Research on Regional Brand Communication of Cultural and Creative Industries

-- Take Jingdezhen, China as an Example

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Abstract. Taking China Jingdezhen ceramic industry as an example, this paper deeply discusses the characteristics, current situation, problems and countermeasures of regional brand communication in cultural and creative industry. The research points out that cultural and creative industries have become an important part of the global economy, and the development of regional brands is not only related to the dissemination of regional culture and economic development, but also affects the competitiveness of the country. As a regional brand with profound history and cultural accumulation, Jingdezhen ceramics is representative of its communication mode and current situation. This paper analyzes the problems existing in the brand communication of Jingdezhen ceramics, such as rigid brand communication concept, vague brand image, chaotic brand management, etc., and puts forward the corresponding solutions, including changing the communication concept, shaping a unified brand image, and the implementation of long-term brand strategy. These strategies aim to enhance the market competitiveness and influence of Jingdezhen ceramic brands, and provide a reference for the development of other regional brands.

Keywords: Jingdezhen Ceramics; Cultural and Creative Industry; Brand; Regional Brand; Communication.

1. Introduction

As an important industry category in the current global economy, the cultural and creative industry has taken it as a pillar industry of economic development, and the developing countries are actively exploring the modes and strategies that realize the rapid development of cultural and creative industries. With the increasingly prominent role of innovation and science and technology in social production, cultural and creative industry has become the main keynote of the world to pursue industrial development, and has also become the focus of academia and policy makers. In addition, due to the development of the Internet era and the advent of the consumer society in the post-industrial era, culture has gradually become the core of contemporary social life, further consolidating the position of cultural and creative industries in all forms of industrial. Nowadays, cultural and creative industries are involved in all aspects of social life, such as cultural tourism, theme parks, creative bookstores and so on. At the same time, many cultural and creative industries with regional characteristics are also full of vitality, and some regional brands have shown a strong trend in recent years. Under the international background of globalization, informatization, the development of cultural soft power which becomes an important indicator of national competitiveness, and the regional brand development of cultural creative industry level that not only related to the spread of a regional culture and economic development, also about a country's economic strength, spiritual value system and the international voice. However, due to the differences in national or local policies, location advantages, resource endowment, capital and other aspects, not all the regional brands of cultural and creative industries can be compared with the regional brands of developed countries. The unbalanced development of regional brands in cultural and creative industries. In addition to location advantages, resource endowment, technical advantages and habits of cultural communication, the communication characteristics, communication mechanism and corresponding communication strategies of regional brands can not be underestimated. Communication connects production and consumption and is the bridge between the front end and the medium for regional brands and

consumers. Regional brand of cultural creative industry is an important part of cultural creative industry and an inevitable choice of mode of regional cultural development. Regional cultural and creative industry has increasingly become the economic growth point of the consumer society, and regional brands are sparing no effort to build themselves into brand symbols with culture, personality and feelings, and pooling wisdom to actively explore the strategies and paths of spreading regional brands. However, due to the unbalanced development of regional brands and obvious regional differences, some regional brands can not adapt to local conditions and apply appropriate medicine in communication, resulting in ineffective brand communication strategy and effect of ineffective communication. Therefore, this paper on the study of cultural creative industry regional brand, with the spread of regional brand as the breakthrough point, the brand for the development of cultural creative industry and summarizes the useful experience, the second on the characteristics of the regional brand to comb and analysis, and supported by the construction of China Jingdezhen ceramic culture industry brand in case, trying to derive targeted strategies and solutions.

2. Analysis of the Characteristics of the Cultural and Creative Industry Regional Brands

2.1 The Composition Characteristics of Regional Brands in Cultural and Creative Industries

The main features of cultural and creative industries are concentrated in the high added value, talent intensive, knowledge and technology intensive and creative core, and the main features of regional brands are the characteristics, persistence, wide nature, common nature and accumulation of private but brand public goods. Although regional brands of cultural and creative industries inevitably have something in common with the characteristics of cultural and creative industries, such as scale effect, brand effect and obvious comparative advantages, regional brands of cultural and creative industries, as an independent economic subject, must have their own characteristics in theory and practice. For example, the regional uniqueness that is difficult to replicate, the strong integration of cultural creativity and resource endowment, the abstraction of brands and the concreteness of products.

