

Research on the Driving Force of Brand Image Design of Household Porcelain from the Perspective of Jingdezhen Ceramic Industry Development

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Abstract: *Focusing on the added value of Jingdezhen household porcelain brand image design, this paper lists the "marking consciousness" on China ancient ceramics, and holds that "marking consciousness" can be regarded as the embryonic form of today's "brand image" thinking; This paper analyzes the development of Jingdezhen ceramic industry from three stages: after the founding of the People's Republic of China, the third technological transformation in the 20th century, and from 2000 to the present. Combined with the image integration of Jingdezhen brand "Jiu Duan Shao", it discusses the driving force of Jingdezhen daily-use porcelain brand image design for the development of ceramic industry from three aspects: intellectual property protection, marketing mode reform and ceramic culture export, in an effort to arouse the independent consciousness of Jingdezhen daily-use porcelain brand image design.*

Keywords: *Daily porcelain brand image design, Jingdezhen Ceramic Industry, Brand Added Value*

1. The embryonic form of brand: the identity and value expression of "marking consciousness" on porcelain

The word "brand" originated from the old Scandinavian word "brandr", which means "brand". It is a way for farmers to mark their livestock to show their differences. The visual image design of modern commercial brands is the product of capitalist civilization, but the "marking consciousness" with identification function has existed for a long time in the course of thousands of years of agricultural civilization in China. This symbolic product of "mark consciousness" has something in common with the connotation of today's "brand image", which can be regarded as the embryonic form of "brand image".

It is very common for the ancients to carve inscriptions on bronzes. For example, the bronze ware "Baipan of Guo Ji Zi" in the Western Zhou Dynasty is an event record that Guo Ji Zi Bai made meritorious deeds in the Western Zhou Xuanwang period and was praised by Zhou Wang. At the same time, the behavior of "trade name" is also a direct influencing factor of trademark production. "Book of Rites, Monthly Order" contains: "Things are used to test the sincerity of workers, and if there are improper achievements, they must commit their crimes and be poor." Marking the craftsman's name on the utensils so that the production manager can check the quality has gradually become a tradition in later generations. Today, the Tang Dynasty white glazed vase in the Palace Museum is engraved with the words "Ding Dagang made a wonderful bottle" under the glaze, and Changsha kiln porcelain writes "Bianjia Xiaokou is the best in the world" and "Zhengjia Xiaokou is famous in the world"[1], is Ding Shi, Bian Shi, Zheng's mark of their own goods; By printing the words "Shu Fu" and "Tai Xi" on the utensils, the Yuan people marked the best products set by the government agencies (Privy Council). In the style of Ming Xuande's "Daming Xuande Year System", because the word "Germany" and "heart" are not horizontal, it has become the standard of today's appraisal. These marks convey the information of the age, region, producer and so on, and are special symbols that are different from other utensils (Figure 1).



Image source: Photographed by Jiangsu Ancient Ceramics Research Association. *China Blue-and-white Porcelain Ornamental Picture Inscriptions*. Nanjing: Southeast University Press, 2010.

Figure 1: Description of Ming Yongle and Xuande Porcelain

At the same time, these marks are the embodiment of the identity value of objects. In history, after the Imperial Kiln Factory in Qing Dynasty stopped burning, Jingdezhen "Jiangxi Porcelain Company" assembled skilled craftsmen from the original Imperial Kiln Factory, which was quite influential in this period. As a new type of official kiln industry jointly organized by government and businessmen, "Jiangxi Porcelain Company" represents the advanced productive forces of the ceramic industry in the late Qing Dynasty. The company has made innovations in technology, decorative themes and porcelain varieties, and even created "company money" in terms of porcelain money, except for traditional money forms such as calendar money and name money. The main types of money are "Jiangxi Porcelain Company", "Jiangxi Porcelain Company", "Jiangxi Porcelain Company" and so on (Figure 2).



Image source: Zhang Lin. *Development and influence of Jingdezhen Porcelain Company in the Republic of China*. Jingdezhen Ceramic Institute, 2014.

