

Reference and research on the analysis method of comprehensive implementation of car touring carnival activities

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Abstract: China's auto market has finally reached an inflection point, and the carnival event has become a milestone car show built at the inflection point. Through the implementation effect of the past automobile industry touring activities, this paper analyzes the implementation significance of automobile touring carnival activities, analyzes the automobile market, briefly describes automobile activities' planning principles, lists the activities' planning, implements protective measures, and introduces successful activities. Cases, learn implementation methods from successful cases and raise issues that need attention in implementing such activities. This article has made a critical discussion on the safety issues related to automobiles. It is hoped that while promoting the development of China's automobile industry, carnival carnivals can pay attention to automobile-related traffic safety issues and transmit the positive energy of China's automobile safety.

1. Introduction

The world's auto companies gather in China, and many world-class competitors are fighting openly and secretly, which deserves attention, especially at such a delicate moment when the layout of major international auto companies in China is set. The import tariffs on autos will also be reduced. The holding of carnival events has formed a massive potential in the Chinese auto market. In the whole society, the current status of China's automobile society is: those who have cars are troubled by driving, those who do not have cars are troubled by the price, diversity of choices, and those who sell cars are troubled by inventory. In China's auto market, how to realize the harmonious development of the automobile industry, consumers, and the country's traffic safety and the environment through touring car activities had become a significant issue. This paper studies the changes and demand brought about by industry, product advancement and consumption upgrades, the richness of auto sales market scenarios, and the diversification of landing activities, presenting a new consumption pattern.

2. Implementation significance of carnival activities

2.1. Buying a car is more affordable with more diversified consumption scenarios

More consumers "buy a car and wait for the tour," "buy a car and go to the tour." Generally speaking, to buy a car on tour can get more discounts than usual. Although dealers offer promotions all year round and offer some discounts when participating in some local car shows, because the tour has an unparalleled appeal to consumers, car manufacturers and dealers try to grab as much as possible during the tour. Some customers and market shares, most of them have special promotions for touring booths. Whether buying a car with less cash, sending gifts, sending maintenance, etc., the range of discounts is usually beyond the scope of car purchases in 4S stores or other auto shows. Some savvy consumers can get some extra discounts on the spot with merchants "soft grinding hard bubbles" and "bargaining." In addition, in order to promote the exhibitors to sell more cars on the spot, the organizing committee of the touring exhibition series also held promotional activities such as lottery prizes for on-site car purchases, issuance of on-site car purchase coupons, and organization of group purchases, in addition to the preferential measures for exhibitors. The promotion measures were widely disseminated, attracting consumers who intend to buy cars on tour.

While the car purchase discounts and benefits in exhibition activities are a kind of consumption boost, it is necessary to supplement the rich thematic content brought by cultural activities and exhibitions. Reference, carnival activities not only provide a comprehensive product display platform for car brands, but also provide consumers with a richer consumption scene for car purchases which brings the unique experience and fun for attendants. Thus, cultural activities such as auto show and carnivals, are performing as an integrated platform for both car enterprises and car consumers, and also a social platform for both sides to form in-depth brand communication and user understanding.

2.2. Great effect in promoting sales

The touring series of activities brought a feast of automobiles to consumers in small and medium-sized cities. Relying on this sincerity and the advantages of professionalism, authority, large-scale, multi-brand, high-quality service, and standardized operation, the touring exhibition series activities have been welcomed by consumers in small and medium-sized cities, thus laying the foundation for exhibitors to achieve on-site promotion. It is the common wish of the organizing committee and all exhibitors of the touring exhibition series to allow more consumers to enjoy their car life. It is with this desire in mind that the holding of carnival events will continue to provide consumers in all cities in China with more convenience and benefits for car purchases, thereby promoting the continuous growth of car consumption in small and medium-sized cities and contributing to the prosperity and development of the secondary and tertiary auto markets. Make greater contributions. In addition to the important role of auto shows of different scales in China's cities of different levels, there are exhibitions such as AB-class auto shows in first-tier cities, regional auto shows with different themes in second and third-tier cities. As well as the important role and general differences of automobiles going to the countryside and various forms of carnival activities.

3. Market Analysis of Carnival Activities

3.1. Target customer analysis

On the basis of the tourism and leisure industry, the consumption of car owners is the business

that the carnival activities can focus on. There are many consumer needs of car owners, and different environments are suitable for different styles. see fig.1.

