

Research on the Sustainable Development Strategy of Cultural Brands from the Perspective of Computer Network and All Media

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Abstract

As a new era cognitive background connecting everything, the computer Internet all media era provides a new perspective for the operation and dissemination of cultural brands. Starting from the connection between multimedia and cultural brands, this article discusses how to operate cultural brands reasonably and efficiently. On the one hand, it focuses on the construction and dissemination of cultural brands themselves, with a particular emphasis on their brand cultural heritage and connotation, as well as the integration of multimedia resources for integrated marketing; On the other hand, the operational strategy needs further improvement, such as innovative operational concepts, balanced brand layout, and creating a differentiated advantage for the brand. In the context of the era of all media integration, cultural brands have created more comprehensive and three-dimensional media communication models in more diverse forms. Choosing cross media and multimedia for brand planning and operation is an inevitable choice.

Keywords: Computer internet, all media, cultural brand

1. Introduction

Based on the interconnection of computer networks since 1969, a global Internet structure covering the whole world has been developed, which has laid the technical foundation for the arrival of the modern all media era. Modern multimedia cannot do without the computational methods and capabilities of complex computer big data models to meet the diverse media supply and audience demands. The concept of all media originated in 2008 and frequently appeared in various media. The initial media forms in China were animation, video, image, sound, etc., while all media is the latest communication mode formed after connecting various multimedia bases such as newspapers, radio, advertising, network platforms, etc., which has a significant impact on the formation and dissemination of digital cultural products. Nowadays, all media includes all sensory organs that receive information, such as vision, hearing, and touch. In addition, the most matching media type and path can be selected according to the different needs of the receiver, and the depth can be integrated to provide ultra-segmented and considerate services for the audience, achieve the purpose of expanding the acceptance range of the audience, and achieve different and good communication effects.

Culture, as an important source of national creativity and cohesion, plays an increasingly prominent role in the competition of comprehensive national strength and becomes an important factor of national core competitiveness [1]. The vigorous development of cultural industry is an important manifestation of establishing cultural confidence. To promote the high-quality development of cultural industry, improve the modern cultural industry system and market system, promote the development and growth of various cultural market entities, cultivate new types of cultural forms and cultural consumption modes, and enhance people's sense of cultural gain and happiness with high-quality cultural supply. It points out a specific and scientific path for the development of cultural

industry, which has great guiding significance for the construction of cultural industry system. With China's economic development entering a new normal, the comprehensive deployment of new and old kinetic energy replacement, and the deepening of supply-side structural reform, China's economic development characteristics are changing from extensive growth based on scale and speed to intensive growth based on quality and efficiency. The cultural industry, which has high knowledge intensity, high added value, low resource consumption and low environmental pollution, has gradually become a national pillar industry for economic development in the new normal with its rapid growth higher than GDP growth rate over the years. With the continuous improvement of public consumption ability and the rising demand for cultural consumption, the era of creative economy is sweeping in. Driven by technological innovation, management innovation and mode innovation, the cultural industry is evolving into new cultural fields that are conducive to the full flow of innovative elements. New technologies, new products and new forms that are exciting are emerging one after another. The industrial development trend characterized by innovation, creativity and integration is increasingly significant. The development of cultural industry has entered a new stage, accelerating the pace of industrial transformation and upgrading. However, facing the demand for high-quality development, in the new era when the integration trend between culture and science and technology industries is prominent, the internal structure adjustment and upgrading of cultural industry, and the changes in cultural consumption mode and demand, the construction and improvement of modern cultural industry system also face new challenges.

Under the background of the era of all media, the cultural industry, as a sunrise industry in China, relies on the power of different media technologies in the network era, and occupies a strategically important position in the modern tertiary industry. If it misses the opportunity to interweave and connect it with media technology, it means losing more fresh blood and more "double-effect unity" opportunities for the whole industry. With the development of new media technology, the traditional enterprise marketing mode is gradually broken, and the elements of informatization and intelligence are integrated. At present, the integration of China's cultural industry and new media is still in the initial stage of development. On the one hand, the value increment and positive cycle brought by new media technology for enterprise marketing provide new perspectives and means for the development of the industry; on the other hand, there are still many problems in the initial stage of integration, such as technical application problems, technical ethics problems, practical operation problems and audience acceptance problems. At present, in terms of cultural industry field, foreign countries have many well-known cultural brands and have significant international influence. Their cultural industry also has a mature research system. In comparison, although China, as an ancient civilization, has a brilliant traditional culture, the development of cultural industry is still in a relatively backward stage. Since the degree of participation in world economic development is closely related to the development speed of China's economy, and the cultural industry, as an industry that produces content, its development speed is a highly concentrated expression of China's economic development speed.

