

# Exploration of Brand IP Strategy for Geographical Indication Agricultural Products of Rice in Jilin Province

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**Abstract:** *One of the important ways to enhance the market competitiveness and cultural value of agricultural products is the brand IP of agricultural products. As one of the important rice production bases in northeast China, the quality of rice in Jilin Province is widely recognized by consumers. However, in the global market environment, how to enhance the brand influence and market competitiveness of Jilin rice is very important. By analyzing the necessity and existing basis of brand IP of rice geographical indication agricultural products in Jilin Province, this study clarified the opportunities and challenges of brand IP of rice geographical indication agricultural products in Jilin Province, and proposed effective IP strategies based on the above analysis to promote the sustainable development of rice industry in Jilin Province.*

**Keywords:** *geographical indication; Rice brand; Brand IP; Strategy research*

## 1. Introduction

Geographical indication agricultural products enjoy a high reputation in domestic and foreign markets because of their unique regional characteristics and quality assurance. The rice industry in Jilin Province, with its high quality natural resources and long planting history, has formed a series of rice brands with geographical indications. With the increase of consumers' demand for brand culture and individuation, brand IP has become an effective means to enhance the market competitiveness of agricultural products. Brand IP can not only enhance the brand identity of agricultural products, but also enhance the brand loyalty of consumers through story-oriented and personified brand strategies. The research on the brand IP strategy of rice geographical indication agricultural products in Jilin Province is helpful to promote the brand construction and market expansion of local characteristic agricultural products, and enhance their competitiveness in the national and even the international market. The purpose of this study is to clarify the necessity of brand IP of rice geographical indication agricultural products in Jilin Province, to analyze the basis of brand IP of rice geographical indication agricultural products in Jilin Province, as well as the opportunities and challenges it faces, to clarify its specific strategy of IP, and to further enhance the brand value and market influence of rice in Jilin Province through brand IP.

## 2. Necessity of brand IP of geographical indication agricultural products

### 2.1 Enhance market competitiveness and brand influence

Enhancing consumers' cognition and memory of products through a unique brand story, image, and culture, and distinguishing oneself among many similar products, is one of the ways to realize brand IP [1]. The brand IP of geographical indication agricultural products helps to enhance brand influence, attract more consumers' attention, and improve market share.

### 2.2 Increase product added value and economic benefits

The implementation of the brand IP of geographical indication agricultural products can help the brand realize economic value and improve the added value of agricultural products. Products with a

unique brand story and cultural value make consumers more willing to pay a premium. Brand IP can help improve the selling price and profit margin of agricultural products, increase farmers' income, and promote economic development [2].

### ***2.3 Protect and inherit regional culture to promote sustainable development***

The IP of geographical indication agricultural products can help protect and inherit the cultural value of the culture and historical tradition of the region where the agricultural products are located [3]. Through the dissemination of brand stories and images, more people can understand and identify with these cultural characteristics. At the same time, it also helps to promote the sustainable development of the agricultural industry, protect the ecological environment by improving product quality and production standards, and ensure the long-term use of resources.

## **3. Analysis on the existing basis of brand IP of rice geographical indication agricultural products in Jilin Province**

### ***3.1 Brand building and market influence***

After long-term strategic planning and market operation, Jilin Province rice brand construction has established a significant brand image in domestic and foreign markets. As a representative of the regional public brand, "Jilin Rice" has not only won the honorary title of "China's influential Regional Public brand of grain and Oil" for many years, but also played a demonstration role in the supply-side structural reform. The improvement of its brand value not only promotes the development of local agricultural economy, but also enhances consumers' awareness of the quality of Jilin rice, and realizes the transformation from "good rice" to "famous rice". This achievement is attributed to Jilin Province's deep integration of the rice industry and precise positioning of its brand strategy, as well as continuous brand publicity and marketing activities.

### ***3.2 Quality control and standardized production***

In the process of rice brand construction, Jilin Province pays attention to quality control and standardized production to ensure the high quality and consistency of rice products. By formulating local standards that are stricter than national standards, Jilin Province has established a standard system for the whole industrial chain, from planting, storage and transportation to processing technology. In addition, through the implementation of the quality traceability platform software system, the whole process of rice products from "farmland to table" has been realized, which has enhanced consumers' trust in the quality of Jilin rice. This strict control of quality not only enhances the brand reputation of Jilin rice, but also provides a solid foundation for the sustainable development of the rice industry.

### ***3.3 Industrial alliance and enterprise brand coordination***

The development of rice industry in Jilin Province benefits from the synergistic effect of the establishment of industrial alliance and enterprise brand. Through the integration of reputable, technologically advanced and well-funded grain processing enterprises and distributors, the industrial alliance has formed a market development force of resource sharing and complementary advantages. This alliance not only improves the overall competitiveness of the rice industry, but also provides a platform for brand building and market expansion for member enterprises. The cultivation and development of enterprise brand has further enriched the varieties and categories of Jilin rice, and improved the market recognition and influence of the brand.

### ***3.4 Innovative marketing and cultural value dissemination***

In the process of rice brand construction in Jilin Province, the innovative marketing strategy and the dissemination of cultural value play a key role. Through the development of pastoral complex, combining leisure and sightseeing, cultural travel and entertainment elements, the cultural value and market attraction of rice brand are enhanced. At the same time, the business model of "enterprises + cooperatives + farmers" not only broadens the sales channels of rice, but also enhances the market competitiveness of rice brands. In addition, the appearance of Jilin Rice in important international conferences, sports events and scientific research teams has further expanded the international influence

of the brand and enhanced the global visibility of the brand. Through these innovative marketing methods and cultural communication activities, Jilin rice brand has successfully realized the leap from a regional brand to an international brand.

