

Taking Advantage of the Momentum -- Research on the Strategy of Urban Brand Communication in Zibo

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Abstract: As an effective way to create the city image and business card, the city's brand communication has been the trend of The Times. For the city that wants to create a unique IP, identifying the characteristics is the fundamental problem. Zibo has been popular on social media since March 2023, and has created a warm and hospitable city brand image with "barbecue" as a symbol, which has promoted the construction of local city brand. Due to the geographical advantages of Zibo as a transportation hub, rich historical origin and the social attributes of barbecue food itself, the city IP of Zibo Barbecue has been deeply rooted in the hearts of the people through the visual communication, emotional communication and empathy communication of the Internet, which provides reference and inspirational significance for other cities to build brand image in the new media era.

Keywords: Zibo Barbecue; City IP; Brand communication

A city's brand image is the sum of various elements that constitute a city and the overall impression and actual evaluation in the public's mind^[1]. To a certain extent, it reflects the comprehensive strength of a city. Historical heritage and cultural precipitation make each city have its own narrative resources and narrative elements in the past, which constitute the personality texture and identity mark in the communication of urban image. ^[2]For a city that wants to build cultural tourism IP, it is fundamental to find the right characteristics. Zibo Barbecue has seized the local characteristics and advantages to create the city brand of Zibo. The discussion on the communication strategy of Zibo City brand is helpful to bring inspiration to other cities, so as to further innovate the construction of Chinese city brand.

On March 10, 2023, the Zibo Municipal Government Information Office held a press conference to plan the layout for the further popularity of "Zibo barbecue", announced the creation of a food brand, issued a Zibo barbecue map to facilitate tourists to accurately "catch up", and specially customized the bus route of the barbecue shop. The 42 regular bus lines in the main urban area cover 33 barbecue restaurants, and 21 new customized barbecue lines have been added. In addition, Zibo also issued 250,000 barbecue vouchers, and thoughtfully arranged volunteers in the high-speed railway station, quite a trend of fighting for honor^[2], the popularity of Zibo barbecue has set an example for other areas that want to build a city brand. In order to better do the reputation, Zibo eight big markets cleaned the ground overnight, and barbecue businesses also received documents. If they are caught cheating consumers, they will be closed immediately, and special duty personnel will be deployed near the barbecue booth to maintain order, and the good reputation and image of Zibo barbecue will be fully maintained.

1. City brand characteristics of Zibo

1.1 Transportation hub--Zibo geographical advantage

Different from many "Internet celebrity" cities in the impression, Zibo is an old industrial city, especially the chemical industry with profound accumulation. According to the website of Zibo Municipal government, Zibo is the most complete prefecture-level city in China's chemical industry. 39 of 41 industrial categories have achieved large-scale development in Zibo, and the production and sales of more than 90 kinds of products rank among the top 3 in the country. Supported by strong heavy industry, Zibo's economic strength has always ranked in the forefront of Shandong, a strong economic province^[4]. Zibo is located in the central region of Shandong province, adjacent to Jinan City, the capital of Shandong Province, with convenient transportation with Shouguang vegetables, Qingdao seafood and other producing areas, and the supply of ingredients has a good guarantee. As a transportation hub city in Shandong, Zibo has unique geographical advantages to make Zibo barbecue to a better place.

1.2 Quality assurance--Zibo Barbecue is fine and inexpensive

Zibo barbecue can stand the test of word-of-mouth thanks to its low prices and high quality of goods, making the "flow" of food into the "stay" of cultural travel. Zibo makes use of differentiated positioning to find the correct food positioning. The eating scene of its barbecue

is in line with consumers' psychological pursuit of ritual sense, making "oven cake with dipping sauce" become a unique local food business card. In addition, Zibo government's crackdown on illegal operations has also made Zibo barbecue industry show a standardized overall situation, after 90 million fans anti-fake blogger "superB" evaluation Zibo has no shortage of weight, people were surprised to find that the weight of the evaluated stalls are full of catty two, netizens obtained satisfactory results, Makes the conscience and hospitality of Zibo image to be more deeply imprinted in the hearts of tourists.

1.3 Rich Heritage--The historical origin of Zibo Barbecue

Zibo barbecue can be distinguished from other types of barbecue, but also because of the historical background behind it, it is reported that Linzi Zhaojia Xuyao site, which is listed in the final evaluation list of the top ten archaeological discoveries in 2022, has found the remains of barbecue food dating back to about 13,000 years ago. Zibo barbecue originated in the Qianlong period of the Qing Dynasty. At that time, small vendors pioneered the way of wrapping bean-curd skin and baking mutton skewers with charcoal fire, which won the favor of local people. Later, this way of barbecuing continues to become the unique food of Zibo^[5]. The tools for Zibo barbecue are also unique. According to China News Weekly, long drawers are set on both sides of the oven to hold the red-hot charcoal, and a small grate in the middle is used to hold water. During the grilling process, the fat of the skewer drips into the water grate. It can achieve the ideal state of "no oil smoke" in the grilling process.

