

Research on the Strategy of Local Cultural Creative Products and Brand Building

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Abstract: Local culture is a unique cultural heritage of a country or a region, which carries multiple elements such as history, tradition, values and folk customs. The impact of globalization makes the local culture face the challenges such as homogenization and inheritance fracture. Therefore, through the creative product design and brand building, the local culture can be spread to a wider audience, and the soft power of the local culture can be enhanced. Firstly, through extensive literature research, the theories and practices related to local cultural and creative products and brand building are deeply analyzed. Through sorting out and comparison of cases, the successful experience and shortcomings of local cultural creative products and brand building are summarized. This provides an important theoretical basis for the subsequent studies. Then, the research adopts the method of systematic analysis, and analyzes the connotation and characteristics of the local cultural elements in detail. Through the in-depth excavation of different regional cultures, the cultural essence and core elements are found out. This provides important material and guidance for the subsequent product design and brand building.

Keywords: local culture; creative products; brand building

1. Introduction

As a unique cultural heritage of a country or region, local culture carries important elements such as history, tradition, values and folk customs. However, in today's globalization, local culture is facing multiple challenges, including the pressure of cultural inheritance, the cultural impact of homogenization, and the decline of traditional handicrafts. Therefore, how to protect, inherit and spread the local culture has become an urgent problem. Local cultural and creative industry and brand construction have become a powerful way, which can help local culture to revitalize in modern society and realize cultural inheritance and innovation.

The main purpose of the research on local cultural creative products and brand building strategies is to explore how to organically integrate local cultural elements into product design and brand building, so as to promote the dissemination and development of local culture. Through in-depth research on relevant theories and practical cases, we aim to provide beneficial theoretical guidance and practical support for practitioners, cultural institutions and government departments engaged in cultural and creative industries, so as to better play the potential of local culture. The study of local culture, creative industry and brand building is important in many fields. It contributes to the inheritance of local culture. By integrating local cultural elements into product design, more people can be attracted to pay attention to, understand and inherit local culture. It has promoted the development of the cultural industry. As a part of the cultural industry, the cultural and creative industries can not only create employment opportunities, but also contribute income to the local economy. Enhanced the competitiveness of local brands. Local culture, creative industry and brand building can improve the awareness and influence of local brands, attract more tourists and consumers, and promote the prosperity of local economy.

The research contents of local cultural and creative products and brand building strategies include but are not limited to: the mining and analysis of local cultural elements, the principles and methods of creative product design, the strategies and practices of brand building, the market promotion and cultural communication, etc. The research methods cover literature review, case study, questionnaire survey, in-depth interview and other research methods, in order to comprehensively analyze and explore the local cultural and creative industry and brand building strategies. To sum up, the research on local cultural and creative industry and brand building strategy is a field with important practical

significance, which is conducive to the inheritance of local culture, the development of cultural industry and the promotion of local brands. Through in-depth research and practice, we can better understand how to transform local cultural elements into attractive products and brands, and achieve a win-win situation between culture and business.

2. Literature review

The research of Zhu Yi et al. (2022) deeply discussed how the local cultural elements are explored and integrated into the design of tourism cultural and creative products to promote the promotion of the soft power of local urban culture. Their research found that China's local cities show a strong momentum of development, tourism also showed a booming trend. Tourism and leisure has become an important way for people to relax in their spare time, and people's spending on tourism continues to rise. As the main source of income of tourism, the development momentum of tourism cultural and creative products cannot be underestimated. They play the role of the best way to show the local culture, and can also achieve cultural communication with consumers. Therefore, how to excavate the local cultural elements and skillfully integrate into the design of tourism cultural and creative products, so as to promote the promotion of the cultural soft power of local cities, still needs continuous research and exploration^[1].

Yang Jiayi et al. (2021) discussed the independent design and selection of cultural connotation for integrating local culture into DIY products. The results show that integrating local culture into DIY products is actually a manifestation of independent design and independent choice of cultural connotation. The entry threshold of the DIY market is relatively low, which is quite attractive to the high-value products made by the traditional folk handicrafts, and even the intangible cultural heritage products. In the process of integrating DIY products and culture, we should pay full attention to and respect the traditional folk craftsmen, understand the cultural value and significance behind their works, and actively assist in promoting their special skills and culture^[2].

