Cultural Creativity and Market Response in Cross-border Co-branding: An Application of Cultural Marketing Theory

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Abstract. This paper discusses the specific application of cultural marketing theory in the practice of cross-border joint marketing and its market effect. Cross-border co-branding, as an emerging marketing method, creates unique cultural creativity by integrating cultural elements of different brands, aiming to enhance brand interaction and market appeal. Based on the theory of cultural marketing, this study analyzes the generation mechanism and expression forms of cultural creativity in cross-border co-branding and its psychological impact on the target market, and reveals how cultural creativity becomes a bridge connecting brands and consumers' emotions. This paper evaluated the market response of cross-border co-branded marketing, including the enhancement of brand awareness, the enhancement of consumers' purchase intention and the expansion of market share, and further verified the applicability and effectiveness of cultural marketing theory in cross-border co-branded marketing. This paper not only enrichis the application field of cultural marketing theory, but also provides theoretical guidance and strategic suggestions for enterprises in the practice of cross-border co-branded marketing.

Keywords: Cultural marketing, cross-border co-branding, communication strategy.

1. Introduction

In the increasingly competitive global market environment, cross-border co-branded marketing, as an innovative marketing strategy, is gradually becoming an important means for brands to break through market boundaries and attract consumers' attention. There are profound social, cultural and economic motivations behind the rise of this trend. With the rapid development of social economy, consumer demand is increasingly diversified and personalized, the traditional single brand marketing strategy has been difficult to meet the changing needs of the market. In this context, cross-border co-branding creates unique cultural creativity by integrating cultural resources of different brands, which not only enriches the cultural connotation of products, but also greatly enhances the brand's attractiveness and market competitiveness [1]. As an important theoretical framework to guide enterprises to utilize and promote specific cultural backgrounds and values to promote product sales and brand identity, cultural marketing theory plays a vital role in cross-border co-branding. Through in-depth exploration and integration of cultural elements of different brands, cross-border co-branding can create co-branded products with distinct cultural characteristics, thus stimulating consumers' emotional resonance and purchase desire [2]. This process not only promotes mutual benefit and win-win results between brands, but also promotes innovation and development of the cultural industry.

The purpose of this study is to explore the cultural creativity and market response in cross-border co-brand marketing, and the application of cultural marketing theory in this process. With the increase of consumers' demand for cultural identity and emotional value, cross-border co-marketing, as a marketing method that integrates cultural creativity and business strategy, is gradually becoming the new darling of the market. In terms of practical background, many successful cases show that cross-border co-branding has significant effects in enhancing brand awareness, enhancing consumer loyalty and expanding market share. In terms of employment background, with the continuous expansion of cross-border co-branded marketing market, the demand for professional talents in related fields is

also increasing. This study is of great significance for cultivating marketing talents with cultural creativity and market insight.

This study mainly discusses how cultural creativity affects brand cognition and image in cross-border co-branding, the differentiation strategies and competitive advantages of cultural creativity in cross-border co-branding, and the mechanism of social media in the communication of cultural creativity in cross-border co-branding.

This study makes use of CNKI, Wanfang and other databases to search relevant literature, and searches relevant works in the library to provide theoretical support for the research on cultural creativity and market response in cross-border co-branded marketing.

Comprehensive collection of information about Lancome and Louvre, McDonald's and Sanxingdui Museum, Coca-Cola and Anta co-branding cases, including brand background, co-branded products, market reactions, consumer reviews, etc. Sources can include official brand websites, news reports, social media, market research reports, etc. Analyze the generation mechanism of cultural creativity in these joint names, such as the integration of brand culture and the mining of innovation points. Explore the expression of cultural creativity in co-branded products, such as product design, packaging, advertising, etc. Research market response, including consumer cognition, purchase intention, brand loyalty, etc., and analyze the influence path of cultural creativity on market response.

By combining specific cases such as Lancome and Louvre, McDonald's and Sanxingdui, Coca-Cola and Anta, this study will use case analysis to describe the cultural strategies of these brands in cross-border co-branding and analyze their successes and potential challenges. By comparing different cases, the study will further refine the universally applicable cultural marketing strategies and principles, and provide useful references for enterprises to formulate cross-border joint marketing programs. This study will focus on effectiveness evaluation methods and explore how to quantify the cultural impact and marketing effectiveness of cross-border co-branding. This will involve multiple dimensions such as consumer behavior analysis, brand awareness enhancement, and market share changes to ensure the effectiveness and sustainability of marketing strategies. Through case analysis, this study is expected to not only provide theoretical support and practical guidance for enterprises to formulate effective cross-border co-branded marketing strategies, but also make certain contributions to promote the development and improvement of cultural marketing theories. Through in-depth excavation and analysis of specific cases, the study will reveal the unique value of cultural marketing in cross-border co-branding, and open up new ideas for brand innovation and market expansion.

