

A study on the impact of cultural IP image on advertising communication: A case study of Bing Dwen Dwen

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Abstract: With the rapid development of the Internet, various cultures symbolizing different meanings have jumped onto the world stage, bringing significant influence to our daily life. Cultural IP image innovates the traditional communication mode, designs a representative IP image on the basis of rich culture, provides a new power for advertising communication, and plays a specific reference role in the study of advertising communication. Through the popularity of different cultural IP images, the content, forms and methods of advertising communication are studied. On this basis, the research on whether IP communication of advertising is related to IP cultural design, image style, etc., has the corresponding practical reference significance for advertising communication and advertising circle, and the importance brought by cultural IP image will promote advertising communication in the future. This paper mainly starts from these aspects to elaborate on the complementary relationship between cultural IP image and advertising communication.

1. Introduction

Due to the rapid development of the Internet, various IP images have attracted more and more attention. By studying the significance of cultural IP images and advertising communication [1], I have enriched and improved the relevant theoretical system of advertising communication in terms of academic knowledge, which has solid references and guidance for advertising communication. Through the research of this paper, the relationship between cultural IP image and advertising communication is analyzed. By analyzing the deep reasons for the popularity of the cultural IP image, thinking about the content, form and method that dominate the advertising communication effect, and studying the reasons for the rapid emergence of the cultural IP image to solve the bottleneck problems encountered in the communication of advertising. • The design, concept and modelling of the cultural IP image have various influences on advertising communication, and relevant research and analysis are carried out in theory and practice. During the Winter Olympics, Bing Dwen Dwen quickly became popular and became the most representative cultural IP image of the Winter Olympics. Starting from Bing Dwen Dwen's design concept, colour image and other aspects, this paper studies the main reasons for Bing Dwen Dwen's popularity, which will play a specific role in reference and promotion for future communication activities.

2. Definition of relevant concepts

Through the definition of relevant concepts, the causes of this phenomenon are deeply analyzed, the design of cultural IP image is studied, and the influence of the design and concept of cultural IP image in advertising communication on advertising communication is obtained through the study of IP image.

2.1. Related concepts of cultural IP image

2.1.1. The definition of cultural IP image

IP image refers to the image created by the brand or enterprise according to its brand style and tonality, using the original thought of the designer, highlighting the company's positioning and corporate culture, and leaving a deep impression on the brand to the audience. IP image can not only bring greater exposure and communication for the brand but also enhance brand awareness and trust. The personality of the enterprise in the market is mainly reflected in the consumer group's sense of cognition and identity of the enterprise brand. At the same time, Intellectual Property refers to intellectual property with a certain originality, and the IP image has unique commercial marketing value. Establishing the IP image can help the brand gain public attention and expand the product market.

2.1.2. The specific performance of cultural IP image

In the Internet industry, "IP" can generally refer to all famous literary and creative works (literature, film and television, animation, games, etc.). At this time, IP images are more represented as intellectual creations such as inventions, literature, songs, and works of art. Generally speaking, the IP image can rely on its charm to get rid of the constraints and constraints of a single platform [2], accumulate traffic on many other platforms, and then complete more distributed content. This kind of marketing significance can get the brand's public attention and expand the product market. In addition, the scope of use of IP images also shows an international trend, resulting in many well-known IP images becoming the cultural export of the country and the "international image" model.

2.1.3. The design concept and elements of cultural IP image

With the rapid development of Internet information, the image of cultural IP spreads rapidly. Excellent cultural IP image not only has significant cultural value and market in itself but also can drive the development of other related products of the brand, with the help of a cartoon IP image design, to strengthen and shape their brand recognition and recognition. Therefore, when designing the cultural IP image, the relevant information of the enterprise should be linked with the cultural IP image. The most important basis for the enterprise's artistic IP image design is the enterprise's culture, brand, product and other related information. Creating a cultural IP image is conducive to shaping a good brand image, promoting product promotion and marketing, and narrowing the distance between enterprises and consumers. An excellent cultural IP image includes the information of the enterprise in the IP image through the cultural heritage and design performance of the personality so that many users can have a connection when they see it, promote the brand, and deepen the brand memory. Secondly, the design of the cultural IP image should conform to the public aesthetic, and the design of the corporate cultural IP image is mainly to show the majority of the audience. The design, according to the audience's aesthetic, viewing habits, viewing angles, etc., can make users better accept the cultural IP image so as to have a deep impression of it. Finally, the

design of cultural IP images must keep up with the current fashion trend. We live in the information age, and the speed of information updates is breakneck; corporate design of cultural IP image wants to catch the audience's eye with a lot of information, and it needs to be combined with the current fashion trend to cater to the public's aesthetic and trend, which can not only give the corporate IP image more new elements but also make the corporate IP image more popular.

