

# The Operation Logic of Constructing China's National Original IP to Empower the Peripheral Design of Game Brands: Based on the Case Investigation of Mihoyo

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**Abstract.** Game original IP, especially China's national original IP, has become a new momentum in the game industry, and with the attention of game companies to IP cultivation, the IP derivatives market has also developed accordingly. The construction of game brand's national original IP and the application of construction results are two important stages to realize the design of China's national original IP-empowered brand peripheral products, and the summary and analysis of a set of thinking models will intuitively show the operational logic of empowerment, which will help the original innovative dissemination of Chinese traditional culture through interactive media works such as games, and guide the smooth promotion of brand IP marketing. This paper uses a case study of Genshin Impact IP under Mihoyo brand, summarizes the thinking model according to the topic of this paper by progressively studying the IP construction logic and the application mode of IP empowerment peripheral products after construction, sorts out the IP architecture and the general theoretical logic of each stage of the task, summarizes the core "carrier + concept" of national original IP construction, and discusses in detail the thinking factors and methodologies of national original IP construction in the main work IP stage, derivative IP stage, and peripheral product service stage.

**Keywords:** China's national original IP; IP construction; IP empowerment; peripheral product design.

## 1. Introduction

With the continuous development of interactive media technology and intellectual property protection, game works in the form of IP adaptation have flourished, but by the end of 2022, the proportion of new games adapted by IP in China has declined for five consecutive years. In addition to macro factors, the poor performance of IP adaptation new games is also an important reason for the sluggish growth of the market. During this period, game original IP, especially China's national original IP, has become a new momentum in the game industry. With the attention of game companies to IP cultivation since 2020, the IP derivatives market has also developed accordingly, and the scale of China's mobile game IP derivatives market reached 3.5-billion-yuan CNY in 2022, achieving three consecutive years of growth under the fluctuation of the superior market.

Virtual industry brands without physical products can only rely on their IP derivatives if they want to become fashion consumer goods brands, and game peripheral products do not have advantages compared with industrial industry products. However, when the "Shanghai Brand 100+ (Fashion Consumer Goods)" list, guided by the Shanghai Municipal Economic and Information Commission and evaluated and implemented by the Shanghai Institute of Corporate Culture and Brand, was released at the 2023 Shanghai Manufacturing Excellence Fair, the two major game brands of Mihoyo and Poker City both entered the top 10. According to People's Daily News: "This is the first time that game brands have been selected based on IP peripheral products, and game products with the theme of spreading Chinese traditional culture have not only attracted global players, but also formed IP, and peripheral products are increasingly favored by young consumers[1]. "The game with the theme of spreading Chinese traditional culture under the Mihayou brand is the new work Genshin Impact that has been reported by CCTV four times and nominated twice since its launch in September 2020, which also means that Genshin IP and IP series activities have become the leading reason for Mihoyo peripheral products to be on the list this time.

The research method of this study is a case study of Mihoyo brand, select China's national original IP according to the actual situation for research, focus on the main works and derivatives under the IP construction logic of the original god IP under the Mihoyo brand since the public test, and the design of enabling peripheral products under the IP application mode, and summarize the general theory. This is based on the common law of IP economic operation, starting from the source of the main work and its derivatives of the IP construction and application research and analysis, to explore the logic of national IP in the empowerment operation.

The main work part starts from the content and form of the game, explores the thinking model of IP construction, and considers the influencing factors of other construction logic.

The derivatives section examined the Mihoyo's official Miyou forum, Bilibili, MicroBlog new media platform, including the self-media information of foreign users and players reproduced in the latter, according to the main gathering places of IP officials and user groups. Through reading the typical events of Genshin IP operation mentioned and analyzed in the relevant research literature, as well as the activities of Genshin IP peripheral products reported in authoritative media, the interaction and negotiation between IP subject and guest in terms of behavior are summarized, the behavior logic of IP parties is analyzed, and the value and significance of their activity mode selection are considered.

