The Role of Eco Cultural Creative Products in the Communication of City Brands and International Images

Zhu Xuanxuan

College of Communication and Art Design, University of Shanghai for Science and Technology, Shanghai, China, 200093

Abstract: The growth of the city and the improvement of people's living standard gave birth to brand communication. Under the tide of globalization, cultural & creative industries act on the spread of urban brands, integrating culture and economy, and providing sufficient power for urban development. As an important carrier and core competitiveness of city brand communication, ecological creative industry promotes, supports and develops together. City-based competition has started. As an important element in the competition, city business cards can add cultural added value to the city and promote its development. There are still some problems in the city's brand promotion, which affect the pace of building and spreading the city's brand. The resource advantages of urban cultural & creative industries need to be further explored by various functional departments and scholars to promote the shaping and dissemination of urban brands. Based on this, this paper analyzes the realistic dilemma of eco-cultural creative industries in spreading city brand, and discusses the role of eco-cultural creative products in city brand and international image dissemination.

Keywords: Eco cultural creative industries; City brand; International image

1. Introduction

With the increasing competition in cities, the spread of urban brands has also attracted the attention of cities all over the world. As the main platform of urban brand spread and the core competitiveness of cultural & creative industries, the two promote each other and make progress together [1]. With the rapid growth of cultural & creative industries, the economy and society of modern cities have undergone a series of significant changes. First of all, the cultural & creative industry has great cultural added value and can play a leading role in related industries. It can increase the value of the whole city by enhancing the brand image of the city, thus generating huge economic profits [2]. Cultural and creative products refer to cultural & creative products, with "culture" and "creativity" as its prominent features, culture as its starting point and creativity as its core requirement, which belongs to the content industry of cultural & creative industries. Eco-creative products refer to cultural & creative products that take the specific content of local culture as the original material, are formed through artistic processing and creative design, and have the distinctive characteristics of local culture and can most typically represent local culture [3]. City-based competition has started. As an important element in the competition, city business cards can add cultural added value to the city and promote its development. The accumulation of a city's cultural level mainly depends on the city's historical traceability and innovation power. As a cultural factor representing the connotation of city development, innovation is increasingly becoming the starting point and focus of city image building. Cultural and creative industries are increasingly becoming an important part of China's national economy and the pillar of the tertiary industry [4].

Cultural and creative industries, as an industrial system dominated by contemporary cultural & creative activities, are highly valued by countries all over the world for their high technological content, high added value, low resource consumption and low environmental pollution. As an important carrier and core competitiveness of city brand communication, ecological creative industry promotes, supports and develops together [5]. Spreading the city brand through the cultural & creative industries is an important link of the city's development and competitiveness, which can increase the cohesion of the city internally and expand the attraction and influence of the city externally [6]. It is an important measure of a city's sustainable development to spread the brand through cultural & creative industries, which can promote the centripetal force of the city internally and expand the radiation influence of the

city externally [7]. This paper analyzes the realistic dilemma of eco-cultural creative industry in spreading city brand, puts forward the countermeasures, and discusses the role of eco-cultural creative products in city brand and international image dissemination.

2. Definition and connotation of cultural & creative industries

2.1 Definition of cultural & creative industries

The definition of cultural & creative industry is a new industrial model which is formed under the tide of world development and focuses on innovation driving force. The focus is an industry in which the main culture or cultural factors depend on individuals or groups, and the intellectual property rights are marketed as a whole in the form of science and technology, innovation and clustering. Cultural and creative industries are industries with the characteristics of "cultural industries" and "creative industries" at the same time. After high-tech and intellectual processing, they produce high-value-added products, which reflect the integration of cultural accumulation and technological innovation. They are the effective carriers for producers to spread cultural demands to consumers, and are also industrial systems dominated by contemporary cultural & creative activities. Cross-cultural communication refers to the process in which information in a society is transmitted between different cultures, and all kinds of cultural information will flow, share and interact in time and space.

