

# The Construction and Communication of City Image by Virtual Spokespersons

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**Abstract:** *Based on the different background of social role positioning, it has different influence on the shaping of city image. Virtual spokesperson is a powerful weapon for enterprises to enhance their product competitiveness. As far as city image is concerned, it plays an irreplaceable role in the construction and dissemination of city image. This paper studies how virtual spokesmen construct and spread the city image, and draws conclusions through model method and data. Virtual spokesperson is an invisible asset, and it is a costly measure to deeply explore its value. Therefore, in terms of methods, the following points should be done well. First, build a unique image based on the specific functions of virtual spokespersons; Second, improve existing functions and enhance the invisible value of virtual spokespersons; Thirdly, strengthen the image construction of virtual spokesmen to enhance their diversified effects. Based on the construction and dissemination of city image by virtual spokesmen, it is necessary to strengthen the building of virtual spokesmen, which is also an inevitable choice of city image construction.*

**Keywords:** *Virtual Spokesperson, The Image of The City, Image Building, Image Transmission*

## 1. Introduction

Virtual spokesperson is a huge intangible and tangible asset, which makes a great contribution to the development of today's society and the city. In today's society, personality, culture, character and other symbols are transmitted all the time, and every symbol affects the image of the city, so it is necessary and inevitable to shape a good virtual spokesperson. Today's society is constantly developing, more and more enterprises in order to improve their sales value, more and more to study the image of virtual spokesmen, which is inevitable to strengthen the development of individual economy, at the same time, if the whole society forms a good atmosphere, then it will be a promotion for the whole society.

Many scholars at home and abroad have studied the construction and communication of virtual spokespersons and city images. In domestic and foreign industry studies, a scholar's empirical analysis found that the perceived authenticity of virtual spokespersons has a significant positive impact on quasi-social interaction and brand attachment, and quasi-social interaction has a significant positive impact on brand attachment. Quasi-social interaction plays a partial intermediary role between perceived authenticity of virtual spokespersons and brand attachment [1]. According to J Gong and P Wang, the development of cities in ethnic areas is characterized by distinct cultural characteristics and regional styles. Deeply embedding localized urban image elements in the process of urban construction can promote the shaping and dissemination of urban image in ethnic areas [2]. Some scholars' virtual spokespersons play an important role in marketing communication. However, most of the previous researches focus on the influence of various anthropomorphic characteristics on advertising effect, and there are few researches on how consumers' unique needs affect the communication effect of virtual spokespersons. Three experiments were conducted to investigate the effect of advertising persuasion under the interaction between two types of spokespersons (virtual spokespersons and real spokespersons) and consumers' unique needs (from low to high). Study 1 shows that the persuasion effect of different spokespersons is regulated by the level of consumers' demand for uniqueness, and consumers with high demand for uniqueness prefer virtual endorsements [3].

Therefore, it is very important to analyze the deep value of virtual spokespersons and truly understand their inner meaning. Based on this, first of all, we need to dig deep into the meaning of virtual spokespersons, so as to deeply analyze each internal Angle and create unique images. Secondly, improve the unique function, mining value; Finally, based on the scientific perspective, the author makes deep use of modern technology to improve the existing functions, and makes due contributions

to the construction and dissemination of urban image in modern society with the greatest efforts.

## 2. Research on the Construction and Dissemination of City Image by Virtual Spokespersons

### 2.1 Problems Encountered in the Construction and Dissemination of City Image by Virtual Spokespersons

#### 2.1.1 Negative Effects

Brand virtual people have many excellent works, such as "Astro Boy", "Haier Brothers" and so on, these excellent virtual spokesmen have brought a lot of positive energy to the enterprise, nonconfessor, brought huge economic benefits. Materialistic today, however, more work is a departure from the social conscience, launched many things bring great negative energy, such as the mouth of the Wolf, "the merry-go-round in the garden", these a few words is very happy mental derangement, audiences push is a pile of a pile of garbage, to the society, the image of the city must bring many adverse effects. Poisons the dissemination of spiritual values is a wide audience, this violation of conscience is undoubtedly a blow to today's socialist core values. Therefore, audiences and readers should carefully screen out the bad values of virtual spokespersons and accept more excellent qualities [4].