2. Methods

Cultural brand, as a unique symbol that distinguishes it from other enterprises, usually consists of name, pattern and other symbols. Successful brand culture has four main characteristics. First, the brand has a certain reputation and influence in this field, and is widely accepted in the industry. Second, the scale effect is good, the brand attracts many participants and professional audiences, and the effect is remarkable. Cultural brand is not equivalent to the largest in the industry, but refers to the leader in the industry. It has a lasting future and vision. Third, it has clear market goals and loyal audiences, and can provide professional information consulting services for professional audiences and demanders while grasping most of the industry dynamic information. In a sense, it has strong popularity and reliability. To some extent, it represents the development direction of the industry. Fourth, it has standardized service and guarantee measures. It meets the target interests of the claimants as much as possible [2].

Brand effect, also known as brand function, refers to the effect and influence produced by society and market. The influence of cultural brand is manifested in the following aspects: first, a good relationship network. It is an external resource that sustains the survival and development of the brand. The public's understanding and recognition of culture, government support, cooperation among news media, are key factors for the sustainable

development of cultural companies. Second, it is the market promotion effect. The image of cultural brand is established on the basis of various production factors cooperating in cultural activities, which is the logical result of matching various elements of cultural brand. Third, it enhances product added value. Specifically, it is to enhance the redundant value in the sales of cultural products, through the innovation and creative design of the upstream of the industrial chain and the new media technology marketing strategy of the downstream, that is, the smile curve, to enhance the high added value of cultural products. For the audience, cultural brand brings them spiritual satisfaction and glory [3].

Since cultural brand is the first route to understand enterprises, it can be seen that the first impression of enterprise brand association is very important, and its influence is directly related to the development of cultural activities. The brand of cultural enterprises directly reflects the value of enterprises. Good brands have good reputation, which is crucial for enterprise development. Generally speaking, good brand exhibitions have stronger scale effects.

In the era of all media, as one of the most valuable information media, new media can improve communication efficiency, and its new characteristics are difficult to be replaced by traditional media. Its emergence meets the needs of people for fragmented information and interactive expression in the era of pan-entertainment. And during the use, it enhances people's purposefulness and maintainability, accelerates economic development, and promotes the maximization of cultural brand effect. The emergence of new media technology brings business opportunities to the shaping and dissemination of cultural brands. Fast and effective communication, human-to-human, human-to-object, audio-visual and other original visual and auditory experiences can promote the formation and dissemination of brands. Compared with the traditional way of cultural brand communication, which mostly uses offline methods, the era of all media uses more network communication, and the initiative of the audience is fully exerted. The development of new technologies such as Internet technology, cloud computing, artificial intelligence provides a good idea and perspective for the innovation form of cultural enterprises.

3. Results

3.1 Clarify the positioning of cultural brand and establish brand awareness

Since the positioning of the brand image itself is almost determined by the positioning of the entire industry market and the public, and based on the original brand positioning, it gives the characteristics of the cultural enterprise itself. Therefore, the purpose of establishing the target market and target consumers is to clarify the status of this cultural brand in the minds of consumers. Such brand personality adds certain value appeal, brand meaning and imagination space for cultural enterprises. American brand expert Kevin Lesley Keller said: "We have a high degree of cognition and familiarity with our own brand, and we can generate stronger and stronger brand associations in memory based on our own brand assets." [4] Famous brand scholar Aaker studied this, and the structure of brand assets consists of five dimensions: perceived quality of brand, brand recognition, brand association, brand loyalty and brand-related trademarks, patents and other assets [5].

Brand loyalty refers to the relationship between the target customer group and the exhibition brand, including dimensions such as emotional tendency, personal preference, taste and dependence. Therefore, brand positioning and brand image mainly depend on the subjective feelings of the target group, which have a certain stability, which is also an important factor to improve brand loyalty [6].