This paper will take Mihoyo as an example to study its operation logic from the perspective of two progressive stages of IP construction logic and IP application mode, in order to inspire and help the original and peripheral marketing of domestic interactive media works IP, make up for the lack of microscopic research perspectives in relevant academic research, and summarize the general logical rules. This article will first summarize the operation logic process of building national original IP-empowered brand peripheral products, and then expand on the discussion to study the construction ideas of the main work IP, including the construction of scene IP, character IP and other logical factors. Then, this paper examines the construction ideas of derivative IP, including UGC and cross-media narrative. Finally, on the basis of the previous article, the three main application methods of national original IP-empowered peripheral products are elaborated.

## **2. Literature Review**

### **2.1. Overview of the Related Studies and Research**

The research related to the topic is currently mainly distributed in two stages. In terms of the analysis of the game brand empowered by China's national original IP, scholars mostly start from the aspect of a single IP construction form and combine individual design examples in the game to conduct micro-specific logical analysis of the construction content, isolated and fragmented, lack of overall architecture analysis of the construction content, and do not summarize the thinking model of the construction of the game's national original IP. Starting from one of the construction firms such as art [2], visual [3], music [4], copy editing [5], community [6], etc., the research results are not a complete and three-dimensional analysis of the same content object, so there is a lack of theoretical summary of the operation logic of the construction stage of national original IP, so that the research results often do not have the use value of helping originality.

In terms of enabling the design of game peripheral products, scholars mostly study the empowerment of products by technology [7] and art [8], while there is a lack of research on the empowerment of IP, that is, the empowerment methods of IP applied to peripherals. This paper will take Mihoyo's national original IP as an example, focus on exploring the general logic of empowering national original IP construction, and summarize the application methods of national original IP-empowered peripheral product design that scholars rarely get involved in.

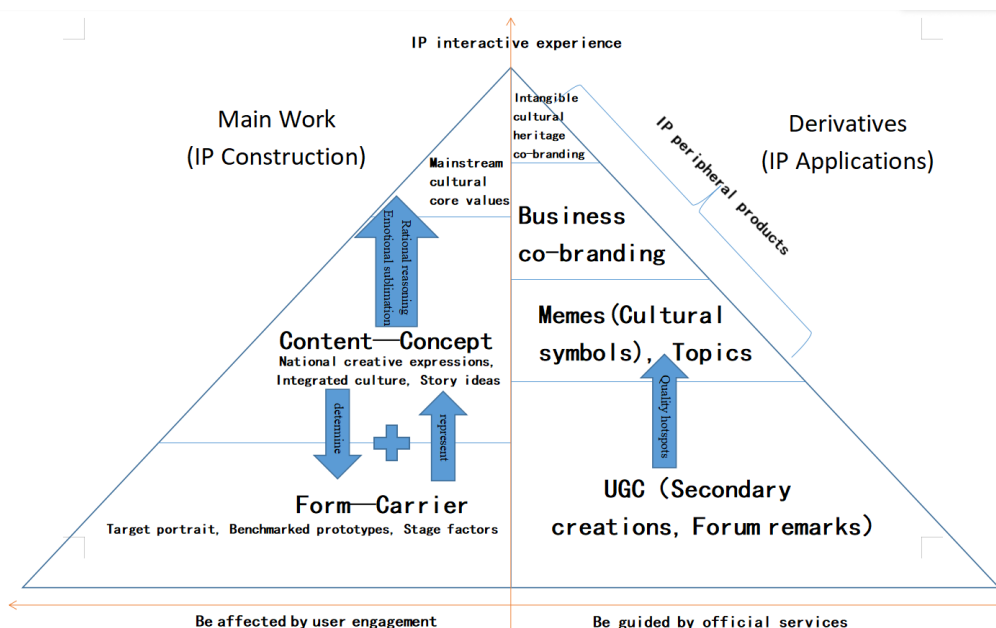
### **2.2. MiHoYo and Genshin Impact (Macro Overview)**

MiHoYo was founded in 2011, its business scope includes mobile technology development for mobile phones and tablets, technology development in the professional field of computer and Internet, etc., the company has successively launched a number of domestic animation mobile game products.