The central point of cultural & creative industries is to maximize the creativity of people. "Creativity" is the driving force for giving birth to new things, advocating "content first" in the contemporary era. It is not only the inherent traditional media film and television products, but also the emerging industries, such as animation, digital, etc. High-quality products are the prerequisite for all capital operations, and the high-quality products are generated from people's infinite creativity. Cultural and creative industries have the dual attributes of culture and economy, which not only stimulate urban economic growth, but also highlight urban individuality and reflect the strength of urban brands [8]. Many cities at home and abroad take cultural & creative industries as their main image positioning and key elements of communication while developing cultural & creative industries. The essence of cross-cultural communication is a kind of social communication. People from different cultural backgrounds can establish interactive and coexisting relationships based on this communication activity. Constantly deepening cross-cultural communication is an effective way to promote the communication of human society, and it is also one of the important measures to promote the integration of world cultures and Community of Shared Future for Mankind.

2.2 Connotation of cultural & creative industries

Cultural and creative industries provide entertainment and information value products and services to the public, such as TV dramas, publications and electronic products. There are differences among brands in cities, which are also reflected in the growth of cultural & creative industries. The reason for this situation is that there are significant differences in history, culture, social economy and pillar industries among cities. Cultural and creative industries have a broad connotation, covering cultural services, all kinds of cultural products, new electronic products, etc. at the macro level, and more details at the micro level [9]. The brand is the core concept that a city transmits to the public by a series of historical and cultural symbols, city signs, urban cultural deposits, industrial economic symbols, ecological environment and other elements as carriers, combined with effective means of communication, according to the strategic positioning of urban development, and is recognized by the society. Different cities are competitive and symbiotic with each other, promoting each other's common development, and at the same time influencing and developing each other, which is also an important feature of world integration.

3. City brand and international image communication

3.1 Confusion between city brand and brand communication

The establishment of city brand is the foundation of city brand communication, but the two concepts are not the same. Establishing city brand is a process in which city builders fully excavate, refine and integrate city characteristics, which is highly scientific and recognized by the public, and is an important symbol of city development. City brand communication is the promotion and extension of

city brands, which is helpful to enhance the competitiveness of cities. It is an important part of city brand building and an important means in the process of city brand promotion. However, in the practical application, some planning departments confuse the two concepts, resulting in the lack of long-term macro consideration and scientific demonstration in urban brand planning, which affects the effect of urban brand building. Cultural integration of urban brands can enhance the competitiveness of cities and maintain the innovation power of urban brand development. However, in reality, most urban brands have single means of communication, high brand similarity and similar positioning among different cities, which are not conducive to the spread and promotion of urban brands. Therefore, to enhance the competitiveness of the city, we must establish a good brand image, promote the spread of the city's brand, and make it have greater influence in the hearts of the public. Therefore, we should give full play to the positive role of cultural & creative industries in urban brand communication, so as to make urban brand communication more diversified and expand urban influence.

3.2 The positioning of brand communication in cities is unknown

In the communication link of city brand, the audience, as the object of communication, plays an important role in communication efficiency. However, in many cities, when establishing and spreading the city brand, they only consider the positioning of the city image, ignoring the investigation of the citizens' economic income, living habits, cultural cognition, etc., resulting in a gap between the city image and citizens' literacy, low acceptance of city business cards, and insignificant publicity effect of city brand. When the tourism destination brand is linked with the city, the interaction between the tourism destination brand and the city image will come unexpectedly. They associate with each other, memorize each other, and achieve the internal communication of their different experiences, and finally reach a consistent preference for the two, resulting in an increase in the number of tourists and an increase in the city's attention rate and reference rate. The role of city brand communication is to accurately convey the information of city brand and competitive advantage to the stakeholders in the city, and win their understanding and recognition of the city and their loyal support activities.

In the brand building of many cities in China, the urban planning department is interfered by the performance appraisal and other factors, and there is no persistent implementation and execution for the creation of urban brands. The unstable positioning affects the communication effect of urban brands. The creative industrial park reflects the cultural taste and the value spirit of the city in a concentrated way through industrial, interpersonal and cultural products, but the disadvantage of spreading the city brand in the cultural agglomeration area is that the target audience is relatively single. The people here are all people who are interested in the cultural industry and related professionals, and they still have certain limitations on the audience of urban brand communication. When creating and spreading the city brand, the builder should make a strategic development plan based on the long-term growth of the city, and the construction of the city brand should follow the consistent and gradual working principle.

