

Research on the Brand Culture Shaping of Meilanchun Liquor Industry from the Perspective of Digital Economy

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Abstract: With the rapid development of science and technology and the rapid dissemination of data and information, the trend of industrial digitalization is expanding day by day, and the digital economy is developing with it. It is also the psychological basis for promoting empathy communication and consensus communication activities, and adapts to the current situation of customer emotional influence required by the logical content of brand communication. Based on the existing brand culture of Meilanchun Liquor, this paper analyzes its existing problems, and proposes the strategy of shaping the brand culture of Meilanchun Liquor from the perspective of digital economy, aiming to construct the brand culture of Meilanchun Liquor that is more in line with the background of the digital economy era, enrich the brand experience of consumers, enhance the brand trust of consumers, and expand the space for brand word-of-mouth communication.

1. Introduction

Brand culture is a deep and lasting force that supports the development of a brand, and an excellent brand culture can better endow consumers with the intrinsic value and deep concept of products, so as to meet the needs of consumers to maximize their own utility^[1]. With the continuous development of Internet technology and new media platforms, the emergence and development of the concept of digital economy provides a data platform with modern information network as the main carrier for brand upgrading and brand culture, and also puts forward new requirements for brands. Under the current trend of China's economic development and consumption upgrading, the liquor industry represented by the traditional real economy is highly competitive, and how to improve its brand influence and compete for more market share has become a top priority for each liquor brand. From the perspective of the digital economy, if you want to stand out in the market competition, this not only requires the Meilanchun Liquor brand to tell its own brand culture story, but also requires the Meilanchun Liquor brand to make good use of the co-products of the digital economy, such as Internet new media technology, to shape and optimize the brand culture, so as to escort the construction of brand culture and brand development.

2. Meilanchun's Existing Brand Culture

2.1 Brand History

Meilanchun Liquor is a "time-honored" brand with a long history, and its roots can be traced back to the 80s of the last century. During that period, Meilanchun became well-known in the local area with its rich cultural heritage and unique quality characteristics, and entered the field of vision of consumers with the reputation of "Jiangsu Moutai". At that time, it was not only a landmark liquor in Taizhou, but also a dazzling business card of the city.

However, the process of history has never stopped, and Meilanchun Liquor has also experienced the crisis of bankruptcy and bankruptcy, which has been overshadowed by many brands. In those quiet days, hundreds of tons of old wine waited silently in the cellar for twenty years, as if whispering the glory and vicissitudes of the brand. As the saying goes, the older the wine, the better it tastes. Despite that bleak time, Meilanchun Liquor never gave up and was always looking for a way out of the predicament. After a thorough transformation from the inside out, from expanding the scale of production, innovating the process, to optimizing product packaging and strengthening marketing, Meilanchun Liquor has achieved an amazing transformation from "delicate and small" to "dignified and generous". Liu Xiulan, the person in charge of the winery, said with a smile: "This is a burden, but also a treasure. It is this optimistic spirit that has become the core driving force for the rise of the Meilanchun brand in adversity. After the restructuring, Meilanchun's brand awareness has been greatly improved. As a traditional local wine, the fragrance of Meilanchun wine will not be overshadowed by a brief silence. It has a loyal consumer base and contains huge market potential. This self-confidence and tenacity have enabled Meilanchun to gain a firm foothold in the fierce market competition.

The transformation of Meilanchun wine began with two fine wines, 48 and 52 degrees. Under the careful blending of Shen Yifang, a leader in the wine industry and a national winemaking expert, the sesame-flavored Meilanchun Liquor, which has a more typical taste and plump taste, was born. At that time, the famous singer, calligrapher and painter Hu Songhua happily inscribed "Meilanchun Wine, fragrant Shenzhou" after tasting it, which is a high praise for the quality of sesame-flavored Meilanchun Wine.

Today, Meilanchun Liquor continues to pour resources into the local market of Taizhou to seize business opportunities at the doorstep. As Meilanchun's market share continues to expand, other liquor brands can't help but re-examine the Taizhou market. At the same time, the Meilanchun liquor brand also began to try to go out of Taizhou and develop a broader market, and Meilanchun liquor products began to appear in Nanjing, Yangzhou, Zhangjiagang and other places. Based in the city, covering central Jiangsu and expanding the province, Meilanchun's "tentacles" continue to extend outward. Meilanchun Liquor Co., Ltd. has selected 2-3 cities in the country to achieve key breakthroughs, step by step, and gradually stepped out of Taizhou, transforming from "small jasper" to "everyone's beautiful lady", and also has a more long-term vision and goal.