As the saying goes, "details determine success or failure". In the shaping of cultural brand, we should pursue the unity of humanization and individualization. Implementing humanized service can make detailed service more natural and affinity, avoid leaving the audience with the impression of formulaic, rigid and stereotyped in the past, and make customers feel comfortable physically and mentally, and establish cultural brand awareness in a subtle way.

Brand association refers to everything related to the brand. This is very important for the growth and development of a cultural brand, which can have a unique reputation of a favorite brand in the audience's mind for a long time. The most favorite brand association for consumers should make consumers believe that the attributes and benefits of the brand can meet their needs, and make consumers rank the overall reputation of the brand in front. The core of brand association is service, which should deliver necessary products and auxiliary marketing strategies to consumers through high-quality service [7].

Brand awareness building needs support from various aspects. Because brand is a resource medium that uses external resources to create value for enterprises themselves and achieve value-added effects. Having brand awareness and pursuing individualization will make the service unique. When choosing from competitors in the industry, personalized brand awareness can leave a deep impression on target customers, so that there can be some very loyal trading groups, which can win more new target customers through the "word-of-mouth effect" of the industry. Such a brand lays a good foundation for establishing a vivid corporate image.

3.2 Shaping brand culture and understanding the cultural connotation of brand operation

The success of a brand is not only due to its quality and image, but also to its culture. The competition among brands still depends on the power of brand culture. Of course, the process of establishing brand culture is a process that needs assistance and support from various parties. It is not isolated and helpless, but contains multiple elements and has a certain cultural connotation. In the process of brand culture construction and design, we must first identify the connotation culture of the project, conduct relevant research, and then scientifically evaluate the current situation of brand culture, "take the essence and discard the dross", combine the industry, environment, history, organizational structure and brand evolution strategy, design the purpose concept, and reflect the industry highlights.

In the construction of brand culture, various factors need to be considered. For example, learn from the cultural advantages of domestic and foreign advanced brands and overseas brands, strive to absorb the real operating skills of brand culture, and also conform to the future development trend of brand culture. That is to say, in the process of building brand culture, we should reflect a certain degree of development and foresight. In a word, every link and field of enterprise project operation should be permeated with brand culture, and practitioners should also understand the cultural connotation of the brand. If we want to activate the project itself, we need to optimize brand management, enhance the core competitiveness of the project, and constantly improve the cultural inclusiveness of the project brand. Through exhibition brand reputation, human development principles, self-reputation, etc., we can strengthen our own attributes, deepen integration, and expand the role and ability of cultural trade exchange.

3.3 The communication of cultural brand from the perspective of all media

American sociologist and communication scholar Ross once proposed the "N-level communication" model, and pointed out the two communication processes of mass communication. One is the "information flow" of the information transmission process, and the other is the "influence flow" of the communication process. The former may be "one-level", while the latter is diverse, which is the network communication in the era of all media. Moreover, multi-level communication does not appear at the same time in the communication process of "influence flow" and "information flow". The coverage and influence of multi-level communication are also increasing and deepening [8]. It is worth mentioning that whether information can enter multi-level communication depends on various factors such as the consistency of information itself with the interests of receivers, the way of information transmission, etc.

The communication on the Internet platform has another important feature, which is that the communication path is in the form of multi-network. Information is not transmitted along a linear path, but in a network shape. Theoretically, each information can spread from a point to a surface through the network in the digital platform. Various communication agents on the network platform are considered as nodes, and there are very complex network relationships between them, forming a huge network of relationships. Therefore, in the network platform, the relationship of information flow plays a very important role.

A unique all-media integration strategy is essential. If you want to gain the interest and attention of many people, and thus gain public empathy, then there is an inevitable internal connection between this specific information in all media, which is related to the integration and application of information. "Integrated marketing communication refers to the consistency of communication strategies developed based on an external strategic perspective in the management process, so as to communicate effectively with stakeholders in the management process." The core of integrated communication is to speak with one voice. The mechanism of all-media integrated communication is reflected in using content and form to improve communication effect in the exhibition communication process.