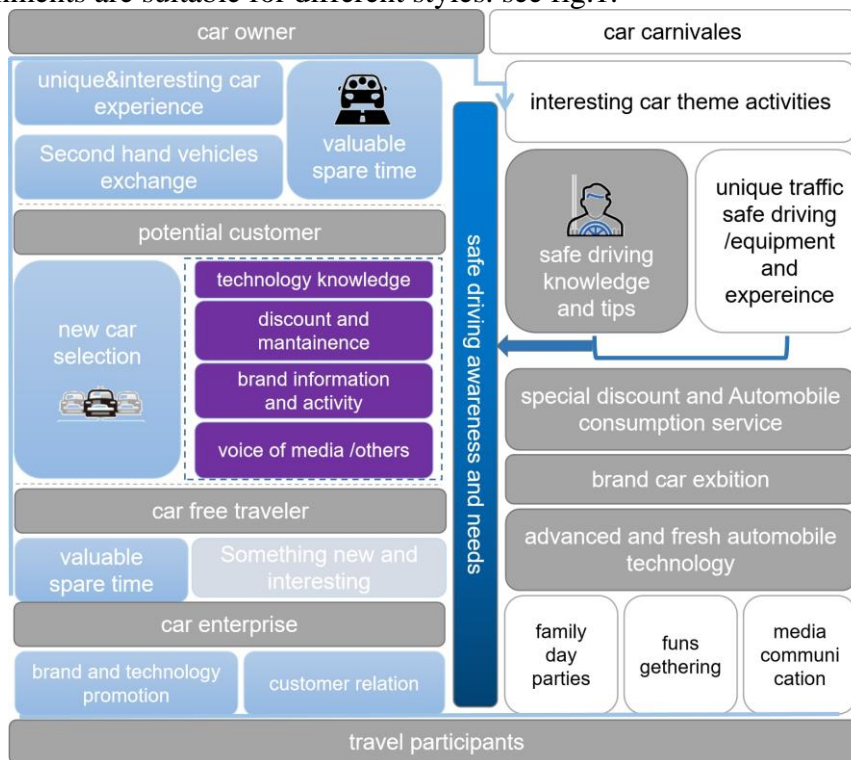


Figure 1: Car carnival consumer category.

3.2. Environmental Analysis

Car culture carnival activities environmental analysis starts from the industrial environment. As far as the elements of general business activities are concerned, in terms of the degree of infrastructure construction, project site selection, and surrounding environment. However, it also has the following significant advantages: as a critical project supported by the government and playing an essential role in urban economic development, its ability to attract investment, expand and develop is far greater than other projects. There are core leading industries that drive the development of other businesses. Unlike other commercial activities, Auto Carnival is a car-themed project. Its main carnival activities have significant economic value, which plays a great role in the brand marketing of Auto Carnival and the improvement of other related supporting facilities. Secondly, the city consumption level also has significant impact on the design and results of a carnival activity. In fact, urban consumption level determines the structure of auto consumption, the education and culture level also influence the public awareness and consumption choice.

3.3. Competitive Analysis

It has its characteristics to avoid homogenization in the competition and maintain its attractiveness to customers. Automobile brands are differentiated. In addition to imported and joint venture brands, national brands are rising, new power brands are entering the market, new energy sources are growing rapidly, and the differences in market competition are becoming more and more obvious. In the process of seeking differentiation of vehicle brands, the product technology level has been continuously upgraded in terms of safety and security, and the intelligent driving field, healthy cockpit and environmental protection new energy field have established their own

advantages. The gameplay has accumulated its own user base, and also formed its own brand characteristics and promotion needs.

3.4. Elements analysis

The effect of car culture carnival or auto show activities usually focuses on the impact of the event on the crowd, customer traffic, participating brands, transaction volume, customer feedback, social effects, brand influence, etc. and other key achievements, and the key elements that affect these achievements include the integrated planning of multi-dimensional elements such as site planning, time selection, hardware layout, equipment display, content design, experience links, media promotion, and surrounding facilities.