2.2 Origin of the Brand

In 1956, when Mei Lanfang returned to her hometown of Taizhou Province, the small city of Taizhou was boiling, showing the grand occasion of "thousands of people watching Meilang in empty alleys". At that time, Wang Shiqin, the deputy mayor of Taizhou City, held a cup in both hands and invited Mr. Mei to taste the wine of his hometown at the banquet to welcome Mr. Mei back to his hometown. Mei Lanfang excitedly took the wine glass, took a sip affectionately, paused for a while, and shouted in surprise: "Good wine, good wine!" Later, on the eve of commemorating the 90th anniversary of Mr. Mei's birth, in order to express the reverence and love of the people in his

hometown for Master Mei Lanfang, Taizhou Liquor was renamed "Meilanchun".

On New Year's Day in 1988, on the occasion of the opening of the Taizhou Mei Lanfang Historical Museum, Mei Lanfang's eldest son, Mei Baochen, said emotionally when he drank Meilanchun wine in Taizhou: "The hometown brews such a fine wine, named 'Meilanchun', the original intention is to remember the father, and the father will be sensed and smile in the spirit of the sky." I would like to express my gratitude. He happily wrote a message of "according to the hometown feelings, the hometown is stronger than the wine".

2.3 Brand Intangible Cultural Heritage

Mei Lanfang and Meilanchun, the two do have something in common to some extent. With their unique artistic charm and cultural connotation, they have brought people beautiful enjoyment and emotional experience.

Mei Lanfang, as an outstanding representative of Peking Opera, not only shows the profound heritage of Peking Opera, but also conveys the cultural essence of the Chinese nation. His every movement, every look, is full of emotion and charm, which makes people fall for it. His artistic achievements not only enjoy a high reputation in China, but also have won wide acclaim in the world, becoming a beautiful business card of Chinese culture.

Meilanchun Liquor is a cultural liquor with unique charm based on Mei Lanfang culture as the background, combining wine culture and art culture. It is not only a material consumer product, but also a carrier of spiritual culture. Through the design of the bottle with Mei Lanfang's four classic stage images, as well as the poems of the famous lyricist Tian Han praising Mei Lanfang's stage image, Mei Lanfang Spring Wine integrates Mei Lanfang's artistic charm into it, making each bottle full of cultural connotation and artistic atmosphere.

When people are tasting Meilanchun wine, they are also tasting the artistic charm of Mei Lanfang and feeling the breadth and profundity of Chinese culture. This way of using wine as a carrier to convey the association and emotion of beauty makes Meilanchun Wine stand out among many wines and become a cultural gift that is loved by people.

In addition, with its unique local characteristics and cultural connotation, Meilanchun Wine has become a well-known tourism product in Taizhou and even the whole country. In the tourism market, it has attracted the attention of many tourists with its elegant and unique packaging and profound cultural connotation. When people visit famous attractions such as the Presidential Palace in Nanjing, they will always be attracted by the Meilanchun cultural gift wine displayed in a prominent position and take it home as a souvenir or gift.

In short, although Mei Lanfang and Meilanchun belong to different artistic fields, they both bring people the enjoyment of beauty and emotional experience with their unique artistic charm and cultural connotation. What they have in common is that they all convey the profoundness and unique charm of Chinese culture through their own ways.

3. Problems in Meilanchun's Brand Culture from the Perspective of Digital Economy

3.1 Lack of Consistency in Brand Culture Promotion

As a representative of traditional Chinese liquor, the brand culture of the current liquor industry market usually has the characteristics of long history, regional characteristics, exquisite craftsmanship, cultural inheritance, quality assurance, social responsibility, etc., in general, each liquor brand emphasizes tradition, region, technology, culture, quality and social responsibility, etc., aiming to create a unique brand image and values, and win consumer recognition and trust.

As a "time-honored brand" of liquor in Taizhou City, Meilanchun Liquor Industry has built its

brand culture around historical heritage, local specialties of Taizhou, and the legacy of Mei Lanfang's opera culture. However, its brand culture promotion lacks consistency. On the one hand, the vision and goal of Meilanchun brand culture construction are not clear. Liquor brand culture should cater to consumers' personalized needs, with uniqueness being the ultimate manifestation of brand building. Yet, Meilanchun's current approach merely presents fragmented elements—such as its historical evolution, anecdotes, and intangible cultural heritage—through superficial textual descriptions and packaging. These elements fail to organically integrate with the product itself. Internally, the company lacks a clear purpose for constructing its brand culture, resulting in efforts that are limited to collecting and displaying information rather than fostering meaningful connections. On the other hand, the official website of Meilanchun brand is inconsistent with the brand culture promotion. The official website of Meilanchun emphasizes the brand's development history, while its Baidu Encyclopedia entry focuses on its connection to Master Mei Lanfang, the renowned opera artist. This inconsistency confuses consumers' understanding of the brand's core cultural identity, undermining efforts to cultivate brand loyalty. The root cause lies in the absence of a unified brand culture vision, leading to divergent narratives across different platforms. The lack of a coherent brand culture strategy not only weakens Meilanchun's market positioning but also hinders its ability to resonate emotionally with consumers. Addressing these issues requires defining a clear cultural vision and aligning all promotional channels to communicate a cohesive narrative.

