

# *Analysis of Marketing Strategies for Museum Cultural and Creative Products*

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**Abstract:** With the development of cultural and creative trends and creative industries, domestic museums have launched their own cultural and creative products one after another. However, after defining their cultural and creative products, museums are faced with problems of successfully marketing their developed cultural and creative products by utilizing different marketing approaches. Therefore, this paper uses the 4Ps theory and the method of comparative analysis to analyze the marketing strategy of cultural and creative products in museums. The study also chose the Forbidden City Museum in Beijing and MOMA in New York as case studies to compare and analyze the promotion and marketing strategies of cultural and creative product. Research shows that integration of products and exhibitions can promote consumers' understanding of such products that combine traditional culture and modern ideas, and that consumers are more willing to pay for such products while publicizing them.

**Keywords:** Cultural and creative industry, Cultural and creative products, Network marketing strategy, Palace Museum, 4Ps.

## **1. Introduction**

In May 2016, the Ministry of Culture of China, the National Development and Reform Commission of China, the Ministry of Finance of China and the State Administration of Cultural Heritage of China jointly issued Several Opinions on Promoting the Development of Cultural and Cultural Creative Products in Cultural and Cultural Relics Units. The document clearly points out that the development of various cultural and creative products should rely on the cultural resources in the collections of cultural and cultural relics units. This is a necessary path to promote the adaptive transformation and inventive growth of Chinese culture, as well as an essential way to make Chinese dream with socialist core values more deeply rooted in people's hearts [1]. In addition, the exploitation and promotion of cultural and innovative products also provide an opportunity to realize Chinese culture into the world and to strengthen the soft power of national culture. At the same time, they help to enrich the spiritual and cultural life of the people and meet the diversified consumer needs of the people [2]. Driven by national policies, public demand for spiritual culture is also growing, which has prompted cultural institutions across the country, including art galleries and museums, to start planning and launching their related products. For example, the Palace Museum launched the Palace Museum Treasure refrigerator sticker, the Palace culture snow and so on. However, as a non-profit permanent institution serving the community, the museum mainly studies, collects, protects, interprets and displays the

material and intangible heritage. Unlike for-profit enterprises and institutions that aim for profit, cultural and creative products developed by museums are difficult to market effectively. How to successfully market the cultural and creative products developed by museums is a problem worthy of in-depth consideration, research and discussion.

This paper uses 4Ps theory (product, price, place and promotion) to analyze the marketing strategy of cultural and creative products of museums, and chooses Beijing Palace Museum and New York Museum of Modern Art as the marketing strategy of Amway's cultural and creative products. This paper aims to learn from the successful marketing strategies of cultural and creative products of various museums, and provide better marketing strategies for the launch of new cultural and creative products in the future.

Summarizing successful cultural and creative marketing strategies and effectively analyzing the factors behind the successful marketing strategies can provide reference and help for the subsequent sales strategies of cultural and creative products developed by other cultural institutions.

## **2. Introduction to the Museum**

### **2.1. The Palace Museum in Beijing**

Beijing Palace Museum is a special museum, located in Beijing, China, established in 1925 on the basis of the Forbidden City, the imperial palace of the Ming and Qing dynasties, a large comprehensive museum integrating ancient architectural complexes, palace collections, culture and art through the ages. The Forbidden City was listed as one of the first batch of national key cultural relics protection units by the State Council of China in 1961, and was inscribed on the UNESCO World Heritage List in 1987 [3].

After six hundred years of wind and rain, the Beijing Palace Museum has a complete system of collection of cultural relics, with more than 1.86 million pieces of precious collections. 2014 8 The Palace Cultural Creation began to show its prominence. By the end of 2016, the Palace had developed a total of 9,170 kinds of cultural and creative products and hundreds of product series. In November 2018, its cultural and creative products gained attention through the dissemination of variety arts. Meanwhile, driven by the cultural and creative industry, on August 28, 2018, the online store of the Palace Museum's cultural and creative store ranked first in cultural products with RMB 242 million [3]. By December 2018, the output of the Palace's cultural products exceeded 11,000 pieces, and the revenue of cultural and creative products in 2017 reached 1.5 billion yuan [3].

### **2.2. Museum of Modern Art (MOMA), New York**

Located in New York, New York, the Museum of Modern Art is one of the most important museums of modern and contemporary art in the world today. The museum has a wide range of exhibits, including sculpture, prints, photography, prints, commercial design, film, architecture, furniture and installations, etc. The current number of artworks has reached 150,000 pieces, such as Picasso's Maiden of the Avignon, Monet's Water Lilies, etc. The Museum of Modern Art and MoMA PS1 are committed to being an inclusive venue, both in the form of a museum and in the form of an exhibition hall.

MoMA has opened its own art store, MoMAStore, for visitors to purchase related cultural and creative goods. In addition, the MoMAStore on MoMA's official website also provides a way to purchase derivatives of MoMA elements.

The Museum of Modern Art and MoMAStore are committed to being an inclusive venue dedicated to sharing the most thought-provoking modern and contemporary art, and to welcoming artists of different cultural, artistic, social and political stances to share their work.

