

## With "Shenyang Time-Honored Brand" to Create New Highlights of Consumption Theory and Creation Research

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**Abstract:** With the changing consumer market, Shenyang old brand in the marketing strategy constantly looking for innovation path, this paper to create new luminescent spot consumption as the basis, the Shenyang old multi-angle, deep induction and summary, from the visual brand image and Shenyang old enterprise brand marketing strategy of Shenyang old brand marketing path, and then put forward the corresponding strategy, hope to be able to use consumption patterns, provide reference for Shenyang old brand marketing and help.

### 1. Introduction

On September 22, 2021, the Central Committee of the Communist Party of China and The State Council issued the Outline of Building a Strong Country in Intellectual Property Rights (2021-2035), which proposed to strengthen the protection of well-known trademarks, develop and inherit traditional brands and time-honored brands, and define the time-honored brands as the "golden signboard" of economic development.

The Ministry of Commerce since 2006 launched the revitalization of "old" project, in 2008 joint 14 ministries issued "about the protection and promote the development of" old "several opinions, 2017 joint 16 ministries issued" about promoting the development of "old" innovation guidance ", from improve the market competitiveness, reform enterprise property right to promote the innovation and development of" old " innovation.

In recent years, according to the unified deployment of the Ministry of Commerce on the implementation of the "time-honored revitalization project", time-honored brands have received the care and attention of the municipal governments at all levels and all sectors of society, making many time-honored enterprises gradually become a bright spot in the tertiary industry and cultural industry.

### 2. Shenyang "time-honored brand" the basic situation

At present, among the more than 1600 "Chinese time-honored brands" certified by the Ministry of Commerce, there are 73 "time-honored brands" in our city, including 14 "Chinese time-honored brands", 46 "Liaoning time-honored brands" and 13 "Shenyang time-honored brands". The number of "time-honored brands" above the provincial level ranks first in the province. The industry is widely distributed, mostly retail, catering and manufacturing, with 28 companies with a history of more than 100 years.

In addition to the small number, there are still many important problems in the value competitiveness of the existing old cultural brand, brand management system and mechanism, product technology, brand mining and shaping in Shenyang. Many foreign tourists who come to Shenyang will complain that they do not know what specialties to buy to take back. Our city should make full use of the advantageous resources and good foundation of time-honored brands in the region, further enhance the cultural influence and competitiveness of time-honored brands, promote the independent innovation of old brands, and drive the new highlights of consumption.

### **3. With "Shenyang time-honored brand" to create new bright consumption highlights strategy analysis**

The digital visual image of "Shenyang time-honored brand" reflects the uniqueness of Shenyang time-honored brand, that is, unique, easy to identify and not to imitate; reflect the humanity, close the distance between the brand and human emotion; explore the intangible cultural attributes of the time-honored brand, translate the cultural elements into the visual image, so that this precious cultural heritage can be better inherited and developed, and reflect the unique value proposition, not only to get consumers, but also can be materialized in the products and services[1].

#### **3.1 Analysis of historical value**

Since the folk trade in Shenyang rose only after the Qing Dynasty, the history of the brands can be traced back to the early years of the Qing Dynasty. Among the provincial time-honored enterprises, there are 11 enterprises with a centennial history, and the oldest are "Aixin Jueoluo Zu afang" (1635) and "Lao Longkou" (1662). "Aixin Juoruo Zu jiafang" wine sea, special stone pot, clay cellar, paper workshop have been listed as intangible cultural heritage. Hotel restaurants in the history is the "Ma Jia roast wheat" (1796) and "old edge dumplings" (1829), both of which are the best of Shenyang restaurant brands, many foreign tourists to Shenyang will choose these two as special food taste. In 2000, Laobian Dumpling House was identified by the Guinness Book of Record as "the longest dumpling house in the world"[2].

#### **3.2 Analysis of cultural value**

Many time-honored brands in Shenyang have unique production techniques, and have been listed in the intangible cultural heritage list and protected by the state. In 2008, "Laolongkou Liquor Traditional brewing technology" was selected into the national intangible cultural heritage list. Founded in the fourth year of Xianfeng in the Qing Dynasty (1854), "Hu Kuizhang" is a time-honored brand in Shenyang that produced and sold stationery and Musical Instruments with brushes, with a history of more than 150 years. In 2007, "Hu Kuizhang pen making technology" was identified as the provincial intangible cultural heritage, the brush made by the eight characteristics of "real material, unique formula, traditional technology, fine workmanship, quality first, rigid and soft, smooth writing and handy".