2.2. Related concepts of advertising communication

2.2.1. The definition of advertising communication

Advertising communication refers to the advertiser persuading the way through a series of communication means such as language, text, graphics, and symbols, to convey information to the public so that they accept and recognize the advertiser's values and advertising products or services.

Advertising communication activity is the activity of information transmission and exchange among various labour objects, which is a purposeful and planned social activity. As a kind of social activity, there exists a contradiction between production and consumption inherent in this kind of social activity. As a kind of communication activity, advertising communication activities also have the characteristics of interdependence, interaction and mutual restriction between production and consumption. In modern society, advertising communication is composed of three aspects: products, commodities and people, but by the complexity of commodities and the complexity of information transmission. The complexity of the advertising subject, communication channel and audience determines its characteristics. The core of advertising communication is information output and transmission, which is the specific result of the information source encoding a particular idea or thought. Advertising information consists of two aspects: what to say (content) and how to say it (method).

2.2.2. Advertising communication ways

Advertising communication means that advertising information [3] relies on different communication media to carry out various forms of information transmission. First of all, advertising communication pays more attention to the guidance of traffic. Companies publish a variety of ads, not just to let people see them but also to let people eventually generate purchase behaviour. The ultimate purpose of advertising is to guide the audience to produce purchasing behaviour. This is because the enterprise wants to get the price value from the traffic generated by advertising communication activities, and profit is the ultimate goal of advertising communication in the era of mobile Internet.

Secondly, the channels of advertising transmission are more diversified. From traditional media to Internet platforms, from the beginning of oral advertising and newspaper advertising to the current new media advertising communication. At present, there are various forms of advertising communication, and advertising has also penetrated users' lives. Multiple kinds of implanted or non-implanted advertisements can be seen everywhere.

2.2.3. The function of advertising communication

First of all, advertising communication can promote product sales, and advertising activities can effectively improve consumers' attention to products, and then generate interest in products and promote their purchase motivation. Therefore, in a publicity cycle, advertising communication activities are the most essential part of the product sales process. Consumers can have a particular impression and cognition of the enterprise, the product and its corporate image so as to increase their interest in the enterprise and its products.

Secondly, it is conducive to enterprises to establish a good image of enterprises, and its characteristics of fast transmission, high efficiency, comprehensive coverage, etc., play an increasingly important role in establishing a good picture of enterprises—advertising with its vivid form, intuitive means, and rich content. Advertising can also provide effective media for enterprises to develop a good image and brand.

On the one hand, advertising communication also cultivates consumers' purchase motivation, which is to take action purposefully, and the strength of the purchase motivation is directly related to the purchase behaviour. Usually, when consumers buy goods, they always hope that the selected goods can meet their own needs, so they hope that the chosen goods can satisfy them. Therefore, in order to encourage consumers to buy this product, it is necessary to conduct an in-depth investigation and research on consumer demand, understand the consumer demand for this product, and make the right choice and decision accordingly.

3. Current situation of the influence of cultural IP image on advertising communication

3.1. Advertising value brought by IP image

Brand image is a valuable symbol used in the process of brand communication [4], including identification signs, personality characteristics, text information transmission, etc. It is closely related to the development history of the brand, corporate culture and marketing strategy. Brand image plays an important role and position in communication, which can improve the audience's identity with the brand. For IP image, from the early film and television works to the popular Internet memes and online games, it has become the object of people's love and attention.

In the current era of rapid development of new media marketing, IP image is no longer a simple symbol but can be accepted and liked by the public and has a unique personality and value appeal of cultural symbols.

First of all, the cultural IP image is targeted for enterprises, which needs to be designed according to the enterprise's positioning of its own brand, brand tonality, core target user audience, etc., so that the target audience can be distinguished at a glance in the IP image of many brands, and can quickly attract users and win public attention.

Among the numerous IP images in the consumer market, the IP images designed by various enterprises are representative, which can improve brand recognition and enhance brand value. However, IP images are different from cartoon images. Cultural IP images can be exported to the outside world and serve as the spokesperson of corporate brands. For enterprises or brands, it is conducive to project communication and faster entry into the consumer market. The use of cultural IP image in the process of brand promotion can enhance its visibility and reputation and establish a unique, valuable and memorable cultural symbol in the minds of the audience. In addition, in the current era of rapid development and highly developed social media platforms, IP images can be used in significant products for publicity and promotion.

The cultural IP image can not only promote the sustainable management of enterprises but also has substantial malleability, giving the cultural IP image a unique connotation and story and thereby making more extended content. The cultural IP image designed by the enterprise carries the corporate culture, and the cultural IP image is highly compatible with the brand values and corporate culture so that the brand and culture are deeply integrated and differentiated.

