

Research on visual image design strategy of tea culture brand

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Abstract: As one of China's traditional cultures, tea culture condenses the essence of China's long-standing culture, integrates the connotation of tea culture with the characteristics of the current era, and creates an excellent brand image of tea culture. Create a unique brand image through the consistent connotation of tea culture, so as to comprehensively improve the overall strength. Innovating the brand image design of tea culture through brand image integration is a new connotation for China's tea industry to actively develop comparative advantage and brand competition. The value significance of brand image integration to the innovation of tea culture brand image design lies in that it provides integration ideas for tea culture brand competition and important intangible assets for tea culture brand marketing, and effectively responds to the emotional experience expectation of consumers' psychology. From the perspective of brand image integration, the innovative strategy of tea culture brand image design can try the personalized design strategy based on brand image integration, the humanistic spirit design strategy embedded in tea culture governance, and the color integration design strategy based on the brand radiation target.

1. Introduction

Internationally, the formation of tea culture has an important impact on the development of tea enterprises. At present, the competition of tea enterprises increasingly depends on the overall competition of the whole industrial chain and value chain. If they can grasp the commanding heights of the value chain and the whole supply chain, they can take the initiative in the international tea market. The micro competition of domestic tea enterprises is increasingly embedded in the specific links of their value chain. For most tea enterprises, it has become a new development idea to get rid of the traditional price competition and quality competition and actively move towards brand competition and cultural competition. For the brand competition strategy of tea enterprises, the emerging "brand image integration" at the current stage has become a new development trend and an important direction to promote the integration of marketing resources of tea enterprises from the perspective of integrated marketing management. Innovating the visual image design of tea enterprises through brand image integration is the latest connotation of China's tea industry and tea enterprises to actively develop comparative advantages and move towards brand competition. From the objective development trend of visual image design of well-known tea enterprises in China in recent years, The integration and introduction of brand image is a common consciousness and goal of industry development "Collective rationality". A brand can be a name or a symbolic design. The purpose of establishing a brand is to distinguish a product or commodity from other similar products or commodities. In daily life, consumers distinguish or remember the brand basically through the visual pattern image. Therefore, whether the information represented by the visual image of the brand and the dissemination of specific goods is accurate and easy It is very important to be accepted and recognized by consumers. With the rapid development of market economy, consumers have gone beyond the past of the era of "products", Step into In the era of "brand", consumers' brand awareness is increasing, and the requirements for brand design are also increasing. The world of goods and consumption is becoming more and more complex. At the same time, the change of consumers' aesthetic trend and fast-paced life make recognition and cognition more and more important. From the perspective of communication, the visual image of the brand is becoming more and more personalized, unique and tolerant It is easy to be recognized, but the more popular the image is, it is easy to get lost in the chaos. As the original origin of tea, China not only has almost all the known tea

varieties in the world, but also has the advantage of "ten famous teas" with an annual output of nearly a quarter of the world. The types of tea include all types of white tea, green tea, green tea, black tea, yellow tea, black tea and so on. However, China's annual export of tea has been maintained at about 10% of the world, even lagging behind Kenya in Africa and Sri Lanka in Southeast Asia. Moreover, the sales price of Chinese tea in the world tea product market does not match the position of the world's second largest economy. The average price of Chinese tea in the international market is only half of that of Kenyan tea products, It is two-thirds of the average price of tea products in India and Sri Lanka. There are many tea brands in China. At present, the number of domestic tea product brands in China has exceeded 1000. In the array of tea brands, it can set off the international brands with China's strong economic strength. For example, when it comes to the brand of black tea, the brand of "Lipton" is always the first to emerge in the minds of both Chinese and foreign consumers, but this brand was founded by Britain, which does not produce tea at all, which makes us introspect.

2. The significance of brand image integration to tea culture

In the field of contemporary business administration, "brand image" is a concept generated from the development of enterprise core competitiveness theory to the brand stage. It refers to a relatively stable brand personality formed by a brand in the eyes of consumers, customers and the public based on long-term brand practice. It is the expression of the overall impression of the public on the competitiveness of enterprises.

2.1 Provide integration ideas for brand competition of tea enterprises

At present, "brand image integration" has become a new development direction of brand competition among China's tea enterprises. Its core connotation is to advocate the effective integration of brand image resources, communication channels, system elements and talent elements through integrated strategies, so as to realize the integrity and unity of people's corporate image under all channels, And the process of forming psychological trust in this integrated brand image at a deep level. After experiencing the vicious order such as cruel price war, the current industry reshuffle process shows a trend of branding. Enterprises engaged in tea trade and sales on any trading platform pay great attention to their own brand awareness, brand reputation, brand reflection, brand attention, brand recognition, brand beauty However, the basic concept of "brand image integration" is generally lacking. Therefore, moving towards "brand image integration" can effectively fit the trend of brand competition.

2.2 It provides important intangible assets for the brand marketing of tea enterprises

For the brand marketing of tea enterprises, the brand itself is an intangible asset, but the value of this asset can only be realized in a successful marketing transaction. In the current wave of Internet economy, tea enterprises have tested the water of e-commerce. Online sales, offline sales and multi-channel marketing have become the basic characteristics of contemporary tea enterprise marketing. However, as the demand side of the tea consumption market continues to move towards personalization and cultural consumption, the brand marketing of tea enterprises can better, more timely and more comprehensively respond to the needs of the market only with the help of "integrated marketing". As a manifestation of integrated marketing concept in the field of brand competition, brand image integration provides important intangible assets for the overall visual image design of enterprises.

