Research on the Art Brand Building Mechanism of National Musical Venue

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Abstract. With the rapid development of China's cultural industry, art communication company have sprung up in recent years, fiercer competition between companies, under the background of the how to produce from several companies have greater influence, high degree of recognition, unique brand of Chinese pavilion art, is the national music art in culture market top important means, is also the ultimate goal of the same kind of companies scrambling to develop at present. In this paper, literature research method, induction method, analysis method and other research methods are used to analyze and elaborate the current situation of the art brand of the national music museum, and combined with the brand positioning process and methods to analyze the art brand positioning of the national music museum, and put forward the corresponding brand building strategy.

Introduction

Chinese traditional music venue brand is the consumer to the Chinese pavilion business philosophy, corporate culture, values, cultural products of cognition, it provides a unified national music art image, make the operation process to form a complete value chain of Chinese music art, also let Chinese traditional music venue art brand radiation out of the company's service brand and art goods brand. Therefore, the establishment of art brand is conducive to highlighting the characteristics of the national music hall, so that consumers form brand preference. At the same time, it can improve the accuracy of the company's market positioning, stabilize the price of art products and reduce business risks. Finally, through brand building to further enhance the value of the company, to extend the vitality of the company.

Analysis of the Status Quo of Chinese Traditional Music Venue Art Brand

Under the increasingly vigorous trend of the cultural industry, the number of art culture communication enterprises of various sizes and forms increases in direct proportion to it. However, most art culture communication companies have a wide range of business and their main business is relatively vague, especially in the music industry. Company brand positioning inaccurate leads to this type enterprise can't clearly highlight the unique personality of the brand image, and the vast majority of Chinese art and culture communication company have neither branding consciousness, there is no independent brand culture, makes this type of company has certain bottlenecks in the process of development stage, the development to the middle lose vitality. In addition, the domestic art and culture market as a whole presents the enterprise brand establishment structure is chaotic, the development level between different regions is big difference, the brand innovation ability is weak, and the brand culture transmission mechanism is not perfect and so on. Although on the one hand, it reflects the disadvantages of the brand development of the art and culture communication company, but on the other hand, it shows that the brand competitiveness of the current domestic art and culture communication enterprises is small, and the development space is large. Therefore, in terms of the current development status, the brand building awareness needs to be strengthened and deepened, and the brand building mechanism needs to be constantly adapted to the market structure to establish and improve, so that the national music museum can achieve long-term development.
Brand Positioning Analysis of China Music Culture Communication Company

According to the theory of brand management, brand positioning refers to the process or action of establishing a unique brand image in line with the original products and designing and spreading the overall brand image on the premise of comprehensive analysis of the target market and competition, so as to occupy a unique value in the hearts of target consumers. In other words, the brand positioning of the national music museum starts from the music market, analyzes the competition situation of the national music art in the music market, and establishes a brand image in line with the characteristics of the national music art itself. In the process of brand establishment, brand positioning is the most initial and important step. In the process of brand building, it is divided into two dimensions: process and method.

The first step is to analyze the advantages of the company, that is, to analyze the uniqueness of the brand, to find out the dominant or recessive advantages of the company by comparing the development, pricing and sales channels of products related to Chinese traditional music art with competitors. The second step is market segmentation and selection of the target market, that is, market analysis is carried out from the four aspects of demographic characteristics, geographical characteristics, psychological characteristics and behavioral characteristics, to find out the target customer groups of Chinese traditional music art, so that the company can obtain the maximum operating benefits. The third step is to analyze the customer values in the target market. After positioning the target market, through the surface of consumer behavior, analyze the main needs of consumers, determine the values of customer groups, and find the value positioning of traditional music venue art brand. The fourth step is to refine the core value of the brand, that is, to extract unified and concentrated values from different consumers, so that consumers will have a sense of belonging when they see the brand, thus stabilizing their consumption psychology. The fifth step is to establish an excellent brand association, that is, to attach the core concept of the company's brand to the image logo design of the national music art brand, and to establish a language of communication with consumers so that they will have the desire to consume. The sixth step is to effectively communicate the brand positioning concept, that is, systematically display the inner core value of the brand to the public through advertising, personnel promotion and public relations. The seventh step is to strengthen the positioning concept, that is, by constantly and repeatedly using the media to spread the brand image, make the brand image deeply rooted in the people. The eighth step is to reposition the brand, that is, to adapt to the changing needs of consumers, to sublimate and reposition the brand of a Chinese traditional music art communication company.

