

# Research on the Value Advantages and Application Countermeasures of Animation Image in Commercial Brand Promotion

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## Abstract

The inspiration of cartoon image creation comes from People's Daily life, and endows it with human emotion and character. The effective application of cartoon images in commercial brand promotion activities can make brand culture spread quickly and effectively. This paper studies the application of semiotics in brand promotion, in order to bring semiotics into the brand communication of cartoon images, explore effective ways of information communication, and try to analyze the application rules in brand promotion of cartoon images.

## Keywords

Cartoon image; Brand promotion; Application.

## 1. Introduction:

In the era of digital media, cartoon advertising has gradually expanded from TV media to many fields of commercial brand communication, and has been accepted and recognized by people with its popular language and symbol with global characteristics and its distinctive personality and rich connotation. The cartoon image is closely connected with the audience mainly by "emotion", and close to consumers by its characteristics of the common people. The plasticity of its image makes the operators see its potential huge value in the market.

## 2. The Causes and Principles of the Application of Cartoon Image in Commercial Brand Promotion

Cartoon image is a form of virtual imagination, usually using anthropomorphic and exaggerated expression techniques as a way of presentation. China has added the "image" of Chinese painting in the image of animation, and created a very Oriental cartoon image. Animation works also contain symbolic cultural elements with distinctive local characteristics, such as image identity, clothing and appearance, and gradually become a carrier that can express multiple symbols and become a special "language" expression in cultural communication.

## 3. With the Continuous Development of Society, The Definition of Brand Is Changing Constantly

"Brand" was first used to distinguish personal private property in daily life, adding "marks" on personal property and articles to show the symbol of personal private property. In the Middle Ages, some artisans left marks on their products to prevent them from being copied by their

peers, which spontaneously and contributed to the rise of brand "trademarks". In today's booming economy and growing market, brand has already become the "facade" and "core" of an enterprise. In the face of the needs of different consumers, the different brands to meet the demands of consumers and the brand as a bridge of communication between enterprises and consumers, to the enterprise itself, the lifeblood of a business is to ensure that the quality of the products, obtain more huge market, attract more audience and gain more profit. For consumers, the quality of products is their motivation to buy. As long as the products of enterprises are good enough, they will naturally attract consumers to buy them. In this way, we can continuously enhance the brand awareness, expand the enterprise's consumer market and form the correct operation mode.

#### **4. Cartoon Image in the Dissemination of Commercial Brand Promotion Advantages**

In order to arouse the resonance between cartoon images and consumers, appropriate communication modes and media should be selected in the promotion of brand culture, existing media resources should be integrated, and the previous single marketing mode should be developed into a diversified marketing mode. We should also establish accurate cultural values, let people know about animation by integrating cartoon images with the brand, and better bring new life to the brand.

Cartoon image is a reflection or reflection of the objective world, as well as a kind of symbolic social existence. However, the image itself does not have any effect. Only when the image is combined with a specific social environment or scene, can the social significance and value orientation contained in it be displayed. Cartoon image is a kind of cartoon expression of People's Daily life, and its uniqueness brings people a virtual world with strong sense of reality. People can use their imagination space to think about the content and cultural value of the cartoon image to express. At the same time, the characters created in cartoon works can also be found in real life with similar personalities, generally with lovely images in front of the public, to win the favor of the public. Animation image works and real life closely linked together, more conducive to the expression of the work. Now cartoon images are not only a kind of cultural value of human beings, but also a kind of alternative way to show people's real life. When it is true or not, it is true or not. The innocuous ambiguity and dislocation bring people a knowing smile, and even give birth to a broader and interesting topic space.

This kind of alternative expression of cartoon image is the most original and sincere character of people, and its perfection can give people spiritual comfort. Facing the great pressure of life in today's society, people can get a short and happy rest from animation. Just because of this, major brands choose to promote their brands and products with cartoon images, which bring considerable market recognition and economic benefits. The vast majority of brands choose cartoon images as their brand promotion means for the following three reasons:

##### **4.1. Cost Considerations: Low Cost and Stability of Promotion**

Cartoon image in the brand promotion and product marketing costs are relatively cheap, in the process of promoting the brand won't produce additional cost, enterprise independent research and development cost of cartoon image compared to millions or even tens of millions of star endorsement fee is relatively cheap, later won't affect the brand image and cartoon figures, overall shall not be obliged to make the brand cost risk of collapse.