### 3. 4P analysis

#### 3.1. Overview

The 4P theory was put forward by American Professor McCarthy in Marketing in 1960s, namely Product, Price, Place and Promotion. Take the beginning letter, corresponding to product, price, channel and promotion respectively, so as to form a marketing closed loop [4].

From the perspective of brand strategic marketing, the 4P is to form a specific cognition of the target consumer group as the starting point, develop the value carrier (product and value content), design the interests of all parties (pricing and circulation link distribution), provide transaction convenience (channel mode and terminal), spread cognitive information (promotion and marketing) [4].

#### 3.2. 4P analysis of the Palace Museum in Beijing and MOMA

Table 1: 4P analysis of the Palace Museum in Beijing

Product	Price	Place	Promotion
<ul style="list-style-type: none"> <li>·The range of products covers a wide range</li> <li>·The change of product categories is fast and time-efficient</li> <li>·The name of the product highlights "palace", and has a strong brand</li> </ul>	Adopt cost-oriented pricing method and develop differential pricing strategy [5]	<ul style="list-style-type: none"> <li>·Offline sales channels</li> <li>·Online sales channel</li> </ul>	The main channels are regular live broadcasting through the Palace Museum Taobao store, and the establishment of membership system and points system in the Palace Museum Taobao store [6]

Table 2: The 4P analysis of the Museum of Modern Art in New York

Product	Price	Place	Promotion
<ul style="list-style-type: none"> <li>·Mainly collects Chinese daily necessities and works of art</li> <li>·Cultural and creative products design mainly works of art in the museum</li> <li>·"Limited" products will be launched according to festivals or in cooperation with artists [7]</li> </ul>	The product price range is wide, but the price is generally close to the people	<ul style="list-style-type: none"> <li>·Online member store channel</li> <li>·Offline stores are present in popular cities on every continent</li> </ul>	Mainly through the museum's artwork extension design, such as: Monet's "Water lilies" conversion, printed on clothes and mugs

#### 3.3. Highlights of marketing strategy

According to the analysis of the 4P of cultural and creative products of the Palace Museum in Beijing, the marketing strategy of its products has grasped the consumer's demand for product connotation and feelings, that is, when consumers obtain physical material products, they are more interested in the spiritual and cultural factors contained in the physical goods, and their curiosity for exotic products. In terms of product design, as a historical building complex that witnessed the iteration of

political power and highlighted the supremacy of political power and imperial power, the Palace Museum is serious and solemn in the habitual thinking of the public. However, product creatives take the opposite approach and design products that break conventions and give new functions, such as "Imperial beads" earphones and "Shang Fang Sword" umbrellas, based on the culture of the Forbidden City, so as to cater to the current consumer psychology of new things [8]. Therefore, in the design and development of cultural and creative products, by adding creative and cultural signs or symbols, it is easier to have an influence on consumers' purchasing behavior [5].

The Museum of Modern Art in New York is the developer of cultural and creative products, mainly to seize the popular artworks in the museum for re-printing, and print them on different kinds of daily necessities. The attraction to consumers mainly depends on the popularity of artworks themselves to generate consumer purchasing behavior. This method saves extra design costs incurred by museums in product development, and at the same time, the sales of cultural and creative products driven by the self-popularity of artworks also reduces the marketing costs of museums [2].

### 3.4. Lack of marketing strategy

On the whole, although the cultural and creative products of the Palace Museum combine cultural characteristics and practicability, the connotation design is not in place. It is suggested that we should also pay attention to the addition and import of elements in product packaging, and pay attention to the quality and experience of product packaging. For products sold in online shopping malls, it is necessary to increase the value of product packaging to improve shoppers' consumption experience, especially pay attention to the protection of the outer packaging of mailed products, so as to improve consumers' sense of use [9]. On the other hand, the Palace Museum needs to strengthen the awareness of copyright. By printing the brand logo on the products, it can provide consumers with a sense of belonging in the process of consumption and enhance the copyright protection of the products and brands [10]. Since cultural and creative products integrate the cultures of different periods and backgrounds in China, the Palace Museum should list the copyright authorization letter in the details of the products when selling the cultural and creative products developed and designed by it, so as to avoid social disputes over copyright.

The Museum of Modern Art in New York needs to strengthen its design of cultural and creative products, and break through the current situation of being limited to the artwork itself by enriching the types of products. In the design, it can learn from, improve and optimize the relevant artworks or the cultural and creative products that have been launched. In addition, it is necessary to strengthen its own brand building and establish a better scale system of cultural and creative products.

## 4. Conclusion

This paper analyzes the entrepreneurial products of the Palace Museum in Beijing and the Museum of Modern Art in New York. With the development of cultural industry getting better and better, consumers have a more and more comprehensive cognition of cultural and creative products. Although the marketing of cultural and creative products of museums draws on the marketing theory of commercial products, the cultural and creative products of museums should always retain their spiritual connotation. Only by completing the mission of transferring cultural knowledge to the public and taking the responsibility of adapting to the spiritual and cultural needs of the public can the museum achieve substantial development, which is also the principle that cannot be lost in the development of cultural creative products by museums.

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