

# The Examination of Integrated Marketing Strategy of the Cultural and Creative Industries in the Henan Province An example of how Henan TV became a household name in China

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**Abstract.** With the popularity of Henan TV programs and the "archaeological blind box" in recent years, Henan Provincial Museum, an excellent representative of the development of domestic museum, has become a hot research subject. At present, the China's demands for the development of cultural and creative industry have not been met. And the burgeoning cultural and creative industry needs excellent cases for further reference. Based on the current situation and difficulties of the development of museum resources in Henan Province, this paper attempted to explore how its utilization of creative marketing methods such as the "blind box economy" to promote the deep integration of cultural resources and cultural and creative industries. Furtherly, the promotion of the in-depth integration of cultural and creative industry in Henan Province through integrated marketing communication was also be elaborated. Finally, this paper proposed targeted improvement measures to contribute to the development of the cultural and creative industry in Henan Province. The paper also offered relevant improvement measures, with a view to playing a positive role in the evolution of cultural and creative industry in other cities and provinces.

**Keywords:** Integrated Marketing; Henan Museum; Cultural and Creative Industry

## 1. Introduction

Since January 23, 2008, when the Ministry of Propaganda, Ministry of Finance, Ministry of Culture and State Administration of Cultural Heritage jointly issued *the Notice on Free Opening of National Museums and Memorials*, public museums, memorials and patriotic education demonstration bases managed by cultural and cultural heritage departments at all levels nationwide gradually open for free. These places serve as important sites to appreciate the charm of traditional culture and inherit the national spirit.<sup>1</sup> Through nearly 20 years of development, China's cultural and creative industry has made specific development achievements. With the increased popularity and rapid development of the Internet, China's cultural and creative industry has ushered in a new opportunity. Museums such as the National Palace Museum and Henan Museum, have taken advantages to open up a new model of cultural and creative development as well as walk out of a unique path of cultural and creative industrialization and commercialization.

Henan is a large province of cultural relics, known as the cradle of Chinese civilization and the centre of the Central Plains culture. Its long history has accumulated rich historical and cultural resources. Since 2009, museums and memorials attributed to Henan's culture and cultural relics departments have been opened to the public free of charge. *The 2019 Henan Museum Directory* shows that by the end of 2019, there were 348 museums in Henan, including 6 first-class museums, 19 second-class museums, 23 third-class museums and 300 unclassified museums. All museums received 71.74 million visitors annually, and the proportion of free access to museums in the province has reached 91%.<sup>2</sup> Over the years, Henan Province has been exploring the development of cultural and creative industry based on its rich cultural relics. For example, it founded the Henan Museum Huaxia Ancient Orchestra, and hosted the Sixth Central Plains (Hebi) Cultural Industry Expo, etc.

<sup>1</sup> [http://www.gov.cn/gzdt/2008-02/01/content\\_877540.htm](http://www.gov.cn/gzdt/2008-02/01/content_877540.htm) "The Bureau of Cultural Heritage issued a notice on the free opening of museums and memorials nationwide"

<sup>2</sup> <http://wwj.henan.gov.cn/2020/08-05/1934621.html> Henan Provincial Administration of Cultural Heritage "Notice on the Announcement of the 2019 Henan Provincial Museum Directory"

Following the popularity of the program "Night Banquet in Tang Dynasty Palace" in early 2021, a series of programs such as "Pray" and "Guardian Warriors of Longmen Grottoes" launched by Henan TV and museums in Henan Province became popular nationwide and turned into the "national style" program recognized the audience. The youthful expression has attracted a large number of young fans, and in a short period of time, a series of national style IPs such as "Wonderful Tour" have been established. Since then, the cultural and creative industry in Henan Province has been experiencing a wave of development. Drama series, variety shows, cultural tours and physical products and other multi-line parallel projects have been launched continuously..

## 2. Origin of the study

Integrated Marketing Communication Theory was the most critical achievement in marketing in the 1990s. Don E Schultz, a professor of marketing at Northwestern University, first introduced the concept of Integrated Marketing Communication (IMC) in the theoretical sense, the core idea of which is to unify all communication activities related to the marketing of a company in a consumer-centric manner.