Shen Wei et al. (2021) studied how to develop local cultural and creative industries, expand the expression forms of cultural institutions, promote the inheritance and development of regional culture, promote the integrated development of cultural and tourism, and realize the integration of cultural and tourism products with culture, strength and innovation. The research results show that cultural and creative products represent the achievements derived from the development of human civilization to a certain extent. With the continuous progress of Chinese society and the increasing attention to cultural confidence, cultural and creative products will naturally put more emphasis on the integration of cultural elements and products, as well as enjoy and experience the pleasure brought by immersion in the cultural situation. Through the development and design of cultural relics, architecture, handicrafts, painting and other cultural elements, and pay attention to consumer demand, follow the trend of The Times development, attaches great importance to the upgrade of consumption structure, can be confined to a specific area of cultural elements get inheritance and transmission, make it in the homogeneity of gen products, realize the unique cultural inheritance and spread, so as to comprehensively promote the stable and sustainable development of tour industry^[3].

Mu Baoning et al. (2021) deeply studied how to focus on local cultural and creative product development strategies through wine culture, to promote local economic development and inherit the connotation of wine culture. In order to promote the prosperity of local economy, spread and inherit the essence of wine culture, the strategy puts forward the development of local cultural and creative products from the perspective of wine culture. This strategy covers extracting elements from local patterns, colors and modeling elements to design the cultural and creative brand logo and establish a creative cultural and creative brand. At the same time, it also emphasizes the enrichment of the style of wine culture and cultural creation products, innovating the content materials of products, flexible use of new media technology, and skillfully presents the unique features of products. In addition, the strategy also focuses on the importance of optimizing the structure of local wine culture industry, including strengthening the copyright protection mechanism of cultural and creative products, applying for intangible cultural heritage, so as to deeply explore the connotation of local wine culture^[4].

He Yujing et al. (2022) deeply studied the development strategies of rural tourism in local cultural and creative products and brand building, and comprehensively discussed the current situation of rural tourism, cultural elements mining, problem solving and comprehensive development countermeasures of rural tourism. Wuwei city is rich in cultural heritage and historical resources, including traditional handicrafts, folk culture and historical sites. These precious cultural elements can become the core

components of rural tourism products, including the Silk Road culture, the magnificent Gobi grassland scenery and traditional folk performances. These resources have great attraction and have the potential to attract tourists from home and abroad and enhance the popularity of Wuwei city in the tourism industry. It also points out that the clever integration of cultural elements into tourism products can create a more attractive tourism experience. As shown in Table 1, Wuwei City enriches rural tourism products and attracts more tourists to experience them by launching cultural activities related to the Silk Road, promoting the production and promotion of traditional handicrafts, and holding wonderful folk culture festivals^[5].

Table 1: List of Wuwei tourism cultural elements and tourism product development

Order Number	Cultural Experience Park	Cultural Element	Tourism Product	Brand
1	The Desert Oasis · The National Desert Park	Spirit of sand control, desert culture and ecological culture	Desert cultural experience, desert theme vacation, sand control memorial hall	
2	Tibetan Township Tianzhu · Qilian Mountain National Park	Ethnic activities, forest and grassland, snow and ice sports	Tibetan culture vacation, customs and grassland leisure, summer health, snow and ice sports, characteristic home stay	The Eye of Qinghai-Tibet · Green Day wish
3	Wine City · Wine Culture Experience Park	Agricultural industry, wine culture	Health vacation town	
4	Ethnic Integration · Liangzhou Union Memorial Site	Patriotism education, ethnic unity and progress	White Pagoda cultural tourism town	
5	Gulang Red City · Red Cultural Industrial Park	Revolutionary spirit, red culture	Red research and study, red cultural creation, red countryside, red festival	The Silk Road fortress · Red Gulang

The study by Yu Qin et al. (2023) explored the value of local museums in social, historical and cultural aspects, and highlights their significant role in cultural protection and dissemination. The design elements and development process of cultural and creative products are deeply studied, with special emphasis on user-centered design methods and practices. The current situation of the cultural and creative industry of local comprehensive museums is comprehensively analyzed and the challenges faced are investigated. The research also puts forward a variety of innovative design strategies, including advocating a new design concept, adopting advanced technology, fully excavating cultural resources and local characteristics, actively building a professional team, and focus on building a unique brand. This research aims to provide useful theoretical reference and practical guidance for the design and development of cultural and creative products in local museums^[6].

