

# Research on the Influencing Factors and Optimization Strategies of Exhibition Planning on Brand Promotion

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**Abstract:** With the rapid development of China's exhibition industry, the relationship between brand promotion and exhibition planning is becoming increasingly close. The interaction between the two has a profound impact on the shaping of brand image and the formulation of marketing strategies. This paper analyzes the mechanism of the effect of exhibition planning on brand promotion from the perspectives of innovative changes in exhibition content and market trends on brand decision-making. It also explores the challenges faced by brand promotion in exhibition planning, such as excessive promotion, conflicts between planning and branding operations, and errors in exhibition-type decision-making. In response to these issues, the paper proposes a series of optimization strategies, including strengthening the integration of brand and exhibition, optimizing exhibition regulations and brand governance, and establishing a risk-sharing and governance mechanism. These strategies aim to promote the coordinated development of brands and exhibitions, enhance brand market competitiveness, and promote the sustainable development of the exhibition industry. This study provides theoretical guidance and strategic support for the practice of exhibition planning and brand promotion, which is of great significance for enhancing brand value and exhibition planning effectiveness.

## 1. Introduction

Exhibition planning is one of the primary responsibilities of brand promotion and an essential component of marketing activities.[1] It can be divided into critical exhibition planning and non-basic exhibition planning, respectively, which are composed of brand owners and exhibition organizers. In order to better promote the brand, the brand also entrusts professional organizations to innovate and implement exhibition planning. Since entering the new era, exhibition planning has become the key to brand promotion, and exhibition effectiveness has become a criterion for evaluation. Unlike traditional advertising, exhibition planning emphasizes interactivity, experiential experience, and immediacy. Therefore, the issue of integrating brand promotion with exhibition planning has been proposed, and exhibition planning provides a new platform and opportunity for brand promotion.

Exhibition planning originates from the market demand centred on the brand, and its strategy contains brand concepts and is also a tool for shaping brand image. From the perspective of exhibition planning structure, brands pursue market influence and achieve brand modernization by combining exhibition planning with market trends. However, it is only at the theoretical level. To this day, exhibition planning has embarked on a unique path of brand market interaction. The comprehensive promotion of exhibition planning not only rewrites the traditional mode of brand promotion and reflects new market demands but also rewrites the pattern of the exhibition industry and has a profound impact on brand promotion. Therefore, when discussing exhibition planning, it is necessary to have a strategic perspective and a global perspective. Thus, the proposition of integrating exhibition planning and brand promotion has been proposed in the context of the new era.

In short, exhibition planning is the critical condition and guarantee for achieving brand promotion. From a practical perspective, progress has been made in exhibition planning, but there

are also shortcomings. Exhibition planning has not yet fully identified a practical path for brand promotion, and efforts are still being made to move forward. Therefore, exhibition planning also needs to optimize strategies, which not only helps to enhance the brand image but is also the key to successful brand promotion. Based on the above background analysis, this paper proposes a theoretical framework for the integration of exhibition planning and brand promotion, aiming to solve problems in exhibition planning through theoretical and empirical methods. The main content analyzes influencing factors and optimization strategies, effectively addressing brand promotion risks, and has theoretical and practical significance.

## **2. The Integration of Brand Promotion and Exhibition Planning to Achieve a New Transformation in Promotion**

### **2.1 Innovation and Transformation of Exhibition Content**

The innovative transformation of exhibition content is a concept that has developed in parallel with brand promotion. It is imbued with brand concepts, highlighting the dynamic orientation of market trends and reflecting the development strategies of exhibition planning in the new era. However, when we attempt to construct the definition and essence of exhibition content using specific traditional standards, it is still difficult to gain a comprehensive understanding.

### **2.2 Brand, Exhibition and Market**

#### **2.2.1 Analysis of Exhibition User Needs and User Behavior**

Analyzing exhibition user needs and behavior is an essential criterion for brand promotion and an in-depth expression of market trends. Scholars have discussed different definitions of user needs from perspectives such as user psychology and behavioral economics. Some scholars also believe that user behavior is the degree to which users have an attitude towards the brand or their response to exhibition content. It is precise because user needs are, to some extent, more complex than they belong to the consumer behavior science aimed at market segmentation. The history of exhibition user demand can even be traced back to early market trade, whose main activities include product display and trading. The concept and theory of user behavior are closely related to the evolution of market dynamics. Through in-depth analysis, user needs have become essential for exhibition planning. In the context of the digital age, the main contribution of user behavior theory is a deeper understanding of user interaction and experience in exhibition environments. Therefore, the concept of user needs initially focused on quantitative measurement based on market standard attributes.

