

Research on Alibaba Brand Design and Communication Strategy under Internet+ Background

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Abstract—Since the establishment of the Alibaba Group in 1999, it has gradually become one of the largest e-commerce transaction markets in the country and even in the world. Alibaba's unique brand culture construction and spread play a key role. The interpretation and research on the construction and dissemination of Alibaba's brand culture can provide some inspirations for the development of enterprises' owner. First, this paper studies the influence of Internet on brand design. Second, this paper analyzes the influence of the Alibaba's brand communication strategy, from the perspective of internal and external dissemination of the brand culture. Finally, based on the former analysis of the communication strategy, this paper summarizes the suggestions on communication strategies of other companies.

Keywords—Internet, Brand Communication Strategy, Brand Design, Alibaba

I. INTRODUCTION

A. Research Background

“Internet +” became a national strategy in the first half of 2015. At the third session of the twelfth National People's Congress, Premier Li Keqiang proposed that “We need to develop ‘Internet +’ action plan, to integrate Mobile Internet, Cloud Computing, Big Data and The Internet of Things with modern manufacturing, in order to promote the healthy development of e-commerce, industrial Internet and Internet finance”.

The current market race has evolved into a “brand war” stage, that is “the core dominance of the brand.” Competition without brand is powerless competition. Products without brand support are fragile commodities. Therefore, many companies and investors recognize that “brand” is the most valuable asset of an enterprise.

Alibaba is not only a company that pursues wealth, but also a company with rich cultural connotations and striving to fulfill its social responsibilities. The reason why Alibaba is deeply rooted in people's mind is the innovative construction and communication strategy of its brand culture.

B. Research Significance

At present, many Internet enterprises only pay attention to input rather than output, which leads to the failure of publicity. Taking Alibaba as an example, this paper explains the concepts of brand design and brand communication, and expounds the comprehensive brand design and brand communication strategies adopted by Alibaba in the fierce market competition and network media environment. Above, we provides some Suggestions for the development of other companies in China, so it has strong theoretical and practical significance.

C. The Current Research Situations

David Icke (2017) proposed that brand is the strategic resource of the enterprise, so the brand design has a direct impact on the development of the enterprise in the theory of "Brand equity theory"^[1]. Robin Williams (2017) "Write a design book for everyone to read" provides a resource and a favorable view for the design of Internet brand^[2]. Mark Weiner (2016) "Brand communication English", has made a concrete exposition of how the brand can propagate through the reasonable dissemination and make the enterprise achieve progress^[3].

Yu Mingyang (2018) "Brand communication" describes the spread of brand in the era of network, and expounds its characteristics, traditional brand, network brand communication and other aspects of^[4]. Yang Weiwen (2017) in the study of "Brand cognition on consumer buying behavior" shows that brand cognition has a certain impact on consumer's future purchase products through brand relationship, from four aspects: product quality, service concept, brand image and public experience^[5]. Wei Zhenqi (2016) "Based on the 5W model of mobile Internet brand communication strategy research" proposed that the communication effect is affected by the main changes, the diversification of communication channels, people's acceptance and other factors influence^[6].

II. THE INFLUENCE OF THE INTERNET ON BRAND COMMUNICATION

With the arrival of the WEB 2.0 era, many Internet public have released of intelligence and creativity. Everyone on the

Internet is not only the recipient of information, but also the creator of information. Today's most popular things is blog, that shows the characteristics of the "self media" of the Internet, and make the interactivity of the Internet and the efficiency of information spread to a new level.

Interactivity is the essential characteristic of network. Brand propagandists should take advantage of the interactive communication advantages of the Internet to create a free communication space between brands and consumers.

A. The influence on brand design

The traditional brand image design is mainly presented in newspapers, magazines, radio, television and other traditional media. But now, under the background of "Internet +", the new digital media which based on computer network technology, such as micro-blog and WeChat, have expanded the digital brand design from the original website design to the design of new media as the mode of communication.

Media and brand design are interactive and unified. Communication is the information transmission process requiring carrier, and visual communication is the most common sensory carrier in brand design at present. They promote each other, which shows the irreplaceable role of media in brand design.

B. The influence on brand communication

The Internet platform makes the content more accurate and makes users feel convenient. The new network media makes the communication more entertaining and changes the traditional brand communication mode. Brand can collect free speech from the public on the Internet platform, and summarize effective feedback, ultimately make the brand information more intuitive. In this interaction, the audience has a sense of community and belonging.

The one-way communication of traditional media, which is relatively closed, can only make the audience accept information passively. But when new media emerged, everything changed. New media always put consumer demand first and try to form a good interaction between manufacturers and users. After being valued by enterprises, consumers naturally become active and willing to share.

III. ALIBABA'S BRAND DESIGN STRATEGY

A. Creative design of Alibaba cultural brand

1) Product culture that combines the core values of an enterprise

Whether it is TaoBao or Alipay, Alibaba provides products and services that reflect not only its management, but also its corporate philosophy. The continuous improvement of products and services also reveals Alibaba's rich culture and enriched values. Ali people put their lofty sense of identity into products and services, and attach importance to users in a real sense.