Wu Jiaqing et al. (2022) studied in-depth how to build cultural intellectual property (IP) and related design and operation strategies under the context of local brands. Detailed verification and analysis in combination with project cases. As shown in Figure 1, firstly, the current situation of local cultural intellectual property (IP) is analyzed, and the advantages and possible shortcomings of local cultural intellectual property (IP) construction are summarized through comparative research with domestic and foreign cases. Secondly, in view of the local brand construction mode of how to build local cultural intellectual property (IP) method, put forward the relevant design methods and system, including design method principle, design system, design path, such as the three key content, to improve the local cultural intellectual property (IP) image design and system content, to build local cultural intellectual property (IP) image system, promote local culture brand value connotation to provide feasible ideas. Thirdly, the brand operation strategies of local cultural intellectual property (IP) are discussed, including the construction of business model, the promotion of brand communication, and the marketing of local cultural intellectual property (IP). Finally, the research path is combined with multiple practical cases to explore the experimental effect with various case studies, and comprehensively summarizes and analyzes the practical experience^[7].

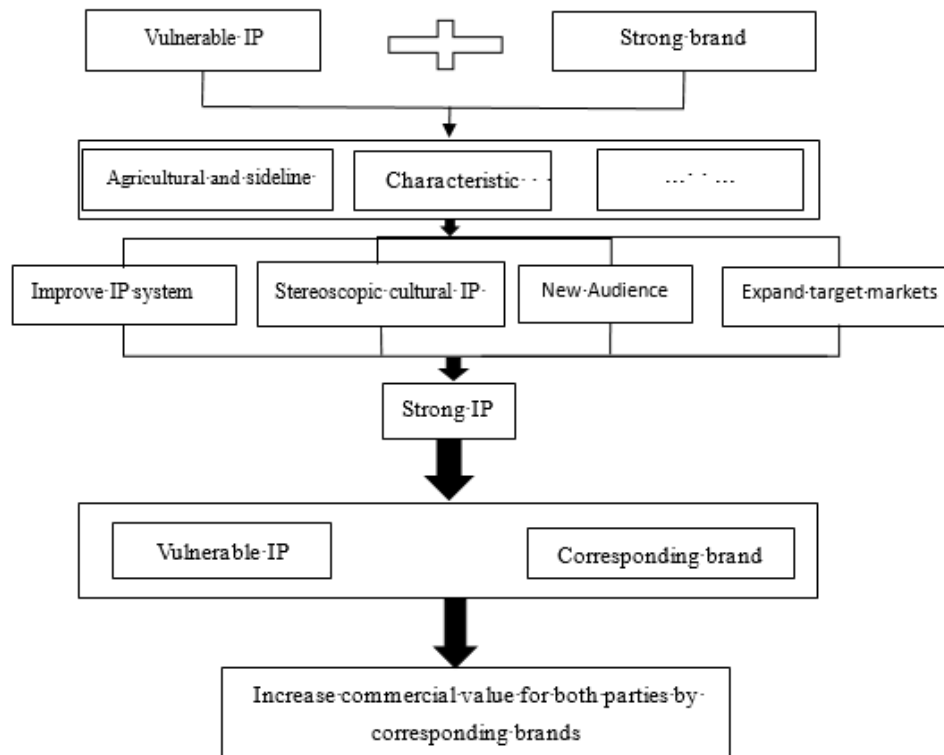


Figure 1: Stage diagram of cultural IP and brand joint name

3. Research method

3.1 Literature research method

Literature research method is a very valuable research method, which provides a way for researchers to explore specific topics and problems deeply. The core goal of this approach is to systematically collect, analyze and synthesize existing literature, books, academic papers and other relevant materials to support the answer of research questions and the achievement of research objectives. Literature research law is usually widely used in the fields of liberal arts, social sciences and business sciences, which helps to understand the development trend of existing research, the gaps in existing knowledge and the direction of future research.

Literature research method plays an important role in the study of cultural and creative products and brand building strategies. First, researchers can gain insight into the history, theoretical basis and key concepts of the field by reviewing the literature related to the research topic. This helps to establish the theoretical framework for research and ensure that research can stand on the shoulders of predecessors and not repeat existing work. Secondly, the literature research method can help the researchers to understand the controversies and shortcomings in the existing studies. Through the analysis of different research perspectives and methods, researchers can identify the limitations of existing studies and provide opportunities for improvement and innovation in their own research^[8]. This critical thinking helps to improve the quality and uniqueness of the research.

Most importantly, the literature research method can provide strong theoretical support for researchers. By citing the results and views of existing research, researchers can establish credibility and authority in their own research. This helps to strengthen the persuasion and influence of the research, but also helps to conduct dialogue and communication with other scholars^[9]. When summarizing the research of cultural and creative products and brand building strategies, the literature research method provides a solid theoretical basis for the research, and provides opportunities for researchers to gain deep insight into the existing research. Through the literature research, the researchers can better understand the current situation and development trend of this field, which provides important support for the in-depth exploration and innovation of the research.