In the process of cultural communication, the form of "speaking with one voice" is a way of all-media integrated communication that effectively integrates information by using various communication means. However, when

these communication means have an overall deviation, it may lead to ineffective communication, and convey completely opposite information to consumers, thus causing misunderstanding among the audience [8].

Traditional media provides necessary creative materials and content for new media. As the content provider of new media, traditional media is still indispensable. Even now, most network media still improve and update their content by using the information released by traditional media. New media is a process of innovating media products with the content of traditional media as the main material. Another manifestation of the content dialogue between traditional media and new media is that traditional media is gradually developing into new media, such as Internet interaction, mobile video, mobile newspaper, etc. Creative media is a strategy to adapt to the development of new media. In other words, it does not use new media to replace traditional media, but provides a new development mode for the transformation and change of traditional media. Various media spontaneously gather and report on cultural brands unconsciously. The ideal stage of this kind of media communication is the systematic integration and interaction of new and old media, which integrates various types of media, and establishes cross-media media alliances and media organizations.

3.4 The operation strategy of cultural brand in the era of all media

In modern society, the traditional media communication system can no longer meet the requirements of mass communication. Moreover, people's requirements for information are also increasing. With the support of modern information technology, new media forms and traditional media integrate to form new media forms, which show new characteristics of development and richness. The communication mode of the era of all media is that the communication objects in multimedia need to go through a series of processes, that is, it is communicated to the public, and then communicated to other media by the public, and finally achieves the communication of the whole information [9].

All media have many characteristics, such as effectiveness, interactivity, rolling and integration. In fact, the brand communication mode in the era of all media is not only a popularized path, but more importantly, it reflects an innovation of communication mechanism.

Whether the positioning of target consumers is correct, it is necessary to accurately analyze the composition and media contact behavior of the audience, grasp the needs of the audience, reasonably allocate the actual layout of the media, meet the needs of various levels of the audience, penetrate into the depths of the audience's heart and brand image. Design a platform that is easy to guide customers to participate, and constantly provide customers with "value demand and satisfaction". In specific operation, plan high-value information platform, build network community group, plan hot topics, lead social groups to participate in value creation and sharing, on the basis of establishing a unified goal, comprehensively use various communication means and methods, transmit matching brand information, and achieve two-way communication with consumers. Establish a narrow relationship between brand and consumers, which is manifested as platform management and service.

In order to ensure the maximum effectiveness of the message acceptance by organizers and relevant audiences and other target customer groups, cultural brands must ensure that information transmission is unbiased to the greatest extent in the process of information communication. Media need to carry out targeted communication according to market research situation and public actual needs, design cultural brand theme, and endow it with differentiation, so that receivers can understand its connotation more easily. More importantly, the brand must contain a certain cultural connotation, so as to get a higher degree of recognition from the public in the end.

Brand core competitiveness is manifested as the ability of brand owners to meet customer needs through resource matching and layout. In Michael Porter's competitive thinking, if we want to gain overwhelming advantages in competition and enhance brand core competitiveness, the first thing is that the brand shows differentiation in target customer group, creating cultural brand's dominant advantage in market. First of all, quality is not simply the same as quality. Quality is composed of various characteristics such as quality, performance, function, price and cost. Therefore, in order to make differentiation between traditional brands, we must integrate identification elements and form comprehensive quality identification advantages. Secondly, technology is the ultimate determinant of all quality. There must be strong technical support behind the brand. If there is a lack of a series of additional facilities, such as public basic service facilities, etc., this related function will disappear. So we need to provide better service and more preferential price. Finally, in many cases, brand competition differences come

from differentiated services. Service is the key in competitive factors. In implementing brand management, cultural projects always integrate the concept of "service first" into the "value chain" of brand, improve service quality, play brand additional functions, enhance brand awareness, optimize customer relationship and cultivate customer loyalty [10].

The communication cost of all media era is very low. Cultural enterprises must take more stringent requirements as the standard for brand development. With the development and growth of cultural brand, the competition among market competitors is also becoming more and more fierce. Therefore, the operators of cultural brand can use mass media resources to expand the whole route, including public relations, news, network and advertising, improve marketing awareness, and accept public attention and supervision on their own information. In modern marketing practice, customers no longer constitute a simple demand in the supply-demand relationship, but constitute two important levels of customer and enterprise value creation. The core challenge of shaping cultural products is how to match brand resources on the industrial chain and its supply chain.

