

Multi-Brand Strategy Management of Product Visual Communication Design

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ABSTRACT. *With the rapid development of social economy, the competition of market economy is increasingly fierce. In the process of operation and development, in order to obtain better market efficiency and seize market share as much as possible, enterprises must make full use of brand strategy. Only relying on the brand strategy, can we better develop the market and maintain a stable customer group. In order to realize fine management, enterprises need to adopt multi-brand strategy to meet the needs of different consumers. This paper will discuss the visual communication design and strategy management under the multi-brand strategy.*

KEYWORDS: *Multi-brand strategy, Product visual communication, Design, Strategy management*

1. Introduction

Multi-brand strategy refers to that enterprises use different brands for the same kind of products for market segmentation and different target customers. Since the same kind of products will launch different brands, how to make these brands reflect different market values in the same kind of products and determine different characteristics and demands has become the key. In the seller's market environment, consumers as the main body of product purchase, they are faced with a variety of choices. Especially in today's emerging homogeneous products, consumers actually have a great choice. Although relying on scientific brand strategy, to a large extent, it can promote consumers to take the initiative to make choices. However, it is undeniable that the packaging design of the product is the first thing that catches the eyes of consumers when the quality and performance of the product cannot be known. Therefore, in order to give full play to the role of multi-brand strategy and fully reflect the personalization and characteristics of enterprise products, we should actively grasp the methods of visual communication design and strategy management.

2. Overview of Visual Communication

In the seller's market, facing the same product, consumers have many choices. Especially in the increasingly saturated market, the types and quantity of homogeneous goods are relatively large. Although relying on multi-brand strategy, it can maintain the old customer group to a large extent and actively develop new customer group. However, it is undeniable that in today's market with the continuous acceleration of product upgrading, consumers are easily confused by complex product information or product introduction, and then there are problems such as unable to quickly choose or re select a brand, which is easy to cause the loss of consumer groups. In the information age, with the rapid development of mobile Internet technology, consumers can quickly find and judge the information of goods through the mobile client, which is also more convenient for consumers to carefully guess the outer packaging information of goods.

For a new product, consumers do not know about the quality and effect of the product before they actually use it. They may only learn about it through product introduction. At this time, the first thing that catches their eyes or gives them sensory stimulation is the packaging design of goods. The packaging design of commodity belongs to the content of visual information transmission. Visual communication design is the visual perception design that expresses the information language through the visual image with the help of media and transmits it to the behavior individual. In the trend of media convergence, the visual communication platform and media of products are diverse, which can be the traditional level of print advertising, or the product packaging design, or the image information or various display activities on the new media platform. In order to obtain a wide range of consumer groups as much as possible, enterprises continue to segment the market, especially in the use of multi-brand strategy. It is more necessary to accurately grasp the methods and Strategies of visual communication design, so as to better improve the recognition of consumers and better meet the actual needs of different consumers.

3. Product Visual Communication Design and Strategy Management under Multi-Brand Strategy

With the rapid development of market economy, enterprises are facing fierce competition in the process of operation and development. But the competition at this stage may not be among enterprises, but among products, or even among the same products of the same enterprise. In order to obtain a wide range of consumer groups and occupy a large market share as much as possible, enterprises often adopt multi-brand strategy to promote their products, so as to meet the needs of different consumers. In order to improve the application effect of multi-brand strategy as a whole, enterprises should grasp the visual communication design and strategy management, so as to better enhance the development competitiveness of enterprises.

3.1 Visual Communication Design Based on the Actual Needs of Consumers

The target audience of enterprise products is a large number of consumer groups. In the process of using multi-brand strategy, the target group of enterprise is still the consumer group. In the process of continuously innovating product design concept and constantly highlighting product design style, the final service target is still the consumer group. Therefore, in the process of visual communication design, the designer should also put the consumer group in the center, with their actual needs and cognition to fully meet the practical needs of consumers, in order to better improve the promotion effect of products. Visual communication design work is not simply symbol accumulation or element utilization, but fully integrates the enterprise's value concept and brand culture in the design process, and fully conforms to the actual demands of the target group. Only in this way can the quality of product design work be improved as a whole, and the audience be better attracted. In the process of visual communication design, it is necessary to fully do the following work to accurately recognize and grasp the needs of the target group.

First, the optimization design is based on the actual needs of consumers of different ages. The target audience of the same kind of products may have a large age difference. Because of the age difference, their ideas, attitudes and cognitive preferences will have obvious differences. Therefore, in the process of practice, it is necessary to analyze the actual needs of different target groups comprehensively and objectively in order to provide them with accurate and efficient design. For example, in the process of color utilization, young consumers may like novel and strange colors, but older consumers may prefer common colors.

