

Research on Integrated Marketing Communication Strategy of Cultural Industry Brand

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Abstract: In many countries and regions, the cultural industry has gradually become the core part of economic activities. With the continuous deepening of marketing practice and the rapid development of media technology, the cultural industry brand construction based on the integrated marketing communication theory has become more and more important. The goal of brand development is to support overall strategic goals and marketing strategic goals. In the changing market environment, the use of diversified marketing communication methods, the integration and the dissemination of rich information communication contact points, can realize the sustainable development of cultural industry brand construction. Driving brand building with integrated marketing communication and expanding the market with brand will greatly promote the expansion of the cultural industry market. Based on integrated marketing communication theory, this paper takes the cultural industry brand as the research object and focuses on analyzing its communication status. It analyzes the problems of unclear target positioning, insufficient attention, scattered communication resources, and difficulty in building a long-term brand image in integrated marketing communication of the cultural industry and proposes corresponding solution strategies using the literature research method and interdisciplinary research method.

Keywords: brand, cultural industry, communication, marketing, strategy

1. Introduction

Integrated marketing communication was first proposed in 1991 by Professor Tang Schultz in his book *Integrated Marketing Communication*, that theory triggered profound revolution in the concept of marketing and advertising communication. Schultz emphasized that integrated marketing communication is a management system, whose main content is to carry out information communication activities, in order to form and maintain good relations with consumers and people who with benefits involved through communication. Since then, Dr. Tom Duncan of the University of Colorado has made outstanding contributions in the field of integrated marketing communication, to enrich and develop the integrated marketing communication theory. He believes that, as the relationship between enterprises and customers and stakeholders occupy the more and more important position in the enterprise business strategy, it is far more important for the enterprise to establish the organizational structure with customers as its core than establishing the organization structure with itself as the core. Therefore, integrated marketing communication must mainly be

carried out around customer relationship management, one-to-one marketing, relationship marketing, brand marketing and other related marketing communication content. Chinese scholars Cheng Yuning believes that the integrated marketing communication is a management process that the enterprise and organization takes market demand as its orientation, taking brand as the carrier, taking the spiritual attributes or material attributes of the commodity as content of appeal, through employment of database and integration of various marketing and communication methods, striving to establish mutual recognition and belief with target customers and people who with benefits involved from the outside to inside. Integrated marketing communication in the progress of human social production, the development of science and technology, the continuous improvement and development. Today's integrated marketing communication is not only a collection of marketing strategies, but also has a systematic and sustainable strategic orientation [1]. In the new economic, media, and technology patterns, cultural industry operators must actively engage in integrated marketing and communication activities in order to attract the attention of target consumer groups in the process of brand construction. At present, academics mainly study the cultural industry from the perspectives of economics, management and sociology, focusing on the study of economic value, industrial value and social value. From the perspective of integrated marketing communication, there is relatively little research on the brand of cultural industry. Therefore, this paper aims to study the problems in the brand communication strategy of cultural industry in depth through integrated marketing communication theory, and propose corresponding strategies to solve them. Based on integrated marketing communication, the study of cultural industry branding is conducive to enriching the research system of cultural industry and promoting the upgrading of brand marketing strategy of cultural industry.

2. Problems Existing in the Integrated Marketing and Communication of Cultural Industry Brands

In order to better study the common problems in integrated marketing communication of cultural industry brands, this paper transforms integrated marketing communication into a communication process. The integrated marketing communication of cultural industry brand will revolve around the five elements of communication subject, audience, information, media combination and audience. Correspondingly, the common problems in the process of integrated marketing communication of cultural industry brands are also reflected in these aspects:

2.1. The Goal of Brand Communication Is Unclear

The integration of marketing communication's target audience positioning objectively necessitates a comprehensive, continuous, real, and systematic collection of potential consumer information in order to specifically reflect the psychological characteristics and needs of consumers in market dynamics [2]. Only on the basis of clear positioning, can we only leave a deep and distinct brand impression on the target consumer groups in the process of integrated marketing and communication of the cultural industry. However, this is very difficult to do, and conventional market research is difficult to gain effective information feedback. At the same time, the feedback information from the target audience is often distorted due to the processing of the collectors. The lack and distortion of marketing data will lead to a lack of targeted brand building, which will then lead to a vague positioning of the target audience. In the long run, the brand influence, communication power, and popularity of the cultural industry will be greatly reduced [3].

2.2. Brand Attention Is Easy to Lose

The popularity of cultural industry brand integrated marketing communication is closely related to the continuous attention of consumers. The integrated marketing and communication of the traditional cultural industry is generally with the help of advertising, public relations, promotion and other marketing and communication combinations to establish the connection between brands and consumer groups [4]. However, with the rapid development of mobile Internet, enterprise integrated marketing communication faces entirely new opportunities and challenges. In the long-term integrated marketing communication cycle, if the communication content is confused, complex information and complex theme, the consumer group will soon fall into a state of aesthetic fatigue. Therefore, if the organizers of marketing communication activities cannot timely integrate various marketing communication resources to form a good word of mouth effect, the attention of consumer groups will quickly lose in the changing and diversified market environment.

