

# Research on Brand Strategy of Non-legacy Products in China

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**ABSTRACT.** *With the rapid development of market economy, brand as the intangible assets of enterprises, shoulder a great mission. Intangible cultural heritage is the treasure of Chinese traditional culture. The author believes that the implementation of the brand strategy of intangible cultural heritage products is conducive to improving the market competitiveness of intangible cultural heritage products, promoting the prosperity of intangible cultural heritage industry, and promoting the sustainable development of intangible cultural heritage. This text reveals the status quo of the management of intangible cultural enterprises, summarizes the significance of implementing the brand strategy of intangible cultural enterprises, and briefly discusses the research strategy of brand strategy development of intangible cultural enterprises.*

**KEYWORDS:** *intangible cultural heritage industry, brand strategy, productive protection*

## 1. Introduction

On February 2th, 2012, the Ministry of Culture issued the Guidance on Strengthening the Productive Protection of Intangible Cultural Heritage by non-legacy (2012) 4. The Opinion fully recognizes the importance of the productive protection of intangible cultural heritage. The productive protection is an important way to enhance the vitality of the intangible cultural heritage, to improve the enthusiasm of the inheritors of intangible cultural heritage, to carry forward the excellent traditional culture, to promote the cultural consumption and to expand the employment. Especially in the field of traditional technology, traditional art and traditional medicine processing intangible cultural heritage[1], engaging in productive protection can increase the intangible hematopoietic function and make it

radiate new vitality and enhance the sustainability of non-legacy development. The intangible value can be better highlighted and it can promote the sustainable development of intangible cultural heritage. In recent years, various places have built demonstration bases for the productive protection of intangible cultural heritage with their own characteristics. With the rapid development of market economy, brand, as an intangible asset of enterprises, shoulders the important mission of displaying the good image of enterprises and products, enhancing social recognition and promoting the development of product market. The implementation of cultural industry brand strategy is the inevitable requirement for the vigorous development of Chinese cultural industry[2].The author believes that the implementation of the brand strategy of the non-legacy products is conducive to improving the market competitiveness of the non-legacy products, promoting the prosperity of the non-heritage industry, and promoting the sustainable development of the intangible cultural heritage. The text reveals the current situation of the management of the non-legacy cultural enterprises, summarizes the significance of implementing the brand strategy of the non-legacy cultural enterprises, and discusses the research strategies of the brand strategy development of the non-legacy cultural enterprises.

## **2. Body**

### ***2.1 The current situation of the management of non-legacy cultural enterprises***

Intangible enterprises refer to enterprises engaged in the productive protection of intangible cultural heritage with profound cultural heritage and distinctive regional characteristics. The great intangible asset value contained in these precious intangible cultural heritage needs us to inherit and protect. In the past few years, various places have successively built demonstration bases for the productive protection of intangible cultural heritage with their own characteristics, mainly with the following problems.

#### ***2.1.1 Unreasonable development and excessive commercialization***

In the development and utilization of intangible culture, there are many phenomena, such as.

emphasizing development, declaring, neglecting management and protection, etc. There are some places where there is overloaded development and utilization. The tendency of artificial and commercialization is serious, and even the phenomenon of tampering with folk art has caused great damage to the authenticity of cultural heritage[3]. The "non-legacy" inheritance was introduced into the modern technology, so that the production of the traditional manual technology products enters the precise standard operation stage from the stage of the manual experience accumulation. The scale of production has expanded, the output has been greatly increased, and significant economic benefits have been achieved, but the nature and

seriousness of the traditional manual technique have gradually disappeared with the application of modern technology. Semi-mechanization, the mechanization, repeatability, precision and standardization of the era of mechanization make the "uniqueness" of "non-legacy" products disappear.

### ***2.1.2 Weak innovation ability and serious homogenization of products***

The original ability of the existing cultural enterprises in China is relatively low. Most enterprises are less sensitive to the market. The utilization of new technologies is not high.

There are many homogenous, replicable cultural products in the market. Therefore, it is difficult to have regional characteristics and competitive advantages[4]. Even some non-cultural enterprises, under the name of the "Master's production", "pure manual" and "original design", are selling dog meat in the back. Infringing sales make fake and inferior products flood the market. Unfair competition results in the emergence of "Bad money drives out good" and the market is in disorder.

### ***2.1.3 There is no complete system of production methods.***

Intangible cultural heritage attaches great importance to the confidentiality of the inheritance of "unique secret recipe" in the process of inheritance. There are too many family inheritance. Old artists' conservative thought and they are unwilling to make the core technology of production to "outsiders", so that the core technology is only in the hands of fewer people. Production techniques often do not form standardized, scientific, methodological, institutionalized technological techniques and only rely on oral and hand-to-hand teaching. It is difficult to control the quality of the "secret recipe", which is a serious threat to the production and development of non-heritage brands.