In 1996, Lu Taihong, Li Shiding and other Chinese scholars published a series of articles on Integrated Marketing Communication, such as "What is integrated marketing communication IMC" and "How to successfully implement IMC" in International Advertising. These articles systematically discussed IMC theory and formally introduced the theory into the Chinese academic community for the first time. Since then, IMC theory's academic research and discipline construction has gradually developed and grown. As of March 8, 2022, there are 1924 journal articles, 622 master's and doctoral theses, 33 conference papers and 4 books can be found on CNKI on the subject of IMC. These literature on this topic is mainly divided into basic research based on the theory itself and industry guidance research applied to the market economy.

Some museums in China have accepted the concept of IMC. Furthermore, Chinese scholars have conducted research on the application of IMC with the Palace Museum's cultural and creative industry. However, the advantages of the Palace Museum's cultural and creative industry in terms of region, cultural and resources are difficult to replicate. And it faced with the problems of single product line style and the insufficiency of connotation interpretation, which may make it easy to drown in the Internet era with the rapid change of trend culture. Therefore, as a supplement, this paper selects the cultural and innovative industry in Henan Province as a case study, and tries to explore how to use creative marketing means such as "blind box economy" to promote the deep integration of cultural resources and cultural and creative industry, as well as how to encourage the development of cultural and creative industry in Henan Province through Integrated Marketing Communicatuon Theory, and put forward targeted improvement measures.

## 3. Overview of regional cultural and creative industry

In recent years, Henan Province has effectively seized the dividends of the times in the development of cultural and creative industry, so it deserves attentions to study. Although China's museums' cultural and creative industry has not formed a parallel development trend, their commonalities can still be used as an entry point.

### 3.1. Opportunities of the times

As the development of cultural and creative industry is gradually put on the national development agenda, relevant policies and measures have been introduced to promote the reform and development of museum cultural and creative industry, so as to provide a broad space for the development of cultural and creative industry. *The Regulations on Museums*, issued by the State Council of the People's Republic of China on February 9, 2015 and effective since March 20, 2015, proposed that "The State encourages museums to explore the connotations of their collections, combine them with

cultural and creative industry, tourism and other industries, and develop derivative products to enhance the development capacity of museums."<sup>3</sup> "The 13th Five-Year Plan has also set new development goals for the National Cultural Relics Business.

In order to promote the deep integration of culture and science and technology, to comprehensively enhance the innovation capacity of culture and science and technology, transform the mode of cultural development, to promote better and faster development of cultural undertakings and cultural industries, to better meet the new expectations of the people's spiritual and cultural life, and to enhance the people's sense of access and happiness, the Ministry of Science and Technology, the Central Propaganda Department, the Central Internet Information Office, the Ministry of Finance, the Ministry of Culture and Tourism, and the General Administration of Radio and Television jointly studied and formulated the "Opinions on Promoting the Deep Integration of Culture and the deep integration of science and technology guidance" (after this referred to as "Opinions"), and issued on August 13, 2019.<sup>4</sup> The introduction of a series of policy measures tilted to promote the dissemination of museum culture, boost the development of museum cultural and creative business, and depict a beautiful blueprint. But there are still many problems in the museum cultural and creative industry. So, how to seize the opportunity in the era of booming cultural and creative industry has become the focus of development.

### 3.2. Existing Dilemma

Even though there are continuous policies to promote the development of the cultural and creative industry, most museums are still facing specific common problems. In many museums nowadays, the conservative management approaches are still dominant because the traditional business concept is deep-rooted, and they even look down on visitors, resulting in the overall operation lacks vitality. Such a posture leads to a lack of market awareness and development, reflected in the single-use of funds, a lack of motivation for innovation and so on.

Most of the museums in China (especially small and medium-sized) tourism products are still mainly in the primary stage of sightseeing, ignoring the added value. Due to the lack of in-depth exploration of the cultural connotation of the products, tourists are just taking a cursory look, so the utilization rate of cultural and tourism resources is low., Cultural entrepreneurship is finally an economic activity to meet the needs of human desire for industrial activities.<sup>5</sup> Additionally, several museums fall into the dilemma of product homogenization. It not only destroys the cultural atmosphere of museums, but also reduces the consumption desire of visitors rapidly. Omogenization is often accompanied by low quality. Its essence is that the museum's cultural and creative development is too hasty, ignoring its own uniqueness, resulting in the decoupling of cultural and creative products from the unique connotation.

