

Innovation and Tradition: Exploring the IPization Pathway of "Fresh Corn" Agricultural Products

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Abstract: *Amidst the rapid advancement of globalization and market economy, the agricultural industry is facing an urgent need for transformation and upgrading. The IPization of agricultural products, as a novel marketing strategy, not only enhances the market visibility of these products but also bolsters their competitive position, thereby contributing to the overall development of the agricultural sector. This paper provides an in-depth examination of the contemporary context of agricultural product IPization and its critical importance in the industry's upgrading process. Through a detailed analysis of the "Yield Fresh Corn" case study, the paper further clarifies the specific implementation pathways and strategies of IPization in agriculture, as well as the economic and social benefits it generates. Additionally, the paper discusses the potential value and future trends of agricultural product IPization, offering valuable references and insights for agricultural businesses and policymakers. The goal is to stimulate continuous innovation and growth in the agricultural industry within the framework of the new era.*

Keywords: *agricultural products; Brand IP; Innovate; Inheritance; Fresh corn*

1. Introduction

With the sustained growth of the economy and the increasing diversification of consumer demands, traditional agricultural models are facing unprecedented pressures for transformation. Against this backdrop, the strategy of brand IPization has emerged, paving a new path for agricultural enterprises to transform and upgrade. Through meticulous brand development and efficient market operations, enterprises have been able to transition from a singular production model to offering a diversified array of services, thereby not only expanding revenue streams but also significantly enhancing profit potential. The core advantage of brand IPization lies in its ability to communicate product quality and safety information while also embodying rich cultural and emotional values. This profound value transfer greatly strengthens consumer perception and trust in agricultural products, establishing a robust emotional bond that lays a solid foundation for the long-term market success of these products. Furthermore, the IPization of agricultural brands is closely intertwined with the dissemination of regional culture. By crafting engaging brand stories and distinctive imagery, it not only highlights the unique regional characteristics of agricultural products but also aids in promoting and preserving valuable cultural heritage. This not only enriches the cultural connotations of agricultural products but also injects new vitality into the development of local economies and the tourism industry. At the national level, agricultural branding strategies and policy guidance provide strong support for the IPization of agricultural brands, making it a key pathway to drive agriculture towards higher quality and greater efficiency. This study will take the "Yi Ode Fresh Corn" brand as a case study to delve into how to achieve a harmonious integration of innovation and tradition in the process of agricultural product brand IPization, aiming to provide a solid theoretical foundation and practical guidance for the construction of agricultural brands. We hope that through this research, new perspectives and strategies will be offered for the sustainable development and enhancement of market competitiveness of agricultural enterprises.

2. Literature Review

Brand IPization emerges as an innovative marketing strategy, synthesizing a wealth of research

findings from various academic disciplines to establish a robust theoretical foundation. Guided by brand asset theory, brand IPization significantly enhances the value of brand equity by amplifying brand recognition, awareness, loyalty, and associations. The brand personality theory underscores the importance of anthropomorphizing brands, suggesting that brand IPization forges emotional connections with consumers through the creation of distinctive characters and narratives, thereby strengthening brand personality and loyalty^[1]. Content marketing theory provides strategic insights into content creation and dissemination within the context of brand IPization, emphasizing the attraction and retention of target audiences with valuable content to establish brand authority^[2]. Consumer behavior theory offers a critical perspective for understanding how brand IPization influences consumer decision-making, revealing the necessity of a deep understanding of consumer needs to design compelling IP content^[3]. Symbolic consumption theory posits that brand IPization caters to consumers' desires for personalization and differentiation, enhancing brand value through the symbolic meanings embedded in brand stories and imagery^[4]. The integrated application of these theories lays a solid groundwork for the practice of brand IPization, guiding enterprises on how to achieve deep engagement with consumers and create long-term value through innovative content and formats.

