

# Cross Cultural Communication Strategy of Enterprise Brand under the Background of New Media

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**Abstract:** *Effective brand communication in the cross-cultural context has become a key factor affecting the scale of overseas business expansion of enterprises. In order to improve the cross-cultural communication effect of enterprise brand, this paper carries out the research on the cross-cultural communication strategy of enterprise brand under the current new media background. Based on the needs of enterprise development and brand communication, define the principles of brand cross-cultural communication; Based on the development background of new media, this paper proposes communication strategies such as taking national image as the endorsement of enterprise brand, changing passive communication into active and multi-media platform brand communication, in order to provide innovative ideas for improving the communication effect of enterprise brand overseas and establishing excellent brand image.*

**Keywords:** *New media; Enterprise brand; Communication strategy; Cross culture*

## 1. Introduction

At present, the development of economic globalization and the degree of Chinese participation in the international market are increasing, which makes many enterprises looking for international development opportunities begin to layout overseas, and increase the investment of resources in overseas. However, only relying on the output of products can no longer meet the development needs of enterprises in the international market environment, and only the output of brands can create more favorable conditions for the international development of enterprises<sup>[1-2]</sup>. Cross-cultural communication of corporate brands is the key to successful brand export. This is because in the process of expanding overseas business, enterprises not only face a single business object, but also need to face more audience groups. Therefore, the uncertainty of corporate brand cross-cultural communication increases, which to a large extent increases the difficulty of brand communication. In view of this problem, in order to promote the development of enterprises overseas, this paper, based on the current new media background, carries out research on the cross-cultural communication strategy of corporate brands.

## 2. Principles of cross-cultural communication of corporate brands

When carrying out overseas business activities, enterprises have extremely high advantages compared with local enterprises in terms of talents, capital and technology. However, compared with world-famous multinational enterprises, there is still a big gap in the cross-cultural communication of Chinese existing enterprise brands. Especially in the face of different overseas cultures and contexts, it is inevitable to encounter cultural conflicts in the communication of brands, And then affect the macro choice of cross-cultural communication of enterprise brands<sup>[3]</sup>. It can be seen from this that in the process of carrying out cross-cultural communication, only successful cross-cultural communication is the key to enhancing the market influence of enterprise brands. Therefore, in the process of communication, it is first necessary to change the existing concepts and modes of communication of the communication subject, and focus on the image construction and communication channel construction under the cross-cultural communication environment<sup>[4]</sup>. At the same time, in the process of communication, we should also start from overcoming cultural differences, fully follow the principles of unity and feasibility, and emphasize the cross-cultural universal value of the brand in publicity, so as to ensure the further improvement of the effectiveness of brand cross-cultural communication.

### **3. Communication strategies in the context of new media**

#### **3.1. Corporate brand endorsement with national image**

Corporate brand endorsement refers to the factors that can guarantee corporate brand value in the process of cross-cultural communication. In the current context of new media and increasingly fierce competition in the international market, reasonable and effective brand endorsement can continuously strengthen the visibility, reputation and authority of enterprises, and realize the establishment of sustainable trust association with the audience. In the process of brand cross-cultural communication, the image of the country where the brand comes from will directly affect the public's recognition, love and trust of the brand. A good national image can bring positive influence to the above three aspects and achieve continuous accumulation. National image is the impression and cognition generated by the history, current situation and national behavior of a specific country in the international community and the public [5]. Under the background of new media, the world pattern has changed and our national image has made a great transformation. On the one hand, the right to equal dialogue and the opportunity to stand for self gradually increased; On the other hand, some negative views are also increasing. Under such a complex influence, enterprises should eliminate the existing negative image and build a peaceful, open and harmonious image of a big country in the process of brand cross-cultural communication, so as to solve the crisis of trust of other countries in the brand of Chinese enterprises and lay a macro foundation for brand cross-cultural communication. At the same time, when choosing the endorsement method, we should pay attention to the rationality, add luster to the brand through the cultural confidence conveyed by a good national image, truly hide the nation behind the brand, quietly convey China's commitment to global consumers, and match the Chinese national identity with the Chinese corporate brand.