Table 1 2018-2021 tea output and forecast (10000 tons)

Year	yield
2018	261
2019	277.7
2020	291.9
2021	308.3

2.3 Meet the emotional experience expectation of consumers' psychology

As a fast-moving consumer goods, tea itself has the characteristics of large consumption, circular consumption, transparent price and obvious market segmentation. However, in China's cultural atmosphere, the consumption of tea often has the consumption attribute of "tea culture". People's consumption of a brand of tea is often the consumption of the culture behind it, which is the emotion of consumers Experiential consumption expectation. Therefore, tea enterprises should pay special attention to responding to consumers' cultural and psychological expectations when using their brand image and integrating brand image elements (such as designing their visual image)

3. Tea culture brand visual image design strategy

In a broad sense, "brand image" can be divided into "tangible image" and "intangible image", the former such as product image, enterprise environmental image and employee image, and the latter such as consumers' social favor and marketing channels. Based on the grasp and thinking of the current "integrationist paradigm", the knowledge of brand image integration can give us some enlightenment for enterprise visual image design.

3.1 Personalized design strategy based on brand image integration

There are a large number of tea enterprises in China, especially the number of small and medium-sized enterprises is very large. In recent years, with the gradual transformation of the tea industry chain towards the direction of "brand competition", large and small tea enterprises have put forward the slogan of "building famous brands", and phenomena such as "Shanzhai culture", "image plagiarism" and "high assimilation of visual communication" have also occurred in the visual image design of enterprises and products. Brand competition theory holds that the formation of brand competitive advantage does not rely on "imitation" and "plagiarism", but a unique core competitiveness formed by brand personality. This core competitiveness can be low cost, organic system certification, efficient management efficiency, timely after-sales service and so on. As the display of brand personality at the image level, the final display of brand image to consumers after integration must have the significant personality of the enterprise itself in order to distinguish it from other brands or non brands. In view of this, the visual communication design of tea enterprises must take personalization as a value foothold, form their own personality in the choice of brand main tone, personalized creativity, consumer personalized experience, social psychology of main target groups, and make the main consumer groups have a unique psychological and emotional experience for their own visual communication design.

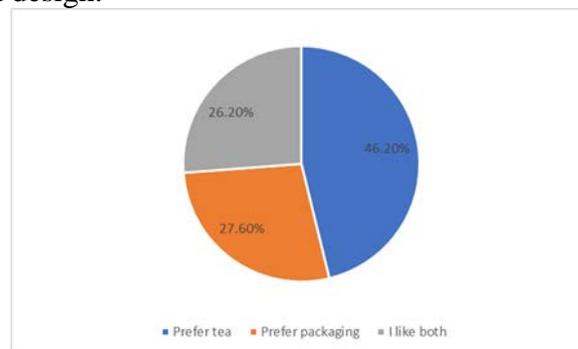


Figure 1 tea preference survey

3.2 Humanistic spirit design strategy embedded in corporate culture governance

As mentioned above, one of the connotations of brand competition of tea enterprises at the current stage is cultural consumption and spiritual consumption. Therefore, another core dimension of brand image integration of tea enterprises in China is to integrate the classic humanistic spirit elements within the enterprise and in the traditional tea culture with the help of enterprise culture construction, so as to make it become the cultural soft power of enterprise competition and condense enterprise

morale It is an important strategic resource to improve the humanistic quality of enterprises. In terms of specific visual communication design, on the one hand, tea enterprises can integrate the excellent cultural elements or symbols in traditional tea culture, such as teahouse culture, Zhaopo culture, blue and white porcelain culture highly related to visual communication, on the other hand, they can design in combination with their own employees' spiritual appearance or factories, employee communities, headquarters buildings, etc, Make the visual image design of the enterprise full of humanistic spirit integrating classical and modern, enterprise and employees. 3.3 color integration design strategy based on brand radiation target

In the process of enterprise visual image design, color scheduling is a basic but overall design step. In the past, the brand competition of China's tea enterprises had problems in the visual communication of color, such as blindly pursuing popular tone, blindly pursuing color imitation, blindly paying attention to the arbitrary use of color, ignoring the benign interaction between color and audience psychology in the process of visual communication, so they did not integrate the brand image to the extreme, Did not produce the best brand competition effect. In view of this, we suggest that tea enterprises should follow the consistent principle of "product packaging - Corporate Culture - audience psychology" in the color scheduling of visual communication design. For example, for black tea production enterprises such as Jinjunmei, it is appropriate to use warm colors such as red, orange or dark red as the main tone in the visual communication design of the brand, and then flexibly adjust the colors of auxiliary colors such as orange and gold to carry out the design, so as to create a psychological experience of proximity, warm aesthetics, strong density and outstanding affinity for consumers; For the brand images of green tea such as Tieguanyin, Biluochun and Maofeng, the visual communication design can freely select green, white and gray as the main tone to create a cultural experience close to nature, tranquility and distance.

4. Conclusion

The brand competition of tea enterprises will increasingly rely on cultural competition, green competition, organic competition and "overall competition" based on the effective integration of various factor resources, and the industrial chain competition and supply chain competition are only a specific manifestation of this competition. For the visual image design of tea enterprises, in the current era of digital consumption and digital survival, we should have a new concept and practice of "digital design". At the same time, with the increasing internationalization of China's tea industry, the visual communication integrated design of tea enterprises must be innovated in the direction of internationalization in the future, So that China's tea brand competition can stand firmly in the competition pattern in the era of economic globalization. In the current background of entering the brand competition, this paper makes a limited discussion on how to apply the integration of brand image in the design of brand visual image of enterprises, hoping to better stimulate the academic community to play the role of throwing bricks and attracting jade for the development of knowledge in this kind of academic field

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