

Study on the Influence of Urban Cultural Festivals on City Brand Image

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Abstract: Urban cultural celebration activities are of great significance to the dissemination of city brand image. For example, Shandong Kite Festival and Binhai Beer Festival are well-known activities, which provide help for the establishment of brand image. In order to promote the brand image of the city, some departments carry out cultural festivals to help spread the brand image.

Keywords: Urban cultural celebration activities; Brand image; Impact analysis

Nowadays, the competitiveness between cities is constantly improving, which requires not only hard power such as high-end technical talents and high-quality resources, but also soft power such as city brand image. In the stage of shaping the city brand image, through the creation of marketing activities, the image of the city is more vivid. Shaping the distinctive city brand image is of great significance to cultural inheritance and economic development. Therefore, it is necessary to summarize the shortcomings in the process of brand creation and formulate solutions.

1. Problems existing in the creation of city brand image

1.1 Insufficient exploitation of resources

In the creation stage of some urban brand images, the creation of brand images is limited due to insufficient exploitation of resources. Taking Xi 'an Light Show as an example, light is a medium, which can integrate with Xi 'an's culture and history, stimulate the city's economy, and create brand image. However, due to the limited nature of light media, light cannot fully explore history, culture and resources. Xi 'an has a history of more than 3,000 years, but the use of its high-quality historical resources is not enough. For example, in the 2019 Kunming Light Show, the Shui Shi culture as the theme reflects the theme of the Cocomboy and the Weaver Girl in Kunming Pool, witnessing the rise and fall of Kunming Pool, and also using it as a sacred place symbolizing love. However, the design of Kunming Pool does not highlight this legend, and the development of resources is not complete. In the stage of setting the theme of Xi 'an, the culture of the prosperous Tang Dynasty belongs to the core, but there are still many cultural relics left over from the Han culture. The Han Dynasty occupies half of the history of the Han and Tang Dynasties, but the content designed is rarely about the Han Dynasty.

1.2 Imperfect visual recognition

Brand image can make a city stand out and get more people's attention. If you want to establish a good brand image, you need to be remembered, so in the stage of communicating brand image, visual identity is the most important. However, some cities have not improved their visual identity in the stage of communicating brand image. For example, although the Xi 'an Qing Light Show continues to improve the visual system, the audience watches the lights of the Tang Dynasty sleepless city on video, Jiayuífang lighting, etc., the Xi 'an identification system has been gradually created. However, because there are many landmark buildings in Xi 'an, it is impossible to complete the integration in the light transmission stage, and it is only for people to watch. Although the festival lighting has a unified slogan, the lighting sign pattern is not unified. The city brand image has not been integrated in the communication stage. In the creation of the city brand, many changes, not only outsiders have a sense of confusion, the concept of the public is also relatively confused. In the process of light transmission, urban landmark buildings can present culture to people, but the brand image is not unified, and the public will be difficult to form a unified cognition.

1.3 Deviation in brand image communication

In the stage of spreading brand image, there are two main problems in some cities, one of which belongs to the region. For example, the design of Xi 'an's light show is globally oriented, and some managers cooperate with other cities to use overseas media for publicity. However, the communication impact of the light show is relatively small, only a few cities in China understand it, and the communication effect is not good. The deviation of brand image communication is another problem, and the publicity results can evaluate the psychological status of

brand image in the public. In the development process of Xi 'an for many years, people have already had an inherent concept of this. After the rise of city branding, the brand image positioning has led to deviations between traditional and new brand images.