#### **3.3 Analysis of social value**

Many existing time-honored brands in Shenyang have great social influence, leading the social wind direction and consumption trend at that time or at present. At the same time, the time-honored enterprises also have the courage to assume the corresponding social responsibilities and obligations. Was founded in the qing guangxu eight years (1882) of "and tea" is the oldest professional tea, now "and" business is not prosperous, but has been committed to popularize knowledge of tea, tea in Shen Cheng held seven tea festival, also established and tea art team, in Shen Cheng people have extensive influence. As the only time-honored brand in the jewelry industry in northeast China, "CuiGold Store"'s social influence can not be underestimated. In 2006, the nationwide craze of wearing "transshipment gold beads" was developed and produced by Cuihua Company, and applied for a patent. Today, "extraction" vice chairman Li Yukun both as the vice President of Liaoning province, Shenyang old association, also served as the jewelry jade jewelry industry association, vice President of association of Shenyang gold jewelry and other kinds of social organization management position, represents the "extraction" in Shenyang in the same industry and old enterprise social status.

### **4. "Shenyang time-honored brand" existing problem analysis**

Time-honored brands can witness the profound history of a city and highlight its unique cultural deposits. However, due to various historical reasons, many Shenyang time-honored brands, especially catering time-honored brands, are not well known and many people do not know them. Especially in the national and even the world, the popularity and reputation of Shenyang catering time-honored enterprises and other cities of similar time-honored enterprises still have a certain gap. On the one

hand, this is due to the historical and cultural differences, on the other hand, it is related to the lack of publicity, protection, exploration and attention to the time-honored brands in Shenyang in recent years[3].

The old brand is not only the reputation of the enterprise, intangible assets and intellectual property rights, but also a symbol of the city's economic strength, but also an important symbol of regional competitiveness and comprehensive strength. In contrast, the number of old brands in Shenyang is too small, the overall development is slow, the performance in the market environment is flat, and there is still a lot of space in the development and utilization of the old brand value.

#### **4.1 The enterprise brand protection consciousness is weak, and the management mode is old**

Old brand enterprises have core technology confidentiality and other traditional concepts and management mode have been unable to adapt to the current situation, coupled with the lack of innovation, products lack of market competition. In the face of fierce market competition, it is easy to be eliminated by the market. For example, the first batch of "Shenyang time-honored brand" was the classic memory of many Shenyang people. In 2022, the business status is cancelled, which not only makes people sigh and sigh.

#### **4.2 Weak publicity and promotion, and the brand influence is not enough**

Laozihao think he is "golden signboard", wine is not afraid of deep alley, need not add more publicity. But in the fully competitive consumer market, the strong publicity of other brands will inevitably lose the customer base. For example, Shenyang Manlu Dumpling restaurant and Shenyang Baofa Garden famous restaurant have not realized online sales, and there is no relevant information on the well-known takeout platform.

#### **4.3 Insufficient policy encouragement and support, and the old brands are endangered**

In 2018, the city launched the "Shenyang Specialty" project, which built the "Shenyang Time-honored Brand Museum" near the Shenyang Imperial City functional area of Shenyang, and set up a centralized exhibition area for Shenyang's "time-honored brand" brand and local characteristic products. In 2019, the municipal party committee propaganda department jointly "Shenyang old, one hundred good brand" series of campaign, issued by the "Shenyang old, good brand in one hundred" series of campaign plan, through the media to Shenyang "old" enterprise of publicity and reports, improve the reputation of the city's "old" and awareness, publicity and carry forward the "old" Shenyang excellent products and skills. However, there has been no continuous encouragement and support policies for the old brands recently.

### **5. Thoughts on the inheritance and innovation in the marketing of Shenyang time-honored brand**

At present, the city's "time-honored" brand development work has achieved certain results, the next step, will continue to implement the municipal party committee and the municipal government's policies and measures on the revitalization and development of "time-honored", and increase the support for "time-honored" enterprises. Actively do a good job in cultivation, excavation, development and promotion.