### 3.3. Initial Exploration

With the development of China's market economy, most museums have begun to consciously seize the opportunities to build their brand image and create their own unique IP.

In recent years, the Palace Museum have constantly been developing with the "Meng" culture and palace totem culture., From the "Palace Taobao" to to the launch of interactive puzzle books in cooperation with the room escape game brand "Mystery Home", the Palace culture was explore with fun, which broadens the extension of the museum culture. What's more, the Sanxingdui Museum produced "Gu shu meng wa" wechat sticker series with Sichuan dialect, creating a casual and pleasant vibe. The Hunan Provincial Museum launched the "Drinking Card" with Changsha Bank and the milk tea brand "Cha Yan Yue Se" as an expansion of its "Jun Xing food civet lacquer plate" IP, in order to

<sup>3</sup> [http://www.gov.cn/zhengce/2015-03/02/content\\_2823823.htm](http://www.gov.cn/zhengce/2015-03/02/content_2823823.htm) "Museum Regulations (State Council Decree No. 659)

<sup>4</sup> [http://www.gov.cn/xinwen/2019-08/27/content\\_5424912.htm](http://www.gov.cn/xinwen/2019-08/27/content_5424912.htm) Notice of the Ministry of Science and Technology and Six Other Departments Issuing <Guidance on Promoting the Deep Integration of Culture and Science and Technology>

<sup>5</sup> Chen Qijia, Liao Yiqi. The archaeological consumption of pleasure: A study on the product characteristics of cultural and creative industries of cultural and archaeological category[J]. Journal of Jiangsu Administrative College, 2020(01):33-41.

export its culture with food topics. The Dunhuang Research Institute has three sub-brands, which focus on interpreting Dunhuang art, cooperating with external brand and organizing public events. A new model for the development of cultural and creative products in the network era has been formed.



Figure 1. Domestic museums' attempts at cultural and creative industries

#### 4. Analysis on the Strategy of Integrated Marketing Communication of Cultural and Creative Industry in Henan Province

The year 2021 can be regarded as the first year of cultural and creative industry development in Henan Province. Starting from the "Night Banquet in Tang Dynasty Palace", the bold attempt in Henan TV's Spring Festival Gala, Henan Province has carried out Integrated Marketing Communication based on its rich traditional cultural resources.

##### 4.1. Influential Stage Performances in National Style

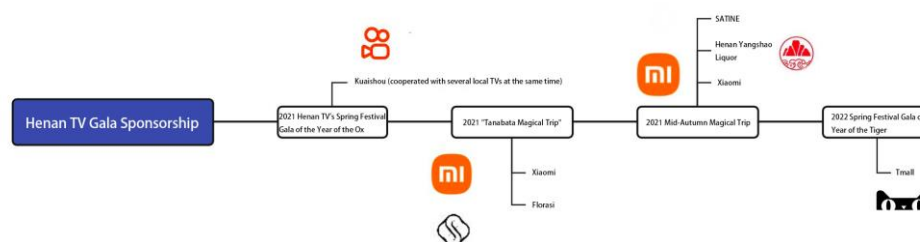
The strong association between Henan TV with the "National Style Stage" began with the song and dance drama "Night Banquet in Tang Dynasty Palace". As a new attempt at Henan TV's Spring Festival Gala of the Year of the Ox, "Night Banquet in Tang Dynasty Palace", produced by Zhengzhou Opera and Dance Theatre, was put on stage under a shortage of funds. The original name of "Night Banquet in Tang Dynasty Palace" is "Tang Terracotta Warriors", inspired by the Sui Dynasty music and dance figurines excavated from Zhang Sheng's tomb in Anyang, Henan Province. This cultural relic is now exhibiting in Henan Museum, which tells the story of 14 lovely Tang Dynasty ladies rehearsing, rushing and performing at the palace. The dancers' exquisite performance skills, combined with the application of 5g and AR technology, and the ingenious integration of real stage and virtual image, make the audience seem to be in the scene of the prosperous age of the Tang Dynasty.