2. Measures for brand image communication

2.1 Innovative communication means

Due to the limitations of some brands, the communication information is not clear enough and the communication efficiency is not good. Hence the need for innovative communication measures. In the city light show, the combination of sound and light show is conducive to improving tourists' sense of good experience. With the support of sound, they can feel the magnificent history of Xi 'an. Pictures are combined with the light show, and the pictures reflect the story and historical background, etc. Under the irradiation of light, the public can clearly recognize the theme and background^[3]. If you want to avoid communication limitations, you can add various elements to make information dissemination more efficient and clear. Insufficient resource mining is another problem of brand communication. Some cities have strong cultural atmosphere and profound historical deposits, so it is most important to tap cultural resources. For example, to take Xi 'an as the research object, it is necessary to understand the culture of Xi 'an first. Relevant departments can cooperate with other departments to collect historical and cultural materials of Xi 'an and spread Xi 'an culture in the process of disseminating brand image. Xi 'an has developed science and technology, rich historical and cultural resources, and the combination of light show and the above elements is conducive to promoting brand construction. Adopt different communication methods to explore urban culture. Through the flexible use of urban culture, increasing people's impression of the city is conducive to improving the communication effect. Through storytelling, it reflects the humanistic spirit and concept, deepening people's understanding of the city by introducing Xi 'an specialties, ancient legends, and modern stories.

2.2 Integration of city brands

The content of city brand image is more complex, and there are various ways of communication. Without professional communication guidance, it will be impossible to integrate the brand image. Combined with the above problems, it is necessary to improve the visual identification system and improve the public awareness. In the process of promoting the cultural capital, World city and other brands, the city identification system is established and perfected through the production of promotional videos and the distribution of promotional brochures. Taking Xi 'an as an example, Xi 'an is the most Chinese city. The combination of text and pattern is adopted to formulate city patterns, which is conducive to the promotion of visual symbols of Xi 'an. In addition to the above, light symbols can be used in all corners of the city. On the other hand, the integration of visual symbols can express the brand image of Xi 'an. It adopts the combination of pictures and videos to promote the image of the city, and uses new media to integrate propaganda discourse to improve the public's cognition of the city. The integration of brand image communication is more important, and the communication of brand image should ensure consistency and continuity. For example, Xi 'an wants to present itself to the world as the cultural capital of the world, so it needs to be the core of the publicity process. First of all, managers should clarify the brand image, formulate design plans, and promote the content to meet the connotation of the brand image. Secondly, through the use of online and offline joint publicity, the use of new media publicity. Finally, microvision and short videos have a greater impact today, so online platforms can be used for publicity.

2.3 Change the inherent thinking and strengthen the communication

In order to improve people's impression of the city brand image, the content and subject of communication are only part of it, and the communication measures and methods also have a certain impact. For example, Xi 'an was once known as the city of Internet celebrities, which proves that Xi 'an is spread by social media. In the stage of spreading Xi 'an's brand image, wechat and Tiktok have exerted great efforts in the dissemination. In the Internet communication, the "light show" in Xi 'an has been questioned, suggesting that the light show is not in line with the concept of environmental protection. In the face of this problem, the management staff, with the help of the media, guided the public to a good direction. By judging the effect of the light show and analyzing public opinions, we can understand whether it provides help to enhance the city brand. After comprehensive evaluation, we can understand the advantages brought by the light show and remove public doubts. In addition to the above, by adopting a large number of marketing communication measures, through the explicit and implied methods of producers, the sales and brand of specific products can be transmitted, which can change the public attitude and achieve two-way communication. In order to promote the city's brand image, managers use search, news and the Internet to promote the event continuously. In addition, the story should pay attention to detail description, and carry out special topics on platforms such as Weibo and Baidu to increase the talking effect of the topic.

Major city events have a profound impact on the spread of brand image, so most cities now want to create a distinctive brand image. Make your city more famous by holding various events. Holding cultural activities has a profound impact on the spread of urban culture. However, in the communication stage, there are still shortcomings, such as the deviation of brand image communication, so the formulation

of sound communication strategies is helpful to the communication of city brand image. In the stage of disseminating brand image, cities face more fierce competition. Therefore, in the future development, it is necessary to constantly improve communication methods, improve brand image and promote urban development.

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