2. Case Analysis

2.1. Lancome and the Louvre

Lancome's joint name with the Louvre draws on the Louvre's art collection to launch limited-edition skincare and makeup products. This phenomenon is a successful case of cultural marketing, the integration of art and beauty, not only enhances the cultural connotation of the brand, but also attracts the pursuit of high-quality, culturally literate consumers. Taking the joint name of Lancome and Louvre as an example, Lancome uses the cultural background and artistic characteristics of Louvre to enhance the attractiveness of its products. Moreover, the two sides have carried out extensive publicity through the influence of each other's brands. Under the combination of online and offline physical stores, the sales scope has been expanded and the product exposure has been increased. This advantage lies in the fact that Lancome adds a layer of elegant and fashionable filter to consumers by utilizing the artistic value of the Louvre, and its release method uses limited means to stimulate consumers' desire to buy and collect in a short time.

2.2. McDonald’s and Sanxingdui Museum

The cross-border collaboration between McDonald's and Sanxingdui Museum is a creative collision between modern cuisine and ancient civilization treasures. In terms of design, McDonald's

made full use of the inspiration of Sanxingdui bronze portraits. It not only added interesting expression processing to the paper bags, hamburger boxes and ice cream boxes to make the packaging vision more vivid and interesting, but also dramatically demonstrated the cross-border charm of McSpicy chicken burger and Sanxingdui culture through advertising videos and creative short films of Douyin. This joint signing is not only a successful practice of McDonald's localization innovation strategy, but also an important attempt by Sanxingdui Museum to explore a new path of cultural communication. Through this cooperation, McDonald's has not only enriched its product line, met consumers' demand for fresh experiences, but also helped Sanxingdui culture achieve accurate, close and circle breaking transmission among young people, contributing to the inheritance and development of traditional Chinese culture. It is an effective market extension strategy [3]. This cross-border co-branding case undoubtedly provides valuable reference and inspiration for the deep integration of culture and business.

2.3. Coca-Cola and Anta

Coca-Cola and Anta are both brands that are very common in life, and both advocate passion and love for life. The similar characteristics of the two brands laid the foundation for the cooperation between the two parties. In today's context, consumers' demand for personalized and unique products is increasing. Co-branded products can meet consumers' pursuit of freshness and differentiation, but also bring more attention and topics to the brand. For example, Coca-Cola's red and white color logo is integrated into Anta's shoe design. For example, the hydrogen running shoes of the Coca-Cola joint transparent yarn, transparent mono yarn covered, as thin as cicada wings, the color of Coca-Cola fiber and the signature red and white two colors, the summer refreshing feeling; The tongue of the shoe has a small egg with a Coke pull ring pattern, the left heel design has the retro Chinese words "Coca-Cola", and the right heel has the brand statement "have a good day". Co-branded products not only feature in appearance, but also add technology. For example, some shoes are equipped with Anta's own research and development technology, such as full hand a-fiashfoam material, a-livezone dynamic cable technology, etc., to ensure the comfort, cushionability and stability of the shoes, to meet the professional needs of consumers for sports products. The joint brand releases the information of the joint product through the online official shop and social media to attract consumers' attention. Set up special display areas in Anta's stores offline. Launch limited edition co-branded products to make consumers feel the scarcity of this shoe and stimulate consumers' desire to buy. The launch of the joint product has brought the topic heat for both sides and enhanced the brand's visibility and influence.

3. The Influence of Cultural Creativity on Consumers

3.1. Create a Unique Brand Image

Through the integration of unique cultural elements and creative ideas, cultural creative marketing creates a distinctive image for the brand. This image can attract consumer groups with the same or similar cultural background and aesthetic taste, and form brand loyalty and word-of-mouth communication.

3.2. Increase the Added Value of Products

Cultural creative marketing integrates cultural elements into products, making products not only have use value, but also have cultural value and emotional value. This added value can stimulate consumers' desire to buy and improve the market competitiveness of products.

3.3. Promote Emotional Connection and Empathy

Cultural and creative marketing can often touch the emotions of consumers and trigger resonance. By telling brand stories and showing cultural feelings, a deep emotional connection is established

between the brand and consumers, and consumers' sense of identity and belonging to the brand is enhanced [4]. According to Maslow's hierarchy of needs theory, after satisfying basic physiological and security needs, people will pursue higher level needs, such as belonging and love needs, respect needs and self-actualization needs. By satisfying consumers' emotional needs, cultural and creative marketing promotes the establishment of emotional resonance and sense of belonging between brands and consumers.

3.4. Stimulate Consumer Creativity and Participation

Some cultural and creative marketing activities encourage consumers to participate in creation and interaction, such as DIY customization, user generated content (UGC), etc. This sense of engagement not only allows consumers to feel that their creativity and value are recognized, but also enhances their loyalty to the brand and their willingness to communicate.