In just one week after its premiere, the video of "Night Banquet in Tang Dynasty Palace" has attracted 48.62 million views on Weibo and over 200 million plays on related topics on Tiktok.

After the great success of "Night Banquet in Tang Dynasty Palace", the director made a last-minute change on the original plan of the Lantern Festival Gala. In just a dozen days, a program of the same type "Wonderful Night of Lantern Festival" was prepared. This gala without celebrities, commercials or even hosts uses the perspective of the ladies in "Night Banquet in Tang Dynasty Palace", leading the audience to appreciate Henan Provincial Museum, the Grand Tang Dynasty in Luoyang, the Qingming River Garden, the Dengfeng Stargazing Platform and other historical destinations,

showcasing a variety of cultural relics such as "Wu Zetian's Golden Brief"<sup>6</sup> "Ru Guangyao Sky Blue Glaze Engraved Goose Neck Vase"<sup>7</sup> "Jiahu Bone Flute"<sup>8</sup> "Fresco of Four Gods and Clouds"<sup>9</sup> "Lotus and Crane Square Pot"<sup>10</sup> The "Wonderful Night of Lantern Festival" reached the wide popularity of Henan TV and Henan Provincial Museum. After the gala, three related topics hit the Weibo hot search, among which the topic of "Henan Lantern Festival Party is a live-action shooting" reached 170 million heat. Since then, "Pray" (Dragon Boat Festival Magical Trip), "Guardian Warriors of Longmen Grottoes" (Tanabata Magical Trip), "Ink Dance Mid-Autumn" (Mid-Autumn Magical Trip), "Phoenix Presenting Rituals" (Chongyang Magical Trip) and other national style programs throughout the year major traditional festivals jointly established the brand of "Magical Trip" of traditional Chinese festivals. In 2022 CCTV Spring Festival Gala of Year of the Tiger, the performance of the excerpt of the stage play "The Journey of a Legendary Landscape Painting" can be seen as a reference to the program on Henan TV in the form and content.

Nowadays, Henan TV's National Style Gala has become a representative project of Henan Province's cultural and creative industry, no longer facing the problems of cost and flow.. 2021 Henan TV's Spring Festival Gala of the Year of the Ox was sponsored only by the short video APP Kuaishou, which cooperated with several local TVs at the same time. Laterly, there are more sponsors for the "Tanabata Magical Trip", such as Xiaomi, Florasi, SATINE, Tmall and so on. Xiaomi even continued to sponsor as a "strategic partner".



**Figure 2.** Henan TV Gala Sponsorship Timeline

#### 4.2. Creative Marketing Taking Advantages of Trends

Against the above context, the major museums in Henan Province, led by the Henan Provincial Museum, quickly gathered the flow of the National Style and took advantage of this opportunity to launch a series of creative marketing. In 2019, the cultural and creative team of Henan Museum started to focus on the "blind box economy", which was a big hit in the market. After referring to the marketing model of the blind box, the team added the interactive process to the blind box model and

<sup>6</sup> A Tang Dynasty relic, 36.2 cm long, 8 cm wide, weighing 223.5 grams. It is engraved with 63 characters in double-hook script, to the effect that Wu Jiu, the lord of the Great Zhou Dynasty, believed in Taoism and longed for immortality and immortality, so she ordered her envoy Hu Chao to pay homage to her at the gate of Mt.

<sup>7</sup> This vase has an open mouth and thin neck, with a bulging belly and footrim, and the neck and abdomen are carved with a lotus flower pattern. The surface of the vessel is covered with sky blue glaze, the glaze layer is uniform and lustrous, and the open pieces are sparse and dense. The bottom of the footrim of the bottle is exposed and stained with tiny sand particles, which is obviously mat-fired. It was excavated at the Ru kiln site in Qingliangsi, Baofeng County, Henan Province, and is now in the Henan Provincial Institute of Cultural Relics and Archaeology.

<sup>8</sup> Neolithic cultural relics, excavated at the Jiahu site in Maoyang County, Henan Province, China, 7800–9000 years ago, is the earliest physical instrument in China, now in the Henan Provincial Museum.

