

City Brand Value Construction from the Perspective of City Image

-- Take Guangzhou as An Example

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Abstract

The continuous development of social productive forces urges the population of towns and villages to cluster in cities. By the end of 2020, the urbanization rate of China has reached 63.89%. In the process of increasingly fierce competition between cities, the value construction of city brand has become one of the urgent issues to be solved in the process of urban development. Local recognition of city brand is still in its infancy. While building city image, the city brand value framework is missing, and even there is no systematic layout and long-term city brand value planning. This paper takes Guangzhou as an example, starts from the perspective of city image, describes the "trinity" city brand value structure of city, brand and value, and discusses the value construction of Chinese city brand..

Keywords

City image; City brand; Valued.

1. The Construction of City Brand Value

1.1. The Concept of City Image

In economic definition, a city is a contiguous geographical area of sufficient size, economic activity, and population concentration to generate economies of scale in both private enterprise and the public sector. The image of a city is the general, abstract and general understanding and evaluation of a city by the public both inside and outside a contiguous geographical area of a city [1]. It is the direct reflection of the inner quality and cultural connotation of a city in the external form, and the unique material that makes a city fundamentally different from other cities. Jiang Manqi believes that the image of a city is not only an important intangible asset of a city, but also a comprehensive reflection of a city's unique culture, urban spirit, urban nature, urban location and urban heritage [2].

1.2. The Concept of City Brand

The concept of city brand originates from the study of city image. The construction of city image forms the construction of city brand in practice, which is the process of the transformation of city image and the coexistence of city. Kevin Keller first put forward the concept of "city brand", in his book "strategic brand management", wrote, "the city brand is to let people understand and know an area and to a certain image and association linked with the existence of the city nature, let the spirit of it into the city each building, Let competition and life coexist with this city." Urban brand and create the brand by individuals or enterprises individual alone there are fundamentally different in nature [3], such as individuals or enterprises of individual building brand often contains exclusive and competitive in nature, has the nature of personal belongings in the definition, the city brand to urban residents in nature is a public goods with non-competitive and non-exclusive, This determines the difference between the two value-building processes.

1.3. Urban Brand Value Architecture

In the process of promoting the city image and building the city brand, the city brand itself is valuable because of the undifferentiated human labor embodied in the city brand. Therefore, there must be a framework that can value the city brand. The building elements of a city's brand value are a dynamic system. In the long run, the building elements are changing with the changes of The Times in the process of city development. Horizontally, city brand value involves many factors such as economy, society and culture. Vertically, the formation of city brand value is a complete value chain of discovering value, creating value and upgrading value. On the whole, as shown in Figure 1, elements can be divided into "city", "brand" and "value", forming a "trinity" model architecture.

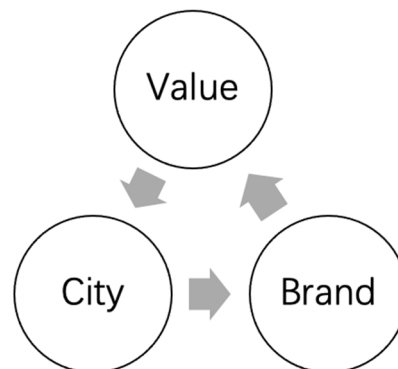


Figure 1. City brand value model

The city establishes the city brand in the process of promoting the city image. The cultural and creative elements contained in the city brand promote the formation of the brand value of the city brand, and the non-competitive and non-exclusive characteristics of the brand value will further improve the social environment of the city, forming a virtuous cycle.

2. Problems Existing in the Construction of City Brand Value -- Taking Guangzhou as An Example

2.1. Fuzzy Positioning of City Image

In the current fierce competition among cities, reasonable city image positioning combined with the city itself can improve the public's overall, abstract and general understanding and evaluation of the city, which is the key premise for the success of city brand building. Many cities in China have made their own city image positioning according to their regional, cultural, economic and other characteristics. For example, Shanghai's image is "China's financial center". [4] The image of Beijing is "the capital of China"; The city image of Xi 'an is "famous historical and cultural city in the world". But there are also cities blindly positioning in the process of image positioning, unrealistic slogans, regardless of the real conditions, even a year repeatedly change the urban image positioning, multifarious multiple positioning, or of "art", "ecological city", "leisure city" and so on, this not only leads to the urban development and urban image positioning, It also leads to many difficulties in shaping the city brand. In guangzhou, for example, as a famous historical and cultural city, guangzhou important node of the ancient silk road, has been the exchanges with the outside window, ranks among China's major cities for many years, the reputation of being known as one of the three major cities in China, but compared to Beijing and Shanghai urban image positioning, more than guangzhou city image positioning, "four seasons huacheng", "one thousand guangzhou", "historic manufacturers", and so on, Confusing the public's visual impression of Guangzhou, and failing to identify which

positioning is the reflection of Guangzhou's city image, will have a negative impact on the positioning of Guangzhou's city image.