#### 2.1.2 Single Flooding

With so many resources available today, participants are more likely to accept positive things. As a communication source, virtual spokespersons need to check their own positivity. Under the attention of most people in society, it is beneficial value that spreads to society. But there is still a phenomenon today, that is, in some fields, the value orientation of virtual value people is single and rampant. This is not a rarity for business owners who pursue advertising effects. Therefore, creators of excellent works should exert their wisdom and make every effort to create various virtual spokespersons for the society and enterprises from a positive perspective [5-6].

#### 2.1.3 Fail to Combine with Advanced Technology

Today is the era of network traffic, the game industry just a wave of high traffic, Internet cafes just another wave of low traffic, visible network traffic is a hot word at present. On the other hand, the success of the creation of virtual spokesmen cannot leave the network. With the digitalization of today, the creation of virtual spokesmen must be digitalized, must be combined with the current social Internet tide, in order to produce great results. Like today's popular virtual technology VR, AR is also necessary, in the transformation and creation of today, can not lack any valuable means. Modern technology is used to match images and sounds that are in line with The Times and modern flavor of virtual spokesmen, and implant digital storylines to show the inner nature of virtual spokesmen from a multidimensional perspective, so as to play a role in improving the image of the city [7-8].

## 2.2 Virtual Spokesperson

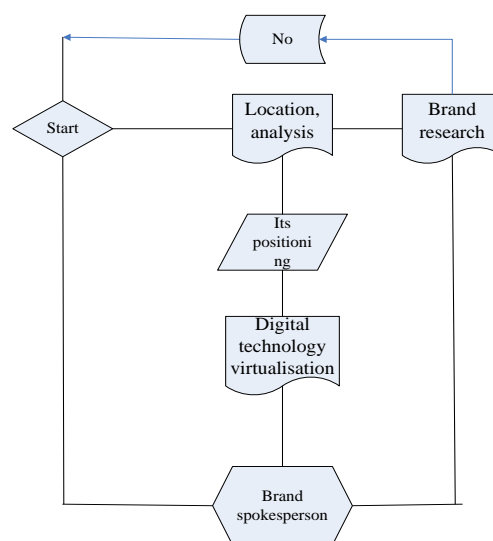


Figure 1: Flow chart of brand virtual spokesperson

Brand virtual spokesperson refers to a person who, after careful positioning and analysis, brand research, problem analysis and self-positioning, is combined with the brand. However, he or she is not a real person, but a cartoon character or model-based image created through digital technology and finally represents the brand, as shown in Figure 1 [9-10].

Virtual spokesperson is an important carrier of brand image, widely used in daily household goods, daily necessities, digital products, entertainment toys and other fields. They are designed to make the product and the public more accessible to consumers and more willing to pay for it. Create a rich personality, unique, with culture brand convener.

### ***2.2.1 Development of Virtual Spokespersons***

Just like the development of camera, the development of film, black and white, color and dynamic image, the development of virtual spokesperson is similar to this, experiencing the changes of The Times and leaving the imprint of The Times.

#### **(1) Cartoon Period**

First of all, brand virtual spokesmen had a cartoon era. The most typical example is the infiltration of Mickey Mouse animation from the popular Disney-based entertainment economy to other industries in the 1930s, and its derivative products have a wide range of licensing, including clothing, food, housing and tourism, which are deeply influenced today. Now, the status of blue cat in the hearts of Chinese children is an important embodiment of brand virtual human.