4. Planning principles for carnival events

4.1. The principle of customer-oriented









2010		2020
58%	 Hatchback	36%
6.3%	 Wagon	5.5%
9.9%	 Sedan	3.1%
0.7%	 Coupe	0.3%
0.9%	 Cabrio	0.4%
12%	 MPV	2.7%
0.3%	 Van	2.6%
11%	 SUV	50%

Figure 2: Analysis of the sales data of Auto Carnival in 10 years

Carnival project planning is the first to meet the needs of customers. After research in this paper, it is found that, two groups of user needs should be taken into consideration. For the car brands and exhibitors participating in the event, it's important how to use the carnival activities to promote the brand's products, including their technical characteristics, product advantages, promotion policies, users interests, etc, and through the activities to obtain the accumulation of users and the discovery of potential customers. For individual users participating in the event, they are mainly car owners, potential customers with car purchase intentions, and transportation participants in a broad sense. what they want to get from a carnival is how to select an ideal car, discount, knowledge of safe driving, valuable activity that worth to participate with families especially at weekends times. Therefore, on the basis of a relatively large user coverage, attention should also be paid to the needs and participation of target users. When planning the project, targets set, customer needs and resource integration are the 1st priority things to make sure. professional knowledge, creative ideas

and humanized elements should also be considered. For example, if you are preparing for an activity of new energy vehicles, you can set up an environment and tailor made content for a particular new energy brand car to better display the technology and performance of automobiles, and then choose to plant more green plants with environmental protection significance on site. In addition, plan a particular project site, place tables and chairs, set up a children's experience area, etc., so that when families enter the project area, they can not only place publicity materials around the display vehicles but also make new car experience exhibits that can be experienced. From the recent year carnival sales data we can see, consumption trend and sales structure are converting, which reflect that carnival content and scene are also need to keep pace with the times, see Fig. 2.

4.2. Design aesthetic principles

It is reflected in the three cars' functional beauty, form beauty, and natural beauty. Functional beauty refers to the display of product features through exhibits in the carnival project to promote the practicability and safety of the product. Form beauty refers to packaging the exhibits and beautifying the shape based on function; natural beauty refers to using the original attributes of objects to be decorated for display, moving the road surface to the project site and combining with the site, simulating the scene situation, giving People bring an immersive feeling.

4.3. Principles of Environmental Protection

When environmental protection becomes a global topic and corporate responsibility, no matter what the theme of the carnival is, environmental protection should be considered throughout the whole process from design to operation. In fact, environmental protection has always been the responsibility of Chinese auto companies, and the Carnival project should make customers feel the efforts and contributions made by the company in environmental protection. You can use more environmental protection materials and designs and technology applications and small equipment for example remote-controlled trash cans to be placed on the site, allowing parents or children to participate, combining environmental awareness with modern technology.

4.4. Principles of customer engagement

The benefit of carnival is that it has rich content and comprehensive matching activities which provide plenty of space for car brand to display its cutting-edge technology, unique brand activity, and plenty of time to make deep interaction with the participants and the brand potential customers. Thus, customer experience and satisfaction must be taken into consideration including design of the carnival, theme, layout of the scene, equipment and facilities, entertainment and interactions, etc.

4.5. Principles of Multi-Platform Deployment

The multi-platform development principle of the Carnival project includes two layers of content, namely online project development and offline project experience, which can attract the attention of more customer groups and is beneficial to project communication. The platform chooses the dealer self-service platform and local media to achieve accurate dissemination, covering old customers and publicizing the local urban population. The content is informed by the online WeChat and Weibo copy writing project, and the customer base is established before the project is carried out. The multi-platform development of offline experience projects refers to selecting various modes to expand the coverage of the project and through multiple channels as shopping malls, communities, Cross-brand alliance, test drive meetings, off-road bases, campuses, etc.

5. Safeguarding measures for the implementation of the planning plan for carnival activities

5.1. Build a high-performance event management team

The event manager has a decisive role in the eventual outcome of the event. In event management, managers strictly and effectively manage events through established procedures and processes, so the role of the participants must be brought into full play. Contribution and active role of others, etc. When carrying out event management, it is necessary to properly handle the relationship between all parties and grasp the management strength. In the activity life cycle, since the number of activity personnel and the quality composition of personnel often change as the activity moves from one stage to another, management skills and methods that are very effective in one stage may be used in another. The stage will lose its proper role, and this variability and uncertainty increase the difficulty of human resource management and human resource communication. Event management managers must select fit and management skills to suit current event needs.

5.2. Do an excellent job in the management of the activity construction process

After the event planning plan is agreed with the customer, the layout of the event site and the required materials are also determined. Therefore, it is necessary to formulate a material production plan according to the planning scheme, which can manage on-site material transportation and material production. Material requirements planning (MRP) refers to the relationship between the types and quantities of items required at the event site. Taking various material exhibits as objects, the construction schedule is arranged according to the difficulty of production and the order of use time. MRP is to formulate a material demand plan based on customer demand and orders and then generate a schedule based on products and services. The materials needed in the carnival activities are deterministic, and there are few modifications after confirmation. After the accurate material requirements plan is determined, the material requirements list will be sent to the production company by mail, and the production company will arrange material procurement, and production.