4. The role of ecological cultural & creative industries in urban brand communication

4.1 The relationship between cultural & creative industries and urban brand communication

Cultural and creative industries are characteristic industries in urban development, and the historical and cultural values behind them have unique advantages. Rational growth of industrial resources and optimization and integration of industrial structure will help promote the spread of urban brands. The performance of city branding is to enable people to recognize a region, associate a certain external image with the perception of the city, and show its inherent spirit in the city. Fully integrate diversified modern communication and promotion measures to show and convey the core values and spiritual connotations to the public, and make the city's own image propaganda more in place during the promotion of relevant information, so that the society and the public can have a deep understanding of it, and thus gain the extensive recognition of the society, and finally achieve the purpose of spreading the city image. Cultural and creative industries are unique resources in urban development. Because they have only been paid attention to in recent years, their industrial structure is relatively extensive. It is still necessary to further adjust and optimize the industrial structure in order to effectively improve the effect of urban brand communication. The integration process of new urbanization and cultural tourism industry is shown in Figure 1.
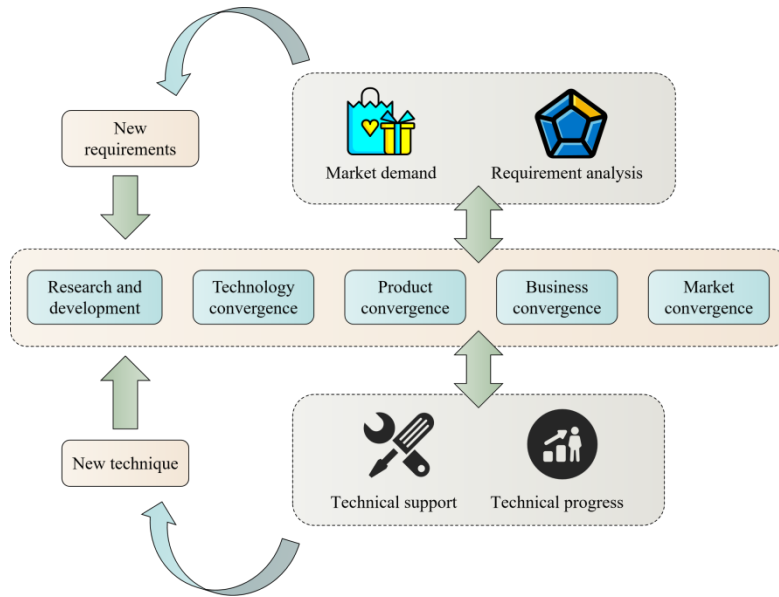
Figure 1: The integration process of new urbanization and cultural tourism industry

For different cities, the development modes of cultural & creative industries are also different. Relevant personnel must determine the role of this industry in urban development, and make a reasonable positioning, so as to draw up a long-term development strategy more suitable for urban brand communication. The function of city brand communication is to correctly transmit the information about city brand and city competitiveness to the public, so that the city can deeply understand the public, and make the public gain extensive recognition and support for issues closely related to people's livelihood, such as social and economic development, the improvement of happy life index, etc. Therefore, the implementation of effective urban brand communication can not only publicize and inherit the cultural connotation and symbolic significance of the city, but also effectively protect the traditional idiosyncratic culture of the city, and further promote the competitiveness of the city's own cultural development.