3.5. Promote Cultural Inheritance and Innovation

While spreading brand culture, cultural creative marketing also promotes the inheritance and innovation of traditional culture [5]. By combining traditional cultural elements with modern design and technology, cultural creative marketing makes traditional culture present to consumers in a more novel and interesting way, and enhances their cognition and interest in traditional culture

4. Suggestions

4.1. Dig Deep into the Connotation of Brand Culture and Create Unique Cultural Creativity

The success of the joint name of Lancome and Louvre is largely due to the in-depth exploration of the cultural connotation of the brand by both sides. Lancome as a high-end beauty brand, its elegant, exquisite brand image and the art and history of the Louvre complement each other. This joint name not only enhances Lancome's brand image, but also gives its products a unique artistic value. Therefore, it is suggested that enterprises should dig deep into the cultural connotation of their own and cooperative brands when cross-border joint branding, find common points, and create unique cultural creativity. Such cultural creativity can attract more consumers' attention and enhance brand recognition and goodwill.

4.2. Pay Attention to Market Research and Accurately Target Consumers

Although the joint name of McDonald's and Sanxingdui is novel, the market reaction is relatively tame. This is mainly because the two parties failed to conduct sufficient market research before the joint branding, resulting in deviations between the co-branded products and the needs of target consumers [6]. Therefore, it is recommended that enterprises must conduct detailed market research to understand the needs and preferences of target consumers before cross-border joint branding. By accurately targeting target consumers, enterprises can design co-branded products and marketing strategies more targeted, thereby improving the market response effect.

4.3. Strengthen Brand Interaction and Improve Consumer Experience

Whether it is the joint name of Lancome and the Louvre, or the joint name of McDonald's and Sanxingdui, they all show the interaction and cooperation between brands. However, interaction at the product level alone is not enough. It is suggested that enterprises should pay attention to improving the overall experience of consumers when cross-boundary co-branding [7]. For example, people can hold joint theme activities, provide joint limited services, so that consumers can buy products at the same time, but also feel the unique charm of the brand and cultural connotation. Such brand interaction can enhance consumers' loyalty and sense of belonging, and further enhance the market response effect.

4.4. Continuously Monitor Market Response and Flexibly Adjust Marketing Strategies

Cross-border co-branding is a dynamic process, and market responses change over time. It is recommended that enterprises continue to monitor market response in cross-border joint marketing, collect and analyze consumer feedback, sales data and other information in a timely manner. Adjust marketing strategies and plans flexibly according to changes in market response to ensure that co-branded products and marketing campaigns always meet market needs and consumer preferences. Such continuous monitoring and adjustment can improve the sensitivity and effectiveness of market responses.

4.5. Use Social Media Platforms to Expand Market Influence

In the digital age, social media platforms are an important channel for brands to engage with consumers. It is recommended that enterprises make full use of social media platforms for brand promotion and interaction in cross-border co-branding. For example, through Weibo, wechat, Douyin and other social media platforms to publish the relevant information of co-branded products, activity forecasts and consumer reviews, to attract more consumers' attention and participation. At the same time, social media platforms can also be used for data analysis and precision marketing to improve the accuracy and effect of market response [1].

4.6. Strengthen Brand Interactive Experience and Enhance Consumer Loyalty

The interaction between brands is an important feature of cross-border co-branding, but only the interaction at the product level is far from enough. It is suggested that enterprises should pay attention to improving the overall experience of consumers and designing rich brand interactive activities when they cross boundary co-branding. For example, Lancome and the Louvre could hold a joint art exhibition, allowing consumers to experience beauty products while looking at art; Coca-Cola and Anta can hold joint sports or fitness activities, so that consumers feel the vitality of the brand in sports. Such interactive experience can enhance consumers' loyalty and brand belonging, and further enhance the market response effect.

5. Conclusion

Cross-border co-branding is an important marketing technique for cultural transmission and interleaving, allowing consumers and products to generate emotional value, thereby improving the volume and exposure of product sales. This paper mainly analyzes the main cases based on the cross-border co-branding of Lancome and Louvre in 2023, and also compares the other two examples, McDonald's and Sanxingdui and Coca-Cola and Anta, which are more suitable for most consumers, from multiple perspectives, such as brand competitiveness, influence of word-of-mouth communication, brand image and so on. Cultural creativity is the core element of cross-border co-branded marketing, which can inject unique cultural connotation into co-branded products and enhance brand recognition and goodwill. In the three co-branded cases in this article, it analyzed how cultural creativity can be a bridge between brands and consumer emotions, and how it can drive the success of co-branded products in the market. At the same time, market response is an important standard to test the effect of cross-border joint marketing. Through market research and accurate targeting of target consumers, enterprises can better grasp the market demand and design co-branded products that are more in line with consumer preferences. Strengthening brand interaction and improving consumer experience can further enhance consumer loyalty and purchase intention, thus promoting the positive development of market response. Cultural marketing theory plays a vital role in cross-border co-branded marketing. By digging deeply into the connotation of brand culture, paying attention to market research and strengthening brand interaction, enterprises can create more competitive co-branded products in cross-border co-branded marketing and achieve a win-win situation between the brand and the market. In the future, with the increasing demand of consumers

for cultural creativity and emotional value, cross-border co-branding will continue to become an important direction of brand innovation and market expansion.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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