<sup>9</sup> The frescoes of the four gods and clouds, also known as the "Kakeyuan Han Tomb Frescoes", were uncovered in 1987 from the top of the main chamber of the Kakeyuan Han Tomb in Yongcheng Mountain, Shangqiu City, Henan Province, and are now housed in the Henan Provincial Museum.

<sup>10</sup> Spring and Autumn lotus and crane square jug, a bronze wine or water vessel of the middle Spring and Autumn period, one of the first Chinese cultural relics banned from exhibition abroad. 1923, unearthed in Zheng Gong's tomb at Lijialou, Xinzheng, Henan Province, a collection in the Bronze Museum of the Palace Museum, Beijing, and a collection in the Henan Provincial Museum.

designed the "Dynamic Cultural Creation" ("Dynamic Cultural Creation" refers to the concept of cultural creation products that are no longer static and isolated, but require human participation and are finally obtained through various interactions). After the "Lost Treasures" archaeological blind went viral along with Henan TV's National Style program, the "Scattered Treasures" restoration blind box and "Carved Treasures" transmission blind box were launched in sequence (see Table 1 for details). The basic instruction of which is that consumers can use the "Luoyang shovel" included in the package to excavate the earth wrapped with "treasures", "unearthed" bronze, yuan treasure, bronze Buddha, bronze jade, silver medal, knife coin, pottery miscellaneous pieces, etc. to get an immersive archaeological experience.

**Table 1<sup>11</sup>** Henan Provincial Museum Blind Box Cultural and Creative Products Launch Schedule

Product-names	Timetable	Peculiarity
Lost treasure: archaeological blind box	1-Jun-2019	Combine archaeological excavation with blind box
Scattered treasures: conservation blind box	1-May-2021	Excavation and restoration of cultural relics
Carved treasure: rubbing blind box	1-Sep-2021	Select classic stone carving cultural relics to let consumers learn rubbing technique and experience

In 2021 Double Eleven shopping carnival, Henan Museum and Luoyang Museum, together with the Sanxingdui, Gansu Provincial Museum, Suzhou Museum,

launched a new set of 15 limited edition archaeological blind box on Tmall, which was called "National Treasures more than one side, Mythical Series Archaeological Blind Box ". This product officially pushed the archaeological blind box to the national market, introducing a new craze for annual cultural and creative industry consumption. According to media reports, the sales of the museum's innovative products in the annual Taobao Shopping Festival soared to over 400% since the first day of pre-sale. By the end of 2021, the Luoyang Museum promoted a cross-border cooperation with mobile game "I am the Great East" and launched a new gaming strategy "Luoyang Treasures". The game stimulates ancient commercial life which combined with the cultural history of Luoyang City, the eastern starting point of the Silk Road. "Treasures" in the game are designed based on the Luoyang Museum's collection of cultural relics. In this way, players are encouraged to fully understand the history behind the antiques and feel the charm of Chinese culture through the game.

The cross-border exploration of cultural and creative industry by museums in Henan Province provides consumers with new cultural and creative products and cultural experiences. Furthermore, it gives new vitality and development routes to the cultural and creative industry in Henan Province and the whole country.

#### 4.3. Retaining Users by Culture and Tourism Projects

The rich tourism resources of Henan Province are getting more users' attention through online pop-up content. After the fans are attracted by the National Style programs and creative marketing, the key to "retaining users" is drama series, variety shows, and specific cultural tourism projects.

As popularity increases, Luoyang City launched the "Wind from the Luoyang" tourism campaign in conjunction with Iqiyi's "Wind from the Luoyang" project. It has been established as a critical project since 2018. A total of 12 forms of content products are produced, including drama series,

<sup>11</sup> Song Hua,Yao Xing. Small blind boxes for a big world--analysis of the growth of archaeological blind boxes in Henan Museum[J]. Museum,2021(06):113-119.

comics, animation, variety shows, documentaries, movies online, as well as stage plays, entertainment projects, peripheral cultural creations, physical games offline .In 2021, while the "Wind from Luoyang" episodes were broadcasted, relevant projects such as theme hotels and theme blocks were landed at the same time, successfully driving cultural tourism consumption. Until February 2022, the overall IP popularity of "Wind from the Luoyang" has exceeded 92.57 million, ranking first on Douban, Zhihu and other platforms many times, with the reading volume exceeds 60 billion.

