

The Development and Dissemination of Brand Value of Traditional Arts and Crafts -- Taking Carpenter Tan as an Example

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Abstract: Traditional arts and crafts are not only the wisdom of the working people's long-term manual production practices, but also an important carrier of national traditional culture and an important part of intangible cultural heritage. In the context of co-construction of the One Belt and One Road", the protection, inheritance, innovation, industrialization, and branding development and dissemination of traditional arts and crafts should all follow the trend of the development of the times on the basis of inheriting traditions, and it is necessary to inherit traditional culture. The old elements of the brand must adapt to the development trend of fashion and internationalization, and inject new energy into the intangible cultural heritage brand. This article will take the intangible heritage brand Carpenter Tan as an example to discuss the brand construction, brand culture shaping, brand promotion and dissemination of traditional arts and crafts intangible heritage.

1. Introduction

Traditional arts and crafts are not only a folk plastic art combining practicality and decoration, but also a category of intangible cultural heritage. At the moment of modern large-machine assembly line production, although traditional arts and crafts have received a strong impact, it is still an important production form and category, and it is irreplaceable as a unique economic industry [1]. Chinese traditional arts and crafts have various types, superb skills and a long history. In the process of development, the domestic production value of arts and crafts and foreign exchange earnings from exports continue to grow, and the number of employees in the arts and crafts industry is also increasing. Although many achievements have been made in the protection and development of traditional arts and crafts, there are still the inheritance and renewal of skills, changes in cultural background, excessive emphasis on economy and neglect of culture, poor level of brand building, and poor brand recognition in the process.

Carpenter Tan's comb making skills originated from a handicraft workshop in a small town in eastern Sichuan in the late Qing Dynasty. Founder Tan Chuanhua established Chongqing Tan Carpenter Arts & Crafts Co., Ltd. in 1997 after going through hardships. Since then, Carpenter Tan has integrated traditional craftsmanship and modern technology, step by step, and has built a small wooden comb into a brand enterprise. In 2009, Carpenter Tan's traditional craftsmanship of combs was included in the second batch of municipal intangible cultural heritage list of Chongqing, and Carpenter Tan was also listed on the main board of the Hong Kong Stock Exchange. Carpenter Tan has opened more than 1,200 franchise stores and 4 direct-operated stores in more than 300 cities at home and abroad, with revenue of more than 300 million yuan in 2018 [2]. However, the success of Carpenter Tan's intangible cultural heritage brand was not achieved overnight.

2. Brand Construction: Brand Positioning and Brand Image

Brand positioning is not only the consumer's psychological cognition of the brand, but also the embodiment of the producer's cognition of the company's own products, ideas, culture, etc., including both denotation and connotation. Consumers' cognition of the brand is based on perception and reflects the brand's position in the minds of consumers [3]. When he started the

wood comb workshop, the founder Tan Chuanhua had no brand awareness, let alone a clear brand positioning. At that time, the craftsmanship used in the production of wooden combs was relatively simple and the cost was low, and the quality of the wooden combs produced was poor, and the corresponding selling price was relatively low. In order to strictly control the quality, Tan Chuanhua burned 150,000 low-quality wooden combs in 1995. With the continuous increase in sales, Tan Chuanhua has tried to use Three Gorges, Mr., Miss, etc. as product brands. However, cause these brands are not highly differentiated, they imitate with other wooden comb products in terms of appearance design, use function, packaging services, etc., without forming a clear brand image, making Tan Chuanhua's wooden combs unable to compete in the low-end market. Break free. In 1997, Tan Chuanhua registered the Tan Mujiang trademark and established Chongqing Tan Mujiang Crafts Co., Ltd., and began to build the brand image of Tan Mujiang with his unique cultural taste.

Carpenter Tan has always adhered to the characteristics of traditional wood comb crafts, cultivated his own craftsmen and design team, drew nourishment from traditional crafts and cultural connotations, and developed a batch of wood comb products with national characteristics. Since 2000, Carpenter Tan has conducted in-depth cooperation with major art academies and design teams at home and abroad to improve the design level of brands and products. In recent years, many foreign design teams have cooperated with Carpenter Tan. These design teams have injected new design elements into Carpenter Tan, and added weight to Carpenter Tan's overseas market expansion. Carpenter Tan explores the cultural connotation behind the wooden comb with the original design that conforms to the traditional aesthetic concepts of the Chinese people and integrates the international design concepts to create an original, simple and elegant brand visual image.