The company is headquartered in Shanghai, and has a global layout in Singapore, the United States, Canada, and Japan, South Korea and other countries and regions. In 2022, Mihayou won the title of Top 30 Chinese Cultural Enterprises, Top 10 Cultural Enterprises in Shanghai, and "Top 10 Cases of Digital Innovation Practice in Culture and Tourism" by the Ministry of Culture and Tourism and was listed among the Top 100 Chinese Internet Enterprises for 6 consecutive years.

Genshin Impact is a 3D open-world adventure game produced and published by Mihoyo. The story of the game takes place in a fantasy world called "Teyvat", where seven elements meet, those who obtain the "Vision" here are considered to have the qualifications to become gods. Players will play a mysterious character called "Traveler", meet companions with different personalities and unique abilities in a free journey, defeat strong enemies together, search for the seven gods who control the earthly elements, find the lost blood relative, and gradually discover the truth of "Genshin (Original Gods)", witnessing the precipitation of all journeys at the end.

### 2.3. An Overview of The Operating Logic



**Fig 1.** A thinking model for the construction of China's national original IP that empowers the peripheral of game brands.

As shown in Fig 1, this paper presents the research results of this study in the form of a thinking model, showing the operation logic of the peripheral design of the game brand empowered by China's national original IP.

IP Construction Core: Carrier + Concept

Principle: Concept is the focus; carrier is the foundation. Use the foundation to achieve focus, and use form to serve the content.

Consider the marketing communication targets of national original IP and seek IP fans according to the user portrait under the IP economic model. Determine the target market, user (player) group, consumer group, and production (UGC) group, clarify the scope of national IP radiation, select appropriate Chinese excellent traditional cultural concepts as the focus of expression, and use the form of games as creative carriers to carry out original good story narrative design. In the virtual space interaction based on the scene character design of the main work integrating the culture of ethnic users in different regions (including the Chinese region), and under the guidance of the popular stories told by IP screenwriters that retain the cultural core, help users at home and abroad feel, explore and think about the elements of China's national original creation ideas conveyed by the content, connect tradition, and project reality [9], and finally trigger their perception that the core values of the work are in line with mainstream culture (especially the core culture of society), and recognize the positive social value of the work and the interestingness of the work itself. This fosters

user stickiness (belonging, identity, participation [10]). For example, the core construction of the virtual nation Fontaine IP in Genshin Impact with France and Britain as the main prototype, "Hydro and Justice", triggered global players to study the origin of the radical of the Chinese "fa(law)" character, integrated with the image of the goddess of justice in Western culture, the scales are balanced at both ends, and foreign players generally recognized and accepted the fairness values that fit the mainstream culture that "Justice is balanced as the surface of water" rose. Chinese players have triggered a round of discussion and thinking about the leading clue of the Fontaine chapter, "With purest water flows prosperity, The dance of water nourishes life" connects the traditional culture "When the water is clear, wash the tassel, the water is turbid, wash the feet, If the water is too clear, the fish cannot survive in it" and the justice notion of "Self-cleanliness, Inclusiveness" behind it.

In addition, users are triggered to voluntarily recommend, share and UGC secondary creation, and under the guidance of official infiltration, produce high-quality cultural symbols (such as memes) that form hot topics, and the official will also put high-quality cultural symbols into the main work in various forms, generating another hot topic, promoting the benign growth and growth of IP, giving birth to a batch of peripheral product designs with the theme of user creation cultural symbol IP, and achieving deep binding between products and users. In addition, in the application of IP, there are also brand cooperation, diversified linkage, offline exhibitions and other ways, producing rich and novel enough digital trendy products with temperature and depth.

### **3. China's National Original IP Construction Logic**

The IP structure of China's national original IP and general IP are in common relationship, which is divided into main work IP and derivative IP, as well as peripheral products and services born from the interaction between above two.

