

Product Visual Communication Design and Management under Multi-brand Marketing

Si Li

Guangzhou College of Commerce, Guangzhou, 511363, Guangdong, China

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Abstract: With the continuous development of the economy, the market has become more diversified with the development of the economy. The competition in the market has already broken through the competition among enterprises, and has gradually turned to the brand of the company itself. Competition, the requirements for market segmentation are also more detailed. This paper will focus on the visual communication design of multi-brand marketing from three aspects: the meaning of multi-brand marketing, the principle of product visual communication design under multi-brand marketing and the main way of product visual communication design management under multi-brand marketing. Management will be explained accordingly.

1. Introduction

With the increasing economy, the types of products on the market are becoming more diverse, and different brands of similar products are also increasing. At present, with the continuous development of the Internet and e-commerce and economic globalization, it has promoted the diversification of the market. In the face of such a diversity market, in order to attract more consumers, the company has invested a lot of manpower, financial resources and material resources in the design of the products.

2. The meaning of multi-brand marketing

Multi-brand marketing refers to companies that bring the same type of products to the market with different brands in order to meet diversified market demands and market segments. It can be seen that multi-brand marketing can well cater to the consumption needs of different consumers in the market, meet diversified market demands, and enhance the operating profit of enterprises. In multi-brand marketing, the important thing is not only the intrinsic quality, quality and composition of a product, but also the feeling that the product is externally brought to consumers. According to the survey data, the first sensory system in the process of perceiving and exploring the objective world is the auditory system. The second largest sensor that follows is the visual system. A product cannot be grasped by sound. Consumers' eyes, but can be visually appealing to consumers. According to a survey of people's shopping choices, 3% of the randomly selected respondents focused on the appearance of the product during the purchase of the product, and even selected according to the appearance of the product, especially in the face of the same When different brands of products are used, most consumers will choose products according to the appearance of the products.

Therefore, in the visual communication design is particularly important, and at the same time has a very positive role in the development of multi-brand marketing. At present, the international development of multi-brand marketing strategy is very good. In order to better capture the consumer's consumer demand and psychological orientation, some enterprises spend huge financial resources in the design of products to fully utilize the products. The appeal of appearance extends to the maximum.

3. The principle of product visual communication design under multi-brand marketing

3.1 Master the actual consumer demand of the product audience

A certain level of understanding of product goals and the actual needs of consumers is the most basic task that a visual communication design worker needs to do. Because in the process of product design, only by first grasping the use of the product and the consumer groups that are oriented, it is better to better integrate the product connotation, brand culture and corporate culture into the design of the product. Good to present to consumers.

First of all, with the rapid development of the times, people's consumer demand is constantly changing, which not only directly promotes the development of all aspects of the consumer market, but also indirectly promotes the updating of product marketing strategies and the development of visual communication of products. Secondly, only after the market has been researched, analyzed and predicted, with a detailed and comprehensive understanding, we can more accurately grasp the consumer demand of different consumer groups, thus achieving a multi-brand marketing strategy. Finally, the product-oriented group can be considered from four aspects: gender group, consumption level, cultural level and product nature. In the process of product design, the different needs of different consumer groups are fully considered, and the corresponding schemes and images are selected to carry out targeted design, so that the final effect and the aesthetic trend and image of the consumer groups are achieved. A state that conforms to harmony.

3.2 Accurately grasp the brand style and theme

At present, the globalization process is constantly advancing. The development of the Internet and e-commerce has enabled people to shop more quickly and conveniently, which has greatly promoted the development of global consumption. In the context of the rapid development of the Internet and e-commerce, enterprises are paying more attention to consumers' consumption preferences and lifestyles and lifestyles in the product launch. If the appearance of a product can satisfy the aesthetic and visual experience of consumers, it can effectively extend the benefits of brand marketing in the market to the maximum. The competition in multi-brand marketing is only happening in similar products. If you want your brand to be in a comparative advantage for a long time in the competition, it is necessary to design a brand style and unique style in the product design process. Brand image so that it can fully attract the attention of consumers. When considering the product theme style, it should be noted whether the final effect of the product design is consistent with the characteristics of the product itself; whether it has a clear distinction between the appearance of other products of the same category or different categories; It gives people a strong visual impact and can reflect the feeling of the times; the most important thing is whether it can meet the quality requirements of the consumer's appearance. Under the multi-brand marketing strategy, a brand and its products have a clear theme style that is consistent with the brand's connotation and can stand out among many brands.

3.3 Unique aesthetic and value performance

Explaining the intuitive visual information that the eye brings is an aesthetic process based on individual experiences. To put it simply, the intuitive feeling that a person produces on an objective thing is a kind of cognition of the whole thing formed in the mind. In the process of designing the appearance or packaging of the product, the designer should have a certain understanding of the special performance and related services of the product, and should cut into the product itself and the aesthetics of the product. The value of the meaning means to express it through design and present it in front of consumers. The unique aesthetic and value of the product's appearance can help the brand to establish a better image in front of the public and expand the product's tolerance. Different aspects of information can enhance the interest of product audiences and increase their awareness and acceptance of their products. Combining tangible and intangible values, it is able to visually sense the characteristics of the product, such as advertising, designing the outer packaging of the product, incorporating elements of traditional Chinese culture into the design, etc., to the

consumer, communicate a brand's social responsibility to the public and establish a good brand image.

4. The main way of product visual communication design management under multi-brand marketing

All product packaging is designed to better serve consumers. In short, the appearance of the product or the design of the outer packaging should be done around the product audience's own preferences for the product. The consumer's own needs are the principles that the designer should follow when designing the product. In the product visual communication design management method, it is divided into three stages, namely, the previous planning, the medium-term action, and the later evaluation. In addition, the use of talents is also the main way to manage the visual communication design.

First of all, in the early planning and management of products, there are mainly three aspects. First, we must have a certain degree of understanding of the cultural connotation of the brand of the enterprise. The positioning of the product needs to be consistent with it, showing an interaction and mutual influence. Relationship. Second, in the process of product design, the product-oriented audience should be centered and the external packaging design should be positioned. Third, after completing the two steps of the previous and the mid-term, the quality of the product itself is initially assessed, and the sales volume of the product is estimated through the current market situation.

Second, it is the specific execution module in the mid-term of product design. Not only must we communicate effectively with the designer, but also take into account the actual experience of the consumer. The internal staff in the company need to do their own tasks, complete their work in quality and quantity, and make the designer. The design can be well integrated into the corporate culture, connotation, positioning of the audience, etc., so that the visual communication design of the product has a good development.

Third, the final link to the assessment of design results. After the product design is put into the market, it needs to respond to the product, bring the actual experience of the consumer to the investigation, collect and analyze, analyze its own advantages and disadvantages, etc., in order to further understand the actual needs of the current market and improve the comprehensive strength of the brand itself.

In addition to the above three points, the company's own employment is also a very important point. In selecting and employing people, enterprises should select the positioning and style of the matching brands and suit the talents in the position. When you meet the right talents, you must know how to use generous treatment. On the one hand, it is to enhance the strength of the company, on the other hand, it can also be a work that can encourage employees of the company to work harder. In short, knowing people is the most important means for an enterprise to improve its own strength.

5. Conclusion

The visual communication design and management under the multi-brand marketing strategy can better design for market orientation, meet the diversified needs of the consumer market, and effectively improve the efficiency of the company's own work, and clearly define the division of labor and enhance the department's tasks. The overall efficiency of the enterprise.

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