2.3. Marketing and Communication Resources Are Easy to Disperse

The key to integrated marketing communication is "cohesion", that is, the connection between various elements in marketing communication and the strategy planning of integrated marketing communication activities. For large-scale integrated marketing communication activities on a regional and quarterly scale, marketing communication subjects in different regions and at different times are prone to separate governance and ineffective coordination [5]. In the process of marketing and communication of cultural industry brands, it is usually difficult for the organizers to integrate many communication channels, so it is difficult to form a joint communication force and guide consumers to form a unified brand perception. Integration of resources is the foundation of enterprise marketing communication activities, the implementation of any marketing strategy must first have a strong integration ability. How to effectively break the barriers between the marketing communication modules, how to effectively build a unified marketing communication platform, resource sharing, complementary advantages and promote each other, is very important to achieve the goal of the integrated marketing communication in the cultural industry brand.

2.4. It Is Difficult to Build a Long-term Brand Image

Building a long-term brand image is an important goal of integrated marketing communication. However, integrated marketing communication activities are often cyclical, and the implementation of communication activities cannot be sustainable and systematized, and the communication system built due to the needs of integrated marketing communication will be eliminated accordingly. In this way, the best integration of brand value elements can not be realized, and the phased communication results are difficult to gradually accumulate, so that it is difficult to build a dynamic brand image. The progress of The Times, the innovation of technology and the change of consumption concept make the brand image construction increasingly difficult [6]. The competitive advantage gained by the communication subject through integrated marketing of cultural industry brands may be quickly surpassed by new changes of competitors, and short-term marketing activities are no longer sufficient to gain a continuous competitive advantage. At the same time, due to the lack of stable organizational guarantee, it is difficult to achieve an effective balance between the diversified work objectives of various marketing departments, and the effect of marketing communication cannot be continuously consolidated.

3. On the Strategy of Enhancing the Cultural Industry Brand Integrated Marketing Communication

According to the previous part of the cultural industry brand integrated marketing communication of the problems analysis. This part will be Considering the above problems comprehensively, the solution strategy is systematically proposed, specifically as follows:

3.1. Clear Communication Objectives Based on Customer Orientation

The ultimate goal of integrated marketing communication is to build a long-term brand value and form a solid brand asset through marketing communication. In the Internet era, the balance of consumption is tilted toward the buyer's market. Cultural industry operators should take customer demand as the starting point, make good use of information technology, communication strategies and marketing methods, and enhance their brand awareness, reputation and trust. As a production mechanism of cultural products, cultural industry is the product of the integration of various elements such as spirit, art, civilization and material. First, before planning marketing activities, we should understand customers through market research and other channels, and collect relevant data and information. Second, the main body of the integrated marketing communication of cultural industry brands should change the state that consumer groups have an unclear understanding of the connotation of cultural products, and strive for the recognition of target customers for cultural products by emphasizing the cultural attributes of cultural products [7]. Third, the cultural industry operators should carry out product publicity and positioning from the perspective of product differences, and use the strategies including promotion, communication and advertising for the target consumer groups. Fourth, the integrated marketing communication organizers should establish the thinking of "market segmentation", and study the situation of consumers from multiple dimensions, such as consumer loyalty, consumer value pursuit and so on, so as to produce more effective marketing communication information. Clear communication objectives based on customer orientation can make it easier for target customers to accept the information contained in brand culture communication.

3.2. Innovate the Product Marketing Model Based on the Consumption Characteristics

For traditional mass consumers, price and product are the main factors that most drive their buying behavior. However, as the consumer group is getting younger, today's marketing communication planning is no longer limited to "find, tell consumers and remember" such one-way, linear consumers " mode, and has become a complex dynamic process of pursuing more efficiency, full of infinite creativity and direct sales effect. In the process of marketing planning, planners must consider the consumption behavior characteristics of the new generation of consumer groups [8]. First of all, under the premise of fully clear consumer attention path and behavior path, for the brand or product design more scientific consumer "contact" path, make full use of mobile App, PC, various applications, traditional media, outdoor advertising, stores, product packaging, other consumers "contact", such as play its role in the appropriate scene, to target consumers welcome marketing implementation and product sales. Secondly, the organizers of marketing communication activities should obtain more accurate customer information, and the marketing communication design should match with customers 'personalized needs, customers' consumption thinking and customers' life scenes, so that customers can naturally pay attention to the brand information, so as to greatly improve the breadth and depth of influence of communication. Finally, the message conveyed by marketing activities to consumers should also be valuable, innovative and meaningful.