#### **(2) Mascot period**

In the late 1980s, CI popularity swept the Chinese mainland, and mascots gradually came into people's sight and became known to the public. The basic content of the mascot's initial attributes in mascot design, usually in static, planar form. In order to unify and standardize the C I image, the mascot design also uses corporate standard colors and auxiliary colors, as well as corporate standard typography and standard fonts as a standard combination of a range of application design. Haier Brothers is an early example of a successful Chinese brand mascot, whose promotion of two-dimensional cartoons has boosted its brand awareness. At the same time, it also appears in a flat or three-dimensional way on the terminal image of Haier products, or printed on refrigerator stickers, or erected on the established P-O-P in front of the store. As the virtual brand spokesperson of Haier during this period, the virtual brand spokesperson becomes the exclusive spokesperson of the brand with uniqueness and exclusivity.

#### **(3) Digital star period**

With the development of the Internet and computer technology, the digital revolution came into being. Digital images have become personal behavior thanks to the spread of Flash, PhotoShop and other graphics software, and the Internet has become the birthplace of the digital grassroots hero. As a popular digital image model on the Internet, "Tuzki" spread in China, designed by a junior female student at Communication University, and became one of the most popular emoticons on Q8 phones in the early 2000s. The digital stars of the cartoon era brought together virtual spokesmen for the brand during the mascot era. It recognizes not only the creative team and entity behind it, but other products as well. This is the same as the fate of performing stars [11-12].

## ***2.3 Construction and Dissemination of City Image by Virtual Spokespersons***

### ***2.3.1 Virtual Spokesperson is an Important Platform to Display the Image of a City***

As the national economy of the city improves and regional construction is strengthened, the city will host many important activities, such as cultural festivals, expos, introductory meetings and so on. It is an important project to hold the cultural festival, during which important first-line stars will be invited to participate in the festival. Meanwhile, a large number of people will be attracted to watch the festival, and domestic scholars will also be introduced to participate in the festival, so as to broaden the horizon of staff. For example, a festival has attracted regional conferences or receptions of provinces and cities all over the country. The relevant government will fully cooperate to complete this affair, and more than 200 people participated in the forum. Activities and conferences greatly activate the vitality of the industry economy, while strengthening the connection with the outside world, making the industry known to the outside world and revealing the image of the city.

### 2.3.2 Cultural Festivals Boost Urban Economic Development

The annual cultural festival attracts a large number of companies and tourists, which brings new elements to the development of local industries and greatly boosts the local commodity economy. More importantly, it will bring deeper changes to the local area, optimize the industrial structure, enhance the rationality of the industry, so that more citizens can enjoy the benefits brought by industrial innovation. For example, in one activity, the city attracted outstanding enterprise representatives and talents from all walks of life, adding important power to local development. This docking of cultural industries and animation industry is a good example, adding future science and technology elements to the development of local economy. In line with the purpose of win-win cooperation and strengthening exchanges, the local government also deeply strengthens the cooperation of first-line Internet enterprises and strengthens the cooperation of local VR, AR, big data and other industries. Under the guidance of win-win results, to create a deep investment plate, widely strengthen cooperation across the country. Finally, it lays an important foundation for the construction and dissemination of city image.

### 2.3.3 Cultural Festival to Enhance the External Communication and Exchange of the City's Cultural Information

Cultural festival is a special form of "enterprise". As an important engine of the city, it brings extensive and profound economic power to the local area. Bring the local world trend of information and entertainment. As an important platform for virtual spokesmen, the emergence and development of cultural festivals not only reinforce the construction and dissemination of city image, but also deeply consolidate this foundation. Tourists from all over the world are a source of communication. Through the fission interaction mode, the image of the city is transmitted to the world and the industry at a fission speed. The holding of cultural festivals increases the income of local residents, and also enhances the interaction between the city image and other cities.

### 2.3.4 Promote the Development of the City's Entire Cultural Industry

Besides the cultural festival, the World Expo is held regularly every year. As an important carrier of city image construction and dissemination, expo is an important platform. After successfully passing the city image assessment, the development of the city's characteristic cultural industry will be further enhanced. The purpose of the exhibition is to show the advantages of the city, let more people with advantageous social resources participate in the city industry, for the construction of the city image and the development of communication to provide an important power.