#### **3.2. Change passive propagation to active propagation**

For a long time, the cross-cultural communication of Chinese enterprise brands has been in a passive situation. In the international market competition dominated by the west, it is often shaped into a negative stereotype. Under the current new media background, enterprises should gradually step into the fast lane of external communication, and transform passive communication into active communication, so as to tell the world about existing Chinese brands and real Chinese brands. From the individual level, in the context of new media, enterprise brands should quickly identify their own behavior and establish competitive advantages in overseas markets. From the organizational level, the enterprise brand should take into account the internal construction and external construction, and make full use of the strengths of all parties. From the social level, the enterprise brand should give full play to the social power, realize the further deepening of the emotional relationship with consumers, and promote the improvement of consumers' identity with the enterprise brand. From any perspective, the cross-cultural communication of corporate brands is not only a simple marketing behavior such as posting advertisements or promoting products overseas, but also a more complete and active brand development strategy system. When conducting cross-cultural communication, enterprise brands should also pay attention to being altruistic rather than self-centered. When conducting cross-cultural communication, enterprise brands often fall into the mistaken idea of "focusing on me". In comparison with foreign brands, the advantages of Chinese enterprise brands are highlighted. However, it is easy to create negative psychological impact on foreign consumers simply by self promotion, especially in culturally fragile countries. Therefore, when conducting cross-cultural communication, enterprise brands should more peacefully express that they want to be in line with the international standards and provide high-quality products and services to the world. Through persuasion rather than telling, consumers all over the world can feel the closeness of enterprise brands, so as to psychologically accept and recognize enterprise brands. At the same time, in the context of new media, enterprise brands have occupied advantages in the fields of e-commerce, intelligent devices and mobile communications. Therefore, in the process of cross-cultural communication, we should also combine modern communication technologies and innovate the communication forms in the process of active communication.

#### **3.3. Brand communication on multi-media platforms**

To improve the cross-cultural communication ability of corporate brands, we need to consider the performance influencing factor of brand communication -- media platform, and this factor specifically includes the cultural differences and media relations of communication subjects. The

internationalization of enterprise brand influence should not only integrate the cultural differences of different countries, but also strengthen the cooperation with media platforms of other countries to form multi-media communication in the international market.

In recent years, the third world countries and regions in Asia, Africa and Latin America have gradually become the main market for Chinese enterprises to expand their business. The basis of business expansion is to expand brand influence, and in the process of brand influence expansion, cultural difference has become the key factor affecting the cross-cultural communication of corporate brands. The greater the cultural difference, the greater the difficulty and test an enterprise will face when building its brand image and promoting its products, and the local people will be unable to attach importance to brand value. Therefore, the improvement of brand cross-cultural communication ability needs to be based on the in-depth analysis of cultural differences and further integration of differences. Cultural differences can reflect the differences in cultural values of different countries and regions. In more cases, they can also reflect the significant differences in different development environment variables, such as language, economy and politics. Therefore, when carrying out brand cross-cultural communication, enterprises should fully understand the cultural characteristics of various countries to avoid the loss of profit and brand reputation caused by cultural differences.

In addition, overseas operating enterprises need to conduct extensive and in-depth cooperation with overseas media to improve the cross-cultural communication ability of their brands. Because the local media platform has a greater cultural influence on the local people, the brand publicity efficiency is higher. In the cooperation with local multi-media platforms, on the one hand, the advertising and publicity departments of enterprises should explore the common points of culture, and carry out brand communication suitable for local cultural characteristics on this basis, so as to improve their own communication ability; On the other hand, it is necessary to expand the media publicity with the help of media relations on multi-media platforms to further facilitate the development of various cross-cultural communication activities. However, it should be noted that the brand communication on the multi-media platform needs to ensure the unity of the corporate brand image on the basis of respecting the local culture and prevent the confusion of the brand's international image.

#### 4. Conclusion

Based on the above discussion, this paper analyzes the current situation of cross-cultural communication of corporate brands under the background of current new media, and puts forward various communication strategies. At the same time, China is an emerging country in the global economy, and the prelude to the internationalization of corporate brands has begun. In the actual development of cross-cultural communication, in order to achieve the goal of cross-cultural communication in the development process, we must adhere to the brand publicity strategy of "seeking common ground while reserving differences" and "cultural compatibility". At the same time, different enterprises should also according to their own corporate cultural characteristics, with the help of modern means of communication, to promote the further improvement of communication effects.

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