#### **4. Opportunities and challenges of brand IP of rice geographical indication agricultural products in Jilin Province**

##### ***4.1 Opportunities***

Jilin Province rice geographical indication agricultural products brand IP is facing unprecedented development opportunities. Consumers are increasingly concerned about food safety and quality, and rice products with geographical indications are favored by the market because of their uniqueness and high quality. The emphasis of the state on agricultural branding strategy provides policy support and development space for the IP of rice brand in Jilin Province. The expansion of the global market provides a broad stage for Jilin rice brand to "go out". Through international exchanges and cooperation, the global influence of the brand can be enhanced. The application of modern information technology, such as big data, cloud computing and the Internet of Things, can achieve precision marketing and intelligent management, and improve the market response speed and service quality of brands. The rise of new media provides diversified channels for the dissemination of brand stories and helps to build and maintain brand image. With the promotion of ecological civilization construction, green and organic rice products have become a new consumption trend. Jilin rice industry can rely on its unique natural environment and ecological advantages to build eco-friendly brand IP to meet the market demand for health and environmental protection products.

##### ***4.2 Challenges***

Jilin Province rice geographical indication agricultural products brand IP also faces a series of challenges. The phenomenon of brand homogeneity is serious, and many brands lack unique core values and cultural characteristics, which makes it difficult to stand out in the competitive market. The cultural differences and market access barriers that may be encountered in the process of brand internationalization require enterprises to not only deeply understand the consumption habits and laws and regulations of the target market, but also develop corresponding internationalization strategies.

The brand protection mechanism is not perfect, and geographical indication products are facing the impact of fake and shoddy products, which not only damages the brand image, but also affects consumers' confidence in purchasing. At the same time, the lack of brand innovation ability is also a major obstacle restricting the IP of Jilin rice brand, the lack of continuous innovation investment, the brand is difficult to achieve long-term development and upgrading. Although the rapid development of science and technology has brought opportunities for brand IP, it has also brought challenges. How to effectively use new technologies for brand promotion and marketing requires enterprises to constantly learn and adapt. The sustainable development of agricultural industry is also a problem that must be considered in the process of brand IP. How to protect the ecological environment and achieve green development while ensuring economic benefits is a problem that needs to be solved in the process of rice brand IP in Jilin Province.

#### **5. Brand IP strategy of rice geographical indication agricultural products in Jilin Province**

##### ***5.1 Integration of regional characteristics and cultural values***

In the process of brand IP of rice geographical indication agricultural products in Jilin Province, it is necessary to analyze the geographical characteristics, historical background and cultural connotation of the planting area, and build the brand story on this basis. By conducting field research, collating historical documents and conducting cultural interviews, this study explores the links between rice and local cultures, such as specific festivals and traditional customs. With the help of these cultural elements, attractive brand stories are created and disseminated through various channels, such as publications, documentaries and online content [4]. At the same time, it plans to carry out brand activities combined with cultural stories, such as cultural festivals and experience workshops, to enhance consumers' awareness and emotional connection with the brand.

### **5.2 Brand identity and vision system innovation**

In the process of implementing IP strategy, Jilin Province rice geographical indication brand should pay more attention to the modernization and internationalization of brand visual image. The existing brand identity needs to be completely evaluated and redesigned to ensure its simplicity, symbolism and international character. At the same time, packaging design should be updated, using sustainable materials and innovative structures to improve the grade and convenience of products. In addition, a complete set of visual communication systems, including brand colors, patterns and layouts, should be developed to ensure consistency in various media and touch points, thus enhancing the visual impact and memory effect of the brand [5].

### **5.3 Market orientation and consumer experience optimization**

In the process of implementing the brand IP strategy, it is still necessary to take the consumer as the center, combine the needs of consumers, and implement customized services. On the basis of planned research, real-time applause market demand changes and fluctuations, optimize product lines and product portfolios. The brand experience store of the sales terminal needs to let consumers personally experience the rice planting and processing process to enhance product credibility and purchase desire. At the same time, social media and mobile applications need to be used to establish continuous interaction with consumers and continuously optimize the consumer experience.

### **5.4 Cross-border cooperation and brand ecological construction strategy**

The entities responsible for regional brand development can enhance the brand's influence and market penetration through transnational collaboration. They should identify industries and brands that are compatible with rice brands and initiate collaborative projects. By partnering with renowned catering brands, they can launch a healthy dining experience that prominently features Jilin rice, and by collaborating with tourism enterprises, they can develop tourism routes themed around rice culture. This will create a synergistic brand effect, allowing for the joint development of new products and the sharing of market resources. The entities in charge of regional brand development are also required to establish a brand ecosystem that includes suppliers, distributors, consumers, and other stakeholders, with the aim of fostering a mutually beneficial and sustainable ecosystem.

## **6. Conclusion**

The implementation of IP strategy of rice brand in Jilin Province depends on the deep exploration and modern interpretation of regional cultural characteristics, as well as the innovation and standardization of brand visual image. Through market-oriented consumer experience optimization, combined with cross-border cooperation and brand ecology construction, it can not only enhance the market competitiveness of the brand, but also enhance the cultural value and social influence of the brand. The strategy proposed in this study aims to provide systematic theoretical support for rice brand IP in Jilin Province, in order to maximize brand value and achieve sustainable development.

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