Strategies for Creating National Brand and Boosting “The Belt and Road Initiatives”

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Abstract. “The Belt and Road Initiatives” strategy opens a new window to show the national image for China, providing an important platform for mainland enterprises to "go out", opening the door to the world for more domestic products. One big challenge of Chinese products “going out” is that the international market is no lack of products made in Chinese, but is lack of Chinese brands. Carrying out national marketing, cultivating and creating national brand can enhance the image of the country and endow products with the strength of national brand and improve the brand competitiveness of Chinese products in international market. Therefore, this paper will propose national marketing strategies from the perspectives of external network marketing, external film marketing, external tourism marketing, external culture marketing and external cause marketing to build national brand of our country and better promoting “the Belt and Road Initiatives”.

Introduction

“The Belt and Road Initiatives” opened up new markets, but the share of our products in the international market still remain a low level. After thirty years of rapid developing reform and opening up, China has become the world’s major suppliers of various products, and a lot of Chinese enterprises has go beyond domestic market, step into the world. However, negative impressions for China of foreign consumers has made it difficult for Chinese products to get the market share and realize the added value. The international market is no lack of products made in Chinese, but lack of Chinese brands. To construct national brand, we need to carry out “national marketing”, taking a country as a brand to promote and marketing.

National Brand

National Brand (Country Brand) is the image of a country projected to stakeholders abroad and the general evaluation of the relative stability of a country. In the long-term process, through the double filtration of information selection and the psychological preferences and values of the shareholders, the mounting various objective realities of a country turn into a comprehensive subjective impression about this country. The name of this country possesses a brand effect that have the function to provide a “National Brand Endorsement” strengthened by commitment for the people, things and objects form this country, which we call “National Brand”.

Research on the national brand is not emerged in recent years. As early as 1896, Ernest Williams pointed out that the logo “Made in Germany” promoted the sale of German products in oversea. With the increasingly significant role of nation-state in globalization, more and more studies on national brand are emerging. For example, the nation brand position [1, 2]; national brand measurement [3, 4]; effects of national brand on export products and consumer evaluation. [5-7]; effects of national brand on enterprise brand[5-7]; studies on promoting the national brand image of China[8-10].

Suggestions for National Marketing Strategies

To speed up the construction of " the Belt and Road Initiatives", to realize the vison of " the Belt and Road Initiatives", the government should raise the national marketing to a strategy level, strengthen the promotion and construction of national image, to create a good external environment
for Chinese enterprises and products rooting in the international market. To utilize specific marketing tools to promote the national brands of China, the following measures should be taken:

**Implement External Network Marketing**

First, establish specific administrative organization for national brand management to develop national brand strategy. In January 2009, in order to better publicize and introduce South Korea to the world and to improve its national brand image, South Korea has established a national brand committee that is directly under the president and is responsible for the construction of the national brand South Korea, while we have no such department. As for China, the vast territory and abundant resources, the large population and the cultural diversity, increase the difficulty of coordination and management. Therefore, it is necessary to set up a special national brand management organization. And pay attention to the introduction of the brand marketing professionals, and employ talents in the economy, communication, public relations and other fields. And keep close contacts with all kinds of enterprises in our country.

Second, use the media to promote the national brand of China. The national brand cannot be built overnight, we need to promulgate through the media and other means. Our country should improve the objectivity of the mainstream media, public media information, so as to improve credibility of Chinese media. And on this basis, use a variety of media to promote national brands. Of course, when it comes to the international community communication, it does not always have to be a very positive theme, and sometimes there should have some critical voices. Not all the "negative" theme will bring negative effects, such as the disclose of corruption, although reveals some bad factors existing in the management, but also reflects the credibility of the media, maintain the authority of the government, and can let the world know the determination Chinese government to control corruption. In the marketing campaign, official voice is needed, but the power of people should also not be ignored. Internet is more borderless than the advertising media, television media, etc.

**Implement External Film Marketing**

In the era of globalization, the image of a country is not completely objective, but is “reshaped” by the country through a variety of media, especially the films. The prominent problem of the construction and diffusion of Chinese national image faced is that: so far, the construction of Chinese national image has shown a serious "others-shaped" phenomenon. In the process of “self-shape” national brand, China has problems such lack of cultural consciousness, cultural confidence and cultural spirit, a serious shortage of cross-cultural communication ability and lack of subjectivity, "dislocation" and many other issues. Therefore, we must stand at the height of national marketing to understand the Chinese film, shaping and showing the image of the country through the methods of artistic creation.

First of all, attain pertinence through searching the intersection between the foreign objects in interest, demand, emotion, cognition and other aspects. First, perform the lives of ordinary people more. Because the lives of ordinary people are often the most colorful and unique. Second, national characteristics, national differences not only reflect the cultural background, but also reflect the state of survival and the humanity of a country and a society. The more national colors a thing possesses, the more cosmopolitan it is. The more national colors a thing possesses, the more attractive it is to people. Third, try to find the eternal theme of humanity in Chinese culture, to further demonstrate and excavate the rich personality of the characters, to show the elements that arouse the strong resonance of audience in different cultural backgrounds.

Secondly, work hard on the artistic aspects. In order to enable film culture propaganda to truly lodge itself into the minds of the overseas audience, we must pay attention to the originality of the program, content selection and the art of expression. Pay attention to methods, and the packaging. Develop a clever method of our own in the portrayal of the characters, expressions, producing skills. "Use the scene to speak", make program be contagious and attractive, which make people accept knowledge and information, enjoy the art, and accept our views and ideology imperceptibly while appreciating artistic works.
Finally, pay attention to the communication effect of film and TV works. The aim we conduct propaganda through film and TV works is to let the audience overseas have a better understanding of Chinese. One method to improve the effectiveness of communication is to improve the credibility of the work, attracting overseas participants and using the experience of overseas participants to create programs. For example, invite a foreigner to host the show, investigate throughout China, let them talk about what they see and how they feel about China, which is more credible than program that only has Chinese hosts speaking.

