

Research on Brand Communication Strategy of Characteristic Towns in the New Media Age

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Abstract: In the information age of the Internet +, characteristic towns are constantly emerging, creating characteristic regional towns and enhancing the influence of regional brands so that they can comply with market demands and promote regional economies. Mining the characteristics of characteristic towns, optimizing the means and methods of brand communication, and exploring the PR strategy of brand building in characteristic towns are facing challenges. Only to increase the awareness of public relations brands, increase the intensity of public relations communication, find suitable communication means and platforms, and effectively use Public relations activities can gradually form an identity brand with its own development characteristics.

1. Introduction

Now that the tourism industry is so developed, if you want to take the lead in many tourism projects, you must create your own unique brand. A tourist town means that some attractions are not very prominent, the history is not very long, and the architecture is not a magnificent cultural city, but because of its unique geographical location, or natural landscape, or specialty snacks, etc., it attracts people's attention. People in the metropolis are willing to temporarily leave the bustling city to come here for a quiet vacation and wash their souls. According to their natural advantages and the strong support of the country, characteristic tourist towns have gradually shown their advantages in the development of tourism. Today tourism industry is developing so fast, if the characteristic towns can continue to maintain their advantages or even to a higher level, we need to strengthen the brand building of the characteristic towns. This article uses this as a starting point to start a detailed discussion and hope that the tourism industry of the characteristic towns development plays a role.

2. Significance of Brand Communication in Characteristic Towns

In 2016, the National Development and Reform Commission's Guiding Opinions on Accelerating the Construction of Beautiful and Characteristic Small (City) Towns mentioned that characteristic towns should focus on the exploration of characteristic industries and emerging industries, an administrative block (unit) with distinctive characteristics, a certain population, and economic scale. Promoting the construction of characteristic towns can promote supply-side structural reforms, deepen urbanization, constantly innovate and explore, and promote economic transformation and upgrading. The construction of characteristic towns always implements the tenet of innovation, coordination, greenness, openness and shared development. It is unique in adapting to local conditions, highlighting characteristics, innovating and entrepreneurship, and building new characteristic towns. To promote the construction of characteristic towns, we must emphasize the adherence to market orientation, provide co-construction of diversified public relations subjects in accordance with government guidance and market operation of enterprises. Give full play to the role of local government as a baton, provide multi-faceted public services, insist on driving the urban economy with characteristic industries, promote diversified forms, tap local characteristic industries, and advocate strategies for strengthening and refinement.

Brand is a concentrated expression of intangible assets, which is to distinguish content that meets its own characteristics through specific corporate image recognition system elements and has

certain social influence. The brand must be formed under the rapid development of the commodity economy, and it is gradually formed by the main body of a product after long-term operation and maintenance. A brand can be a commodity, or a service or a social entity that brings identity value or prestige, and its ultimate expression is consistent with the value concept pursued by the public. The brand communication effect is to emphasize the establishment of brand manufacturing or management reputation in the process of using products, to make the public more trust and support, and to use the means and methods of communication to make products form the role of brand use, thereby transforming into a larger economy and social benefits.

3. Strategic Challenges in Public Communication

The cognition of public relations communication strategy is understood to a certain extent as the comprehensive competitiveness of the public relations subject's own economic, political, and cultural elements. It is a method and strategy to seize the regional self-control or competition commanding heights. Strategy is the foundation and premise of brand area shaping. Only under the premise of ensuring stable cognition can we effectively ensure regional self-control and gain more public attention, understanding, support and trust. The cognitive discourse of strategy first originated in military operations, mainly discussing strategy and how to allocate resources. Strategies need to stand at the highest level to plan how to effectively communicate public relations. Under the baton of a market economy, combined with government policies, guidelines, and route guidelines, design efficient and planned specific strategic implementation actions.

Starting from the strategic level of public relations communication, the main focus is on whether the dialogue and communication between the public and the characteristic towns are smooth, and whether the regional characteristic economy and important stakeholders need to be resolved at the strategic level of public relations to achieve a two-phase balance. With the advent of the information age, information is constantly being updated in various forms. The range of information and digestion information people receive daily is getting smaller and smaller, and their interests and concerns are becoming more and more precise. The way of public relations communication needs to be continuously optimized. Effective communication are being to achieve information sharing, resource circulation, distinctive characteristics and other characteristics. The concept of distinctive towns has emerged nationwide, and many places have successively established characteristic towns in line with their own economic laws. Strategic considerations must find their own advantages in brand building ideas and systems, strengthening the word "characteristics". In order to optimize the spread of brand influence and form an endless ecological cycle chain, promote and interact with each other.