Cultural IP image can also help brands build brand stories. In the current society characterized by fast pace, fast desire and rapid development, people pay more attention to emotion, value and experience. Hence, IP image is more easily loved and accepted by consumers. At the same time, IP can also give consumers a sense of participation, empathy and identity. Brand image refers to consumers' impression of the brand and their feelings towards the brand, which can effectively

increase the stickiness between the brand and consumers [5].

3.2. The primary advertising communication ways of IP image

Cultural IP image represents the enterprise and brand; first of all, it is required to enter the consumer's vision so that consumers have a particular impression of it, strengthen the brand memory, and arouse people's emotional resonance for a specific brand or product.

In order to let more consumers understand the IP image, making news for the IP image is the most direct, fastest and immediate method. Through the release of news, the major social platforms reprint and expose it so that more audiences understand and recognize this IP image and can deepen the image of the IP image in the minds of consumers. At this time, brands and enterprises need to strengthen the IP image memory output. The establishment of an endorsement image is a prerequisite for the establishment of IP; it is the character or animal and plant based on the brand image and product Settings so that consumers have a deeper understanding of the IP image, but also a new synonym for the enterprise. In addition, creating a back story for the IP image can deepen the impression. Trying to remember is better than understanding it. Based on the brand concept, theme, etc., to create a unique background story, the brand image of many aspects is quietly rooted in the hearts of consumers.

3.3. The audience group and value orientation of IP image

The value orientation of IP image, that is, the positive impact of IP works on its audience. A thriving cultural IP image has value, not just for entertainment or commercial purposes to produce and market. In essence, cultural IP images should be ideological, artistic, entertaining and retail and have both romantic, creative and commercial characteristics, with strong artistic appeal and attraction.

Cultural IP image is mainly aimed at the vast number of young consumer groups; IP image is designed to keep up with the trend, attracting the attention of most young users. The design mainly keeps up with the current trend to attract the attention of the public.

4. Analysis of advertising communication of cultural IP image

4.1. The role of cultural IP image design in advertising communication

Cultural IP image is in the process of spreading culture, with the help of the attraction of culture itself, to have an impact on the psychology and behaviour of users. However, this is not simply to carry IP image design into advertising but to integrate IP image design and advertising communication with literature, art, film, television and other works as content carriers, development, utilization and re-creation to create new products or services [6].

Cultural IP image itself has many attributes, such as image ambassador, spokesperson, trademark, etc. From the perspective of vision and expression, cultural IP can represent the brand itself to some extent. At the same time, because the cultural IP itself has more in common with the brand, it can carry out targeted promotion according to different audience groups in the process of advertising creativity. Therefore, if the brand elements and cultural content can be extracted and refined, the comprehensive application can promote the advertising communication effect to a certain extent.

4.2. Bing Dwen Dwen's advertising communication environment

Bing Dwen Dwen is the mascot of the Beijing 2022 Olympic and Paralympic Winter Games.

Bing Dwen Dwen first appeared in the 2018 Spring Festival when everyone was eating ice, but a person named Bing Dwen Dwen held up a piece of paper to tell everyone about Bing Dwen Dwen and Shuey Rhon Rhon. Then Bing Dwen Dwen came into the public eye and became a mascot. His design combined traditional Chinese culture and ice and snow sports elements, making Bing Dwen Dwen a highly recognizable image. Bing Dwen Dwen's design is like a snowball, which also incorporates the concept of "ice and snow sports". Bing Dwen Dwen as the mascot, the entire design is also in line with the current aesthetic trend. As one of the mascots, it symbolizes unity, cooperation and friendship. Bing Dwen Dwen represents the vigorous development of China's ice and snow sports, symbolizing the Olympic spirit taking root in China and promoting Chinese culture to the world as a global partner of the Beijing 2022 Winter Olympics.

During the Winter Olympics, Bing Dwen Dwen delivered the brand image to the public. In the advertising communication environment, many media, such as TV, radio, outdoor media, and web media, can exert a specific influence on the public, which can affect the audience. During the Winter Olympics, not only does the event gain wide attention and brand awareness, but it also spreads the Olympic spirit around the world [7]. Bing Dwen Dwen takes traditional Chinese elements as inspiration, combining cute and lively cartoon characters with panda elements to showcase both Chinese culture and modern technology. As a special cultural symbol, Bing Dwen Dwen has become one of the global hot topics, attracting countless people to have curiosity, exploration and even pursuit of it. Bing Dwen Dwen brings a solid visual impact and spiritual shock to everyone with its lovely and lively image. Its cute, fashionable, and energetic shape, creative design concept, and expression techniques have become a symbol, creating a unique "Chinese symbol" for the Beijing Winter Olympics.

4.3. Bing Dwen Deen's challenges in advertising communication

First of all, consumers should accept the image of Bing Dwen Dwen, and consumers should not be denied access to it because of advertising. Secondly, it is necessary to make the product recognized and be able to enter the market to maximize the benefits. Finally, the image of Bing Dwen Dwen should be deeply rooted in people's hearts, and consumers' recognition of brand image and brand culture should be taken into account. Only the organic combination of marketing and communication can realize the actual value and benefit maximization of the mascot of the Winter Olympic Games.