In the discourse of agricultural product brand IPization, it has been identified that cultural IPization has become a significant strategy for elevating the value and market competitiveness of agricultural brands^[5]. The regional characteristics and historical culture of agricultural products form the foundation of brand IPization. For instance, geographical indication products such as Qingyuan Chicken and Yingde Black Tea not only represent high-quality agricultural specialties but also encapsulate a wealth of historical culture and narratives. These stories and cultural elements become the core content in shaping the brand of agricultural products, contributing to the enhancement of the brand's cultural added value and market recognition. Moreover, innovative practices are pivotal in propelling the development of agricultural product brands. The integration of modern technology and management methods, such as the implementation of organic agriculture and digital management, not only improves the quality of agricultural products but also fortifies the brand's modernity and competitiveness. Concurrently, innovative marketing strategies, including the use of new media platforms like internet celebrity live broadcasting and social media, can effectively amplify the brand's market influence. Furthermore, cultural IPization demands that agricultural products possess not only stories but also the capability to narrate these stories effectively^[6]. Through online and offline brand promotion activities, such as agricultural product exhibition experience stores and cultural festivals, consumers can experience the cultural value of agricultural products more directly, thereby increasing the brand's appeal and loyalty^[7]. While cultural IPization brings new opportunities for the development of agricultural product brands, it also faces challenges, including insufficient brand awareness, market counterfeit issues, and inadequate brand communication. To address these challenges, concerted efforts from the government, enterprises, and all sectors of society are required^[8]. Measures such as policy support, brand operation management, and the construction of quality standard systems are necessary to protect and develop the cultural IP of agricultural products. Cultural IPization offers new ideas and methods for the development of agricultural product brands^[9]. By excavating and utilizing the regional characteristics, historical heritage, and innovative practices of agricultural products, combined with effective market promotion strategies, the brand value and market competitiveness of agricultural products can be enhanced. At the same time, it is essential to pay attention to and resolve the challenges encountered in the process of cultural IPization to achieve sustainable development of the agricultural industry and rural revitalization.

3. Case Analysis of "Yield Fresh Corn" Brand

3.1 Brand Development History

The "Yi Ode Fresh Corn" brand was established by Jilin Hongze Seed Industry Co., Ltd., focusing primarily on fresh corn products. The brand name is derived from the phonetic translation of the English word "Yield," symbolizing high and stable production, with the hope of leveraging the advantages of the local black soil to provide abundant yields and high-quality products. The brand's main business scope encompasses the cultivation, production, processing, packaging, wholesale, and retail of fresh corn. The fresh corn produced through patented technology is characterized by its sweetness, glutinous texture, tenderness, and aroma, with high nutritional value and low fat and sugar content, making it suitable for a wide range of consumers. "Yi Ode Fresh Corn" is mainly sold within Jilin Province, with Tonghua City, Jilin City, and Changchun City as the primary markets. Based on the basic development situation of "Yi Ode Fresh Corn" and its marketing environment, the company has

identified issues such as unclear brand positioning, low brand awareness, and a lack of brand image construction. Consequently, the brand underwent repositioning, highlighting the characteristics of "simple black soil, clean corn sentiment," clarifying its current target market and future expansion path.

3.2 Practice of Brand IPization

In the practice of IPization, the "Yi Ode Fresh Corn" brand began with a redesign of its brand image, including elements such as the brand name, logo, slogan, and mascot, to enhance the brand image and recognition. For instance, the logo design incorporated green and black colors, symbolizing health and the fertile black soil of the Northeast, while also conveying brand messages through the mascots "Li Li" and "Sui Sui," thereby increasing the brand's fun and affinity.

Regarding marketing strategies, the brand adopted a combination of online and offline promotion methods. Online, it utilized various forms such as social media, advertising design, brand endorsements, and live streaming sales to increase brand visibility and market share. Offline, it engaged in product sales and brand promotion through direct sales stores, supermarket partnerships, and participation in exhibitions. Additionally, the brand focused on cultural heritage by exploring and disseminating the cultural stories of fresh corn, thereby enhancing the brand's cultural value and depth.

3.3 Integration of Innovation and Tradition

During the IPization process, the "Yi Ode Fresh Corn" brand has struck a balance between innovation and traditional elements. The brand's innovation is reflected in product development, where it utilizes patented technology to cultivate new varieties of fresh corn, meeting the health-conscious demands of modern consumers. In terms of marketing strategy, the brand employs contemporary social media and e-commerce platforms to expand its sales channels and enhance its market competitiveness.

