

Analysis of Brand Construction of Chengdu-Chongqing Museum

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Abstract: At present, under the background of the construction of Chengdu-Chongqing twin cities economic circle, some museums in the two places took the road of innovation and development, and formed their own distinctive positioning, and the museum brand construction emerged at the historic moment. This paper studies the environmental factors, existing problems and solution strategies of the museum brand construction in Chengdu-Chongqing area, and comprehensively analyzes and sorts out the basic situation of the museum brands in Chengdu-Chongqing area, which is helpful to find the development strategy to adapt to the museum brand construction in Chengdu-Chongqing and Chongqing area.

1. The Concept of the Museum Brand

As the name card of city culture, the museum contains rich historical deposits and spiritual wealth. It is an important carrier of city cultural soft power to play the unique public education function to the whole society. As a means to attract consumers, brand is a tool to generate product differentiation and become a vane of social value orientation. Museum brand refers to the unique temperament and symbol formed by the museum in the development process of the museum, which is the public's perception and impression of the exhibition, services, education, cultural and creative products provided by the museum. The index to measure the quality of a museum is the number of visitors. The wide spread of the museum brands through diversified means is conducive to attracting the favor of investors, establishing their own good image, affecting the support level of investors, and highlighting the competitive advantage of the museum brand construction [1]. The Museum brand has rich material, cultural and spiritual and cultural resources, with a wide mass base, and a successful museum brand can create great value for the museum.

2. Environmental Analysis of Museum Brand Construction in Chengdu-Chongqing Area

Promote cultural self-improvement, casting new brilliant socialist culture, to adhere to the creative transformation, innovative development, inheritance of Chinese excellent traditional culture, meet the people's growing spiritual and cultural demand, consolidate the unity of the Chinese people of all ethnic groups of the common ideological basis, improve the national cultural soft power and Chinese cultural influence. As a new strategic deployment, the Chengdu-Chongqing

twin cities Economic Circle meeting of the Political Bureau of the CPC Central Committee held on October 16, 2020 once again emphasized promoting the construction of Chengdu-Chongqing twin cities Economic Circle. For a city, culture is the core and the soul. As an institution for collecting the city's cultural heritage, inheriting cultural genes and preserving cultural memories, the museum is the cultural center of the city. At present, the environmental factors of the museum brand construction of Chengdu-Chongqing Economic circle can be expounded from two internal and external aspects.

2.1. External Environmental Factors

With the growth of China's GDP per capita, people's living standards are constantly improving, purchasing power is constantly increasing, and cultural consumption demand is quietly improving. The construction of museum brand not only meets the cultural needs of the people, but also promotes the educational function of museums to play a better role.

At the 2019 Museum Collection Resources Authorization Summit, the Operation Guidelines on Copyright, Trademark Rights and Brand Authorization (Trial), compiled by the State Administration of Cultural Heritage and published by the Cultural Relics Publishing House, was officially issued by the Museum Collection Resources Publishing House. The Guidelines further clarify the relevant procedures for museums to entrust social forces to develop cultural and creative products, aiming to protect the intellectual property rights of cultural and creative products of cultural and cultural institutions, standardize the development and utilization of collection resources, and point out the direction for museums to build brands and transform brand resources [2]. It can be seen that China has paid attention to and supported the museum brand construction in terms of policies, and museums everywhere have maintained a vigorous development trend.

The outline of the 14th Five-Year Plan calls for a strong domestic market and a new pattern of development. The museum industry in Chengdu-Chongqing area has developed rapidly in recent years, and it has made new breakthroughs both in terms of quantity and category. At present, under the background of the construction of Chengdu-Chongqing twin cities economic circle, some museums in the two places have taken the road of innovation and development, and formed their own characteristics, with a good momentum of development, and contributing to the museum brand construction.

2.2. Internal Environmental Factors

With the advent of the era of big data, new media, cloud computing and 5G, museums all over the country are successively exploring the cultural and creative industry [3]. The brand communication channels of museums show a diversified development trend, and the people can finally understand the collections of museums without leaving their homes. The museum's core products are collections and exhibitions, unique elements that other organizations barely little to offer. Therefore, the quality of museum exhibition is the foundation and core point of museum brand construction. The use of advanced interactive technology to interact with the audience can improve the interest of audience participation, and also more vividly present the public education function of the museum.