#### **3.1. Main Work IP**

"Using IP thinking to interpret and innovate traditional culture [9]." The main work is generally based on relatively bound scenes and characters, (plot story, decryption and exploration) world view experience as the link, is the most critical starting part of the construction of national original IP, with the core values in line with the mainstream culture as the soul of national original innovation expression, can be widely recognized by all groups in society, form a precious recognition of the core value of the work, and then encourage users to participate in the next stage of construction, to achieve the smooth operation of IP empowerment.

In terms of content, it focuses on the concepts selected in China's national original IP, writes story scripts and narrative scripts, creates an atmosphere immersive and exploratory experience of (traditional) cultural concepts, goes beyond the extent of only wearing a skin of traditional cultural form for people to appreciate, inspires users to discover the soul behind the concept with vividly interpreted stories, and subtly plays a precious positive leading role in values, then wins core value recognition. For example, each chapter of the main plot in the Mihoyo's Genshin IP uses the dialectical thinking of Chinese culture to explore the multifaceted and unified nature of a concept (such as freedom, wisdom), which is manifested in the emergence and resolution of contradictions in the nation that pursues the concept as an idea (from freedom restricted by the harsh environment to freedom to transform the environment to give individuals the right to choose their lifestyle, from wisdom as the end, life as the means, to wisdom as the means, and life as the end).

In terms of form, innovative means of blending ancient and modern (such as national style electronic music, symphony storytelling) that make traditional art and music styles conform to the aesthetics of contemporary people [9] are used for development and design, and technical support (such as AI models) is considered to meet continuous playability, activity retention guarantee for segmented users, and continuous excellent word-of-mouth construction. Such as designing regularly updated big world decryption exploration, main side story, daily missions, festival events, character development, and home system.

The common purpose is to achieve a high sense of identity, belonging and participation among IP users.

### 3.1.1. Construction of Scene IP

Overview: Build an "idea-environment" through the logic of "carrier + concept" as a stage for player experience and dynamic interpretation of the story by character IP. According to the regional culture that conforms to the user's portrait, the materials of the social time and space archetype are selected, and the representative concept of national original innovation is integrated (ancient and modern/Chinese and foreign), and the creative formation is formed into a virtual ecosystem that projects the various forms of the real world, and meets the regional structure (including natural features and cultural architecture) that meets the diversity of characters. For example, any nation IP in Genshin Impact.

(1) Content: Concept

(2) Form: Conceptualization (symbolization) of concept Interactive field

Method: Consider finding a carrier suitable for the divergence of thinking for the concept, combine the selected regional prototypes under specific conditions, determine representative landscape elements to construct buildings and landscape materials, and create space layout. For example, the virtual nation of the GenShin Impact, Mondstadt IP, and the concept is "Freedom", the carrier is selected as "Anemo", and the regional prototype is medieval Central Europe, and the plains of the four winds, windmills, windmills, free city-states, madrigals, choirs, bards and dandelions, etc. Liyue IP, the concept is "Contract", the carrier is selected as "Geo", and the regional prototype is ancient China (Shanghai) during the Ming and Qing dynasties, diverging overlapping mountain rock peaks, mineral gemstones, gold, currency, commercial seaports, covenants, chambers of commerce, craftsmen and merchants and glazed flowers, etc. In the form of interaction, it is recommended to use the guiding UI design that combines graphics and text, dynamic and static [11].

### 3.1.2. Construction of Character IP

Overview: The concepts and carriers determined in the construction of the scene IP, after tree divergence, the derived concepts and derivative carriers of the above two generate character personas, generally forming an "idea-microenvironment" in which specific characters bind specific parts of the scene.

Each character, or multiple characters associated with the setting, corresponds to a typical type of notion in the "idea-environment", representing one of the many aspects of the concept, and each character is a practitioner of the idea with a clear image. For example, in the idea-environment of "Dendro + Wisdom", "Nation Sumeru", there are "rainforest rangers" who represent "pursue knowledge for the purpose of protecting the ecology". At the same time, a variety of attitudes and relationships are formed between characters and between a character and the idea-environment, which are related to the personality traits of their realistic archetypes and closely related to the ideas they represent.

