

# Research on Shaanxi Brand Communication Strategy under the New Media Environment

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**Keywords:** New Media Environment; Shaanxi Brand; Communication Strategy

**Abstract:** With the development of network technology and digital communication technology, a variety of new media represented by the Internet have gradually entered the field of communication. Compared with traditional media, new media is characterized by timeliness, mass and interactivity. Due to the emergence of new media, people's lives have undergone tremendous changes. New media has broken the traditional media advantage. The new media has spread quickly and spread widely, which makes the Shaanxi brand, which relies on traditional media, face a potential crisis. In the context of new media, Shaanxi brands should find a way to survive and adapt to the new media. In the context of new media, the dependence on interpersonal communication has become weak. Although it occasionally adopts the form of multi-media communication, the communication effect is still not good. Therefore, in the all-media communication environment, how to cultivate and promote shaanxi brand faces new challenges. This paper adopts literature analysis method, field survey method, theory combined with practice, aiming at the new problems faced by shaanxi brand communication, puts forward countermeasures such as precision marketing and brand self-discipline.

## 1. Introduction

With the continuous development of knowledge innovation society, the new media technology represented by the Internet is constantly promoting the progress of the world economy. At the Sixth Plenary Session of the Seventeenth Central Committee, it was pointed out that in order to develop the modern communication system, we should strengthen the construction of Party newspapers, Party magazines, news agencies, radio and television stations and important publishing houses, further improve the acquisition, editing, distribution and broadcasting systems, accelerate the digital transformation and expand the effective coverage [1]. New media, such as internet, mobile media, blog, community and so on, have more and more influence on enterprises and other organizations [2]. New media not only provides new means and methods for corporate brand communication, but also brings new challenges to corporate brand communication strategy, although there are still different opinions and different opinions on the concept of new media in academic circles. However, there is no doubt that new media have brought about changes in people's lives, which have broken the long-term advantage pattern of traditional media and made many traditional media face the crisis of survival [3]. In this era of science and technology increasing by leaps and bounds, all things, are also constantly changing environment, the media have changed the traditional mode of transmission, the generation of new media makes the brand spread in the continuous improvement of shaanxi, shaanxi in the new media environment will inevitably be brand problems and difficulties, therefore, shaanxi brand will formulate corresponding solution strategy [4]. Whether the communication of shaanxi brand is effective or not is the top priority of shaanxi brand construction [5].

In the increasingly competitive media landscape, new media should learn from each other's strengths, fully exploit the trend and develop the media brand communication power. Under the influence of the new media environment, the target audience is broken down by many media, and it is difficult to form a large-scale attribute audience gathering [6]. But the brand is shaped by the target audience, and the brand is built on the appeal of a powerful audience like mass media. The brand communication ecology that relies heavily on traditional media is inevitably changed sharply,

and this change has just begun. For the new media environment, the adaptability of the brand determines the future of the brand [7]. In the new media environment, it is necessary to explore an effective path to adapt to the dynamics of the new communication environment. However, in the context of new media, the transmission of information by such target audiences has exerted an increasing influence on brands, making the development of brands difficult. With the rapid development of internet, new technologies such as mobile Internet have been widely used in new media. Media websites based on new media have also developed rapidly. While enriching people's cultural life, they are also constantly influencing people's concepts [8]. In practice, new media not only provides new means and methods for brand communication in Shaanxi, but also brings new challenges to brand communication in Shaanxi [9]. In line with the advanced brand communication methods at home and abroad, the use of new media communication will bring direct economic benefits to Shaanxi [10]. At the same time, by using the influence of brand communication to publicize brand, enhance brand awareness, actively conform to and strive to dominate the public opinion guidance of the new media environment, and establish a high-quality image in the hearts of the public and buyers, these are the issues that Shaanxi brand needs to pay attention to and think about in its communication strategy.

