

The Usage of Brand IP in Commercial Space

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Abstract. As social media becomes one of the important parts of people's lives, building up a commercial space based on brand IP has become an approach to make a profit. This essay aims to figure out the reason for the population of the brand IP and the usage of brand IP in commercial spaces. It explains brand IP as a charming creation and a famous copyright used in various domains. Based on its characteristics, the publicity strategy and the ways to create royal customers are given to lay the foundation for the popularity of commercial space. This essay uses case analysis to study the usage of brand IP from the aspect of visualizing specific space and adapting graphic design in the space, therefore giving some suggestions for brands who want to set up an internet-famous store. In conclusion, the key to the success of commercial space based on IP is fans' enthusiasm; the brand uses its attractive characteristics to gain fame at first and then creates a space that makes customers feel familiar by rebuilding the same construction or full of elements that are extracted from the brand IP.

Keywords: Brand IP; IP exploration; commercial space.

1. Introduction

With the rise of intellectual property (IP) awareness, brand IP has become a valuable asset used in various fields, including commerce, industry, and construction. The advent of the internet has greatly impacted brick-and-mortar stores, and many brands have struggled to find ways to cope with this issue. One solution is to establish an internet-famous store based on a popular brand IP, as advertising on social media has become more accessible. Social media platforms like WeChat, Weibo, and Xiaohongshu have shown that the younger generation are increasingly interested in visiting internet-famous stores, leading to a boost in visitor numbers. The benefits of building up a popular store related to the brand IP are as follows. First, it can accelerate the development of the physical economy and relevant industries. One of the reasons is that establishing a new store provides more employment opportunities. Moreover, it promotes the diversity of culture and cultural innovation. For instance, some extinct traditional cultures gain attention again by setting up the theme store. What's more, the attempt to use brand IP elements in construction helps to enrich the ways to visualize the brand IP.

In this essay, the topic is studied by analyzing the cases of world famous brand IP to figure out the regulations of the usage of brand IP as the design inspiration.

2. Formation of brand IP

2.1. Characteristics of brand IP

Intellectual property (IP) refers to all authorized creations and copyrightable works, including patterns, designs, and phrases used in brand activities to generate profit [1]. On the Chinese internet, there are some widely accepted explanations of brand IP. Firstly, it can be considered a carrier of customer emotions, as evidenced by the market [2]. Certain characteristics of brand IP, such as its design or underlying values, can resonate with customers and make them love the brand. Secondly, in the cultural and entertainment industry, brand IP is a cultural copyright with a wide impact on society and the ability to be adapted into other forms [3]. For example, the Harry Potter series began as novels and was later adapted into movies, toys, theme parks, and clothing based on the brand IP. As a result, it has generated \$32.2 billion in revenue to date. Based on these definitions, IP can be

seen as a cultural source that conveys specific emotions or values agreed upon by a large number of people and has the potential to be transformed into other forms.

2.2. Characteristics of brand IP

2.2.1. IP publicity strategy

According to the ‘IP’, which have certain charming characteristics for customers, its value is highly reliant on fans’ enthusiasm. Therefore, there are lots of benefits if brands expand the publicity of ‘IP’, the cultural creation that is popular, to reach a larger fan group. The mainstream believes that the major components of communication have six elements: source, communicator, information, media, receiver, and feedback [4]. In all these elements, the information and the media can be operated to achieve the goal that making the brand IP spread wider. Therefore, the communication strategy can focus on these two points.

First, the spread of publicity should enhance the pertinence and directionality of the content. With the development of new media technology, people spend more time with their mobile phones and consume more internet content in the form of short videos or short text paragraph on social media. This type of content provides information in a time span of a few minutes. Therefore, the marketing text needs to be highly summarized. The text must be eye-catching and impactful, otherwise the customers will easily lose their interests, and their obsession to the ‘IP’ decreases [5]. Moreover, in Web 2.0 era, the platforms make personalized algorithmically recommendations for users. As shown in Figure 1, social media users’ behaviour pattern have upgrade from AISAS to SICAS, which including sense, interest and interactive, connect and communication, action, and share, see the figure below.

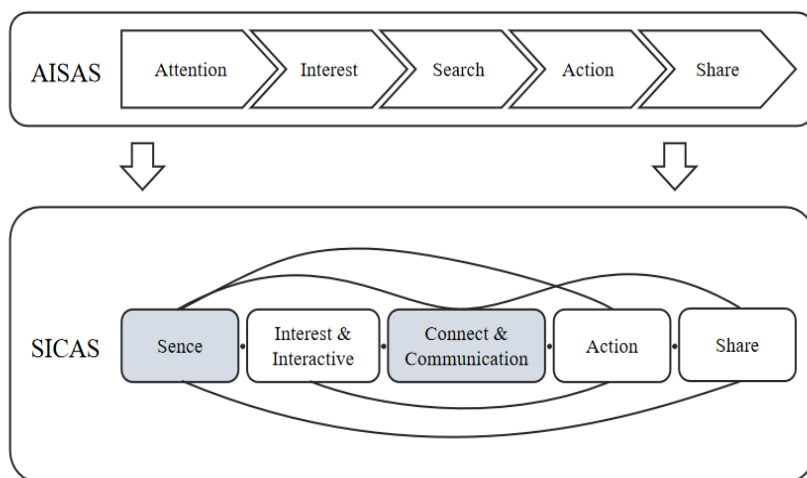


Fig 1. Evolution of user behavior analysis model (redraw).

This means that users’ behavior patterns become circular, with multi-channel and multi-dimensional characteristics rather than linear [6]. Meaning that, users may see the same content from different accesses, such as the apps recommend it on the home page, or their friends share it with them, and users will pay attention to its different aspects like the form of presentation, the theme of the information, the quality of the content, etc. Therefore, it is important to share the same content on different platforms to make it more possible for potential customers to watch.