In product design, Carpenter Tan revolves around the themes of love, family, friendship, wedding, national sentiments, etc. The products are endowed with Chinese classical culture and cultural sentiment. Catering to the young people's aesthetic and consumption concepts. Carpenter Tan also cooperated with international brands such as Disney and Swarovski. For example, Mulan is a new product in the Mulan Series by Carpenter Tan. The red makeup and soft women's Mulan are matched with a round tooth comb, and the men's wear Mulan in uniform is in harmony with the sharpness of the tooth comb. In addition, traditional lacquer art is also used in the production of wooden comb patterns, combined with Tan Carpenter's traditional wooden comb making skills, presenting a unique oriental charm as a whole.

Among the Tan Carpenter old logo, the words Tan and smith are taken from silk paintings unearthed from the Han tomb of Mawangdui, full of ancient clumsiness; a plane used for shavings and a measuring square constitute the word wood; hand-printed. The portrait of the carpenter corresponds to the brand name Carpenter Tan on the upper part. The old logo fully embodies the brand positioning of Carpenter Tan from the tradition, and demonstrates the childish, romantic and fashionable traditional folk crafts culture inherited by Carpenter Tan [4]. In 2014, in order to attract young consumers, it is no longer possible to give Carpenter Tan a traditional brand image. Therefore, the new logo is a simplification of the three characters Carpenter Tan. The simple and modern font style condenses unique oriental cultural elements. It can be seen from the comparison of the new and old logo that Carpenter Tan is not only good at reviving the intangible cultural elements in the brand, inspiring consumers' nostalgia, and awakening consumers' emotional connection with the brand [5]. And will be also keep up with the development of the times and cater to the current. The consumer trends of youthfulness, fashion and internationalization have carried out bold innovations in the brand image, thus making the brand image unconventional and even invincible.

3. The Shaping of Brand Culture

Brand culture refers to the precipitation of cultural characteristics in a brand and all cultural phenomena in brand management activities [6]. The culture of a brand is not only a style, but also a banner, consistent with the values, temperament and taste of brand consumers, which is specifically expressed in the brand name, brand identity and product design, corporate history and story. Brand

culture is closely related to brand positioning and brand image. Brand positioning determines brand culture, which is the basic element of brand positioning. Brand positioning and brand culture correspond to the brand image it presents.

As far as the Carpenter Tan brand is concerned, the words represent a traditional sentiment and craftsman culture. It is positioned as a traditional arts and crafts brand that inherits intangible cultural elements and closely follows the international and fashionable traditions. Therefore, Carpenter Tan can create a warm, romantic and elegant experience environment for consumers through products: wooden combs, mirrors, hand beads, store design of stores and online stores, promotional slogans, and convey the brand of Carpenter Tan. Unique symbols and symbolic meanings.

When Carpenter Tan implements the brand culture strategy, he pays attention to multiple angles and directions, adheres to the principle of systematization, and insists on advancing with the times of brand culture. In 1998, Carpenter Tan invited Yu Mingyang's expert team to introduce the corporate image recognition system (CIS) for Carpenter Tan. This image recognition system can integrate the international elements of the brand image to meet the requirements of the international development of the brand of Carpenter Tan. In 2000, Carpenter Tan commissioned the high-speed rail design team to design the company's logo and VI image, and used the visual recognition system (VIS) to accurately convey the brand concept to meet the psychological expectations of different consumer groups. On the official website, Carpenter Tan has set up his own brand cultural center, to show consumers his creative corporate videos and a series of micro-films -- The Story of a Comb. Listed the brand history, use such a small story to give people kindness and touch, convey Tan Carpenter's people-oriented brand concept, and create a humanized brand culture.

4. Brand Promotion and Dissemination

Brand value is the essence of a brand and an important manifestation of the comprehensive competitiveness of a brand. The development of brand value should be carried out from multiple dimensions and aspects. While clarifying the brand positioning, establishing a clear and unified brand image, and creating a unique brand culture, we must also pay attention to combining the product characteristics of the arts and crafts brand and the psychological needs of different consumer groups, and do various models of brand marketing and promotion, with the purpose of enhancing the brand The popularity and reputation of the company. From the beginning of his business to the present, Carpenter Tan in different periods used traditional media to the Internet, online and offline collaborative communication and promotion methods in brand promotion.