**Table 2** "Wind Up Luoyang" Project Matrix

Project-names	Type	Timetable
Wind from the Luoyang	Drama series	1-Dec-2021
Wind from the Luoyang: fluorescence	Comic	1-Oct-2020
Wind from the Luoyang: Hidden Evil	Animation	1-Dec-2021
Wind from the Luoyang: Manhunt	Animation movies	1-Dec-2021
Appearance! Luoyang	Variety show	
inside luoyang	Documentary	1-Dec-2021
Wind from the Luoyang: Reincarnation Land	Movie	
/	Entertaining Project	
	"Script Kill"	
	Drama	
	Cultural and Creative Products	
	Physical Game Store	

Kaifeng City, focusing on the development of the giant theme park "Qingming Shanghe Park", has launched two major nighttime performance programs - "Da Song - Dongjing Dreaming" and "Da Song - Bianhe Lantern" immersive light show. Zhengzhou, Jiyuan and other cities have also launched different "National Style" tourism projects. Theses cities continue to create new cultural projects to cash the flow and to find new fuel for traditional projects in the "National Style" trend.

#### 4.4. Win-Win Development Momentum

The work conference of the Henan Provincial Party Committee held on September 7, 2021, proposed to anchor "two guarantees" and fully implement "ten strategies". One of the ten strategies is the integration strategy of cultural tourism and cultural innovation. The meeting pointed out that the province should be determined to perform cultural confidence and make use of culture to cultivate people. Henan should also grasp the characteristics of high permeability, robust integration and transcendence of cultural, and make culture and tourism promote each other, thus resulting the accelerated construction of a culturally enriched province, and strive to build the Chinese cultural heritage innovation centre as well as the world's cultural tourism destination.<sup>12</sup>

In addition to the museums at the top, Henan has also extended its cultural construction to the grassroots, initially building a top-down cultural infrastructure from the province, city to county, township and village. There are nearly 1,000 public museums (memorials), libraries and cultural centers have been built, and a public cultural service network. has been formed. In the future, Henan will pay more attention to the important role of culture in tourism development. With the government

<sup>12</sup> <https://share.hntv.tv/news/0/1437618758897385473> "Provincial Party Committee Work Conference Proposes Integration Strategy of Culture, Tourism, Culture and Creativity Henan's Culture and Tourism Development Embraces New Opportunities - Interview with Yin Chichisong, Vice President of Tsinghua University's Institute of Culture and Creativity

taking the lead and various institutions and scenic spots working together, it is foreseeable that the joint investors will produce more excellent cultural and creative products.

## **5. Current Situation and Difficulties of Cultural and Creative Industry in Henan Province**

Henan Province has accumulated a lot of successful experience in the development of cultural and creative industry. However, facing the current pandemic times, it needs to reflect and analyze its predicament more deeply to seek pragmatic development and perform rational and long-term development of its cultural and creative industry.

### **5.1. The Dilemma of No Attentions**

Henan Province's cultural and creative industry developed in a fragmented manner for a long time. In 2015, Qingming Shanghe Park in Kaifeng City gained extremely high exposure due to its variety show viewing and special activities, and CCTV's "Newsroom" broadcasted the park's spectacle live twice. Nearly 110,000 visitors crowded in during the Qingming holiday. In the 22 years since the founding of the Huaxia ancient Orchestra of Henan Museum, it has also been popular for several times because of the restoration of ancient musical instruments. But overall, the rich potentials for various usages of resources are not fully explored. For example, the number of tourists received during May Day in Henan was 36 million, with a total tourism revenue of 23.9 billion yuan. By contrast, Sichuan received 43 million tourists during the same period, with total tourism revenue of 38.2 billion yuan. In terms of the number of world cultural heritage and 5A scenic spots owned by the two provinces, there is little difference in their tourism resources, but there is a big gap in attracting tourists.<sup>13</sup>

In the Internet age, the audience's attention always shifts rapidly with new hot events. If there is no mature drainage and aggregation system, it is often powerless to face this situation. To make matters worse, the covid-19 pandemic outbreak has heavily stroked the cultural tourism industry in Henan Province. Even though there are rich cultural and tourism resources, the epidemic has blocked the pace of tourism. And the "resources without attention" problem remains to be solved. Many splendid civilizations are still neglected, such as Longmen Grottoes, Shaolin Temple, Shennong Mountain. Numerous similarly beautiful natural and manmade landscapes are still under such dilemma.