2. Zibo barbecue to build the city brand communication strategy

2.1 Fission propagation-Zibo barbecue is well-known

The popularity of a city cannot be separated from the help of the media. With the gradual recovery of tourism, there is a "special forces tourism" wind of "youth has no price and no seat to Lhasa" on the Internet. At the beginning of Zibo barbecue's debut, it was due to the "rush roast" video released by the college students who had been "gently treated" by Zibo before on social media, which let us see a two-way love, a touching story that confirms the "kind of good causes get good results". Also thus, officially opened the curtain of Zibo barbecue hot, Zibo barbecue heat by the media fermentation, on April 29 on the eve of the May Day reached the highest point, the original unknown Zibo barbecue because of the powerful power of social media to achieve the spread of the "wine is also afraid of the deep" Zibo traditional food into our vision.

2.2 Visual communication--Immersive experience of Zibo Barbecue

In the topic communication of Zibo Barbecue, whether it is little Red book planting grass or the wide dissemination of major short video platforms, all of them are presented by a variety of visual media such as pictures, videos and live broadcasts. On the one hand, the fireworks of Zibo barbecue scene and the delicious features praised by Jiaokou can be transmitted to every user more quickly and truly. On the other hand, with the help of the algorithm recommendation mechanism of social media, the relevant content can be passed to every target user more accurately, achieving a more accurate and effective personalized communication. In the popular event of "Zibo Barbecue", there are very diverse disseminators, including college students planting grass, institutional media reports and local government agenda setting. First of all, it comes from netizens, especially a large number of college students posted grass planting videos. Group to Zibo to eat barbecue, into a moment of the scene, in the "Zibo railway station punch", self-created "Zibo barbecue gesture", all kinds of fancy punch triggered collective imitation.

3. The perceptual path of Zibo city brand communication

3.1 Tell good stories: Create city symbols

The core value of a city tourism brand often comes from the history and culture of the region, and the history and culture of a city is its unique spiritual wealth. By deeply digging and inheriting the regional history and culture, the city tourism brand can establish a distinctive image and form a unique cultural atmosphere, thus attracting more tourists to come to experience, creating higher added value for the city, and promoting the economic and social development of the city. Zibo Barbecue, as the cultural symbol and characteristic brand of Zibo, has become one of the tourism brands of Zibo city. Zibo Tourism Administration has made it a representative tourism cultural product of Zibo tourism by digging the history and culture of Zibo barbecue, attracting a large number of tourists to taste and experience it, thus carrying forward and inheriting the barbecue culture of Zibo. Enhanced the regional cultural value.

3.2 Focus on people: pay attention to talent absorption

Looking back at the beginning and end of Zibo barbecue event, it begins with taking care of college students and being responsible for tourists and residents. It also throws out the olive branch of talent preferential treatment to young people and sets up "youth post" to attract talents. It is because Zibo attaches great importance to talents and cares for the people that this event is not just a three-minute heat. City or organization worth worth, in creating their own organizational image, for "people" care is always important, heart for heart warmth is the introduction of lighting people "catch roast" enthusiasm, it is "up to ninety-nine, down to just walk" Zibo people's warm hospitality, just make tourists

have been put in the heart of the warm heart.

4. Peroration

The popularity of Zibo barbecue is by no means accidental, but a successful communication phenomenon created under the new media environment with the help of new communication concepts and communication methods. For other cities that want to build brands, how to use new media to enlarge their own characteristics of brand marketing is the key, on this basis, close to the public demand is the key, to closely follow the daily needs of the public, seize the tipping point of cultural travel consumption demand, add the city "fireworks". In the past, urban communication paid special attention to information transmission, while emotional communication was relatively ignored. However, in the new media environment, users' right to speak is increasing, and word-of-mouth communication is becoming the main content of urban communication. Therefore, the shaping of urban image needs to strengthen emotional communication and enhance the emotional connection between the city and users. Through the collaborative communication of communication subjects, the empathic communication of communication content and the visual communication of communication channels, the urban image building will be more amiable, lovely and credible, which will also become the mainstream paradigm of urban communication in the new media environment worthy of reference.

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