Brand positioning is a dynamic process, its purpose is to mold the personality is distinct for enterprise or company brand image, so the use of different types of enterprises brand positioning method is different also, according to the characteristics of the Chinese art, to analyze brand positioning method from the following points: first, the leader position, brand positioning in the Chinese pavilion art with a "first," "No.1" and so on the stressed words, to achieve the purpose of strengthening brand awareness and positioning. Second, empty positioning, looking for the attention of consumers but not the development of the Chinese music art market space. Third, USP positioning, namely "unique sales proposition," carries out brand positioning from the three basic points of uniqueness, point of sale and persuasion power to find the unique parts that target consumers are in great demand but other competitors of the same type do not have. Fourth, consumer positioning, the national music museum art brand and consumers closely linked, give consumers a sense of brand belonging, customized consumer psychology. Fifth, benefit positioning (or function positioning) is to establish brand positioning according to the benefit relationship brought by Chinese music art to consumers. Sixth, cultural positioning, the connotation of Chinese music culture into the brand, so that the formation of differences.

The Chinese Traditional Music Venue Art Brand Building Strategies

Based on the above analysis of the brand positioning of Chinese traditional music art, this paper proposes the following strategies for the brand building of Chinese traditional music art from the four dimensions of brand positioning, brand image design, brand image integration and communication, brand image construction and maintenance.

Brand positioning mainly from *the brand value, main industry, audience* and other aspects. Chinese art and culture of the main audience for the students and love Chinese people in the society, when the brand values from the perspective of audience, sampling survey was carried out on the audience, after collecting survey data to analyze the consumption psychology and consumption demand, determine the company's main business industry type, forming the unique corporate brand image.

The image design of Chinese traditional music art brand can start from two aspects: the artist himself and the company's brand positioning. First of all, combined with the artist itself, there are some Chinese art culture communication company named after the name of the artist to directly, such as "XuYany RUAN," "ManTianMusic," etc. The company by the very nature of the artist to fill the company's brand culture connotation, fully reflects the company's core culture and business philosophy, forming the company brand image. Secondly, through the company's brand positioning to carry out the company's brand image design, this method needs to be carried out in the company's own brand positioning is clear, after the positioning of the core culture of the brand into which the design of the iconic brand image.

The communication of the brand image of Chinese traditional music art should be combined with the trend of the times and make full use of new media technology, such as the "Internet +" project to combine the Internet with traditional industries such as Chinese music art. Using media to carry out brand image communication is a way of low cost and high feedback, such as setting up WeChat public account or small program to establish a communication platform with consumers, which can promote the brand image and get feedback from consumers in time. Or we media videos with brand characteristics can be shot and put into video websites with high frequency of consumption to spread the company image. There are many kinds of social media, and now is the era of big data. If social media can fully play its role, brand image communication can also get a better response.

The establishment of the company's brand image is difficult, and the maintenance of the brand is the protection of the brand owner's achievements. Brand maintenance mainly includes brand trademarks, patents, trade secrets and other maintenance. Once the brand image is damaged, legal measures should be taken immediately to maintain the brand image.

Summary

The inheritance and dissemination of Chinese music art is an important part of carrying forward the excellent traditional culture of the Chinese nation. The development of a Chinese music art and culture communication company should conform to the trend of The Times. But the market rapidly changing, how broad art, Chinese art is the main force of China's traditional culture, through the process of brand positioning, brand building to maintenance, launch iconic brand image of Chinese art, to make Chinese music art become a deep-rooted cultural self-confidence in the heart, is the Chinese art inheritance and the development important way, also is the importance of Chinese art and culture communication company experience is long cover is new way of life.

References