2.2. Serious Homogenization of City Brands

In the past decade or so of urban modernization construction, especially in the process of rebuilding old urban areas, the historical and cultural resources of cities are often the "eyesore" of real estate developers in pursuit of profits, and a large number of acts of destroying legacy buildings and heritage cultural relics have appeared. At that time, the importance of city image was neglected because of the pursuit of modernization in Chinese cities. Most cities failed to consider the development of cities from the perspective of strategic positioning and blindly emphasized the image project. Without long-term planning of city image, combined with the capital's own profit-driven capital flow to the high profit margins caused the scale of the real estate industry, a large number of "in its form" homogeneous appearance, apartment building, plaza, make the most of the city appearance can be complex, only the difference between the city name, lost city its unique individual character, this is not conducive to the sustainable development of the city. The shaping and development of a city's brand cannot be separated from its own characteristics, which are derived from its culture. Guangzhou urban image positioning fuzzy left it at that time can not to brand the strategic point of view from the city planning and development, the guangzhou city culture such as "lingnan culture", "tea" and other resources into the elements of guangzhou city brand positioning, leading to in shaping the city brand, build and no other homogeneous city brand differentiation advantage, to enhance its competitiveness, In the end, the homogenization of Guangzhou city brand and other city brands is serious.

2.3. The City Brand Is in Urgent Need of Value Upgrading

The most direct result of the fuzzy positioning of city image and the serious homogeneity of city brand is the discount of city brand value. Although many cities in China gradually begin to pay attention to the construction of urban brand value, the main actions are focused on creating city brand slogans and logos, carrying out festival activities, releasing advertising videos and other similar ways. Not only in the form of the same, even in the content of many cities of the propaganda slogan is either "xx city" or "XX city", resulting in a further serious homogenization phenomenon, not only confuse the audience, but also make the city lose its characteristics. In other cities, cultural and sports activities such as "Qingdao International Beer Festival", "Beijing Ditan Temple Fair" and "Guangzhou International Brand Festival" are held to improve the visibility of the city. It lacks innovation and urban characteristics on the whole. Although this development mode can be effective in the short term, in the long run, the communication mode lacks innovation and individuality, which cannot support sustainable urban development.

3. Suggestions on the Construction of Guangzhou City Brand Value

3.1. Accurate Positioning of Guangzhou's City Image

After all, the city image is the collection of every part of the city reflecting the city appearance. The unique city image positioning is the foundation of the formulation of the city brand strategy, and also the root of the formation of the brand value. The author believes that the positioning of Guangzhou's city image can be made according to three standards of regionalism, culture and economy. Guangzhou's city image features prominently in the aspects of "inclusiveness, innovation, openness and cooperation". [5] Geographically, the different geographical location for the city bring different landforms climate, guangzhou is one of the lingnan culture core of south of the five ridges, the regional climate, residential life and business communication of urban environment has formed the unique lingnan architectural form, formation characteristics, such as he fang, up and down nine broker's storehouse promenade "gallery

shop", sun shelter and conducive to the local trade development, Belong to the local characteristics. Culturally, from the perspective of Guangzhou's cultural resource background, Guangzhou now includes rich cultural resources, such as traditional intangible cultural heritage, food culture, Yangcheng culture and Flower city culture. Economically, with the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Guangzhou will be further open to the outside world, and foreign trade will also drive the vigorous development of the economy.

3.2. Build A Unique Brand of Guangzhou

City brand refers to the impression delivered to the public by city image positioning in the process of city image promotion. With the acceleration of Guangzhou internationalization process, Guangzhou is experiencing the transformation from "millennium commercial capital" to "modern commercial capital". In order to enhance the competitiveness of Guangzhou city brand[6], we must first accurately position the city image, and then shape a unique Guangzhou city brand. Guangzhou is the center of the area along the way and the construction of a large bay area of Guangdong city, is China's important international big bay area, Guangzhou's economy is open, innovative features, combines the actual conditions of Guangzhou city development, city brand should contain of its foreign economic and trade exchanges, open innovation drive high-end urban pattern, on the city brand can be positioned as "international big bay area, the silk road port". At the same time, because city brand construction is a dynamic process, which needs the guarantee of long-term management mechanism, minimum city brand evaluation mechanism and feedback mechanism should be established, according to the feedback results to adjust the specific brand strategy to a small extent, so as to make it more suitable for the market demand.

3.3. Upgrading of City Brand Value

The most direct result of the fuzzy positioning of city image and the serious homogeneity of city brand is the discount of city brand value. City brand, as a non-competitive and non-exclusive public goods, contains the undifferentiated labor of human beings relative to politics and economy, and has its own unique value attribute, which constitutes the city brand value. Fundamentally speaking, the upper layer of the city's brand value is the city's brand value, which reflects the unique ideas and values of the city created by city residents in practice, and is the unity of city and residents' emotions. The culture of a city is constantly changing in different stages of development, so the construction of city brand value is a dynamic process of continuous improvement. In the construction of city brand value, Guangzhou should not only take the city image positioning as the premise, but also refine the city brand value which is unique and recognized by residents, and enhance the city brand value by enhancing the soft power of city culture.

4. Conclusion

Although the model of urban brand value construction proposed in this paper has reference significance for the development of urban brand in China, due to the differences in regional environment, economic environment, cultural environment and other aspects of cities, the model is not necessarily universal, and needs to be tested by practice. With the development of the city and the change of the international situation, the city image building and the city brand value construction will also be a dynamic long-term project. In the future, the research on the construction of urban brand value still needs to update the theoretical basis and put forward the research direction advancing with The Times according to the specific reality of each city.

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