##### **4.2. Benefit Considerations: The Accessibility and Universality of the Audience**

The image of animation has the spreading value of commercial symbol. Although there are different personalities, diverse forms, but in the brand promotion shows the tendency of the

people. Since the inspiration of cartoon creators comes from life in creating images, the personality characteristics of most cartoon images are the personality characteristics of ordinary people who really exist in daily life, which can be matched with the enneagram. In addition, the story is designed and developed with a strong sense of life as the plot, so that there is almost zero distance between the cartoon image and the audience. In addition, as the objective existence of the material, the animation image can prolong the vitality of the image symbol. For example, the spokesperson of "Annus comus" is different every year, but the brand image has been maintained until now. "Annunciation bird" has also become the corporate culture and image representative. Cartoon image can bring continuous economic benefits for enterprises, which is conducive to corporate image building. A few years after Mickey appeared in Steamboat Power (1928), there was an economic crisis in the United States, when many businesses were on the verge of bankruptcy. The character of Mickey was endowed with qualities such as self-reliance and helpfulness, which saved many businesses. To this day, the aged Mickey is still the representative image of the Disney enterprise, and its derivative products are all over the world.

### **4.3. Premium Consideration: The Plasticity and Ductility of Symbols**

From the perspective of the development of symbolic linguistics, signs have the functions of signifier and signified. The "signifier" and "signified" contained in the sign are a pair of concepts proposed by Saussure in the establishment of his linguistic system aiming at the nature of language signs. "The signifier is the physical form of the sign that we grasp through our senses... The signified is the mental concept formed by the signifier to the signified object." It is the characteristics of both sides of the symbol that enables us to interpret cultural symbols from multiple angles. As a symbol of animation culture, "characters" separated from animation works also have the characteristics of "signifier" and "signified", which can be regarded as "like a language" to form meaning. Cartoon images have some special attributes, such as humor and mystery, and such forms of expression have high brand recognition. In addition, the design of cartoon images can soften the inherent image of some brands, shorten the distance with the audience, and extend the cartoon in different forms.

Cartoon image is a kind of "symbolic" image, different cartoon image establishment represents different brand image, such as Tencent's penguin, Jingdong's dog, Alibaba's Tmall... In cartoons as a carrier of the brand message, while seem more human, more an extension of the scope, it can be applied on the sea, the social status of pictures, even use cartoon characters to speak on behalf of the enterprise, such as alibaba's Tmall shopping mall and the address on weibo is "meow", use the cartoon image to announced the enterprise information, is more interesting. Though the creator to enriching the connotation of the cartoon image in the story give different personality traits, but the image is still active, optimistic and positive image for the mass, to the public to guide the right attitude to life, to establish a good state of mind, cartoon image is given by the character is not as time changes and produce change.

## **5. The Application of Cartoon Image in the Promotion of Commercial Brand**

### **5.1. Pay Attention to the Connotation of the Association, Emphasize the Anchor Accurate Brand Positioning**

The cartoon image can accurately position the brand and accurately convey the corporate culture. For example, Disney company makes promotion plans for animation images according to its corporate culture, and makes clear that its strategy is to bring "happiness" to people, which caters well to children's preferences. McDull is a classic cartoon pig who loves food and

personifies his image. KFC advertisement McDull borrowed McDull's characteristic of loving food to make the advertisement vivid and interesting. Companies need to actively cultivate brand culture to ensure that the cartoon image can be effectively implemented and accepted by consumers. When making animation content, brands should be targeted, consciously shape and maintain the brand's animation image, inject corporate culture into the animation image, choose appropriate communication media and communication methods, and constantly promote the brand to the society.

### **5.2. Pay Attention to the Continuation of Value, the Pursuit of High-Quality Brand Content**

The animation image can evolve into an iconic symbol and play an important role in image narration and cross-cultural communication. What determines the character symbol is not the symbol itself, but the thought and value contained in the symbol, which is the essence and soul of the character symbol. Various elements and connotations displayed in animation image works are the main content of brand promotion of animation image. Once the audience accepts the cartoon image, they will gradually form symbolization in their brain and form values under the guidance of this standard. The sociality of cartoon image promotes the "image" to be integrated into every level of social daily life, thus forming cultural value, and assuming the responsibility of cultural inheritance, cultural communication and cultural creation, and achieving good brand communication effect, shortening the "distance" between the brand and the audience.

### **5.3. Pay Attention to the Path of Communication and Build A Three-dimensional Operation Model**

At the beginning of the brand construction of cartoon image, we must take into account the media and communication methods needed for promotion, which is the basic requirement for shaping a cartoon image brand. After the animation content is produced, enterprises should choose the most appropriate media to spread and promote their brand. The appropriate media plays the role of deciding whether the animation image will have an effective influence. Only when the animation image has an influence, the brand can carry out post-production and development.

## **6. Conclusion**

The development of cartoon image is an easy means for commercial brand communication, but whether it can be successfully shaped and effectively spread also poses a challenge to commercial enterprises. Cartoon image of cultural symbols and symbolic expression research provides a more open field, namely to achieve China's animation industry rise and development, not only to speak good Chinese story, to shape distinct roles, good publicity, brand culture, more should pay attention to the symbol, meaning and emotion interweave and into the role of the construction of cultural identity system. The application of cartoon image in brand promotion has realized the audience's needs of "turning heart into substance" and "expressing affection with substance", which gives people spiritual satisfaction, and this attribute is in line with the needs of sustainable development and brand promotion of the animation industry.

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