In the process of brand value information communication, the popularity of brand and receiver changes constantly, and achieves the adjusted interaction. In the Internet era, the ultimate goal of brand communication is to achieve a large-scale promotion of brand information among target customers and form a certain group scale effect. The communication process is carried out in an interactive way on the Internet platform, so that consumers and customers can participate in communication and reconstruction of brand value, so as to achieve the purpose of expanding brand and conducting word-of-mouth communication. Based on offline activities, verbal communication has changed from one-way value transfer between manufacturers and consumers to two-way cooperative value between brands and consumers. The social influence of brands brings new meaning and value to communication.

Forming an influential brand is a necessary condition for effective communication with consumers. If we want to build an effective communication bridge between cultural brands and target customer groups, the era of all media provides a suitable historical background for it. All media has become an important medium for brand communication. Its advantage is a widely popular propaganda and advertising method. First of all, if we want to promote our own cultural brand, we have to win consumers' confidence and choice, and we must establish long-term cooperation and trust between the public and consumers. This requires treating the target audience as a community group with their own interests and constantly tapping their potential. Organizers need to increase consumers' attraction to the platform in a more diversified way. Secondly, social media platform is a kind of communication flow along market flow, which provides an effective information transmission channel for organizational form, and at the same time has the tool advantage of transmitting information between individuals and individuals. Therefore, it is feasible and necessary to apply social platform to cultural communication and attract more consumers and big customers.

Whether the positioning of target consumers is correct or not requires accurate analysis of the composition of the audience and media contact behavior, grasping the needs of the audience, reasonably allocating the actual layout of the media, meeting the needs of the audience at all levels, penetrating the brand image deep into the audience's hearts, designing a platform that facilitates customer participation, and continuously providing customers with "value needs and satisfaction". In terms of specific operations, plan a high-value information platform, create online community groups, plan hot topics, lead social groups to participate in value creation and sharing, and on the basis of establishing unified goals, comprehensively use various communication methods and methods to transmit matching brand information, achieve two-way communication with consumers, and establish long-term relationships between brands and consumers.

In order to ensure the maximum effectiveness of message acceptance by target customer groups such as creators and relevant audiences, cultural brands must ensure that information transmission is unbiased to the greatest extent during the information dissemination process. The media needs to carry out targeted dissemination based on market research and public actual needs, design cultural brand themes, and endow them with differentiation, making it easier for recipients to understand their connotations. More importantly, the brand must contain a certain cultural heritage in order to ultimately gain a higher level of public recognition.

The core competitiveness of a brand is reflected in the ability of the brand owner to meet customer needs through resource matching and layout. In Michael Porter's competitive thinking, if one wants to gain an overwhelming advantage in competition and enhance the core competitiveness of a brand, the first step is to present differentiation in the target customer group and create a dominant advantage for cultural brands in the market [11]. Firstly, quality is not simply the same as quality. Quality is composed of various characteristics such as quality, performance, functionality, price, and cost. Therefore, to promote differentiation between cultural brands, it is necessary to integrate identification elements and form the advantage of comprehensive quality identification. Secondly, technology is the ultimate determinant of all quality, and a brand should have strong technical support behind it. If there is a lack of a series of additional facilities, such as public infrastructure, this related function will disappear. So we need to provide better service and more favorable prices. Finally, in many cases, the difference in brand competition comes from differentiated services, among which service is the key element of competition. When implementing brand management, cultural projects always integrate the concept of "service first" into the brand's "value chain", improve service quality, leverage brand added functions, enhance brand awareness, optimize customer relationships, and cultivate customer loyalty.

4. Discussion

The study of cultural brand operation from a full media perspective should be based on the study of the audience's usage psychology. The Usage and Satisfaction Theory is a media effect theory that believes that people use media to meet their own needs, and they will choose different media according to their own needs to obtain psychological and social satisfaction. The research conclusion of this article is of great significance for the development of the cultural brand industry. By deeply understanding the needs and issues of the audience, it can help the industry better Meeting the needs of the audience, improving industry quality, enhancing audience stickiness and loyalty can promote the healthy development of cultural brands.

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