4.2 Design and innovation of cultural creative products

According to the brand communication theory, the brand communication of the city first needs to shape a brand image with clear expression and concentrated information. For cities, the content of brand image mostly comes from the unique local history and culture, and it is a clear positioning of city image formed on the basis of these unique city genes. In the process of adjusting the cultural & creative industries, we should actively update the creative products, make them more closely combined with the characteristics of urban development, endow the urban culture with a new connotation of the times, and adhere to the differentiated development path. The eco-tourism product development system is shown in Figure 2.
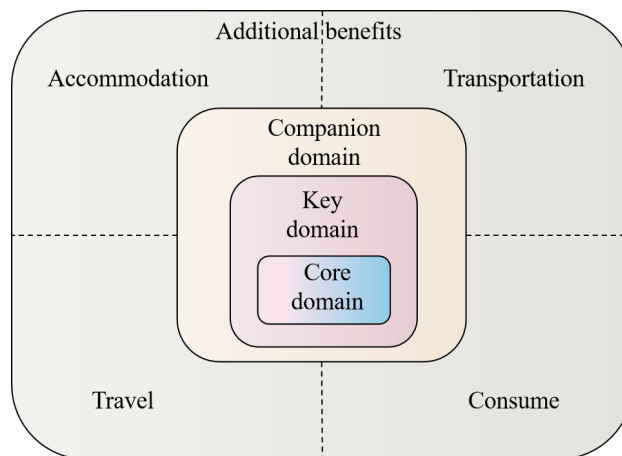

Figure 2: Eco-tourism product development system

Excellent eco-cultural creative products, in the process of processing and designing local cultural symbols, will present the uniqueness and difference of local culture in the form of products that conform to the aesthetic habits and preferences of current consumers, thus making cultural & creative products easier to spread and accept. In city brand communication, cultural & creative industries can be positioned as city brands for communication, thus highlighting the importance of cultural & creative industries, constantly adjusting and optimizing the urban economic structure, and creating city cultural business cards. The rational adjustment of the structure of urban cultural & creative industries can fully mobilize the internal power of cultural & creative industries, promote the effective spread of urban brands, and enhance the competitiveness of urban economy and culture.

5. Conclusions

Eco-creative products have always been carrying more functions of cultural expression and communication, paying attention to artistry and sense of design, but neglecting practicality. Today's design industry emphasizes the integration of design into people's daily life, and the current demand and trend of consumption upgrading is essentially to meet people's spiritual needs in daily consumption. Culture has gradually become an important driving force for the growth of urban economy, and cultural & creative industries have increasingly become an important factor in building urban brands, which has an important impact on urban development. City brand communication will be a continuous development process. The added value of the creative industry itself is extremely high, which can promote the market competitiveness of products, enhance the image of the city, and also have high economic returns. With the rapid development trend of cultural & creative industries, its influence on urban brand communication will continue to increase, and it will become a new characteristic industry for urban development, which will play a greater role in urban progress and development. Eco-creative products urgently need to better integrate aesthetic value and practical value, so that such cultural & creative products can better penetrate into people's daily life, and thus enhance cultural communication ability and communication effect.

Acknowledgements

References

[1] Liu Bin. Multi-dimensional innovation path of creative products of regional culture from the perspective of design [J]. Packaging Engineering, 2021, 42(10):7.
[2] Chen Kunjie, Xiao Dihu, AARON Li. Analyzing the design model of Hunan cultural & creative products from the perspective of communication [J]. Packaging Engineering, 2018, 39(8):6.
[3] Jin Helin. Research on brand development and design of cultural & creative products under the background of regional culture [J]. Packaging Engineering, 2021, 42(16):5.
[4] Yan Kai, Ouyang Daiming. E-commerce channel below to create brand strategy of agricultural products packaging [J]. China Packaging, 2022, 42(3):5.
[5] Kuang Yuxiang, Li Zemei, Huang Qianwen. Research hotspots and trend analysis of cultural & creative products based on knowledge map [J]. Packaging Engineering, 2020, 41(18):11.
[6] Qin Qianhang, Tian Wenda. Research on product design method of cultural & creative brand cases [J]. Economics, 2022, 5(1):30-32.
[7] Pan Qixin, Wang Guiwen, Tang Xingji. Research on the development strategy of cultural & creative products in tourist attractions [J]. Environmental Engineering, 2021, 39(11):1.
[8] George, Ma Jun, Huang Jingfan. Study on the extraction of creative elements of regional culture in rural tourism and brand rebranding [J]. Packaging Engineering, 2019, 40(24):9.
[9] Zhang Yancheng, Li Tao. Multi-perspective feature discovery and recognition of cultural products-oriented navy [J]. Computer Engineering and Design, 2021, 042(008):2101-2107.