It is worth noting that characters can also have conceptual characteristics that do not belong to the idea-environment in which they are located, but this situation is often applied to the work that shapes multiple idea-environments that are relatively independent with different concepts as the focus. For example, Nilou, a dancer in the folk theater of Sumeru, has a pure desire to seek art that ordinary people can appreciate in a country that pursues wisdom and reason. With something that firmly believes in its existence value and significance and has been recognized and supported by the audience, even in the idea-environment of "Dendro and Wisdom", she has a clear notion of "Justice" and the pure characteristics of "water". And there is no denying that her approach is also a kind of wisdom that opens up a different way.

(1) Content: Concept

(2) Form: Personification (divinization) of the concept Vivid Image

Method: Based on the overall user portrait, the selected concept of national original creation and the benchmark realistic prototype, the character is given the identity attribute of a type of person

(including familiar fictional characters) in social time and space, focusing on depicting the character's personality strength (good character), to enhancing closeness, affinity and charm. For example, the character IP is based on the busy delivery professional group in the current society, and the identity is set to be a cat courier who travels between the virtual countries of various prototypes to represent the elements of the "diligent" national original creation idea.

Liu Wei, president of Mihoyo, said at the 2022 China Game Industry Annual Conference, "Only when players like the character first, will they be interested in things related to it, explore the character's words and deeds, dig deep into the cultural elements behind the details, and then continue to "generate electricity" for love, carry out the secondary creation of the character, and share and promote it with their friends."

In order to make the character IP construction of character XP and strength operate benignly without losing its "cultural core (the positioning of characters in the story concept)" and continue the vitality (traffic) of IP, operators should pay attention to the focus of user feedback and attach importance to the participation role of users in improving the construction of national original IP. For example, Mihoyo adjusts the skill mechanism of the popular game character "Zhongli" [12], hires KOLups (players) to participate in multilingual dubbing for characters, and adds joining animations to characters based on player feedback.

### 3.1.3. Other Logical Factors

#### (1) The English name of the game:

The attractiveness of the game itself is the foundation of IP empowerment and IP fan economy, and the first factor affecting the spread of China's national original IP in a wider region is the foreign language translation of the work. For example, the first half of the English translation name "Genshin Impact" of Genshin IP adopts the Japanese roman form of the word "Yuanshen", which conforms to the impression habits of foreign consumers in the same category of game market, and then corresponds to the suffix "Impact" in the English translation of the name of the "Honkai Impact" game series of the same brand to form a cognitive effect that summarizes the same kind, enhancing the communication momentum, and better competing in overseas markets. Similarly, in the foreign language translation of works' copywriting with cross-cultural communication needs, this kind of translation thinking that takes into account the purpose of the transmitter and the habitual nature of the recipient can also be considered.

#### (2) Users-friendly interaction:

The relationship between game users affects each player's IP experience, and if friendly interaction can be carried out, it will bring gain to IP word of mouth, and there will be more high-quality UGC output. Genshin is a PVE for the combat gameplay of the game work, online players have a common enemy to defeat and tend to help each other, the only PVP currently built-in is also a board game card game, the atmosphere between players will be more harmonious than the hot-blooded PVP, coupled with the game official positive guidance of the IP forum environment, reduce a lot of unnecessary friction, create a better IP experience environment.

#### (3) The content continues to be novel:

In addition to the explosive marketing strategy, national original IP games adopt a fixed set of style design or gameplay for long-term operation, which may cause aesthetic fatigue to players and produce marginal effects, which is not conducive to the long-term retention rate of IP brands to users and affect stable word-of-mouth benefits. The IP worldview map can be continuously expanded through the annual version update plan, the theme scene can be changed, and even the operation cycle of other works under the brand can be coordinated. For example, Mihoyo's games "Genshin Impact" and "Honkai: Star Rail" use a half-month version update mode with staggered update times, each opening up new highlights, while accessing new content from one game when the other entered the downturn period, ensuring the overall user retention rate and activity of the brand. And by connecting the core of the old gameplay of IP games, providing groundbreaking new gameplay and bringing new experiences. For example, the "Genius Invokation TCG" cardboard game launched in Genshin Impact on the basis of undertaking the core of the seven-element reaction battle system.