#### **2.2.2 Market Trends Driving Brand Decision-making**

Compared with traditional market strategies, market trends drive brand decision-making with a greater emphasis on the relationship between market dynamics and brand strategy and have the characteristic of dynamic adaptation. Although some scholars question whether market trends may not be directly related to brand decision-making,[2] most scholars advocate that market trends can provide a rational evaluation of brand decision-making.[3] Scholars have proposed a market trend analysis model that includes factors such as market trends, consumer behavior, and competitive trends.[4] Since then, the model has become a typical tool for brand decision-making, thus developing the concept of brand decision-making. These scholars believe that market trends are uncertain and serve as a benchmark for brand decision-making.[5] Only when brand decisions match market trends can brands achieve market success. Therefore, brand decision-making is the result of market trend analysis. Some scholars have summarized market trends as dynamic analysis models, namely prediction models based on market trends and response models based on consumer behavior.[6] The former focuses on market forecasting, while the latter focuses on consumer behavior analysis, namely the adaptability of brand decision-making. Although market trend analysis has experienced some practical failures, from the perspective of brand development, it can provide decision-making support, and the concept of market trends has gradually become a consensus in brand promotion research and practice.

### 3. Challenges brought by brand promotion and exhibition planning

There are numerous challenges associated with brand promotion and exhibition planning, as illustrated in Figure 1.



Figure 1 Challenges brought by brand promotion and exhibition planning

#### 3.1 Chaos of Brand Promotion: Excessive Promotion Leads to System Imbalance

The essence of the chaotic concept of brand promotion focuses on the issue of promotion strategies. Overpromotion is the application of brand thinking in market competition.[7] To overcome the shortcomings of single-dimensional promotion, a new alternative model - balanced promotion framework - has been introduced into the research field. The basic concept of the framework is that brand promotion should ensure effective market positioning, set professional standards for promoting output, capture consumer needs through technologies such as data mining, and use quantitative methods to measure promotion effectiveness. The balanced promotion framework reconstructs brand promotion, emphasizing the need to enhance the stability of brand image and build moderate, deep, sustained, and innovative promotion.

#### 3.2 Difficulties in Exhibition Planning: Planning Branded Operations

##### 3.2.1 Mistakes in Exhibition Type Decision-Making and Deviations in Management

The mistakes in exhibition-type decision-making and deviations in management are the main manifestations of difficulties in exhibition planning, emphasizing the conflict between planning and branding operations. The exhibition effect directly reflects the current situation of planning quality and brand image. Some constituent elements of the development of exhibition planning are gradually taking shape, and the quality of planning and various evaluation systems are also

gradually being valued. However, from a practical perspective, some exhibition practices remain in the formalist stage, which contradicts the logical framework and generation mechanism of branding operation, leading to issues with exhibition planning.

### **3.2.2 Brand Disruption and Risks**

From a brand perspective, brand grievances and risks are the fundamental aspects of exhibition planning and the core embodiment of brand image. Therefore, exhibition planning takes brand risk as the leading generation logic. Brand stigma is a significant obstacle in exhibition planning and a weak link in brand promotion. At present, exhibition planning strengthens brand management from the perspective of risk control, with three primary forms: It is of vital importance to identify and evaluate brand grievances. Clarifying the consistency of the brand between exhibition planning and brand promotion is needed. The second is the standardized control of brand risk. By formulating exhibition planning standards and brand promotion standards and publicly disclosing these standards to the public, standardized control of brand risks can be achieved. The third is the reengineering of the internal process of exhibition planning. In recent years, exhibition planning and other methods have used risk management to enhance brand image and improve brand satisfaction. However, compared to the ideal state, the risk control of current exhibition planning still needs to be further enhanced.

