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Analysis of Corporate Brand Image Building Method Based on Visual Merchandising

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Abstract: As an important marketing strategy, visual marketing plays a pivotal role in shaping the brand image of enterprises. This paper will focus on the analysis of corporate brand image building methods based on visual merchandising, and discuss how to enhance corporate brand image through visual marketing strategies from the aspects of product design and packaging, advertising creativity, offline terminal layout and product display.

Keywords: Visual merchandising; Brand image; Image building

Introduction

In today's highly competitive business environment, brand image building has become a key element of business development. Visual merchandising can convey the brand image to consumers in an intuitive and vivid way through the use of visual elements and means, which can quickly grab consumers' attention, stimulate their desire to buy, and deepen their awareness and memory of the brand. In today's era of information explosion, visual merchandising has become a fast and effective way to communicate and help companies stand out from the crowd.

1. The elements of corporate brand image building under the concept of visual merchandising

1.1 Visual identification and communication

As the core component of the company's image, the visual identity system is based on the corporate logo, standard font and standard color, and connects these elements with other concepts and cultural characteristics of the enterprise, combines the service content with the enterprise norms and other abstract concepts, and uses specific symbols and patterns as the means of visual expression to shape the unique image of the enterprise. The system is not only conducive to the unified management and operation within the enterprise, but also can effectively convey the spirit of enterprise and business philosophy to the public, and improve the visibility and image of the enterprise.

Visual communication is to convey and disseminate with the help of visual language. Regardless of geography, skin color, age, gender, language, and other factors, the visual consensus of human beings on images, graphics, patterns, and schemas is much the same. Therefore, visual communication has become a way of communication that transcends language and cultural barriers and allows people to better understand and interact with each other. Visual communication design is to combine the most basic elements of artistic creation - words, graphics, colors and other visual symbols to create a visual image design, which uses visual media as a medium and transmits it to people at the same time. In the field of product design, communication planning and space design, the scientific application of visual identity design and visual communication design principles can have a strong impact on the customer's vision and attract attention, and then establish a complete and clear business and brand image in the customer's mind, so as to shape and disseminate a good brand image. The impact of visual identity design on the corporate image design system is very important, it uses strong communication and strong visual symbols as a tool to show the spirit of enterprise and business philosophy in an intuitive and easy-to-understand form, so that the public can quickly recognize and remember the enterprise and brand. This design approach not only helps enterprises enhance their brand value, but also brings them more business opportunities and competitive advantages^[1].

1.2 Sales terminal design and display

The design and display of the point of sale is a very critical part of the merchandising process. If an enterprise wants to promote product sales, it must integrate commodity display, display, color and lighting elements into the entire logo system in order to conform to the corporate brand image. Through the careful design of the point of sale, creating an attractive shopping environment can better attract the attention of customers and stimulate their interest and desire to buy.

Color and lighting are two important elements in point-of-sale design. Choosing the right colors and lighting methods can create an atmosphere that matches your corporate brand image and makes customers feel happy and comfortable when shopping. At the same time, the display and display methods also need to take into account the shopping habits and psychological needs of consumers, so that they can find the items they need more conveniently and improve shopping efficiency. The design and display of the point of sale is very important for enterprises. Good point-of-sale design can enhance the brand image of the enterprise, attract more consumers, and increase sales. At the same time, through efficient display and display, merchants can better show the characteristics and advantages of goods, so that consumers have more understanding and trust in the merchant's products. Therefore, enterprises need to pay attention to the planning and management of the design and display of the sales terminal, and continue to innovate and improve, so that they can meet the changing market and consumer needs.

2. The corporate brand image building strategy based on visual marketing

2.1 Optimize product and packaging design

In a highly competitive market, brand image has become a key factor in whether a company can stand out. Brand image is not just a corporate name and logo, but a general perception presented to consumers in a visual element and communication way. Product design and packaging, as an important part of the brand image building process, play an important role in attracting consumers and improving brand value. Guided by visual merchandising, enterprises should pay attention to highlighting the core values and concepts of the brand in product design and packaging. This determines that enterprises need to deeply explore the uniqueness of the brand when designing, and convey the characteristics of brand differentiation and personalization through special design language and elements. At the same time, it is necessary to make the product design style consistent with the overall visual identity system of the enterprise, so as to strengthen the consistency of the brand image.

While emphasizing the core value of the brand, the design and packaging of the product also need to pay attention to innovation and differentiation. This requires companies to constantly pursue novel and unique ideas when designing, so as to meet consumers' needs for freshness and personalization. Through the clever use of design elements and colors, merchants can establish an emotional connection with consumers, so that consumers can find resonance and recognition in their products. At the same time, product design and packaging should not only stop at the aesthetic level, but also emphasize practicality and functionality. This determines that the design needs to comprehensively consider the product use scenario and the actual requirements of consumers, and provide convenient and practical packaging solutions. In addition, with the continuous improvement of environmental awareness, enterprises should also actively integrate environmental protection and social responsibility elements into the design, highlighting the concept of sustainable development and social responsibility.

2.2 Advertising planning and dissemination

Advertising planning and communication play a pivotal role in establishing a company's brand image. In order to achieve effective brand communication, businesses must carefully plan and follow a series of strategies. First and foremost, it's crucial to be clear about the goals and positioning of your ads. Businesses need to have a clear understanding of their brand positioning, target audience, and marketing strategy in order to develop an advertising plan that meets the needs of the market. Secondly, the uniqueness of the creative is particularly important, which can make the ad stand out in the fierce market competition and attract the attention of consumers. These ideas may stem from the uniqueness of the product itself, the story behind the brand, or the essence of the company's culture, with a focus on sparking interest and making a lasting impression. In addition, media selection is also an important part of advertising planning and communication, and enterprises can monitor and analyze advertising effects in real time, and adjust product advertising strategies based on data feedback, so as to improve advertising effectiveness and ROI [2].

2.3 Space design and display

Space design and display are important links in shaping the brand image of the enterprise. To impress consumers and communicate the brand's core values, businesses need to ensure that the design of the space is consistent with the brand image. Every detail, from color, material to layout, should echo the elements of brand identity and strengthen the brand image. At the same time, the space design should be user-oriented, provide a comfortable and convenient shopping environment and reasonable planning of the circulation line, so as to ensure that consumers are happy when browsing and selecting items. In the display, the merchant should use the creative display to highlight the characteristics of the product, attract the attention of consumers, and create an atmosphere in line with the brand through lighting, props and background arrangement.

In addition, the introduction of interactive elements enables consumers to have a deeper understanding of product features and brand stories. Adjust the space design and display for different regions or target audiences to meet the needs of the market. Enterprises should pay attention to the sustainability of environmental protection, integrate environmental protection concepts into space design, and use recyclable

materials and green energy. At the same time, the space design and display are regularly updated to keep them fresh and attractive. Through the training and guidance of employees, the collection and analysis of consumer behavior data, and through cooperation with well-known designers or organizations, enterprises can further improve their brand image and market competitiveness.

3. Conclusion

To sum up, the corporate brand image building method based on visual merchandising covers the construction of product visual identity system, advertising creativity and sales space design. Through the implementation of these strategies, companies can effectively enhance their brand image and enhance consumers' awareness and loyalty to the brand. In a highly competitive market environment, the use of visual merchandising strategies is of great significance to the development of enterprises.

References

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