3.2 Insufficient Consideration of Consumer Needs in Brand Culture Construction

As a brand remains in the market, consumer awareness and loyalty to the brand tend to increase. A long-standing brand can build deeper consumer loyalty, making consumers more willing to choose the brand over its competitors. As far as the specific product of alcohol is concerned, the product quality or function or price advantage alone cannot be extended for a long time^[2], and only from the brand culture can the brand culture that meets the needs of consumers ensure the extension of the market life cycle of alcohol products.

In the 50s of the 20th century, the "brand master" David Ogilvy explained in "Ogilvy on Advertising" that it is not as easy as just creating a "symbol, name, and imprint", and that if you want to make a product unique in the minds of the audience, it is necessary to establish a target market and build a brand culture that meets the needs of consumers^[3]. Meilanchun Liquor has failed to meet the needs of consumers in the construction of brand culture runes, the story used in the construction of brand culture is derailed from the product positioning, the product development process and the story of the opera master are difficult to resonate with consumers, and the simple wine development story and many liquor brands in the intangible cultural heritage market can do it, such as Shanxi Xinghua Village, Great Wall Wine, etc., all rely on profound cultural heritage, resulting in the Meilanchun Liquor brand in the brand culture and the market wine industry competitors can not be distinguished, losing the market competitive advantage. It also failed to create brand cultural symbols that meet the needs of consumers.

3.3 Inadequate Practice and Execution of Brand Culture Internet

From the perspective of digital economy, alcohol brands should make full use of Internet technology, new media matrix, electronic marketing and other methods to build and promote brand culture, and it is also crucial to do a good job in brand culture marketing practice in data-driven marketing.

Meilanchun liquor brand in the market is not as well-known as Kweichow Moutai, sea blue, sky blue, dream blue and other well-known products, these competing products in their own already has a wide range of popularity and deep customer loyalty, can relax brand culture Internet marketing, and

as a less well-known Meilanchun liquor brand should strengthen the digital era brand culture marketing; At the same time, the Meilanchun liquor brand lacks a regulatory mechanism for brand culture construction, has low execution, and brand culture marketing only stays on the official platform slogans and slogans, which is not conducive to expanding popularity, and has failed to build a new media matrix.

4. Brand Culture Shaping Strategy from the Perspective of Digital Economy

In the context of the digital economy, the periodicity of media and the rapid iteration and updates inherent in communication dynamics have intensified interactions and collisions between diverse cultures. Traditional brand marketing models and strategies are no longer suited to the new environmental demands. Image construction theory holds profound implications for guiding brands to cultivate culturally rich brand identities, innovate development models, strategize growth approaches, and advance toward globalization^[4]. If the Meilanchun wine brand wants to maintain its competitive advantage and sustainable development, it needs to formulate a brand image building strategy with brand culture as the core. In the study of brand strategy, it is commonly used that "half of the brand is material, half is spiritual", when formulating brand strategy, wine brands should not only observe and study from the material and economic perspectives, but also start from the brand culture shaping, make good use of the advantages of new media and Internet in the era of digital economy, so that brand culture can truly become the strategic core of wine brands, so as to expand brand awareness, increase customer loyalty, create brand personalized development, and improve brand market share.

4.1 Clarifying the Vision and Purpose of Brand Culture

As a representative of excellent traditional culture, intangible cultural heritage has rich historical and cultural connotations, and through the shaping of brand culture, these stories can be closely linked to products, and consumers' emotional identification and experiential value of products can be enhanced^[5]. According to the investigation and analysis of Meilanchun Liquor, we believe that the vision and purpose of Meilanchun Liquor brand culture promotion should be clear and consistent, and pay attention to the same direction of publicity and promotion in the existing Internet platforms such as the official website of Meilanchun Liquor brand, Baidu Encyclopedia, Weibo, etc., such as focusing on the origin of the opera master Mr. Mei Lanfang and the Meilanchun Liquor brand, and inviting opera descendants to tell or perform through KOL cooperation, so as to show the brand culture in a tangible form and attract more traffic. Enterprises can appropriately reduce the introduction of the development history of Meilanchun Liquor Industry brand in their promotion, and instead move it to offline exhibition halls for tangible display. The purpose of the promotion of the two brand cultures is to turn the intangible brand culture into tangible, confirm the clear purpose of publicity and promotion, maintain a consistent and parallel and focused promotion, help consumers better understand and recognize the brand, and enhance the impression and recognition of the brand in the minds of consumers.