The combination of Internet + and museum cultural and creative industry has given birth to many museum brands, expanded the brand value of museums themselves, and expanded their influence through brand effect. As an extension of museum cultural creativity, cultural and creative products are easier to get close to the lives of ordinary people while reflecting certain cultural deposits, so that people can bring their culture home and then show their excellent Chinese culture to the world.

Brand competition is also known as one of the direction of cultural industry competition, museum of the museum of the importance of branding, not only can enhance the confidence of the audience purchase decision, but also for the museum itself competitive advantage, expand popularity, meet the needs of the audience at the same time resonance, interaction and brand identity, establish brand loyalty to the museum [4].

3. Analysis of the Problems of Museum Brand Construction in Chengdu-Chongqing Area

Under the background of the construction of Chengdu-Chongqing twin cities economic circle, the good infrastructure has created conditions for the exchanges and cooperation between museums. The twin museum industry has developed rapidly in recent years, and it has made new breakthroughs both in terms of quantity and categories. However, the brand construction of Chengdu-Chongqing museums is still in the initial development stage, and the problems highlighted in the brand construction are increasingly obvious.

3.1. The Chengdu-Chongqing Area Museum Has Insufficient Funds

With the development of the twin cities economic circle, all kinds of museums, its own rich cultural resources need to open and assign, and then increased management costs, traditional financial resources cannot complete the new labor costs, project operation, publicity costs, etc., looking for new financial resources is the museum development problems to be solved. The economic development of various regions in Chengdu and Chongqing is unbalanced. In the economically underdeveloped areas, the museum brand building is difficult under the condition of insufficient funds, and it cannot give full play to its competitive advantages. In the economically developed areas of Chengdu and Chongqing, the museum brand construction has obtained abundant funds, and the development prospects are thriving. The economic benefits brought by the museum can have more funds to meet the development of the career. In this cycle, the museum brand construction is seriously polarized, and the development presents a distinct imbalance, resulting in the contradiction between supply and demand.

3.2. The Differentiation between Museums in Chengdu and Chongqing Area is Relatively Small

Collection is the foundation of the production and development of the museum. Deeply cultivation the brand resources of the museum, the purpose is to dig out the characteristics and shining points of the museum itself, and create an advantageous collection brand. Summarizing the exhibition forms and contents of museums in Chengdu and Chongqing region, it is not difficult to find that one of the particularly obvious characteristics of history museums is to give the audience a sense of fatigue of "one thousand museums" [5]. Therefore, when building a brand, it is easy to lose its competitive advantage if the history museum not creatively explores its own unique brand logo to avoid homogenization.

To promote the development of the museum, improve the quality of the museum, in 2008 the state administration of cultural heritage issued the national museum evaluation method, but about the index of differentiation in the evaluation details is very small, so that the museums for high grade score, will focus on other than important indicators, does not value personality differentiation index, makes many museums look alike, brand construction, let alone produce brand effect.

3.3. The Chengdu-Chongqing Regional Museum does not Pay Enough Attention to the Brand Construction of the Media Platform

Brand is a kind of identification symbol, is the representative of public credibility, innovation and social aesthetics, is to shape the perceived value of products in the society, but also a value concept. At present, the Chengdu-Chongqing area many museums did not value the importance of multiple media communication, the museum of data resources in the era of big data has not been fully developed, new media means, new theory use is not flexible enough, and the lack of the audience heart and visiting habits of research, lead to the museum propaganda work cannot keep up with the needs of the development of The Times. The audience's habit of paying attention to museums is often a long-term accumulation process, and the method of attracting the audience with the help of collections and exhibition items is outdated [6]. This habitual thinking is not enough to make itself stand out from the fierce competition among museum brands. Especially in the context of the normalization of novel coronavirus pneumonia epidemic prevention and control, some museums will face the danger of survival difficulties without relying on cloud interactive all-media communication and enhancing the supply of quality content.