## **2. Materials and Methods**

The new media environment is the result of mutual influence, blend and infiltration between new media and traditional media. The birth and development of new media all come from the Internet. With the development of network and digital technology, audiences get rid of the passive information receiving situation of traditional media in the new media era. Instead, they take the initiative and participate in it. Digital technology is the indispensable core of the development of new media, while network technology sets up channels for the communication of new media. Mobile communication is the communication between mobile body and solid or mobile body. Compared with traditional media, the essential characteristics of new media are a series of new media forms which are digital, interactive and beyond time and space. In the new media era, there are abundant content channels and platforms. In the diversified channels, there are information content specially produced by traditional media groups, quasi-professional content specially produced by small groups with a certain level, and random original content produced by many individuals.

In today's era, the speed and scope of media dissemination are fast and wide. Every chat software and social networking platform is imperceptibly influencing people's ideas. Compared with the new media, the news released by the traditional media has certain authority and credibility. But in the new media environment, the communication interaction is stronger, and the audience can express their views. Small-scale communication and personalized user terminal design can meet the different needs of the audience. At the same time, however, the role of news gatekeepers has been diluted, and the rapid spread of information has made it more difficult to control information and easily lead to information confusion. In the new media environment, it is difficult for Shaanxi brand communication to lock in the large-scale target customer base in the traditional media era, but network addressable technology can enable the communicator to accurately target individual target audiences. The effect of shaanxi brand communication is closely related to the selection and design of communication mode. Meanwhile, shaanxi brand pursues not only the optimization of short-term communication effect, but also the long-term shaanxi brand effect. In such a mode of communication, the mutual communication and cooperation between the transmitter and the receiver and between the two of them is not high. In the new media, the communication and interaction is not self-centered, but with the people around. Therefore, in this case, shaanxi brand should put forward further strategies to solve the problem of brand, in order to prevent the rapid spread of new media when the problem of brand appears, shaanxi brand should be paid attention to by people.

### 3. Results

Faced with the current complex and changeable market environment, how to accurately and quickly convey the brand information of one's own enterprise to the audience in the fierce market competition, and gain good communication effects in brand awareness, reputation and loyalty among the audience, it is necessary to carefully plan and effectively implement brand communication strategies of new media. As the brand of Shaanxi develops greatly, it will also encounter various problems, but as long as the brand of Shaanxi can deal with the problems calmly, the problems will be solved in time. In the new media era, there are many products in constant publicity and promotion, but most products can not attract consumers, because consumers live in the same environment every day, they are accustomed to brand publicity. Therefore, Shaanxi's brands must continue to innovate, attract consumers' attention with novel and unique propaganda methods, and stimulate consumers' desire for shopping. The new media is mainly for the public. Therefore, the development of the Shaanxi brand must be done in advance to solve the problem in order to solve the problem in time. The sales situation of Shaanxi brand in recent years is shown in Figure 1. Therefore, the promotion of Shaanxi brand must also have an accurate purpose in order to formulate a reasonable plan. The development of brand in Shaanxi is inseparable from the innovation and cooperation of workers. Therefore, Shaanxi should introduce talents to the company in time to enhance the brand creation of Shaanxi. Only through the efforts and cooperation of everyone will the Shaanxi brand develop better.

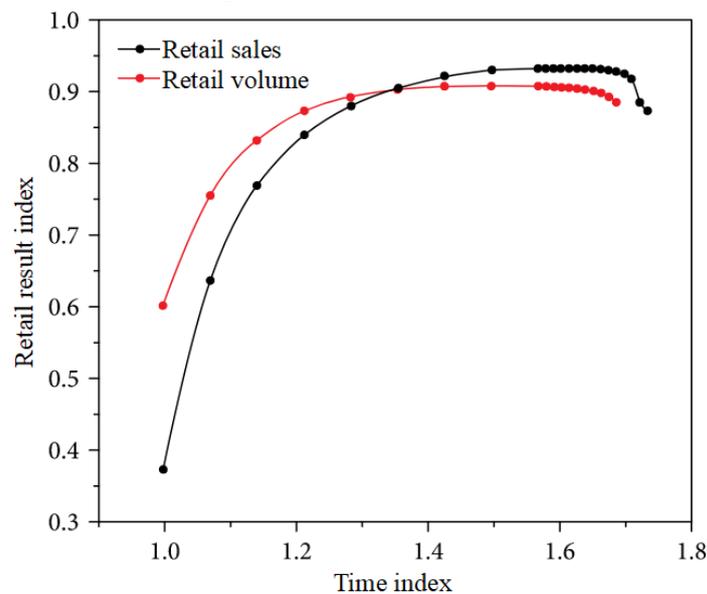


Fig.1. Sales of Shaanxi Brands

Online video has become the most important means of communication for new media brands (Table 1). Shaanxi brands can also put the promotional image of the brand image, the video of the product and the brand style into the online video to show the image of the Shaanxi brand, promote the brand and guide the consumption trend.