### 3.2. Derivative IP

A significant portion of the content in the IP fan economy is produced by digital labor, and the consumers served are also producers of more IP services [13]. However, due to the differences between users and the uneven quality of derivatives, it generally requires official infiltration and guidance between community forums and new media platforms to encourage the production of high-level content and integrate IP to make it have stronger vitality and appeal, which is conducive to deriving more peripheral products loved by users and consumers. The purpose is to further enhance user participation and obtain a continuous supply of free UGC new content, especially derivatives of high-quality hotspots, to achieve IP appreciation.

#### 3.2.1. UGC

##### (1) Daily:

Mainly for forum topics and game secondary creation two forms, for the latter game official website to provide free non-commercial download of modeling model, can encourage players and users to create personalized content, while bringing additional effects including free IP publicity and multi-perspective communication. Some interesting character scene plot settings and big world exploration experiences in the main work may give birth to secondary creation themes that are easy to spread, forming "memes" (cultural symbols) circulating among players, and have the opportunity to be appreciated by game brands to become IP. In this sense, every content detail in the main work has the potential to form IP.

##### (2) Festivals:

High-quality UGC users are officially invited to cooperate with game brands to create hot topic IP. For example, Mihoyo's The HoYoFair Genshin Impact birthday and The HoYoFair New Year.

##### (3)KOL:

This genre is currently dominated by the officially hired character voice CV mentioned in the example above. Because the CV is usually a well-known uploader or even a player's multiple social identities, it will produce important IP derivatives, such as dubbing secondary creation, game live broadcast, and memes where the characters are the same CV. At the same time, KOLs also have the role of assisting official accounts to guide the opinions of IP public opinion topics, helping brand credibility and reputation penetrate the UGC group under the spread of the circle. For example, the lines of the character CV who was invited to attend in the Genshin Impact Preview special program.

#### 3.2.2. Cross-media Storytelling

Refers to stories that unfold across multiple media platforms, each of which has a unique contribution to the user's understanding of the story world [14]. Usually, the official takes the initiative to generate the topic, cultivate or tap new potential IP through the extensive participation of users. For example, Mihoyo's Genshin Impact operation team IP department launched the game world view manga work "Wind Poem" before the game was released, the version theme H5 released by the official forum community of Mihoyo, the PV, CM, EP videos and preview live broadcast programs released on major new media platforms, the "Genius Invokation TCG" e-sports event, and the Genshin IP's large-scale animation project launched by Mihoyo in cooperation with Japan's ufotable company.

## 4. China's National Original IP Application Mode

The process from national original IP empowerment to IP product launch is an important part of the construction of game brand peripheral-product services, with the aim of achieving in-depth product-user binding.

### 4.1. Officially Authorized Peripherals

Every part of the game's national original IP construction can become an IP, whether it is a character scene in the main work or a high-quality meme in UGC. Take the cultural symbol elements

in IP to design peripheral products (mostly narrative design style [15]) to achieve the empowerment of China's national original IP, so that the peripheral products produced give IP consumers a sense of intimacy and belonging, meet their deep psychological needs, and are conducive to promoting their purchase behavior. Among them, the personality idea of the character IP character can give the added value of personality labeling to the products that take its symbol, which is in line with the emotional demands of young consumers of Generation Z [16]. For example, the "Redmi AirDots 3 Pro Genshin Impact Custom Edition" character IP peripheral wireless headset is decorated with spark symbols and flame emblems representing the popular character "Escaped Sun Spark Knight Klee". The shape of the headset jacket reproduces the quirky, small and cute of the elf girl's iconic little backpack full of bombs, while the product body inside is designed to symbolize the sunny character of the red round image, just like the heart of the IP character. At the same time, there are also 4 customized sound effects exclusive to character IP peripheral products, dubbed by the Chinese original CV of the character of Klee, and voice feedback interaction is given when the user uses the headset function.