Traditional communication believes that "the wine is not afraid of deep alleys", and that success depends on the characteristics of the town itself and the regional economic strength, so he is unwilling to invest more resources in media relations and public relations publicity, and ultimately shows to the regional public. The grasp or guidance of public opinion is relatively weak, ignoring the role of public relations discourse. The guidance and grasp of public opinion can help the public relations subject to grasp the public's desires more accurately, plan the implementation strategy as much as possible, achieve two-way communication between the subject and the object, satisfy their respective desires, and finally achieve the same real interests. At the strategic level of public relations, the control of public opinion is crucial. The public's handling of information is becoming more and more precise. The processing of information has developed from a one-way communication to a two-way balanced mode. The public will choose the information source they want in an orderly or disorderly manner, with certain selectivity and prejudice. The final presentation of public opinion information is often through one-way output through text, pictures, conformity, sound and other carriers. At the same time of output, it lacks the transformation of the inherent cultural value of the characteristic town.

4. Recommendations for Brand Communication in Special Towns

In the context of today's information explosion, information carrying methods, operating forms, and expression methods are changing. Especially with the advent of the new media era, fragmented and various information will always affect our lives. The resource sharing and rapid circulation of information, and the integration of intelligent and intelligent information technology, make the information that people come into contact with each other, interact with each other, and even convert each other. A brand is a concentrated expression of the brand's own intangible assets. It focuses on a specific image and its personalized "symbol" or "information" to identify. The brand effect is the use of the brand in the product, the benefits to the brand users. The influence of the brand is the role of the use of the brand. The brand is a product of the development of the commodity economy to a certain stage. It can develop rapidly in the case of a highly developed modern commodity economy. The main reason is that the use of the brand to the product producer. They have brought huge economic and social benefits. The economic value possessed by the gradual formation of the brand is abstract and specific. It is an intangible asset with self-specificity that can be distinguished by identification. It is a comprehensive reflection of the public's reaction in perceptual choice and occupying a certain position. What the brand presents is the long-term, standardized cognition embodied in aspects such as philosophy, behavior, vision, and hearing. This is what we usually refer to as CIS, that is, image recognition system.

The Internet is developing rapidly, new products are changing with each passing day, and we are entering the era of massive information. The advent of the "Internet +" era has shortened the distance between regional geographies, accelerated the time for information transfer, and changed the obstacles to physical space settings. The strategic communication of brand public relations in characteristic towns must be in line with the characteristics of the times. At the same time as new media emerges, public can master the construction characteristics. With the help of social networking sites, portal sites, Baidu entries, short videos and other platforms, information effectively spread the characteristic towns to all walks of life. Self-characteristics and value reflection, strengthen information communication and communication feedback between the public from all walks of life, and pay attention to brand influence and communication of popularity, brand recognition, reputation and loyalty. "Two micro-ends" is currently the most prominent and active platform of the self-media matrix. The rise of the two micro-ends as the media carrier of the main body of regional economic construction is the practice of media integration. With the innovation of various media channels and the continuous updating of various communication technologies, new social platforms, communication channels, and communication methods have emerged, enriching the self-media matrix. Since the self-media matrix has the characteristics of overlap, diversity, and development of new release channels, the information also shows repetitiveness, incrementality, and widespread universality. While the public is processing information, it repeatedly acquires and deepens its impressions, so that a wider range of been accepted. When the public accepts the "two micro-ends" of information transmission, they behave more freely and have certain selectivity. The information is derived from the PC side to the client's mobile side, and it is necessary to abide by the development and extensibility of the "two micro-ends" platform, and find a habit that is more acceptable to the public. The construction of the self-media matrix of characteristic towns strives to find the information that meets its own characteristics among the massive amounts of information, deploys the content of the self-media matrix in a planned manner, and continuously accumulates the elements of brand influence. For example, the construction of WeChat public account, Weibo public account, headline number, client application, etc., through the search for a comprehensive and cross-channel three-dimensional communication channel, the characteristic town information platform will be diversified, thereby enhancing the brand influence of characteristic towns. The promotion of public relations activities in characteristic towns is one of the means to effectively establish a brand operation mechanism. Public relations activities can play a role in coordination, social supervision, and public participation. At the same time, regional governments can also promote industry associations and promote the role of industry associations. The promotion of

public relations activities can use the method of communication to coordinate the relationship between the characteristic town and society, and guide public opinion, so as to establish a good image and reputation of the characteristic, and promote the establishment of the characteristic town environment and optimize the operating mechanism. Modern public relations awareness and scientific public relations theory are needed to guide the public relations activities carried out in characteristic towns, and to carry out daily public relations activities and large-scale public relations activities.

5. Conclusion

As a rising star of China's tourism industry, the characteristic tourist town has an immeasurable potential. The natural advantages of tourist towns, coupled with strong government support and the deliberate creation of distinctive brands by developers, all make the development of tourist towns unstoppable. Social development is changing with each passing day. In the future development, the tourism industry will continue to change. Characteristic tourist towns should combine the current situation and strive to improve themselves. No matter what strategy is adopted, they must aim to build their own unique brand.

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