3.2 System analysis method

Systems analysis is a comprehensive methodology designed to study and solve complex problems. Its core idea is to treat the problem as a system of interrelated and mutual influences, through in-depth analysis of the interaction between the elements inside the system and the interaction between the system and the external environment, so as to understand the nature of the problem and find the best solution. This method emphasizes the integrity of the system, divides the problem into subsystems, and reveals the internal structure and dynamic characteristics of the system through the analysis and modeling of these subsystems. The main steps of system analysis include problem identification, modeling, data collection, simulation and optimization, etc., among which technical tools in mathematics, statistics, computer science and other fields are widely used in analysis and problem solving. When discussing cultural and creative products and brand building strategies, systematic analysis can provide us with powerful tools to better understand and optimize the complex problems in this field. We can regard cultural and creative products and brand building as an interrelated system, and deeply study the interaction between their internal elements and the interaction with the external environment through systematic analysis. This helps us to understand how cultural and creative products interact with brand building, and to find the best strategies and methods to drive the process. Through systematic analysis, we can have a more comprehensive understanding of the core elements of cultural and creative products and brand building strategies, and test different solutions and decisions through modeling and simulation. This can help us to optimize the design and brand building strategy of cultural and creative products to achieve better results and greater market influence.

4. Finding

4.1 Adopt the mining and collection of local cultural elements to stimulate cultural innovation

The excavation and collection of local cultural elements contribute to the inheritance and protection of local unique cultural heritage. By recording and preserving these elements, we can ensure that they are not forgotten and can be passed on to future generations. But inheritance is not just a simple copy, but also includes the innovation and renewal of these elements. This means that we can combine traditional elements with modern thinking and technology to create new cultural products and ways of expression, and keep traditional culture alive. The cultures of different places and communities are unique, and pooling these elements can promote cultural diversity. This not only enriches people's cultural experience, but also helps to break down cultural barriers and promote cultural exchanges and integration. Cultural diversity stimulates innovation, because communication between different cultures can generate new ideas and art forms^[10]. Using local cultural elements for cultural innovation can promote the development of local economy. These elements can be highlights to attract tourists, thus increasing local tourism revenue. In addition, designers, artists, and craftsmen can take inspiration from these elements to create products with local characteristics that will drive the growth of the creative industries. Cultural innovation not only improves the visibility of local culture, but also creates jobs and business opportunities for local communities. The excavation and collection of local cultural elements can help to strengthen the sense of social identity. When people see their cultural elements being valued and passed on, they are more likely to feel proud and identify with their local communities^[11]. This kind of social identity can promote social cohesion, promote community development, and contribute to social harmony. The excavation and collection of local cultural elements can also become a bridge of cultural exchange. It can not only promote local exchanges at home, but also establish cultural ties at the international level. The sharing and exchange of local cultural elements helps to enhance mutual understanding among different regions and countries, thus promoting peace and cooperation.

For example, Nestled in the heart of Maoming city, the unique and vibrant Nianli culture stands as a shining example of local heritage and traditions. Rooted in the rich history of this region, Nianli has become a central element of Maoming's cultural identity. At the core of Maoming's cultural brand, Nianli embodies the spirit of unity, festivity, and community. This annual tradition brings the entire city together in a grand celebration that reverberates with a sense of belonging. Families, friends, and neighbors come together to mark the passage of time and honor their shared history. During the festive season in Maoming, one can witness a myriad of traditional folk performances that showcase the essence of Nianli. From the mesmerizing puppet shows and skillful juggling acts to the captivating lion dances and melodious Cantonese opera, every performance reflects the deep-rooted cultural heritage that defines Maoming.