#### **5.1 It is suggested that the municipal Bureau of Commerce should unite with universities, experts and scholars to establish an old brand research association**

The association is mainly responsible for increasing the mining of the cultural value of the time-honored brands, so that the old brands will become the advantage force of our city's foreign trade. Can refer to the Shanghai White Rabbit, Yangzhou Xie Fuchun. Promote the old brands to adapt to the development of The Times, make great efforts to build the "national trend brand", and promote product renewal and upgrading. Mining the cultural value of the old brands can also become an important carrier for Shenyang to build a famous historical and cultural city with international influence.

### **5.1.1 Guide the association to serve the development of "time-honored brands"**

Shenyang Time-honored Association was established in 2008, and successfully replaced in February last year. In recent years, under the guidance of the Municipal Bureau of Commerce, the role of the association has organized experts, scholars and "time-honored" enterprises to hold symposiums and seminars on the protection of "time-honored enterprises", property and property rights. Start in the process of "old" that form a panel, proposed by intellectual property rights, history and culture, enterprise management, brand management of experts and experts, further association, Liaoning academy of social sciences, colleges and universities and other research institutions of intellectual support, promote the powerful force "old" brand development, driving consumption, further enhance the "old" brand value.

### **5.1.2 Enhance the cultural value of "old brands"**

The Municipal Bureau of Culture and Tourism actively promotes the traditional skills of "time-honored" enterprises to apply for the list of intangible cultural heritage items at all levels, and organizes the intangible cultural heritage "time-honored" enterprises to participate in various exhibition activities such as Shenyang Intangible Cultural Heritage Expo. Representative inheritors of intangible cultural heritage at the municipal, provincial and national levels will be given art award funding subsidies, and inheritors of "time-honored brand" intangible cultural heritage projects will be supported to carry out learning and exchange activities.

### **5.1.3 We will promote "time-honored brands" to show new vitality**

Implementation of the Ministry of Commerce and other eight departments on promoting the development of old innovation opinion "(business circulation [2022] 11) of the deployment, according to the combination of the provincial government work deployment and the reality of our city, the city business bureau and other 9 departments jointly issued the "Shenyang "old" innovation and development implementation plan (2022-2024) ", promote" old "coruscate" new vitality ".

## **5.2 The Municipal Culture and Tourism Bureau, together with the Intellectual Property Office and the Market Supervision Bureau, works together to create a more superior brand development environment for the old brands**

Actively promote the construction of relevant policies and regulations, establish and formulate and improve municipal measures for the protection and development of time-honored brands. Provide legal guarantee for the protection and development of time-honored enterprises, avoid the loss of time-honored brand products, and strengthen the protection of intellectual property rights. In the aspect of publicity, further accelerate the construction of time-honored brand archives database, the establishment of municipal time-honored brand website and the portal website of time-honored enterprises. Through the establishment of time-honored information management system, the use of text, multimedia and other modern ways, strengthen the publicity of the old brand[4].

## **5.3 The Municipal Bureau of Commerce has cooperated with the old brand enterprises to formulate more precise and diversified support policies**

As soon as possible for the old brand introduction of special support policies for enterprises, increase the financial support at the same time, in the support policies and the use of diversified efforts. Establish a special support fund for the development of old brands combined with government input, enterprise cooperation and social raising, and solve the difficulties encountered by old brands in structural adjustment, process rescue, product research and development, talent training, and market expansion and other aspects. Efforts will be made to lower the entry threshold for the protection of time-honored cultural resources and relax restrictions on the entry of private capital into the protection chain. To realize the leapfrog development of the time-honored cultural resources into a strong power[5].

## 6. Conclusion

Shenyang time-honored brand has witnessed the development history of social economy and citizen life in various times. It embodies the diligence and wisdom of the commercial predecessors of all generations. It is an excellent commercial brand in our city and has a broad and profound mass foundation. Laozihao is not only the intangible assets and precious wealth of enterprises, but also the treasure of the traditional Chinese culture, and is the name card highlighting the characteristics of the city. To enhance the commercial and cultural taste of Shenyang, establish the "Shenyang time-honored brand" digital visual image system so that the time-honored brand on the basis of the transformation of digital innovation, reflect the spirit of The Times. So that the "Shenyang time-honored brand" this is a precious cultural heritage has been better inheritance and development.

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