Simultaneously, the brand places emphasis on the protection and inheritance of tradition. For example, by highlighting the regional characteristics of the black soil and the traditional cultivation methods of fresh corn, the brand strengthens its cultural foundation. The brand also promotes traditional corn culture through events such as corn festivals, fostering an emotional connection between consumers and the brand.

This fusion of innovation and tradition has had a positive impact on the brand's development. It not only enhances the brand's uniqueness and competitiveness but also strengthens consumer trust and loyalty. By combining modern marketing methods with a rich traditional culture, the brand has successfully established a distinct position in the competitive market landscape.

4. Discuss

4.1 Effects and challenges of brand IP

The IPization strategy of the "Yi Ode Fresh Corn" brand has achieved certain effects. By redesigning the brand image, including the brand name, logo, slogan, and mascot, the brand has enhanced its recognizability and appeal. The innovation of these visual elements has rendered the brand more youthful and approachable, which helps attract the target consumer group, especially the younger generation. The brand has expanded its market coverage and increased its visibility and influence through a combination of online and offline marketing strategies. Online promotional activities, such as social media marketing and live streaming sales, have effectively established interaction and communication with consumers, enhancing the brand's market presence. Offline activities, including participation in exhibitions and roadshows, allow consumers to directly experience the products, strengthening the brand's trustworthiness.

However, the brand also faces challenges during the IPization process. The enhancement of brand visibility requires continuous investment and innovation, which poses a challenge for a relatively newly established brand. Moreover, with intense competition from similar products in the market, how to stand out among numerous brands and maintain the brand's differentiation and uniqueness is a long-term issue that the brand needs to face. The maintenance and updating of the brand image need to keep pace with the times to adapt to the evolving consumer demands and market trends.

4.2 Implications for other agricultural brands

The IPization practice of the "Yi Ode Fresh Corn" brand offers significant insights for other agricultural product brands. It is essential for brands to define their positioning and target market accurately, identifying and fulfilling consumer needs. The design of the brand image should integrate product features and cultural connotations, creating unique and appealing visual elements to enhance brand recognition and emotional connection. Additionally, brands should make full use of modern marketing tools, such as social media and e-commerce platforms, to expand sales channels and increase market activity.

Moreover, brands need to focus on cultural heritage and innovation, strengthening their cultural depth by organizing cultural events and uncovering product stories. A comprehensive risk management and response mechanism should be established to cope with market changes and competitive pressures, including continuous product innovation, flexible marketing strategy adjustments, and effective brand protection measures. Through these measures, brands can better adapt to market changes and achieve sustainable development.

5. Conclusion

5.1 Research Conclusions

This study analyzes the IPization process of the "Yi Ode Fresh Corn" brand, which has enhanced the brand's recognizability and appeal, particularly among young consumer groups, through the redesign of the brand image and logo. By integrating online and offline marketing strategies, the brand has effectively expanded its market coverage and increased its brand awareness. The brand has balanced innovation with traditional elements during the IPization process, and by hosting cultural events and uncovering product stories, it has strengthened its cultural heritage and market competitiveness. However, while enhancing its visibility and market share, the brand also faces intense market competition and the challenge of continuous innovation.

5.2 Future Research Directions

Future inquiries within the realm of agricultural product brand IPization may delve into several pertinent areas and issues. Initially, investigations could extend to assess the applicability and efficacy of IPization strategies across diverse agricultural commodities and market contexts. Subsequently, scholarly efforts may be directed towards examining consumer behavioral shifts amidst the IPization process and the subsequent impact on brand fidelity and purchasing decisions. Furthermore, the sustainability of brand value growth and competitive market stance post-IPization merits critical examination. Lastly, exploration into the potential of technological advancements and interdisciplinary collaborations to foster novel growth opportunities and market openings for agricultural brands is advocated. Such research endeavors are anticipated to contribute significantly to the discourse on agricultural product brand IPization, enriching the arsenal of strategies and tools at the disposal of brand management and marketing practitioners.

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