4. Strategic Analysis of Museum Brand Construction in Chengdu-Chongqing Area

The state has issued many corresponding policy support for the development of museum culture, and the government is also constantly encouraging and guiding social forces to participate in the museum brand construction. Facing the opportunities and challenges brought by Chengdu-Chongqing twin cities economic circle, this paper puts forward the solution strategy suitable for the museum brand construction in Chengdu-Chongqing area.

4.1. Strengthen Market Research and Link Cultural Tourism to Drive Economic Growth

The number of visitors is one of the indicators to measure the quality of museums, and the success of the museum brand building can reflect this standard. As the name card of the city, the museum contains rich historical deposits and spiritual wealth, and has the tourism resources that other organizations do not have. As an effective carrier of public education and tourism development, museums are an important way to improve the construction of public spiritual civilization, increase cultural consumption and obtain happiness in life [7]. Linkage cultural tourism, between Chengdu-Chongqing region, therefore, deepen the museum cultural penetration, enhance the attraction of museum tourism and tourism fire quality level, enhance residents consumption will, with high quality culture and tourism supply to enhance people's happiness, feeling, can promote the brand construction of the museum, form a win-win sustainable development.

4.2. Clarify the Brand Positioning and Enhance the Differentiated Brand Construction of Museums

The museum's positioning relies on marketing analysis, featured products, strengths and weaknesses, as well as its competitors. All museums should be committed to building a distinctive and attractive image and positioning in the public mind. The Chengdu-Chongqing Regional Museum can build brand awareness, explore potential audiences, expand ordinary audiences, and create unforgettable exhibitions and activities to generate money for the museum.

Chengdu-Chongqing region museum relying on different regional culture, according to the uniqueness and uniqueness of internal collection can be set up different exhibition theme, dig their collection characteristics and connotation, targeted social education activities, build a series of

brand education products, establish museum exclusive IP, form its own unique brand recognition system [8], speak good museum story, trying to make museum brand go out, serve a wider range of the people. In addition, Chengdu-Chongqing area can develop in the direction of digital, establish its own digital museum, and the visitors can realize the cloud tour museum, understand the stories behind the museum collections in a more vivid way, and enhance the public loyalty.

4.3. Integrate Media Resources and Strengthen Multi-channel Media Publicity and Promotion

As an important place for spreading culture and science, the museum manages all existing products- -collections, exhibitions, educational programs and services- -through the reputation and appeal of early-quality products. In the promotion of exhibition publicity, Chengdu-Chongqing Museum can customize characteristic exhibitions according to different customers, and increase exhibition channels and methods, such as: "Technology +" to create interesting visual recognition [9]; "Internet +" online and offline interaction, make up for the limitations of space and time; use new media and new technology to enhance user stickiness, enhance the affinity of the museum, so that the museum breaks through its limited exhibition space, and extends the exhibition to further places. Take the east wind of new media to integrate the communication channels, grasp the needs of the audience and interact with the audience more effectively, use the Internet to seek new value, and maximize the potential of the museum cultural and creative industry so as to build their own brand [10].

5. Conclusions

As an important non -profit institution that collects, collections, display nature and human cultural heritage, builds social education and public service brands, shows an important subject of promoting the development of cultural industries and urban prosperity, and realizes the cultural service functions and social benefits of the museum. The brand building of the Chengdu -Chongqing Museum is in accordance with the development requirements of the twin cities Economic Circle, achieved win -win measures, and promoted urban cultural construction.

This article analyzes the environmental factors of the brand building of the Museum of Chengdu-Chongqing District, sort out the problems existing in the brand construction process and put forward corresponding solutions. Through market research, linked cultural tourism drives economic growth, clarifies brand positioning, strengthens the construction of differentiated brands in the Museum of Chengdu -Chongqing, integrates media resources, and strengthens multi -channel media publicity and promotion. While helping to further increase the economic development of the Chengdu area, promote cultural self -improvement and strengthen the influence of Chinese civilization.

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