## **3.3 The Birth of Derivative Risks under the Governance of Exhibition and Convention**

### **3.3.1 Brand risk**

The fundamental difference between the emergence of derivative risks under the governance of exhibition and brand risks lies in their dynamic attributes. The risk standards for exhibition planning and brand management guidelines are aimed at market changes, and the development of exhibitions mainly reflects brand image and market share. In the risk management framework of exhibition planning, accurately identifying, evaluating, preventing, and controlling brand risks is the core value and highest criterion for the development of exhibition planning. The diversity of exhibition types and differences in brand strategies currently lead to a complex trend of brand risk. Although there has been progress in risk management in exhibition planning, the risk control system is still imperfect, and exhibition planning lacks effective risk response mechanisms. Therefore, it has created a "weakness" in exhibition planning, affecting brand image and market competitiveness.

### **3.3.2 Exhibition Risks**

From a risk management perspective, exhibition planning cannot accurately provide the information needed for brand promotion. The satisfaction evaluation of exhibition participants towards the exhibition effect is the main form of obtaining information, but exhibition planning lacks relevant information and warning mechanisms for brand risks. The core of the problem may be information asymmetry. In exhibition planning, brand risk is often described as a potential market threat, and its potential damage to brand image directly reflects the effectiveness of exhibition planning. However, existing evaluations mainly focus on information such as exhibition participation, and there is a lack of brand risk assessment. Usually, the impact of brand risk is difficult to obtain or measure. Asymmetric information and imperfect evaluation systems directly lead to obstacles in risk management in exhibition planning.

### **3.3.3 Market Risks**

From the perspective of market risk management, information asymmetry has long constrained the ability of exhibition planning. Since the 21st century, market activities integrating brand promotion and exhibitions have reshaped exhibition planning through technological innovation. However, the drawbacks of traditional exhibition planning still constrain market risk management. Not only due to information asymmetry but also due to the impact of market dynamics, exhibition planning still needs to be improved. Under market risk control, exhibition planning is seen as a direct way of brand promotion. However, the actual impact of brand promotion, primarily focused

on exhibitions on market risk, remains debated. Meanwhile, due to technical difficulties, exhibition planning lacks practical market risk assessment. Therefore, exhibition planning does not always seem to achieve the goal of market risk management. It is evident that market risk management is not only a technical challenge but also faces strategic challenges.

#### **4. Response Strategies for the Development Process of Brand Industry under the Challenge of Exhibition Technology**

##### **4.1 Bidirectional Integration: Brands Get Rid of Challenges**

###### **4.1.1 Brand Enhancement to Achieve High-quality Migration**

The essence of the concept of achieving high-quality transfer through brand enhancement focuses on brand development issues.[8] Brand enhancement is the application of brand thinking in market competition. To overcome the shortcomings of brand ageing, it enters the research field as a new alternative model-brand upgrading framework. The basic concept of the framework is that brand enhancement should ensure effective market positioning, set professional standards for brand output, capture consumer demand through market research and other technologies, and use brand value evaluation methods to measure the effectiveness of brand enhancement. The brand upgrade framework restructures brand development, emphasizing the need to enhance the stability of brand image and build brand awareness, loyalty, innovation, and sustainability.

###### **4.1.2 Brand Upgrading Under the Domestication of Exhibitions**

Brand upgrading under the domestication of exhibitions is the primary goal of exhibition planning, which emphasizes the impact of exhibitions on brand image and directly reflects the status of brand promotion and exhibition planning through exhibition effects. Some essential elements for developing exhibition planning are gradually taking shape, and the quality of exhibitions and various evaluation systems are also receiving increasing attention. However, from a practical perspective, some exhibition practices still remain in the formalist stage, which contradicts the logical framework and generation mechanism of brand upgrading, leading to issues with exhibition planning.