## **4.2. Co-Branding Activities**

### **4.2.1. Business Co-branding**

Through the cooperation between game brands holding the national original IP and cross-border brands, co-branded products are launched, the scale of the co-branding's network is accumulated, and the linkage barriers are broken to provide preferential value-added services. For example, in the co-branding activity between China Merchants Bank and Genshin Character IP, all stores that use the co-branded bank card for consumption settlement under Mihoyo Genshin IP co-branded brands can enjoy discounts.

On the basis of ensuring consistency with the consumer group of the IP, the partner will choose the IP that best meets the tonality and brand ideas of its co-branded products, which is what the integrated and multi-faceted game national original IP is best at. The rich and distinct character IP includes to meet the construction needs of the brand's twelve personality archetypes [17], which enhances the commercial value of China's national original IP and facilitates the successful establishment of a brand image in line with its brand positioning.

The co-branded card of China Merchants Bank selects the game character "GanYu, a secretary who is the Qilin Immortal Beast" in GenShin Impact with honest service image, hard-working quality and exemplary contract spirit, which is in line with the brand image and business spirit that China Merchants Bank wants to convey and is conducive to China Merchants Bank building a brand image that fits the positioning of "The Caregiver".

### **4.2.2. Intangible Cultural Heritage Cooperation**

It is applied in ways such as online game plot, offline scene recovery, and food creative integration. The former is usually created by game brands and craftsmen to create physical works that incorporate China's national original IP elements, and the whole process of art creation will be filmed and recorded, and public welfare publicity of intangible cultural heritage traditional culture will be carried out through the official communication channels of the game. For example, the Genshin Impact national original IP of "A Journey of Art and Heritage" series and "Liyue's Cuisine Collection" series.

The latter is usually co-branded by game brand, catering brand and craftsmen, and intangible cultural heritage inheritors tailor intangible cultural heritage works for brand catering to be exhibited in the event storefront, and the event launches the physical peripheral food and drink of the game's national original IP. For example, the HOYO VERSE IP and Pizza Hut joined hands with the inheritors of Luoyang Palace Lantern to hold a themed restaurant co-branding activity.

## **4.3. Offline Game Exhibition Events**

When the economic benefits of China's national original IP of the game continue to operate benignly and the popularity scale accumulate to the phenomenal level, the national original IP has an opportunity to empower the rich peripheral souvenir design in the offline game exhibition event by

means of explosive topics, which triggers the group polarization and cohesion effect of the mainstream group of players and IP fans of the game brand. For example, in August 2023, Mihoyo held the Genshin Impact FES event at the National Exhibition and Convention Center in Shanghai.

## 5. Conclusion

On the basis of the common user portrait of IP economy (high viscosity, voluntary high-quality UGC, deep binding with products), China's national original IP has the characteristics of connecting tradition and projecting reality in the expression of content and form, telling popular stories under the premise of retaining the cultural core, so that the core values of game works in line with mainstream social culture are deeply rooted in the hearts of the people, so that users are willing to share and voluntarily engage in UGC activities, and continuously expand content in host-guest interaction to promote IP value-added. Finally, the cultural symbol elements in the IP are used to derive the design of peripheral products loved by users through certification production, cross-border co-branding, offline exhibitions, etc., so as to realize the empowerment of national original IP. In terms of construction structure, it is divided into successive main works, derivatives, peripheral products and services, and operates in cycles with the constantly updated content of OGC.

It is hoped that the operation logic summarized in this study can be helpful to the original work of the developers of national original IP cultural products, so that the results of this paper would help to make up for the shortcomings in the current field, act as a link, connect a large number of valuable research results from the microscopic and detailed perspectives of scholars on related topics, and work together to deduce and innovate Chinese culture and promote cross-cultural communication and global communication.

In terms of IP construction logic and application methods, this paper selects the main representatives to summarize, and the classification of the listed items may not be comprehensive, the omissions are still expected to be supplemented and improved by other scholars. Looking forward to future research, when China's national original IP is promoted to a more well-known IP type, its operating logic to empower the design of peripheral products of game brands may be transmutation. When AI language generation technology supports the interactive content creation of national original IP games, a new type of IP production group may be born, leading a new change in peripheral product design under the official authorization of the brand.

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