4.2 Building the Local Cultural Brand

Brand building needs to focus on how to integrate local cultural elements into the design of creative products. This requires innovative thinking and design methods to ensure that the product conveys both the characteristics of the local culture and is attractive and practical. Product design should be in harmony with local culture to strengthen brand identity. It also includes how to design the logo and visual elements of the local cultural brand. These elements should reflect the characteristics of local culture and be recognizable in the market. The selection of brand identity and visual elements needs to be coordinated with local cultural elements to convey a consistent brand image. It involves building brand stories related to local culture and spreading them through multiple channels. Brand stories can include the tradition of local culture, innovation process, brand mission and vision, so as to arouse the resonance and interest of the audience. Communication channels can include advertising, social media, campaign marketing, etc. With the digital age, social media and digital marketing are key components of brand building. The content should include how to effectively use social media platforms to spread the brand image of local culture and expand the influence of the brand through digital marketing strategies. The management and content creation of social media and digital channels are important elements of brand building. After brand building, brand management and protection are crucial. Content should focus on how to effectively manage the brand image and ensure brand consistency and sustainability. In terms of brand protection, intellectual property protection and rights protection strategies should be considered to avoid brand infringement or abuse. Finally, it also includes how to evaluate the effect of brand image and adjust and improve according to market feedback. This requires the establishment of effective brand evaluation indicators to timely understand the performance of the brand in the market and make the necessary strategic adjustments.

4.3 Integration of new technologies

New technologies, such as virtual reality (VR) and augmented reality (AR), can be used to create digital displays and virtual experiences that allow consumers to immerse themselves in the world of local cultures. Through virtual travel or virtual museums, consumers can experience the local culture without attending the site, providing an interactive experience related to the brand. Smart technologies, such as the Internet of Things (IoT) and artificial intelligence (AI), can be embedded in local cultural and creative products to enhance their interactivity and intelligence. For example, smart guide devices can provide visitors with information and stories about local culture, and smart handicrafts can interact with mobile apps, expanding the functionality and appeal of the product. New technologies also provide opportunities for the online sales of local cultural and creative products. E-commerce platforms and online marketplaces can help local cultural brands expand their market reach and sell their products to consumers around the world. Using data analytics and machine learning technologies, brands can understand consumer preferences and behaviors, thus providing personalized products and services. This helps to build a strong connection between the brand and consumers, and provide more attractive local cultural creative products. Social media platforms and digital marketing tools are an integral part of brand building. New technologies can be used to promote local cultural brands on social media, increasing brand exposure and word of mouth through social sharing and online interaction. Sustainable technology and green innovation can be used in the manufacturing and production process of local cultural and creative products to reduce the negative impact on the environment. This not only helps with brand building, but also meets the needs of modern consumers for sustainability and environmental protection.

4.4 Brand management and protection

Brand management involves maintaining and building the brand image to ensure that the brand is consistent and attractive in the market. In the local cultural and creative industries, the brand management is the key to establishing and maintaining the brand reputation. Through consistent market positioning, identification, and dissemination of information, brand management can enhance brand awareness and build trust in the minds of consumers. The success of local cultural and creative products depends on the consistency of brands. This includes consistent brand identity, values, and stories across different product lines and channels. Brand consistency helps consumers to build trust in the brand and play an important role in purchasing decisions. The content of brand consistency should include how to ensure a consistent brand image in different products and markets. The sustainability of a brand means that the brand can remain competitive and attractive in the long term. In the field of local cultural and creative industries, sustainability includes how to constantly innovate and adapt to

market changes, and how to interact with consumers. The content of brand sustainability should emphasize the importance of brand innovation, market feedback and sustainable strategy. Protecting the intellectual property rights of the brands is a part of the brand protection. This includes the registration and rights protection of intellectual property rights such as trademarks, patents and Copyrights. Local cultural and creative products often contain unique cultural elements and designs, so the protection of intellectual property rights is crucial to prevent infringement and plagiarism. The content of intellectual property protection should include the type of intellectual property, protection process and legal basis. Rights protection strategy is a part of brand protection, which involves how to deal with brand infringement and abuse. This includes legal action, crisis management, and PR strategies. Brands of local cultural and creative products may face infringement challenges, so it is very important to establish effective rights protection strategies. The content of the rights protection strategy should emphasize the plan and strategy to deal with the infringement situation.

5. Conclusion

This study deeply analyzes the key elements of local cultural and creative industry and brand construction. By adopting the excavation and collection of local cultural elements, we can inherit, protect and innovate local culture, and promote social identity and cultural diversification. At the same time, the establishment of local cultural brand image is helpful to strengthen the brand identity and improve the market competitiveness. Integrating new technologies provides the possibility of innovation and expands the appeal and interactivity of products. Brand management and protection ensure brand consistency, sustainability and intellectual property security. The integrated application of these strategies can promote the dissemination and development of local culture, promote economic growth, create job opportunities, enhance community identity, and promote cultural exchanges and cooperation. Finally, the research on local cultural and creative products and brand building strategies is conducive to achieve the goal of cultural inheritance and sustainable economic development, but also brings more opportunities and hopes to the local communities. Research in this area will continue to provide strong support for the vigorous development of local culture and brand building.

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