Bing Dwen embodies the Chinese elements and the elements of ice and snow sports, which have certain particularities [8]. He has carried out good communication and promotion of Chinese culture, but how to stand out from many IP images representing Chinese culture and maintain a specific heat has become a new problem. Secondly, Bing Dwen, as a Chinese product, must solve the gap caused by cultural and regional differences between it and international brands or internationally renowned brands in order to gain the recognition of consumers around the world.

Only through advertising and marketing can consumers understand and recognize this image so as to promote Bing Dwen Dwen product sales and maximize profits. Bing Dwen Dwen, as a mascot, has unique value and charm. By gaining public awareness, Bing Dwen Dwen's image is deeply rooted in people's hearts.

5. Opportunities and challenges brought by cultural IP image in advertising communication

5.1. The reference function of IP image in advertising communication

With the faster and faster speed of economic development and the higher and higher level of popularization of Internet information, China's advertising market has also expanded rapidly. In this

context, many domestic enterprises have invested a lot of money in advertising communication to enhance the visibility of their products; Internet technology is also in rapid progress and development, and many brands cannot timely update the image of their product's promotion methods and other loopholes. As the spokesperson of the brand, the design of the cultural IP image can connect with the target audience through the brand spokesperson, enhance the interaction with the target audience, and strengthen the connection between the brand and the audience [9].

The design of cultural IP image in advertising communication can not only bring certain economic benefits to the enterprise but also enhance the brand influence and visibility of the enterprise to a certain extent and establish a good interaction with the target audience to achieve emotional exchange.

In addition, designing a cultural IP image can bring consumers positive feelings; it represents positive spiritual connotations and positive thoughts. The role of IP image in advertising communication is not limited to the positive ideas or spiritual connotations it means so that the target audience can have a positive and pleasant experience, obtain information and obtain emotional exchange, and thus realizing a deeper level of interactive communication and exchange between brands and between brands and audiences.

5.2. Reflection on IP image in advertising communication

In the Internet era, cultural IP image has been widely used as an essential marketing tool for brands. However, there are also some problems in IP shaping, such as the commercial image of the IP image needs to be more complete.

IP image marketing is based on brand culture, through the combination of brand culture and IP marketing, to achieve the dissemination of brand value and consumer resonance, but the marketing of cultural IP image always falls into various traps. The first trap is excessive consumption, which refers to the use of overblown hype and exaggerated publicity methods to obtain benefits in order to obtain traffic in IP image marketing better. Be wary of "consumerism"; that is, advertising does not pay attention to emotional value, emotional experience and other emotional aspects. The second trap is the "over-entertainment" brand in order to attract consumers' attention and excessive cultural entertainment publicity activities.

If in the process of brand building, we cannot correctly grasp the principle of "maximizing commercial interests", it may lead to the reduction of brand communication and brand value. When an enterprise conducts brand marketing, the most important thing is to establish an intimate relationship between itself and consumers and to let consumers feel that it is "like-minded" with themselves.

In order to achieve this purpose, enterprises must fully consider the issue of "commercial interests" when designing product packaging and publicity programs. A good advertising marketing planning program is to start with the consumer, to meet the majority of consumers to pursue a better life and at the same time to complete their aspirations for a better life [10].

As a symbol of major international events, the choice of any design element expressed in Bing Dwen Dwen, the mascot of the 2022 Beijing Winter Olympics, is considered and deliberate and is a consensus reached after comprehensive thinking and opinions from various perspectives. The design of the mascot is not only a form; it represents the concept and culture of the company, symbolizing Chinese civilization and tradition with extraordinary significance.

During the Winter Olympics, Bing Dwen Dwen's rapid emergence is inseparable from the rapid dissemination of information. Bing Dwen Dwen's rapid emergence also brings specific references to other cultural IP images. It not only spread the traditional Chinese culture but also got substantial economic benefits and even appeared as a "difficult to find" scene [11]. By means of "traditional

media + new media" and "official media + we media", we should actively build a new composite communication platform, create a multi-level, hybrid and diversified cross-cultural communication system, narrate Chinese stories well, transmit Chinese culture well, and ultimately promote the healthy dissemination and development of economic interests and cultural output.

6. Conclusions

Through the method of literature research and case study, the paper researches and analyzes the cultural IP image and advertising communication. In the imagination of many cultural IP, Bing Dwen Dwen is chosen as an example to conduct research and discussion on the communication effect, communication advantages and problems of artistic IP image in advertising communication in cultural IP image and comprehensive communication. Based on the research, the paper draws relevant research conclusions and draws conclusions and references on the related issues of cultural IP image and future advertising communication.

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