Figure 2: "Jiangxi Porcelain Company" Summary Table

On the road to modernization of Jingdezhen ceramic industry, ceramic trademarks have gradually been further standardized. In March, 1981, Jiangxi Ceramic Industry Company promulgated "Management System on Ceramic Trademarks and Marks (Bottom Payment)", in which Article 4 of Chapter II stipulated the design and requirements of trademarks: the graphics that constitute trademarks should be concise, the combination of characters should be coordinated, beautiful and elegant, with obvious features and easy identification; At the same time, the brand names of Jianguo Porcelain Factory, People's Porcelain Factory, Art Porcelain Factory, Hongqi Porcelain Factory, Cosmic Porcelain Factory, Guangming Porcelain Factory, etc. and the corresponding users and objects were established (Figure 3). According to the aesthetic vision of logo design today, most of the trademark design at that time was practical and aesthetic, which was quite characteristic of the times.



Image source: *Management System on Ceramic Trademarks and Marks (Bottom Payment)*, 1981.

Figure 3: Trademark specifications of some porcelain factories

2. Jingdezhen ceramic industry development analysis

The process of industrial development, that is, the process of optimizing industrial structure, phasing leading industries, rationalizing industrial layout and rationalizing industrial organization[2]. Industrial development is of great significance for promoting the development of national economy. Adam Smith, a British economist, put forward the viewpoint of division of labor for the first time in *The Wealth of Nations*, and expounded that division of labor plays a great role in improving labor productivity and enhancing national wealth. The division of labor in Jingdezhen porcelain industry in the middle and late Ming Dynasty has been more detailed. However, by the end of the Ming Dynasty and the beginning of the Republic of China, the political situation in China was turbulent, and the development of the ceramic industry was therefore stagnant.

After the founding of People's Republic of China (PRC), the state confiscated the bureaucratic capital of Jiangxi Porcelain Company in August 1949, and established the first state-owned porcelain factory in the city—Jianguo Porcelain Company, which officially started production and operation on April 15th of the following year[3]. This indicates that Jingdezhen porcelain industry has entered a new stage. In 1958, the CPC Jingdezhen Municipal Committee and Municipal Government actively organized cadres and workers to seize the opportunity of ceramic technological transformation according to the requirements of the Central Committee of the Communist Organization of China and Jiangxi Provincial Committees, and promoted the initial industrialization of Jingdezhen ceramics from the aspects of renewing enterprise organization, adjusting factory buildings, products and labor organizations, and building the original fuel base. And Jingdezhen's "Top Ten Porcelain Factory" was also established in this period according to the needs of production development. It is a state-owned enterprise that the state merged and reorganized 10 public-private porcelain factories, 2 cooperative porcelain factories and 9 ceramic handicraft cooperatives, and divided them into daily-use porcelain factories such as architecture, cosmos, Dongfeng, Huadian, Hongqi, Hongxing, Xinping, fine arts and crafts porcelain factories for painting and processing according to porcelain categories[3]. At this time, after nearly ten years of construction and development, Jingdezhen ceramics overcame difficulties in production technology, circulation and sales, and an industrial system was initially formed.

After that, Jingdezhen daily-use ceramics went through three technical transformations: the Sixth Five-Year Plan (1981-1985), the Seventh Five-Year Plan (1986-1990) and the Eighth Five-Year Plan (1991-1995), especially during the Eighth Five-Year Plan, modern porcelain-making processes such as high-pressure grouting and full-automatic glazing were adopted, which made the production technologies different. At the same time, some measures have been taken, such as introducing advanced equipment from abroad to eliminate backward kilns and introducing screen printing machines, to solve the environmental pollution problem on the basis of improving productivity and enrich the possibility of ceramic pattern decoration. At this time, the Jingdezhen ceramic industry system was gradually improved and the division of labor was gradually detailed. The "Top Ten Porcelain Factories" became the main force of daily-use porcelain production, and at the same time, it also included Jingdezhen Ceramics Co., Ltd., a state-owned joint-stock enterprise integrating product research and development, design, production and sales. Its brands "Hongye" and "Jinpin Pottery" are still well-known brands in Jingdezhen today.