##### **4.2 Risk Sharing: Optimization of Exhibition Response System and Brand Governance**

###### **4.2.1 Exhibition Regulation and Brand Governance**

From the perspective of risk management, exhibition regulation and brand governance are the fundamental links of exhibition planning and the core embodiment of brand image. Therefore, exhibition planning focuses on risk management as the leading generation logic. Exhibition regulation is the primary responsibility of exhibition planning and an essential entity in brand governance. At present, exhibition planning strengthens brand governance from the perspective of risk sharing, with three main forms: The first aspect involves identifying and evaluating exhibition risks. Clarifying the consistency between brand promotion and marketing in exhibitions is essential. The second is the standardized control of exhibition regulations. By formulating exhibition planning standards and brand governance standards and publicly disclosing these standards to the public, standardized control of exhibition risks can be achieved. The third is the reengineering of the internal exhibition planning process. In recent years, exhibition regulations and other measures have been used to enhance brand image and improve brand satisfaction through risk management. However, compared to the ideal state, the risk management of current exhibition planning still needs to be further enhanced.

###### **4.2.2 Brand Decision-making and Exhibition Cultivation**

From the perspective of brand decision-making, exhibition cultivation cannot accurately provide the information needed for brand development. The main form is the satisfaction evaluation of exhibition participants towards the exhibition effect, but the cultivation of exhibitions lacks relevant information and feedback mechanisms for brand decision-making. The core of the problem may be

information asymmetry. In the cultivation of exhibitions, brand decision-making is often described as the guidance of market activities, and its impact on the brand image directly reflects the effectiveness of exhibition cultivation. However, existing evaluations mainly focus on information such as exhibition participation, and there is a lack of evaluation on brand decision-making. Usually, the effectiveness of brand decision-making is difficult to obtain or measure. Asymmetric information and imperfect evaluation systems directly lead to obstacles in the cultivation of exhibitions.

#### **4.2.3 Risk Sharing and Governance**

From the risk management perspective, information asymmetry has long constrained the ability of brand decision-making. Since the 21st century, market activities that integrate brand promotion and exhibitions have reshaped brand decision-making through technological innovation. However, the drawbacks of traditional brand decision-making still constrain risk sharing and governance. Not only due to information asymmetry but also due to the impact of market dynamics, risk sharing and governance still need to be improved. Under the premise of risk sharing and governance, brand decision-making is seen as a direct way of market activity. However, the impact of brand governance, which focuses on brand decision-making and market risk, remains debated. Meanwhile, due to technical difficulties, there is a lack of practical market risk assessment for risk sharing and co-governance. Therefore, risk sharing and governance do not always seem to achieve the goals of market risk management. It is evident that risk sharing and co-governance are not only technical challenges but also strategic issues.

#### **4.3 Market Recovery: Rectifying the Brand and Restoring the Exhibition**

Undoubtedly, neither brand promotion nor exhibition planning can avoid "market orientation" as a brand decision in terms of market recovery. In the market mechanism, brand decision-making is a standardized and effective brand management tool that plays an essential role in brand governance. It also makes brand decision-making not only a technical concept but also a strategic concept. Therefore, brand decision-making based on "market recovery" has become a strategic mechanism for market governance. The practical interpretation of brand decision-making is generally a brand development path gradually formed on the basis of market orientation, although the path involves attempts at market risks. From market orientation to market recovery, brand decision-making is closely focused on market risks from beginning to end. Although brand decision-making should focus on market orientation to meet market requirements. However, when market orientation is magnified, it also brings a dilemma: the phenomenon of market orientation. Overall, there is still room for improvement in brand decision-making in terms of market orientation and other aspects, and its market risks also need to be further improved, which is also an essential task for brand decision-making.

### **5. Conclusion**

Exhibition planning has entered a new era, which poses new challenges and requirements for brand promotion. Exhibition planning is not only a symbol of brand innovation and an essential means of shaping brand image but also an urgent need to realize brand value, maintain brand image, and enhance brand competitiveness. Essentially, it reflects the inherent requirements of brand promotion. Exhibition planning is the construction of a theoretical analysis framework and practical mechanism for exhibition planning under the guidance of brand promotion. In recent years, modern information technologies such as the Internet have promoted the development of exhibition planning. Through the network, brand promotion and brand marketing are enabled to be precise and scientific, and their value conforms to the internal logic of brand promotion. Therefore, the Internet also provides a new path for brand promotion. In short, sustainable improvement and development of exhibition planning can help promote brands better and maximize brand value.

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