3.3. Technology-oriented Integration of Communication Resources

From the perspective of integrated marketing communication theory, once the core connotation of cultural industry brand is established, it should stick to it. According to the theory of integrated marketing communication, the development of marketing activities should be considered from the perspectives of systematization, dynamics, and sustainability and should achieve a high degree of integration of information communication with sales, payment, service, management, and customer relations with clear goals. At present, the popularity of mobile Internet has greatly changed the form and characteristics of information dissemination, and people are surrounded by massive information at every moment. Mobile Internet technology is highly innovative and interactive. Instant information release, online communication and interaction, and multi-sensory experience are both convenient and novel, which is conducive to improving the satisfaction and attachment of consumer groups. The brand construction of cultural industry should adapt to the trend of The Times and seize the dividend of the Internet era. First of all, the integrated marketing communicators of the cultural industry can integrate brand resources through the Internet platform and establish a good brand network image, which can effectively solve the problem of incomplete cognition of the cultural industry and "cultural and creative products" caused by the dispersion of communication resources. Secondly, marketing activity planners should make full use of a variety of network media and network platforms to realize the "rolling" development of mutual drainage, form the linkage effect of brand communication, and promote the cognition of consumer groups for cultural industry brands. Finally, the integrated marketing campaign organizers should use big data technology to analyze users' online browsing data, so as to improve the accuracy of advertising on various platforms [9].

3.4. Build a Three-dimensional Propagation Mode Based on Long-term Goals

In today's diverse forms of media, the cultural industry brand integrated marketers must build a long-dimensional mode of brand cultural marketing and communication in order to build a long-term brand image in the hearts of consumers. Today, information is expanding in an unpredictable way, from the traditional paper media to radio and television to the network media, people's access to information channels from a single to diversified. The "information design" of brand marketing communication is gradually active in such a background, aiming to adhere to the full coverage and diversity of marketing communication information, enhance information visual transmission, and increase the penetration of information communication. First of all, the activity organizers of cultural industry brand integrated marketing communication should make full use of the principle of "interactive design" of information communication to create new consumer brand experience, and enhance and expand the results brought by brand marketing communication. Secondly, brand communicators should fully consider the new characteristics of integrated marketing communication information design in the Internet era, and comprehensively use the text image, personalized advertising, customized packaging, experience scenario, brand story and other ways to enhance the click rate, forwarding rate and the heat of social discussion in the brand communication information of the cultural industry. Finally, marketing communicators should master the creative thinking, determine the communication modes, channels and design at different stages, and enhance consumers' interest in cultural products through some selling points and highlights of the products, so as to stand out in the highly competitive market environment.

4. Conclusion

With the rapid development of the economy and society, the optimization and upgrading of industrial structure, and the innovative development of cultural systems, new development trends in marketing and communication, business model, organization and management, technology application, and

other aspects have emerged in the development of the cultural industry. For a period of time, the market trend of cultural industry development will be accelerated and enhanced. At the same time, the demands of consumer groups for cultural products are changing from universality and popularization, to refinement and personalization. The emergence of a new generation of young consumers makes the consumer demand of cultural products present a diversified, multi-level and multi-faceted trend. Under this social background, the brand value, brand connotation, brand image and brand influence of the cultural industry play a decisive role in guiding consumers.

The basic goal of the development of the cultural industry is to maximize the overall value of the industry. Integrated marketing communication is an important part of cultural industry management and represents the future trend of cultural industry development. As the guarantee of the realization of cultural industry value, marketing and communication activities are a support for the development strategy of cultural industry from the perspective of brand image construction. Brand management, cross-media operation, network platform operation, advertising operation and so on are the classic modes of integrated marketing communication of cultural industry [10]. In general, the application of the integrated marketing and communication mode of the cultural industry is a process of dynamic adjustment. Cultural industry should adopt different integrated marketing and communication strategies in different life cycles, different market environments and different technical backgrounds.

The competitiveness of cultural industries comes from the competitiveness of brands, including brand innovation; fourth, emphasize the novel, rich brand content innovation in life and develop the multi-dimensional brand communication mode of diversified channels; sixth, focus on the development of consumer groups and cultivate loyal brand customers. In the future, integrated marketing communicators must be good at using and integrating all kinds of tangible and intangible resources, including: cultural creativity, business model, art and design, media convergence, project operation and so on. In short, integrated marketing communication is reshaping the way of the cultural industry. The integrated development of marketing and communication has given the cultural industry a new space for development.

At present, there are still some shortcomings in the research of this paper. Firstly, this paper lacks corresponding data support and fails to combine quantitative analysis methods. Secondly, the understanding of the integration situation of integrated marketing communication and brand building is not deep enough. Finally, the perspective of the research is still not diversified enough.

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