2.1.1 Non-separation Between Brand and Region

As an independent economic subject, the regional brand of cultural and creative industry exists, and the region is the prerequisite and basis for its existence, and the uniqueness of the region is its most essential feature. The three elements of the regional brand -- region, products and brands are interdependent and inseparable. The cultural and creative industry, with the unique resource advantages of the region, realizes the leap from culture, resources, creativity to cultural products. At this time, cultural products become the support of regional brands, which is also determined by the inherent incompatibility of regional and cultural products.

2.1.2 Support of Regional Culture for Regional Brands

The nontransferable and unrepeatable feature of the region is the essential attribute of the regional brand. It is precisely because of this characteristic that the brand formed on this basis is worthy of the name of the "regional brand". However, it is the regional culture that really supports the continuous development and growth of the regional brands. Regional brand cultural products are the products that cannot be separated from the regional geographical environment and rely on the natural resources, history and culture of the region and rely on the knowledge and creativity. Although the products of regional brands in cultural and creative industries are centered on creativity, the growth of regional brands must be conveyed by certain regional culture. At this time, regional culture first serves as the foundation of knowledge and creativity; and secondly, the strong support of regional brands.

2.1.3 Regional Uniqueness and the Sharing of Regional Brands

The construction of regional brand in cultural and creative industry is regional prerequisite first, and then regional brand. Relatively speaking, each region is independent because of its different characteristics, which determines the uniqueness of the region. However, compared with regions, regional brands are public goods, that is, goods for public use or consumption. In the field of cultural and creative industries, all the economies producing the products of same cultural in the same region can use the regional brands.

2.1.4 Strong Integration of Regional Resources and Cultural Creativity

Regional brand of cultural and creative industry is the product of the combination of unique resources of region and cultural creativity. The regional brand of cultural and creative industry is the cultural and creative industry, and the core is culture. Therefore, in the process of construction, the regional brand must explore the characteristics of regional cultural and personality and "coupling" with the creativity, so as to form a regional brand of cultural and creative industry with regional competitiveness.

2.2 Audience Consumption Characteristics of Regional Brands in Cultural and Creative Industries

In the era of cultural and creative economy, the consumption characteristics of consumers are many different from those in the past. The extensive establishment of regional brands in cultural and creative industries enables the majority of consumers to more directly and conveniently enjoy the cultural products and services with regional characteristics brought by regional brands in cultural and creative industries, so as to meet the material satisfaction and spiritual and cultural enjoyment of consumers. Its main consumption characteristics are: spiritual culture has gradually become the core of regional brand consumption, experience is the main form of regional brand consumption, and consumers are increasingly pursuing personalized and personalized brand style with regional characteristics. In order to meet people's demand for spiritual culture in the era of consumer culture, regional brands of cultural and creative industries provide spiritual and cultural products with spiritual and cultural products based on regional resources, with high technology as the support and dominated by new media and other communication methods. However, cultural products are only the material carriers of spiritual culture, and what consumers really need is the spiritual culture as the core. On the one hand, regional brands of cultural and creative industries provide consumers with creative artistic, spiritual and entertainment cultural products; on the other hand, as the epitome of regional culture, their unique, inclusive and open regional culture will also attract target consumers. On the contrary, the more connotations the culture of a regional brand is, the more attractive and appealing it is to consumers.

Nowadays, with the fast pace of life and high work pressure, people's emotions are inevitably tense. People are eager to relax and relieve from the pressure. Participatory leisure consumption has gradually become the main choice of urban consumers, who is generally active and participatory, and are eager to find their original self and experience real life. Regional brands of cultural and creative industries should precisely grasp the demand of consumers and provide consumers with a variety of experience activities. For example, coffee shop with regional characteristics, unique bistro, theme stationery stores, creative bookstores and so on.

