identity" through these cultural resources, and at the same time relieves the audience Social anxiety caused by external pressure.

3.2. Integration of Resources

Benjamin proposed: "Technological progress has brought about the reproducibility and closeness of art, and the reproduction and dissemination of a large amount of art has successfully passed the value of cultural and creative products to the public." The most successful marketing method of "Forbidden City Taobao" One point is the integration and

reshaping of resources. First of all, "Forbidden City Taobao" has accurately positioned the target user, positioning the target user as a new youth who loves life and has an entertaining spirit. Therefore, in response to the pain points of such users, "Forbidden City Taobao" has transformed the resources of the Forbidden City, the super-large IP itself, and combined ancient elements with modern trends in a way that is close to the people's life, such as combining ancient palaces The Minister reshaped the image and designed Q-version statue decorations and refrigerator magnets that conform to the modern public aesthetics. While attracting the attention of the public, it has also created its own brand. All products have the "Forbidden City" temperament-classic and entertaining, serious and playful, and therefore have the advantages that other homogeneous products cannot be exemplary and surpassed. Formed its own unique brand image.

3.3. Keep up with Internet Hotspots

Taking advantage of the market is an important marketing method in the Internet marketing in the age of self-media. If you want to catch the attention of the audience, you must firmly grasp the hot topics on the Internet and find the points that the audience is interested in. From a marketing perspective, there are also some classic cases of "Forbidden City Taobao". Observing recent Internet hotspots, it can be seen that young people prefer "serious but slightly lively" language styles. "Forbidden City Taobao" is well versed in user preferences and shaped the image of Weibo operation editors based on user preferences, thus attracting the attention of a large number of fans, and these fans are also potential consumers. In addition, some netizens posted the cultural and creative product "Forbidden City Tape" produced by the Forbidden City Taobao on various beauty brands on the Internet, and achieved a fake effect. Many netizens thought that this was a joint model and went to the official "Forbidden City Taobao" official website. Shop search, the stickers were sold out. "Forbidden City Taobao" took advantage of the trend and launched the Forbidden City series of beauty products, and invited a large number of Weibo celebrities to promote it, which was a great success. In the cosmetics field, the brand limitation is deeply loved by consumers. "Forbidden City Taobao" launched the "600 Years" limited series of cosmetics in response to the user's preference, which not only promoted the brand but also gained a high degree of online public opinion heat, which caused Extensive and intense discussion.

4. Suggestions for Improvement of Weibo as A Design Tool

4.1. User-oriented

"Forbidden City Taobao" has a good operating experience in attracting fans and fixing fans. It not only actively responds to fans' comments in the comment area, and reposts fans' Weibo, but also gains a lot of activity by "selling cute" to fans further entrap consumers into the event process, and trigger the generation of public creativity and content production based on the radiation of interest groups, so that consumers can get more from the dimensions of dialogue, sharing, and value co-creation. Experience. At the same time, this also provides a large fan base for design activities. Therefore, any company should conduct more market research in design activities, understand the pain points of users, their favorite content, and make deep emotional links with users in a way that is close to users. For example, companies can use social media platforms, such as WeChat and Weibo, to carry out community operations to increase user loyalty and initiative.

4.1. Fully Express Internet Thinking

One of the very important successes of "Forbidden City Taobao" is that it successfully grasped the skills and laws of network communication, and thus cleverly implanted soft advertisements. For example, when promoting the cosmetics series of the Forbidden City, "Forbidden City

Taobao" will start from the interesting historical and cultural knowledge of the Forbidden City and use humorous Internet language to tell historical stories, so as to cleverly set up suspense and "shaking hands". Introduce new cultural products. This method not only allows the audience to gain knowledge and fun, but also allows everyone to understand the Forbidden City culture and accept the Forbidden City products in a subtle way. Therefore, when companies are operating in new media, they should not treat Weibo as a design platform, but must also have Internet thinking and in-depth packaging of products through the Internet. In addition, it is undeniable that although the cultural and creative products of the Forbidden City have developed rapidly, some product quality problems have also appeared behind the prosperity of the industry. One is the poor quality of the product itself. For example, the Forbidden City lipstick was hurriedly removed because of the lipstick color and the smoothness of the paste; the second is the lack of creativity of the product, which is suspected of plagiarism. For example, the Forbidden City Cultural and Creative once sold a "Qiaogege Doll" after it was put on the shelves. Some netizens said that this doll was similar in design to a well-known foreign doll, and there was suspicion of plagiarism, which caused this product to be hurriedly removed from the shelves. Therefore, the prerequisite for marketing promotion is the passing of product quality. If you ignore product quality and blindly pursue marketing, it will have a more powerful counter-effect, and ultimately lead to the collapse and destruction of the brand in the strong market competition.

4.2. Dig Deep Into Product-related Advantages

The design concept of "Forbidden City Taobao" cultural and creative products has added cultural elements with symbolic significance: historical figures, cultural elements, historical stories, etc., and the original graphic content design process includes identity, cultural self-confidence, Historical imagination and other deep meanings. The "Forbidden City Taobao" control of cultural and creative IP from design to design makes it easier to ingeniously combine cultural and creative IP with the content advantages of the Forbidden City Museum. It is not only the control of the whole process, but also the content advantage of the "Forbidden City Taobao" is actually deeply rooted in the content advantage of the Forbidden City Museum itself. As a museum built on the original site of the royal family, the Palace Museum has unique advantages in public perception about feudal etiquette, royal characters, and court life. Therefore, the theme of royal and royal life in the content design occupies the vast majority. Royal characters Royal anecdotes have become the mainstream plot of the story narrative. The spoofed royal expression packs are mainly derived from portraits of the palace emperors. The creative and aesthetic characteristics of cultural and creative tape have led consumers to participate in a new round of cultural and creative product interaction. And all this is inseparable from the "Forbidden City Taobao" Weibo account operator's powerful control of their own advantages.

5. Conclusion

As a super IP in cultural and creative products, "Forbidden City Taobao" also provides some reference for other Weibo accounts or operators.

First of all, the product must accurately position itself, understand the characteristics of the product itself, identify its own positioning, and sort out and integrate its own resources, and at the same time combine the combination with current hot spots and development trends to shape the brand image. And according to the characteristics of the product and the user characteristics of the target audience, create a product image. For example, "Forbidden City Taobao" has created a product image that is both classic and entertaining, serious and playful. This is a very important aspect of its success in Weibo marketing and it is worth learning.

In the age of self-media, if you want to succeed in Weibo product design, you also need to master some necessary marketing methods and promotion strategies. A successful product design is not accidental. It relies on the strong professionalism and rich design promotion experience of the operators behind it. For example, the successful marketing of "Forbidden City Taobao" has an important relationship with the operation team behind it. The operation team knows how to use popular hot spots on the Internet to promote products to attract traffic and popularity. Finally, it should be pointed out that the research in this article is only a rough research on the development strategy of the "Forbidden City Taobao" from the field of communication. Due to the relative lack of first-hand information, the field of new media communication is also constantly developing, so the conclusions drawn are only reasoning about the phenomena that can be seen at present, and there will inevitably be some shortcomings and omissions, which need to be gradually made up in the future research.

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