## ***2.2 The Significance of the Implementation of the Brand Strategy in the Intangible Cultural Enterprises***

With the rapid development of society, enterprises in various industries have sprung up. In the era of "Wine is also deeply afraid of the alley", if only word-of-mouth is being promoted, no modern marketing concept will be eliminated sooner or later. The era of mobile Internet big data is coming, business model and consumption habits have changed. The market competition is fierce and the waves are billowing. If you want to get a piece of it, you have to work hard. As the intangible assets of enterprises, brand shoulders the important mission of displaying the good image of enterprises and products, enhancing social recognition and promoting the development of product market[5]. Brand is the symbol of enterprise products. Consumers use the brand to distinguish the products and select the product of a particular brand to form brand loyalty. Brands, especially famous brands, are an

extremely important intangible asset of enterprises, which is protected by law. On the one hand, they can avoid other enterprises to imitate and fake corporate brands, on the other hand, they can also enhance consumer confidence in buying. By establishing the brand of non-legacy products, non-legacy cultural enterprises can further gain competitive advantage in the market and lay a solid foundation for the long-term development of enterprises.

### ***2.3 The Research Strategy for the Strategic Development of Brand of Non-legacy Cultural Enterprises***

In this new economic era of rapid development, it will take all kinds of brand strategies to rise and win. With the inherent advantages of the excellent culture contained, it is the trend of the time to innovate, to inject new elements with the characteristics of the times, to constantly improve the brand value and to meet the changing market demand.

#### ***2.3.1 There is a clear guiding principle.***

Master the purpose of the non-legacy protection and follow the principle of "giving priority to protection , rescuing first, the rational utilization, the inheritance and development". The most basic work of protecting non-legacy in productive way is to protect. Under the premise of protection, the abyss is far and long, the branches are lush and leafy. In the process of productive protection, we should stick to the technological process and core techniques of intangible cultural heritage and maintain its authenticity and integrity. The core value and cultural connotation of intangible cultural heritage should not be sacrificed for the short-term benefit of enterprises. It is true not to distort, derogate, deceive, overexploit and utilize. Once the development of the "scale" is too large, the non-legacy cultural value will be lost.

#### ***2.3.2 Establish a brand in good faith***

Keeping good faith is the basic requirement of an evergreen enterprise in the fierce market. We must unswervingly follow the manufacturing method of the thousand years and inherit the humanistic spirit, so as to win the long-lasting trust of the consumers. The vast majority of production steps are numerous and complicated, requiring skilled people to be refined. Strictly control the quality. Do not save labor. Reduce the material. Do high-quality products. Set up a good brand image. If the enterprise has a fluke mentality and is greedy for temporary benefits at the expense of harming the interests of consumers, the company will not be able to pay the loss.

#### ***2.3.3 It is deeply rooted in people's hearts by culture***

Half of the brand is culture. The brand is the carrier of culture. Culture is the soul of the brand[6]. On the one hand, the non-legacy products contain thousands of

years of excellent culture into the brand culture, giving historical charm. On the other hand, keeping pace with the times and infusing the cultural spirit of the new era. Focus on the cultural connotation and cultural identity by taking humanities as the guide, then combine the needs of consumer groups, aim at the market and inject brand charm into the new era with the help of a variety of modern and advanced marketing means so as to seek the recognition of consumers.

#### ***2.3.4 Occupy the world with uniqueness***

Based on the quality and low price needed in the past, products with brands that can represent personality, fashion and trend can stimulate consumers' motivation in the contemporary economy. Brand personality is a personalized brand image on the basis of brand positioning, which represents a specific way of life, values and consumption concepts. Its purpose is to establish an emotional relationship with the target public in favor of the enterprise[7]. Personality is not only the essential attribute of the brand, but also the life of the brand. In the era of product homogenization, products with distinctive brand personality can better meet the needs of picky consumers. "you" personality is not forced to "have" in order to meet the needs of the market, which violates the authenticity of intangible cultural heritage and is extremely disadvantageous to the protection of intangible cultural heritage. Personality is not contrary to the authenticity of intangible cultural heritage in order to meet the needs of the market, otherwise it is extremely disadvantageous to the protection of intangible cultural heritage.

#### ***2.3.5 To find resonance with feelings***

In the process of consuming goods, consumer demand is not only to stay in the functional elements of the product, experiencing the pursuit of life, feeling the publicity of personality and finding spiritual sustenance. They pay more attention to the emotional value and symbolic value of the brand, and they are more willing to choose goods that can provide perceptual added value, which resonates with each other at the spiritual level. Often those brands that resonate with consumer value can get their favor. Non-legacy cultural products can be customized by private people. According to different needs of customers, creating unique products with profound cultural heritage and more collection value gives consumers a deep impression, in order to devote to non-legacy brands with warmth and stories.

### **3. Conclusion**

The development of social economy promotes the development and maturity of brand strategy. It occupies an important dominant position in the competitive environment of modern market economy. Also, it is an important standard to identify the overall management ability of an enterprise. This paper studies and discusses the establishment and implementation of brand strategy of non-legacy cultural enterprises, which provides a strong guarantee for non-legacy cultural

enterprises to participate in social and economic competition and even global integrated market competition. Inheritance and protection is the foundation of non-legacy cultural enterprises. Innovation is the inexhaustible driving force for development. Mature non-legacy product brand is of great significance to the future development of non-legacy cultural enterprises.

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