In the creative era, the region and diversity of regional brand culture of cultural and creative industry is actually the progress and development of consumer culture in democracy and equality, and is the condition for the free development of human beings. The openness and diversity of regional culture are essentially the respect for personality and the equality of personal value in spiritual and cultural consumption. The diversification of regional brands emphasizes is the diversification and individuation of regional culture, but also the richness of its cultural connotation. In addition, the diversity of regional culture's choices is based on the realization of consumers 'self-value, which is also the original intention of consumers' spiritual and cultural consumption.

2.3 Communication Characteristics of Regional Brands in Cultural and Creative Industries

Cultural creative industry regional brand in regional culture, brand culture and the status and role of consumer culture are increasingly prominent, it has both the traditional sense of brand communication, such as information aggregation, the pertinence of the audience, media diversity, systematic operation, etc., with its own unique characteristics, such as fundamentality of regional resources, cultural dissemination of pioneering and the core of regional brand characteristics.

3. "Jingdezhen Ceramics" "Region + Characteristic Products + Culture" Communication Mode

Brand communication with regional products as the guide and regional characteristic products as the carrier is one of the main communication modes of regional brand communication in cultural and creative industries. This mode of transmission is determined by the specificity of regions, which is the inseparability of products and regions. The regional uniqueness is the regional symbol of the product and the foundation for the formation of the regional brand. Meanwhile, the uniqueness of the product, which presents the inseparability of the product and the region. Without a certain area, the regional culture implied in the product will also lose its original content."Jingdezhen Ceramics" is the natural integration of regions and products, which is more fragrant in the endless years. Jingdezhen is a ceramic city with a long history in Jiangxi Province, China, which has a long history of porcelain making. According to historical records, the porcelain industry in Jingdezhen began in the Eastern Han Dynasty (around 100 AD), but it was in the Song Dynasty that it really became an important porcelain production base. In 1000 AD, Jingdezhen rose to fame for making imperial porcelain, hence the name "Jingdezhen". Since then, Jingdezhen ceramics, after thousands of years of development and prosperity, has formed a unique and rich ceramic culture. In the Yuan Dynasty (around 1300 AD), the porcelain making level was unprecedentedly improved., and Jingdezhen became the most skilled kiln in China. The "Yuan Blue and white" was the most famous. Its large shape and exquisite decoration had a great influence on later generations. In the Ming Dynasty (1368- -1644), Jingdezhen became an important production base for porcelain in the imperial court, set up a special kiln factory for the royal porcelain, and produced blue and white Yongle and Xuande porcelain, Chenghua bucket color porcelain, Jiajing and Wanli five color porcelain. In the Qing Dynasty (1644-1911), Jingdezhen ceramics reached the peak of the development of ancient Chinese ceramics, and its fine powder color porcelain and enamel color was the rare best in the ceramic collection field. Jingdezhen ceramics is not only the carrier and symbol of Chinese traditional culture, but also the integration of Confucianism, Taoism, Buddhism and other thoughts, showing the Chinese people's understanding and pursuit of nature, society, life, aesthetic and other aspects. Jingdezhen ceramics in the production process pay attention to technological innovation and improvement which constantly introduce new varieties and colors, showing the creativity and wisdom of the Chinese people. From the perspective of cultural connotation, Jingdezhen ceramics reflect the changes of Chinese history and culture, and are an important carrier of China's cultural exchanges with foreign countries. It has been spread to Asia, Europe, Africa and other places through the Maritime Silk Road and the Overland Silk Road, and has been loved and respected by the people of all countries. At the same time, Jingdezhen ceramics are also the embodiment and inheritance of folk sacrificial customs, reflecting the Jingdezhen people's awe and gratitude to their ancestors, gods, nature and other aspects.