## 3. Research on the Construction and Communication Effect of the City Image by Virtual Spokesmen

### 3.1 Research Methods

This paper adopts the simulation method (model method) to study and analyze the social and economic effects of the city through the construction and dissemination of the city image by virtual spokesmen.

### 3.2 Data Collection

In this paper, the main indicators of the city's social economy are tested systematically, using the historical data of 3 years and the data of the next 2 years to test the actual effect.

### 3.3 Normal Distribution

The normal distribution is described by the familiar bell curve, symmetric and has the property that the median equals the mean, characterized by the mean  $\mu$  and variance, and the density function is

$$f(x) = \frac{e^{-(x-\mu)^2 / (2\sigma^2)}}{\sqrt{2\pi\sigma^2}} \quad (-\infty < x < \infty) \quad (1)$$

$$Average = \frac{1}{n} \sum x_i(i,0,1,2...n) \quad (2)$$

Normal distribution can be observed in many natural objects. Various types of errors, such as deviations from machine processing project specifications, are normally distributed, and the processing time of some service systems is normally distributed.

#### 4. The Effect of Virtual Spokesmen on the Construction and Communication of City Image

##### 4.1 The Actual Effect of Virtual Spokesmen on the Construction and Communication of City Image

Firstly, the main social and economic data of the city are collected and analyzed: in the construction and dissemination of the city image based on virtual spokesmen, the data of the past three years and the data of the next two years are constructed to obtain the five-year average data, as shown in Table 1 and Figure 2.

Table 1: Average Level of Various Indicators of Urban Social Economy

	GDP(billion)	City recognition	The population (thousand)	The employment	National income
The city	\$178	98	1,890	98%	\$2000
Test score	99.4	95.5	93.4	95.9	96.0

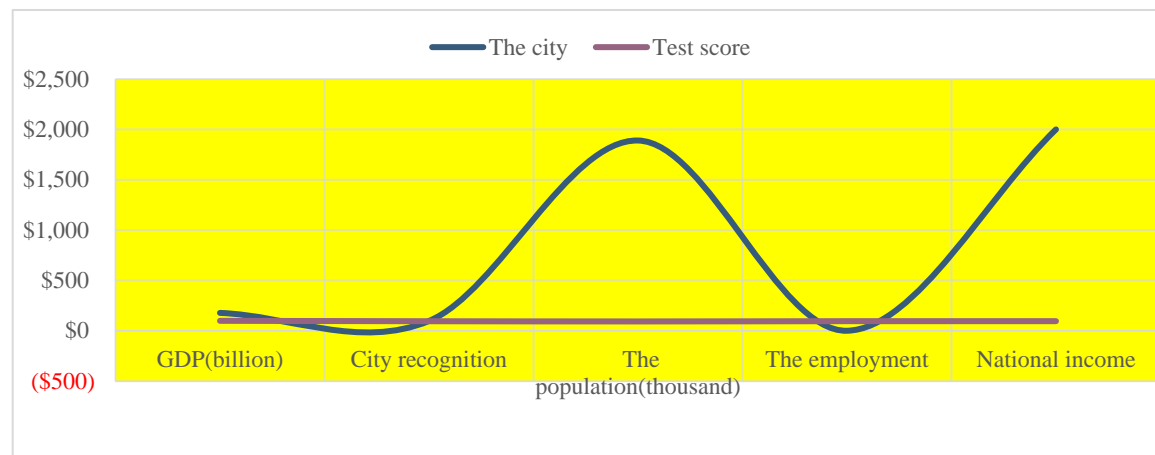


Figure 2: Graph of the average level of urban socioeconomic indicators

#### 5. Conclusions

Development and innovation, based on virtual spokesperson in the urban development as a fundamental, thus enhances the original power for development, is no gainsaying, virtual spokesperson for the construction of the city's image and communication has an indelible positive energy, not only add the charm city of cultural elements, and strengthen the motive force for the city's economic development engine. In general, virtual spokespersons have made indelible contributions to the development of cities.

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