**Implement External Tourism Marketing**

Tourism has become an important way for the international community to perceive the national image and the development of a country. In the present era, the governments of all countries attach great importance to shaping the national image with tourism. The author believes that to develop the international tourism, we should pay attention to avoid the negative effects it brings, and play its advantages actively to better shape the good national image.

First, improve the civilization behavior of Chinese citizen in outbound tourism. Chinese outbound tourists have been all over the world, they are the communication subjects shaping the national image. Tourist behavior is foreign behavior. Different from general individual behavior, this behavior has more national colors. There is an inseparable relationship between the individual and the country and the individual has become a part of elements of the national image. Therefore, the level of citizen quality plays an important role in the national image.

Second, give full play to the role of the guides as cultural ambassadors in the tourism activities. When tourists come to a foreign country, a heterogeneous cultural district, is bound to have silent collision of heterogeneous cultures. Therefore, providing proper cultural communication, promoting mutual understanding and communication, is the important duty of tourist guides. Each tour guide in their reception service, not only propagate traditional Chinese culture to foreign tourists, but also understand and familiarize with the heterogenous culture through foreign tourists.

Third, promote the tourism promotion and cultural output mutually, strengthen the tourism marketing. Cultural heritage, cultural relics, folk customs, cultural landscape tourism resources are important carriers of Chinese culture, the cores of international tourism attraction. Marketing culture is the priority among priorities of tourism marketing work.

**Implement External Culture Marketing**

China has realized the importance of cultural exchange, for example, we established the China International Cultural Exchange Center website. "Chinese culture" year is held in the United States and France; 282 Confucius institutes and 272 Confucius classrooms were set up worldwide to teach Chinese and promote China culture. However, compared with other countries, China still needs to be improved in the culture output. To strengthen foreign cultural exchanges and promote China's national brands we should pay attention to the following points:

Firstly, export Chinese culture through various means. The penetration of culture is far more important than any product or advertisement to a country's national brand image. In fact, many countries' impressions on China are only the "poor developing countries", "Kung Fu" and so on. We should pay attention to combine tradition and modernity in the export of Chinese culture. On the one hand, show the broad and profound Chinese cultural history; on the other hand, show the development of China's modernization. The methods to export national culture is various. For example, through the movie "Lord of the rings" with its "100% pure New Zealand" national brand promotion activities, New Zealand has greatly improving the development of the national image and tourism.

Secondly, pay attention to the development of education. The government should provide more financial support for the development of China's education industry, and create a good learning atmosphere. The development of education, not only can cultivate native talent to provide intellectual support for the country's economy development, but also can attract foreign high intelligence talent. When develop Chinese education industry, services and resources that contribute to human development should be integrated into the education system and the education should be closely linked to the national development strategy.
Thirdly, to strengthen foreign exchanges we need to seize the key moment. Improving the national brand image at a critical time will have a multiplier effect. Key moments of international economy, sports, cultural events and other events are good opportunities to enhance the image of the country. The South Korean government seized the 1998 Seoul Olympic Games to market kimchi to the world as Korean culture and then master the international standard of pickles without letup. The major international conferences and events, as long as given enough attention of personnel and professional institutions, will largely promote and improve the national image of China.

**Implement External Cause Marketing**

China's can be regarded as a big country on most aspects. With the rapid economic strength development, the impact of China on the world economy has been significantly enhanced. More and more attention is paid to China, and the international community is demanding increasingly that China take the responsibility of a "big power". Participating in international affairs and taking the international responsibilities help to show the image of China's big powers. To construct the national brand of China in this regard, we should do the following:

Firstly, China should take an active part in international affairs in every field, undertake corresponding international responsibilities and fulfill its obligations as one of the permanent members of the United Nations. For example, establish more fair and reasonable international economic order and rules, take part in solving the problem of global imbalances, expand the financial openness, promote market-oriented reform, improve the social security system, increase the international aid and so on. Our country should, as always, shape a responsible big country image that abide by the international laws and international relations, maintain world peace and promote common development.

Secondly, environmental pollution, climate change and energy shortage, has become the focus of global attention. China should also bear the corresponding international responsibility as a big developing country. As a big developing country, China has responsibility in the era of low carbon economy, which is mainly reflected in the emission reduction and the development of low carbon industry. In December 2015, President Xi Jinping attended the Paris climate change conference opening ceremony and released an important speech, stressing that all parties to show sincerity, strengthen confidence and work together to promote the establishment of a fair and effective mechanism for addressing global climate change, to achieve a higher level of global sustainable development and to build a win-win cooperation in international relations.

Thirdly, dealing with emergencies, taking responsibility in international assistance and other aspects will enhance the national brand image. At present, world disaster occurred frequently, for example, the January 2010 Haiti earthquake, April 2010 Yushu earthquake in China, Somali pirate events, UN peacekeeping and so on, in the face of these incidents, China's international assistance and the calm, strong wills we show can be displayed as national image a big country. For example, since in 2008, Chinese warships started to escort the Somali waters. We not only protect people's personal safety and the interests of merchants, maintain the national strategic interests, but also show a big country that is responsible for its people and international community.

**References**