In the early days of entrepreneurship, Carpenter Tan's brand promotion was mainly concentrated on traditional media such as newspapers and television. In the Spring Festival of 1998, Carpenter Tan made his first product advertisement on CCTV. This was also the first advertisement in the comb industry, which directly seized the leading position in China's comb industry [7]. Undoubtedly, in the early days when the media was relatively single, Carpenter Tan seized the opportunity, and the advertisements also achieved better publicity effects. However, the market capacity of the entire combing industry is relatively limited, and Carpenter Tan, the leader of the combing industry with an annual revenue of over 100 million yuan, can only be regarded as a medium-sized enterprise and cannot invest a large amount of capital on advertising. Due to this situation, Carpenter Tan intends to change his brand marketing strategy, drastically reduce advertising in traditional media, and spend limited funds on the operation of official websites, online e-commerce flagship stores, offline specialty stores, and brand image decoration. In terms of design, it creates an online and offline store image full of classical culture, creating a high-end, elegant, and unique brand visual image. In Carpenter Tan's store, black or yellow signs, wooden counters, warm lights, ornaments, etc., together with wooden combs, give consumers a sense of exquisite craftsmanship and traditional culture. This allows consumers to think that it is a very tasteful thing to appreciate and purchase the wood comb of Carpenter Tan, which also enhances the consumer's sense of superiority, and then realizes the emotional interaction between consumers and the brand, realizes brand resonance, and finally forms Brand preference [8]. In the image design of the online store, Carpenter Tan has

created a series of image design drawings that fit the product theme in cooperation with Peter Anderson since 2016. In this design drawing of a promotional page that talks about love, the warm picture composed of the elderly, youth, and children echo the love series product slogan.

In the current experience economy era, the consumption model of only relying on stores to provide goods and sales services can no longer meet the needs of today's consumers. Consumers need a unique feeling or a touching situational feeling [9]. In order to promote Tan Carpenter's comb products, establish a perceptual connection between consumers and the Carpenter Tan brand, and enhance Carpenter Tan's brand awareness and competitiveness, Carpenter Tan has organized and participated in various exhibitions in various industries, allowing consumers to personally touch, feel and experience the hand feeling style characteristics of Tan Carpenter's wooden comb. Since 2017, Carpenter Tan has organized three wood art exhibitions in cooperation with domestic art schools and art institutions, attracting a large number of wood art experts and enthusiasts at home and abroad. In 2019, Carpenter Tan planned a series of national tours of the Garden of Combing Love, and has traveled through four cities including Shanghai, Hefei, Shenzhen, and Chongqing. In the Coming Garden, consumers can swim among the wood and teeth, choose the comb blanks, make a wooden comb by hand, and experience the beauty of traditional craftsmanship. In the past two years, Carpenter Tan has also participated in large-scale high-end exhibition activities such as the Beijing International Book Fair, the Taipei International Franchise Show, the Las Vegas Beauty Show in North America, and the Frankfurt Autumn Consumer Goods Show Gift Show. Through the interaction with consumers and the consumer experience of products, consumers enter an experience that cannot be created by ordinary consumer products, which makes the Tan Carpenter brand shift from selling products (technical exquisiteness) to selling culture (sensory experience), making Carpenter Tan's products are unique, personal and full of emotional stories, which in turn achieve the emotional resonance between consumers and the brand, and finally realize the transformation and upgrading of the Carpenter Tan brand [10].

5. Conclusion

A comb, a story. As a traditional arts and crafts intangible heritage brand, Carpenter Tan can not only inherit the essence of traditional Chinese handicrafts, but also adapt to the development of the times, keep the products updated, and constantly create new designs, and inject new ideas into the brand. element. The practice and exploration of Carpenter Tan's brand operation in brand construction, brand culture, brand promotion, etc., that can provide references for the development and operation of traditional arts and crafts intangible heritage brands, and also benefit the implementation of the Chinese Traditional Craft Revitalization Plan.

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