Jingdezhen today develops ceramic creative economy and promotes the renewal of industrial structure. And through the establishment of ceramic e-commerce platform, cultural exchange platform, the construction of industrial parks, creative parks such as Taoxichuan, Mingfang Garden and Imperial Kiln Factory National Archaeological Site Park, etc., it shows the determination of "Millennium Porcelain Capital" to keep up with the times. As of December 2018, the total output value of Jingdezhen ceramic industry was 40.16 billion yuan, a year-on-year increase of 7.96%; Ceramic exports were 99.833 million US dollars; The investment in fixed assets of ceramics is 9141 million yuan; The tax revenue of ceramic industry is 393.56 million yuan[4]. In 2019, the Implementation Plan of Jingdezhen National Ceramic Culture Inheritance and Innovation Experimental Zone was put forward, which pointed out the target direction for the development of Jingdezhen ceramic industry in the new era.

3. The brand image design of household porcelain based on the development of Jingdezhen ceramic industry

Brand image design includes brand logo, packaging, slogan, offline store decoration, display layout and all other channels that can highlight the brand spirit, always focus on the audience's viewing

behavior and pay attention to the image construction, in order to attract the attention of the target audience and maximize the industrial value.

3.1 Image Integration of Jingdezhen Ceramic Brand "Jiuduanshao"

Jingdezhen ceramic brand "Jiu Duan Shao" has excellent performance, and is known as "one of the three famous kilns in Jingdezhen", which is a respectable local brand in Jingdezhen. This is mainly due to the founder Mr. Duan Zhenmin's willingness to study and his valuable sensitivity to the market. Mr. Duan has been working in state-owned enterprises since the 1990s. Jingdezhen craft art company. After resigning, he turned to ceramic production, and its products first won a high reputation for the brand in the Japanese market because of their superior quality and reasonable price. After the Japanese market shrank, Mr. Duan turned to analyze the mainland tea ware market, and found that there was a blank in the market for tea ware, so he seized the opportunity to use classic historical masterpieces, Buddhism and Taoism and other character themes for ceramic decoration, and once again made a brand reputation in the mainland tea ware market.

The former "Jiu Duan Shao" was called "Duan Kiln", and the bottom payment was not very uniform and changed several times. In 2010, the series of "Miaoshou" was finally finalized, and different styles were corresponding to different styles: "Miaoshou Danqing" was mainly pastel; The "wonderful hand burn" models are all glazed porcelain; The theme of "wonderful hand meditation" is Buddhism[5]. The models of "Jingde Jiudian" and "Jiudian Treasures" have been discontinued, and the current blue and white wares of Jingdezhen Jiudian Burn are classified into "Jiudian Wonderful Hand", "Wonderful Hand Blue and White" and "Zhenmin Kezhi" according to the painter from high to low. At this point, "Jiu Duan Shao" has completed the integration of unified norms and images in the bottom paragraph.

3.2 Jingdezhen household porcelain brand image design to the development of ceramic industry

In 2019, the Implementation Plan of Jingdezhen National Ceramic Culture Inheritance and Innovation Experimental Zone was approved. As the first cultural tourism experimental zone, the state attached great importance to Jingdezhen. Having a highly competitive brand is an important way for Jingdezhen ceramic industry to go to the market and go international. The brand itself does not have a material entity, but it has a visual image, sound, text, quality, service and other material carriers[6]. And convey the enterprise spirit and values with the image. The brand image design of daily-use porcelain has the following main driving forces for the development of ceramic industry:

3.2.1 Improve the intellectual property protection system under the creative mode

A perfect brand and patent protection system is a necessary prerequisite for the healthy development of Jingdezhen ceramic industry. Their importance becomes more and more prominent with the market changes, but it cannot be separated from the protection and support of national policies. At the end of the 20th century, Jingdezhen began to pay attention to ceramic patent protection, and set up relevant management institutions in brand management and patent protection respectively, and cracked down on infringement. Nowadays, Jingdezhen pays attention to the mode of "ceramics+creativity" and encourages enterprises, workshops, "Jingpiao" and other groups to carry out creative activities and apply for patent protection. In this regard, the brand image of daily-use porcelain conveys the information that products are protected by patents in a visual way, which reduces the possibility of falling into infringement disputes, and enables enterprises or creators to focus more on industries such as technological and technological innovation, creative product research and development, and promote healthy competition in Jingdezhen ceramic industry.