6. Successful cases and enlightenment of carnival activities

The 3rd "Car Carnival" to be held in Shanghai, China in May 2022, the event has a cultural, dynamic, two-way, diverse, with multiple features such as entertainment, it is an ideal alternative cooperation model for auto shows, auto brand activities and auto public relations activities. The project is characterized by touring, diversity, interactivity, and autonomy. It combines static exhibition of collections, dynamic experience, entertainment interaction, performance of strange people, and popularization of knowledge and culture, presenting a brand-new car culture theme activity model. It is novel in form, exquisite in design, precious in resources and attractive, with strong adsorption and huge commercial expansion space, representing the development direction of future automotive activities. Affected by the new crown epidemic, Shanghai's automobile consumption has been greatly affected this year. With the introduction of a series of policies and the improvement of the epidemic situation, Shanghai's automobile consumption quickly returned to normal and achieved year-on-year growth. Among them, the sales in June were 18.1 billion yuan, an increase of 9.39% over the same period last year; the sales in the first ten days of July were 8.8 billion yuan, an increase of 13% over the same period last year. In the first half of this year, the output value of Shanghai's new energy vehicles reached 103.2 billion yuan, a year-on-year increase of 57.2%, making it the fastest growing strategic emerging industry.

7. Car touring carnivals should pay attention to safety issues

Although the number of automobile traffic accidents in China is decreasing every year, the traffic safety situation is still worrying. Among the traffic accidents, there are accidents with high levels or above, which are caused by the lack of safety awareness. This shows that the biggest problem facing China's automobile safety is still the lack of people's safety awareness. Traffic safety must be constructed by the safety quality of vehicles and the safety awareness of traffic participants. The safety of automobiles does not mean the safety of road traffic, and the improvement of people's safety awareness is what needs to be paid more attention to. The automobile safety theme tour exhibition is committed to creating a public welfare promotion platform that integrates five themes of safety technology display, safety function experience, safety model recommendation, safety awareness dissemination, and safe driving norms. Widespread dissemination of communication concepts, the rule of law, and civilized transportation. The safe driving education and car and car safety tour exhibitions, carnivals and car culture activities will further contribute to the early realization of the beautiful vision of "zero casualties" in China's traffic accidents.

In terms of practicing the concept of road safety and promoting the knowledge of automobile safety, the carnival-like activities on the theme of automobile safety coincide with the "Decade of Action for Road Safety" of the United Nations. The closeness and depth of cooperation in the field of safety will jointly create a world-class social environment for automobile safety and contribute to the development of automobile safety. Local public security traffic administrations can fully support Carnival activities such as car safety tour exhibitions. As the guardians of road safety, traffic administrations play an essential role in integrating social resources, mobilizing social participation, and promoting the socialization of traffic safety. At the tour site, it will actively cooperate with the tour's content, carry out targeted publicity and promotion of road safety, and deliver energy to the region and the entire Chinese automobile safety. Building a Safe and Harmonious New Society Together In the interactive area, theme activity units such as the installation of child seats can be set up so that the people present can actively participate in the popularization of car safety and games based on this. A silent way to moisten things through parent-child games, car safety knowledge, and security awareness is rooted in the next generation's minds.

8. Conclusion

With the deepening of China's economic reform and the establishment of the socialist market economic system, the deep-seated contradictions in the public transport management system formed under the planned economic system have gradually been exposed. While China's urban development model and road system construction are yet to be improved, there is a large gap between the development of urban public transport and the need for economic and social development. The automobile industry has gradually introduced a competition mechanism from a monopoly. It is against this background that carnivals and carnivals have developed. With the development of society and economy, the sales volume of automobiles in China has been increasing, and the number of automobiles has also increased simultaneously. Even if it is an excellent opportunity for development for the automobile industry, it is still a considerable challenge. The automotive industry has transitioned from "product-centric" to "customer experience-centric." Through the research on the comprehensive implementation effect of carnival activities, this paper provides new ideas for the planning and design of similar car events held in China's auto industry in the future, increases the coverage of the project, strengthens the experience of participants, and encourages project planners to study and think about better car tour project plans, to lay the foundation for the planning of car industry promotion projects.

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