### **5.2. The Unclear Brand Positioning**

The "archaeological blind box" launched by Henan Province has triggered a large-scale imitation, and a large number of products of the same type have appeared on the market. For example, the Sanxing blind box that went viral in the second half of 2021 as a competing product, which undoubtedly took a share of Henan's pie. The brand positioning has not yet been figured out, so the products based on the trends are easy to imitate. Even if it is the "original", it will not escape the homogenization. Therefore, highlighting the uniqueness of museums through cultural and creative products and understanding how to create highly recognizable IP have become a problem needs to think about. It is necessary to think about how to continuously innovate both in terms of form and specific content. With the intention of pursuing the product model and marketing methods that young people loved, as well as reflecting the cultural connotation vividly.

Compared with the "Forbidden City Cat" of the National Palace Museum and the "Egyptian God of Moe" of the British Museum, the cultural and creative industry in Henan Province doesn't has its own IP, leading to the lack of recognition and memory point of its brand.

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<sup>13</sup> <https://www.163.com/dy/article/GV7TNNPT0545ALRF.html> "How Henan can seize the greatest dividends of the times

### **5.3. Serious Scale Discontinuity Phenomenon**

While the cultural and creative industry in Henan Province is popular, the phenomenon of highly uneven attention has also emerged. Most consumers can only name "wonderful tour" and "archaeological blind box" when they talk about Henan cultural relics, knowing little about the splendor of the ancient capital. If cultural and creative products can not convey the cultural connotation behind them to consumers, cultural and creative products will lose their original intention.

The lack of traceability in cultural creation will do harm to its sustainable development. Only by getting rid of the purely positioning of "consumer goods" and moving closer to cultural and educational functions, can cultural innovation achieve a virtuous cycle of the industrial chain. What's more, looking back at Henan's cultural and creative industry development, it is easy to find that "taking the advantage of other's power" always accounts for the majority. How could culture take the initiative to go back to the traditional culture, drawing its spiritual connotation, and achieving the balance between culture and creation? The integration of ancient and modern is still a long-term proposition.

## **6. Improvement Measures of Integrated Marketing Communication Strategy of Cultural and Creative Industry in Henan Province**

Henan Province's cultural and creative industry has been in a leading position in China. However, the problems summarized above still need further consideration. Only by improving the deficiencies can Henan Province's cultural and creative industry occupies the leading and exemplary position.

### **6.1. Challenge of Ongoing Pandemic**

Research by UNESCO and the International Council of Museums (ICOM) shows that around 85,000 museums have closed during the pandemic, accounting for nearly 90% of all museums worldwide. And nearly 13% of museums worldwide might be permanently closed due to the lag of financial support. In 2021, the State Administration of Cultural Heritage issued an initiative to encourage local museums to make full use of existing digital resources to launch cloud exhibitions and adopt "museum+" innovative communication methods. In addition to the fundamental museum-digital construction, the combination of cultural and creative industry and the Internet economy should also be given attention as an essential part of integrated marketing communication. For example, the Henan Museum has launched a mini program "Archaeology Together" in cooperation with Alipay, which allows users to become "digital archaeology officers" by moving the digitalized models of cultural relics into the "Alipay basement". During the National Day in 2021, more than 30 million users were engaging in archaeological studies in the Alipay, driving more than 6 million users to visit the official Alipay mini program of Henan Museum. This attempt successfully brought Henan Province's cultural and creative industry into the track of cultural and creative digitalization.