Based on the findings above, a good marketing text should be short, and it’s better to have conflicting or surprising scenarios that keep customers’ interest. As can be clearly seen from the figure above, ‘Interest & Interactive’ is one of the important parts of SICAS, a short text can it easier for users to get the information, and the conflicting scenarios can attract users’ attention even become an incentive for users to leave comments, thus this interactive will make the relationship between brands and users closer. Also, it should be made in a series that attracts customers to actively search for relevant content and let social media recommend it by algorithmic because the social media will record users’ search history, the length of their reading time, and their interactions as a database to

guess users' favor, hence relative content will more likely be recommended to users. Besides, the forms used to represent brand IP are varied, from video, poster to text, as a result, they are available on different platforms.

2.2.2. Increase customer affection

As the 'IP' of impactful creation becomes popular with a large amount of people, the challenge turns to how to create more loyal customers. The method is closely relevant to psychology. First, it is important to engage the customers emotionally. On the one hand, brands can keep the IP image in customers' daily lives to make sure they maintain a deep emotional connection with their customers. For example, daily essentials can remind them of the brand IP in a subtle way, like toys, stationery to mass market [7]. The other way is to build a physical theme store. To young generations, being in a group that engages in activities that interact with the internet-famous cultural icon can create a strong sense of inclusion and achievement. Because the youth visiting stores offline and making recommendations to the public can make them feel that they have an essential place in the group [8]. As a result, this group of people will have a deeper connection to the IP.

3. Case Analysis

As the brand IP becomes popular with the public, commercial spaces built on brand IP can bring a lot of profit to brands. In this paper, two kinds of commercial buildings will be analyzed to show how brand IP elements are used in the space. These cases are from world-famous brands, which have top design teams to arrange the commercial space. The idea and the method they used can be and observed by analyzing these cases, which helps others to know the reason why these buildings are attractive to the customers and gives an example for other brands to rethink the advantages and disadvantages of the usage of their IP.

3.1. Visual art effect from the movie

The Wizarding World of Harry Potter, which is located in Universal Beijing Resort (UBR). As shown in Figure 2, the whole area is built by the description in the Harry Potter series, following descriptions in novels and imagery of the movies.



Fig 2. Map of The Wizarding World of Harry Potter (from web) [9].

Several classic buildings can be found in this area, such as Honeydukes, Three Broomsticks, Hog's Head, and Ollivanders, which appear in the story many times and the main characters often visit these places in the story. All these buildings are almost the same as what it is in the movies, so audiences will feel familiar with the theme park, and the feeling of being in the same space with characters they love will make them quickly immersed in their journey, and this experience will make them want to visit the place again.



Fig 3. Ollivanders in UBR (from the web) [10].



Fig 4. Ollivanders in movie [10]

For example in Figure 3 and 4, Ollivanders in UBR was built based on the store in the movie. It uses the same plan design, and it mainly uses wood material in dark colour to represent the store in the wizard land, since wood is still the main material of furniture in the time when the story happened, it brings out an old and mysterious atmosphere. But unlike the movie, the store is bright because customers need enough light to know goods well, while in the movie they need to create an atmosphere of tension for the story.

Moreover, there are some original merchandise stores modeled after the architecture of the wizarding world, that use elements in the original work, like Filch's Emporium™ of Confiscated Goods in Figure 5, Gladrags Wizardwear, Dervish and Banges. The store is predominantly stone, with antique stone tile floors, wooden furniture, and wrought iron chandeliers restored to the 19th-century environment. Most distinctive are the Collins-style columns in the store, which are decorated with owls as a symbol of magic in the books, reinforcing the impression that the store is Harry Potter-themed.



Fig 5. Filch's Emporium™ of Confiscated Goods in UBR [11].

3.2. Graph design of the logo

However, not every IP has images of physical space, some of them are just graphic design patterns which mainly represent the spirit of brand. For these brands the use of IP can refer to offline restaurants such as McDonald's and KFC.



Fig 6. McDonald's with a different look [12].

Take McDonald's in Figure 6 as an example. "M" is the most obvious feature of McDonald's as shown in the figure above, they do a lot of advertising around "M" to make sure this letter has become synonymous with the brand. Nowadays, they use a yellow double arch design as a door header decoration to attract passers-by. In the restaurant, although the use of standardized and unified furnishings in the store lacks characteristics, they use colours such as white, yellow, and red in the restaurants which are extracted from Ronald McDonald, highlighting the characteristics of the brand as shown in Figure 7.



Fig 7. Colour extracted from Ronald McDonald [12].

4. Suggestion to Popular Physical Stores of the Usage of IP

In recent years, many brands have wanted to build up an internet-famous offline store. Referring to the cases analyzed above, there are two ways to achieve this goal. The first approach is to cooperate with a cultural IP that has described a specific space that is available to build by modern technology. In this kind of store, the key is to use the same layout, materials, and construction appearance to make customers feel familiar. Another way is to use brand graphic IP design to build the store. For materials used to build the store, their colour can be extracted from the IP to show the brand's spirit. Furthermore, the appearance of the building and decorations used in the store can refer to the shape that simplified from the IP.

5. Summary

This paper explores the use of brand intellectual property (IP) in establishing internet-famous stores through advertising on social media platforms. The benefits of building a popular store related to brand IP include promoting employment opportunities, cultural diversity, and innovation. The formation of brand IP is analyzed by examining cases of world-famous brand IP to determine the ways of using brand IP as design inspiration. The paper describes the characteristics of brand IP and its publicity strategy, which involves enhancing the pertinence and directionality of content through short text and conflicting scenarios to keep customers' interest and establishing physical stores using the imagery and color combinations from the IP itself.

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