Table 1 Income growth of new media businesses

Media type	Total income (RMB 100 million)	Growth rate(%)
Network video	23.67	187.3
IPTV	5.3	52.4
Mobile TV	7.1	197.7
Public Audiovisual Media	82.4	42.1

Shaanxi brand implementation of brand communication differentiation strategy needs to solve two problems First, we should create a differentiated brand positioning. Second, it should meet the needs of differentiated audiences. It can be seen from the successful experience of many Shaanxi

brands that only brands that truly understand the needs of consumers can finally gain the recognition of consumers. The popularity of new media has enabled more and more people to freely swim in the dual world of networking and reality. The more organic integration of virtual brand promotion and consumer real life is an important path for brand communication. For example, Shaanxi brand promotes through webpage and WeChat (Figure 2). The way to interactively build a brand is to let the target audience of the communication fully understand and recognize the brand through the process of participation, experience and perception, and subtly establish a good impression on the brand. The way of building a brand through interactive communication is to let the target audience of communication fully understand and recognize the brand through the process of participation, experience and perception, and build a favorable impression of the brand imperceptibly. As mentioned above, the communication activities in the new media environment are characterized by diversified communication channels, diversified forms of communication, and the fact that the communication audience has the initiative in communication selection. This means that the audience can have access to a large amount of information at any time. If the information transmitted cannot impress people, it will be submerged in the ocean of information and seriously affect the effect of communication.

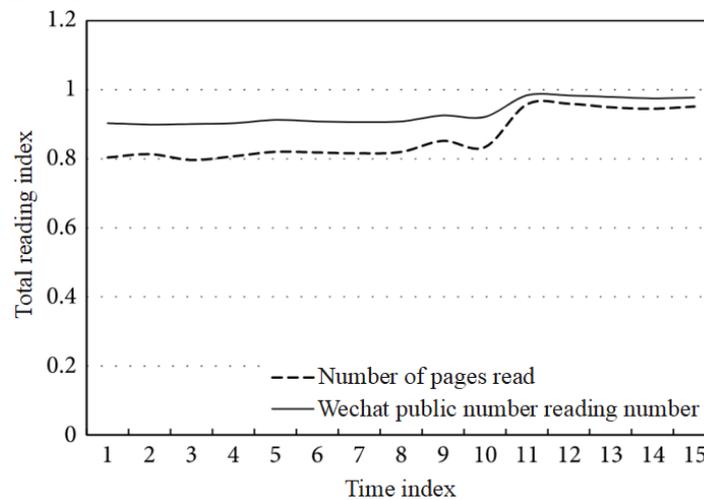


Fig.2. The way of promotion of Shaanxi brand

Brand communication is a dynamic process, which requires constant correction and adjustment of the psychological distance between the audience and the brand audience. Due to the characteristics of new media, brand communication in the new media environment should keep pace with The Times, abandon the old mode of traditional media communication, and actively explore.

#### 4. Conclusion

New media brings challenges to brand communication in Shaanxi, but also opportunities for brand innovation communication in Shaanxi. Brand communication can not be separated from the media. In order to have a strong brand influence, we must strengthen the media communication, but also pay attention to the harm of new media communication. In the new media era, Shaanxi brand should summarize its successful experience in brand communication by using new media, reflect on the existing problems and reasons, and on this basis, innovate the concept of brand communication, seize precious opportunities, actively explore and practice the strategy of brand communication in Shaanxi under the background of new media. Therefore, Shaanxi brands should pay attention to the dissemination of new media and develop novel propaganda programs, occupying an important position in this brand's numerous markets. In this ever-changing new media era, Shaanxi brands should embrace new technologies and new methods with a sensitive sense of smell and openness, and work hard. Only the combination of quality communication and communication methods can confidently face the intelligent era of brand communication.

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