Second, in the process of implementing the multi-brand strategy, enterprises should actively use visual communication design and fully respect the actual needs of different genders. Whether in the process of color selection or product selection, consumers of different genders may make different judgments and choices. Therefore, in the process of visual communication design, we should fully meet the actual needs of different gender groups. For example, in the shape design, women may prefer the lovely shape, and men may prefer the simple shape.

Third, in the process of visual communication design, we should also fully integrate the work nature or work background of consumer differentiation. This is a very significant difference for consumers. Because of the different occupations, they tend to put professional emotions into their choices. For example, in the choice of facial cleanser, ordinary wage earners may prefer products with medium price, but those with relatively high salary may prefer high-end products with high price.

Fourth, in the process of visual communication design, we should also give full consideration to the actual needs of people with different cultural needs. Cultural knowledge or ideological connotation, to a large extent, determines and influences people's value judgment and purchase behavior. In the process of practice, we should fully combine the cultural background of consumers, and the cultural literacy of consumers, so as to scientifically design the visual communication.

In the process of analyzing and judging the needs and characteristics of consumers, we should fully base on scientific market research and professional market analysis, and actively use big data technology to accurately grasp the actual needs of different consumers. At the same time, in the process of visual communication design, it is necessary to fully combine the different needs of consumers and choose different brand images, so as to meet consumers' preferences, stimulate their desire to buy, and effectively improve the overall application effect of multi-brand strategy.

3.2 Define the Theme and Style of the Brand by Maximizing Benefits

With the rapid development of market economy, the quantity and scale of similar products and homogeneous products are relatively large, which greatly increases the difficulty of consumer choice. In order to enhance the

loyalty of consumers as a whole, enhance the brand recognition, optimize the overall aesthetic characteristics of the brand, and fully demonstrate the aesthetic needs of consumers, the principle of maximizing benefits should be taken to fully enhance the theme and style of the brand. In the process of practice, we should start from the following aspects to continuously improve the overall quality and effectiveness of visual communication design. First, in the process of visual communication design, the characteristics of products should be fully combined, which is the basic attribute of products. Only through the visual communication effect to highlight the characteristics of the product, can we maintain the loyalty of consumers to the greatest extent, and constantly improve the recognition of consumers. Therefore, in the visual communication design, it is necessary to design based on product characteristics. Second, in today's increasingly fierce competition for similar products, there are essential differences and differences between products and other products. But for consumers, they may only grasp their differences through product information and so on. In the process of highlighting product differences, visual communication design is the most externalized embodiment. Only when the essential characteristics of products are integrated into the visual communication design, and then different from the same kind of products, can the market segmentation be better realized and the consumers be more effectively targeted. Third, visual communication is the first impression that consumers see the product and the intuitive basis for consumers to choose the product. Therefore, in order to fully reflect the tonality of the product and constantly improve the attractiveness of the product, we should integrate the latest and most fashionable elements into the visual communication design process, constantly improve the overall impact of visual communication, and then leave a deep impression on consumers.

3.3 Optimize the Visual Communication Design with the Whole of Enterprise Aesthetics and Personality

Under the multi-brand product strategy, in order to better improve the communication efficiency of products and constantly optimize the competitiveness of products, we should optimize the visual communication design as a whole by highlighting aesthetics, and constantly improve the overall quality of visual communication design. On the one hand, in the design of visual communication, we should fully reflect the unique and personalized aesthetic of enterprises, convey the most intuitive aesthetic experience to consumers, and fully reflect the overall aesthetic value of visual communication. On the other hand, in the process of visual communication design, we should also fully integrate the value concept of the enterprise, so as to rise to the spiritual level.

For example, in the visual communication design, it can reflect the value concepts of serving the society and fulfilling social responsibilities, so as to guide consumers to fully understand the characteristics of products, the value concepts and corporate culture of enterprises, and then fully recognize the development achievements of enterprises from the inner level, and constantly improve their recognition of enterprises.

4. Final Words

Today, with the rapid development of market economy, in the process of operation and development, enterprises should actively adopt the multi-brand strategy in order to obtain better operating efficiency, to seize a higher market share, and to fully enhance the support and recognition of consumers. In the application of multi-brand strategy, visual communication design is a very important part. Enterprises should fully optimize the visual communication design work, and constantly improve the overall quality and level of visual communication design.

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