3.2.2 Help the transformation of marketing methods in the context of the Internet

The "internet plus" wave and the emergence of new media such as mobile phones have changed the way of brand image communication, and also changed the traditional marketing methods of enterprises. Nowadays, products are no longer limited to the products and services of traditional channels, and more and more brands relying on the Internet to provide products and services have emerged, which provide excellent convenience and integration capabilities[7]. The new media, represented by mobile phones, has also broken the space restrictions and extended consumers' ability to find products. Nowadays, many Jingdezhen ceramic enterprises consciously adopt the marketing method of combining online live broadcast with offline sales (Figure 4), but when enterprises conduct online live broadcast, the style design of the live broadcast room, the program effect and even the temperament

talk of the host must conform to the quality, which is often ignored by many brands. Therefore, the overall design of brand image can set an "image benchmark" for the above factors and make effective visual coordination, which will help the transformation of marketing methods in the context of the Internet.

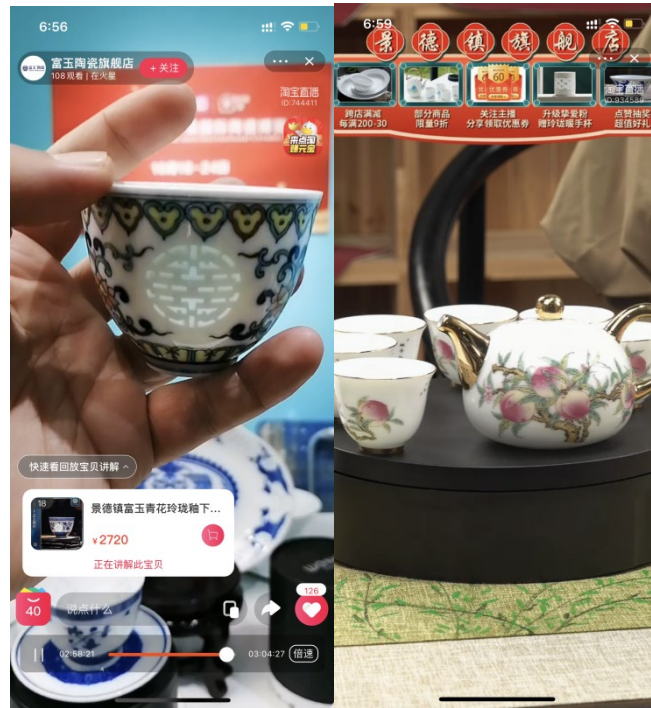


Figure 4: "Fuyu Home Daily Flagship Store" and "Jingdezhen Flagship Store" are being broadcast live on Taobao.

3.3.3 Promote the export of ceramic culture under the regional effect

Economist Alan Sanserni believes that culture is not only one of many economic functions, but also the birthplace, framework and structure of economy. Contemporary people have a strong sense of patriotism, and they are more willing to "support domestic products" in two types of products with the same cost performance, so the national competition is increasingly moving towards design and cultural competition. To a certain extent, this gives Jingdezhen household porcelain brand image design more room to play. Enterprises should take brand image as a means to empower the ceramic industry, and visually translate ceramic culture in ways that the public is willing to accept, such as dynamic posters, H5, expression packs, etc., to tell the connotation of ceramic culture or brand stories, and form the regional effect of "Jingdezhen ceramic brand"; Or by creating a hot topic on the Internet, the brand image design can achieve the "out-of-circle" effect, attract more attention for its brand products and even Jingdezhen and ceramic culture, help tourism and creative industries to promote the economic growth of Jingdezhen, and at the same time promote the export of ceramic culture under the regional effect.

4. Conclusion

To sum up, as the expression of identity and value, the symbol products that embody the "mark consciousness" on porcelain have existed since ancient times, and have something in common with the connotation of today's "brand image", which can be regarded as the embryonic form of "brand image", mainly based on the ancient tradition of engraving inscriptions and the habit of "using things to create industrial names", and will play a normative role in the future development of Jingdezhen ceramic industry and promote the benign operation of the market. After liberation, Jingdezhen ceramic industry has accelerated its pace to adapt to the modern industrial market environment and gradually improved its industrial system. The brand image design of daily-use porcelain based on the development of Jingdezhen ceramic industry has a significant driving force for the development of ceramic industry from three aspects: improving the intellectual property protection system under the creative mode, helping the transformation of marketing methods under the Internet context and promoting the export of ceramic culture under the regional effect. It is one of the important ways for Jingdezhen ceramic

industry to go to the market and go international.

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