### **6.2. Widening Marketing Channel**

In today's world with open channels and rich marketing methods, the cultural and creative industry, which mainly targets young consumers, should integrate culture into life attitudes and daily topics, and use marketing methods that are of interest to young people. Meanwhile, the industry should continue to make contact with consumers through fun offline activities in order to penetrate consumers' lives and establish a deep connection with them.

In terms of online marketing, in addition to the flagship stores of the shopping platforms, strategies such as live commerce, virtual image, online variety show and influencers visiting stores could also effectively improve the topic of cultural and creative products. Moreover, social media platforms such as TikTok, Taobao, Little Red Book have always launched relevant topic activities, which greatly increased the exposure of cultural and creative products.

On the other hand, the abundant offline activities by the British Museum are of great reference significance. For example, in May 2019, the British Museum co-branded with the tea-flavoured

beverage brand "Xiaomingtongxue" to create new packagings. The inspiration comes from four classic collections in the British Museum's Egyptian Pavilion (Egyptian Pharaoh, Cleopatra, Anubis and Sphinx). On the basis of the innovative design, they launched all network and all channel marketing activities to generate continuous interaction and resonance with consumers. For example, from May 17 to 20, a subway flash mob led by the IP image was held at Guangzhou Zhujiang New Town subway station as well as the three image stores to carry out IP image-led subway flash mob, dance pk, interact-for-gifts and other activities, which is a good marketing initiative worthy of learning.

### 6.3. Digging Deeper into the Cultural Connotation

No matter how the industry develops, the intention of the cultural and creative industry cannot be lost. The "root" of the cultural and creative industry lies in "culture", and only with culture can we create. Song Hua, the director of cultural creation of Henan Museum, suggests that culture and creation should go hand in hand. Dull looking would be caused by solely culture promotion, Whereas solely creation will be too commercialized. Only if we perform the combination of culture and creation can we find the core competitiveness.<sup>14</sup> People's Daily commentary pointed out that, "The fundamental purpose of disseminating cultural relics and cultural and creative products is to make the culture deeply rooted in the hearts of the people, so that the culture can be better passed on. The beauty of cultural relics is unexpected, but it is also reasonable."<sup>15</sup>

Tradition should be integrated into modernity, and history should continue into the future. To dig deeper into the cultural connotation, the government needs to provide support in talent introduction, policy liberalization, and general guidance. Besides, the micro-level strategies involve the development of cultural and creative industry should abide by their original intention, take the dissemination of excellent culture as their responsibility, to focus on the research and extension of the historical value, scientific value, artistic value, spiritual value and contemporary value of the products. aim to achieve the unity of economic interests and social responsibility

## 7. Conclusion

Today, with Henan Province leading the way, museums, art museums, art institutions, and even scientific research institutions have joined the integrated marketing and communication team. They develop numerous innovative patterns, which make us believe the bright future of the cultural and creative industry. The integrated marketing model of the cultural and creative industry is valued, reaching down to subjects with relatively lower visibility and smaller volume.

With culture as basis and the power of national style, Henan focuses on the trendy intermingling and youthful expression of traditional culture, using Integrated Marketing Communication, thus have obtained economic and social benefits. Henan firmly grasps the dividends of the times, leaping into the top five provinces in the country in terms of tourism revenue, and has given a model development plan for the cultural and creative industry. More than this, the new content forms such as variety shows, dramas, short videos and consumer brands have also found more tangible fundamentals through traditional culture, attracting and retaining a new generation of users.

Looking around the world, with the continuous economic development of various countries, "culture" has become the keyword of all countries. As the cultural and creative industry has become an inevitable choice for cultural communication, how to reasonable use of Integrated Marketing Communication or other modes to contribute disciplinary wisdom to the cultural and creative industry, and how to tell the Chinese story well to make more people know the splendid civilization of 5000 years, are still subordinate to a profound topic that is still in need of thorough research and ongoing progression.

<sup>14</sup> <https://photo.dahe.cn/2020/12-07/769825.html> "Henan's first off-the-shelf net red museum creations why is it?"

<sup>15</sup> <https://baijiahao.baidu.com/s?id=1726798583651574395&wfr=spider&for=pc> "People's Art starts commenting: when the blind box meets the three stars pile, cultural creation out of the circle, cultural relics circle powder

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