2) Integration of Alibaba brand cultural symbols

Jack Ma said "If a brand needs to let everyone in the world to remember, it is need to have a good brand and a good name. What I want to do with Alibaba is not just China, but the whole world. I do TaoBao, and believe that it will go to the world in the future. We're not just trying to make money, we're trying to build a good global company." The name "Alibaba" implies the ambition and vision of the company. Its rich connotation and mission have played a great role in brand building, which undoubtedly makes more people choose.

B. Specific implementation methods of brand design

1) Brand design needs to enhance interactive experience

The advent of the Internet era has improved the information terminal, which makes it easier for brands to push information and communicate with users at certain levels, so as to understand valuable information [14]. If the brand design to catch the user's eye better and faster, they need to use a good layout, pictures and other elements, each element is very important, only in this way can they bring a better experience to users.

2) Strengthen the visual and auditory functions of brand design

Nowadays, the increase of enterprises has also greatly increased the number of brands, and the same corporate philosophy and brand design have emerged one after another. For companies, the most effective way to solve this problem is to deepen the brand impression, make users remember, which requires the feeling of all kinds of information to be mobilized. Vision and hearing are the most widely used, visual can give users the most intuitive experience, but hearing is more natural to push information, and can also better use other senses to deepen the user's brand impression.

IV. ALIBABA'S BRAND COMMUNICATION STRATEGY

Before you begin to format your paper, first write and save the content as a separate text file. Keep your text and graphic files separate until after the text has been formatted and styled. Do not use hard tabs, and limit use of hard returns to only one return at the end of a paragraph. Do not add any kind of pagination anywhere in the paper. Do not numbered the text title, the template will do it for you.

Finally, you need to complete the content and organization editing before formatting. Please pay attention to the following items when proofreading spelling and grammar:

A. Alibaba's brand communication strategy

Brand communication for customers is the whole process, Communication is an answer to how to meet customer needs, because customers can feel the meaning of the brand image communication. In this process, the company must communicate its culture and values through communication. The Alibaba brand communication strategy is superior to some companies, focusing on the promotion of corporate culture, not just promoting the brand. This way, customers can have a full-featured experience process and communicate with other brands. The modes are mutually exchanged, and their effects are more profound and long-lasting.

B. Specific implementation method

1) Internal communication - multilevel and multichannel penetration

The internal communication of brand culture means that under the brand culture positioning, the company coordinates all business links and brands through physical transmission, and realizes highly coordinated cooperation among all members of the enterprise. "Alibaba" attaches great importance to the internal communication of brand culture. New employees need to carry out detailed induction training and courses at the headquarters. Through these training, new employees can experience and feel the cultural atmosphere of Alibaba in a short period of time, and they can better understand the future prospects of Alibaba enterprises and enhance their sense of identity.

2) External Propagation - Rubik's Cube Effect from the Inside Out

The external communication of brand culture is to use a variety of external media to convey their own culture. A more effective way to promote brand culture from the inside out is to create an atmosphere that will naturally convey the culture to the user through the atmosphere. From a strategic point of view, the most prominent feature of Alibaba's brand culture's external communication is based on the core values of the company, and there are multiple channels to spread. These channels need to integrate resources and allocate them reasonably to achieve the unity of corporate culture.

V. ADVICE FOR OTHER MEDIUM AND LARGE E-COMMERCE COMPANIES

The research and reform of brand design not only need innovation, but also need to choose appropriate media types. At present, the most widely used media form of B2C e-commerce enterprises is new media and It is convenient to use the Internet and covers a wide range of information. E-commerce enterprises adopt complex and diversified communication methods without time and geographical restrictions, high information arrival rate and low advertising cost, which have obvious effects.

By analyzing the communication strategy of Alibaba, several communication strategies that are beneficial to the development of enterprises are summarized.

A. Events and activities that combine network communication strategies

Enterprises usually hold large and interesting activities offline to attract audiences, and gather popularity through interaction with audiences, and media reports can spread the brand information they want to convey. Enterprises need to grasp this better, and the efficiency will be greatly improved. These practices are beneficial for enterprises to dig deeper into the brand connotation and increase the effectiveness of brand communication.

B. Realize the social media two-way communication strategy

Various search portal can bring free resource allocation and call for enterprise, the enterprise put brand communication details on various web portal can greatly save the cost and spread the information to the user, what the user needs, what the enterprise is to meet the demand. Collect all kinds of feedback information timely, and use relevant software to collect it, so as to bring abundant information data for the future development of enterprises.

C. Attach importance to the entertainment strategy of brand communication

Entertainment plays an important role in daily life, because it can relieve the negative emotions of the public and relieve the pressure in people's mind. Among the various strategies of the brand, entertainment is the most common, because enjoying quality life is what every user seeks. Enterprises need to grasp the trend of entertainment, carry out entertainment activities, and enhance the interesting interaction with the audience.

VI. CONCLUSION

This paper makes a detailed analysis of Alibaba's brand design and communication strategy research. Alibaba is able to achieve better progress because of its unique brand culture, which is inseparable from the creative construction and communication strategy of brand culture. Therefore, in this era of Internet, large and medium-sized enterprises need to have their own different ideas in their own brand design, and there must be enough places to attract consumers. Only in this way , brand can be spread through many different channels, so that it can have a good reputation and achieve the desired influence on the enterprise. We hope that through the detailed research of this paper, we can summarize the suggestions for large and medium-sized enterprises, so that they can see their own shortcomings and learn effective methods, make continuous progress, and finally bring reference value to their development.

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