4.2 Improving Customer Loyalty and Extending the Life Cycle of the Brand Market

If Meilanchun Liquor brand wants to match the construction of brand culture with customer needs, it first needs to discover target customers, conduct in-depth market research on its target customer groups, understand their age, gender, occupation, income, lifestyle, consumption habits and other characteristics, and through the segmentation of target customer groups, the brand can more accurately grasp their needs and expectations, and push personalized brand culture information to

different customers. For example, the well-known Moutai liquor, its brand culture is to implement a scarcity marketing strategy with high-end luxury spiritual civilization. Based on the local regional culture of Taizhou and relying on the unique sesame flavor characteristics, the Meilanchun liquor brand should expand the collection of customer information in Taizhou and its surrounding areas, understand the needs of target customers through statistical analysis, and determine the popular tendency of brand culture symbols, and at the same time, the needs and preferences of consumers will also change over time, and the brand needs to combine the unique value of brand culture with customer needs to create products and services that meet customer tastes and expectations. For example, brands can work on the brand's packaging design, and for consumers who pursue quality and health, brands can emphasize the natural brewing and low health characteristics of their products; For consumers who are looking for individuality and style, brands can launch limited editions or customized products to meet their unique needs. If the Meilanchun wine brand can adjust its positioning and product line in a timely manner, and adapt to market changes and consumer needs, it will be able to extend the brand life and maintain the support of consumers. In the digital era, Meilanchun liquor brands should construct brand cultural symbols that are more in line with the mixed consumption scenarios in the digital era for different consumption scenarios, enhance consumer brand experience, improve consumer trust and loyalty, and improve the online word-of-mouth communication space ^[6], and use digital marketing methods to accurately reach target customers by publishing content about brand culture and carrying out interactive marketing activities. The Meilanchun brand can establish a closer connection with customers to meet their information acquisition and interaction needs.

4.3 Enhancing the Level of Brand Culture Network Marketing Communication

With the increasing development of economic conditions and the continuous improvement of living standards, people not only pursue material satisfaction, but also pay more attention to spiritual improvement. As a representative of sesame flavor, Meilanchun Liquor brand should improve the level of brand culture network marketing communication through the implementation of data-driven brand culture marketing strategy. To do a good job in brand culture, the first thing is to find the correct positioning, scientific brand positioning is very important, it is the strategic origin of the combination of brand marketing factors, the compass of brand characteristics, and the true expression of brand ideology, cultural values and social reputation . First of all, it is necessary to use big data analysis and artificial intelligence technology to accurately locate the target audience, and clearly focus on the construction of Mei Lanfang opera intangible cultural heritage, supplemented by excavating the historical origin of Meilanchun liquor industry and promoting the local characteristics of Taizhou. Secondly, focusing on non-material cultural elements such as Mei Lanfang opera and the characteristic culture of sesame-flavored brands, social media platforms such as Weibo, WeChat, and Douyin are used to regularly publish content related to the brand culture of Meilanchun Liquor, and virtual cultural activities are carried out with the help of the platform, so as to broaden the communication channels of the brand, enhance the connection and interaction between the brand and consumers, and improve the effect and ROI of network marketing. Finally, search engine optimization (SEO) is carried out to optimize the brand website and content, and through keyword optimization, website structure optimization, content quality improvement, etc., Meilanchun Liquor brand can obtain higher rankings in the search engine results page, enhance brand cultural exposure, attract more targeted traffic, and at the same time, can be combined with traditional festivals, activities and other cultural marketing, improve the level of brand culture network marketing communication.

5. Conclusion

To sum up, from the perspective of digital economy, the development of Internet new media technology has made brand cultural marketing an inevitable trend, and the new media matrix platform, as an important carrier of brand culture shaping socialization and diversification, is an indispensable booster for the optimization of brand cultural marketing strategy. How to reasonably use the new Internet media to build and promote data-driven brand culture, create a unique brand culture that meets the needs of Meilanchun Liquor, improve market competitiveness, expand visibility, and develop an attractive and positive brand culture can help enterprises attract outstanding talents to join, and also attract investors to invest and support enterprises, expand market share, and achieve sustainable development.

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