In the process of brand marketing, "Jingdezhen Ceramics" integrates folk sacrificial customs and culture into relevant marketing activities and marketing programs. In the process of brand communication, "Jingdezhen Ceramics" first pays attention to the regional characteristics of Jingdezhen and strengthens the demands of differentiated communication. There is no doubt that this unique region of Jingdezhen has formed a strong brand endorsement of "Jingdezhen Ceramics"; secondly, actively explore the path of "go out". For example, various ceramic exhibitions, ceramic fairs, ceramic culture festival, media ceramic quality list and other marketing activities of tea industry. Thirdly, the traditional ceramic culture is interpreted in a modern way, and the brand communication

is carried out with the help of event marketing and public relations activities. According to the spread of "Jingdezhen ceramics" regional brand elements and marketing communication characteristics analysis, can be similar to "Jingdezhen ceramics" regional brand communication mode is summarized as: based on the area, based on characteristic products, with culture, the integrated use of ceramic culture related fairs, exposition, festival, fair and festival marketing, public relations activities, and promote the combination of traditional media and network media, realizes the interaction with consumers. Accordingly, the communication mode of "region + characteristic products + culture" is constructed, as shown in Figure 1:

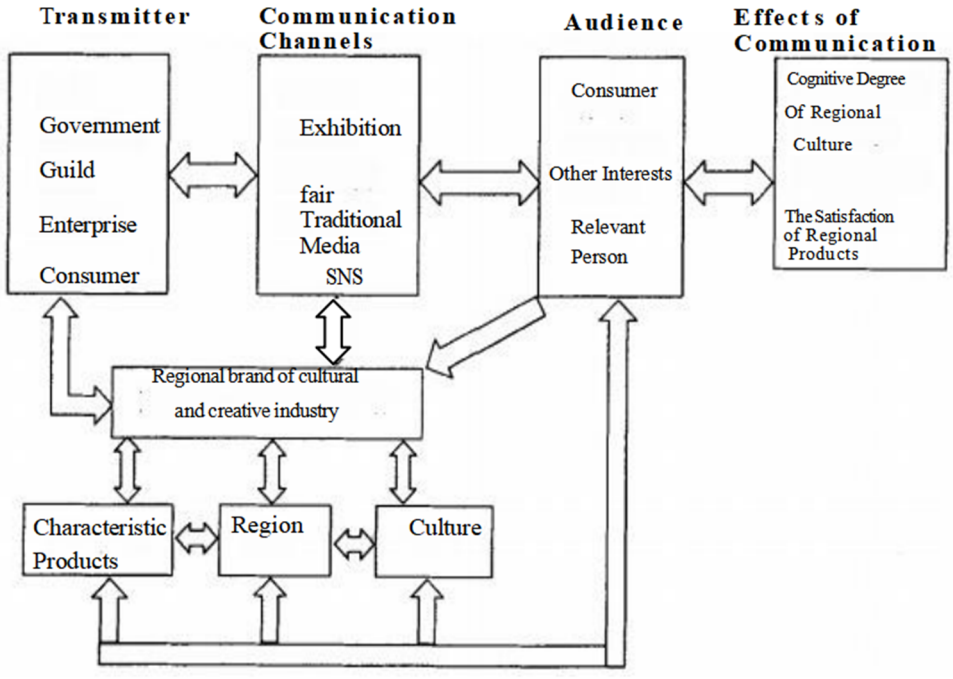


Figure 1. Communication mode of "Region + Characteristic Products + Culture"

4. Current Situation and Problems of Regional Brand Communication in Jingdezhen Ceramic Culture Industry

4.1 The Rigid and Lagging Brand Communication Concept

The concept of brand communication is inside the enterprise (brand) values, brand spirit, brand spirit, brand vision, brand mission and brand management philosophy. It is a kind of group consciousness, but also the basis of ideological the ideology guiding for the enterprise (brand) to make business choice, and also the basic principle of brand image establishment and the essence of brand connotation. The communication concept of the regional brand in the cultural and creative industry is also integrated into the characteristic of regional culture which reflected in the brand personality, brand image and product style. The concept of brand communication is the superstructure of enterprise development, which has an overall role of guiding. The brand communication concept with the positive strength of spiritual and the outstanding style and personality can effectively guide the brand communication behavior, improve the spiritual temperament of the enterprise, and create a good brand communication image. However, Jingdezhen ceramics regional brand communication main body thought conformism, more typical is brand communication concept lack of advancing with The Times, concentrated performance is: brand consciousness still needs to strengthen, some disseminator still relying on traditional media and way to spread brand information, and brand development, audience demand, eventually leads to the brand lack of connotation, difficult to establish a good brand image, not in the audience consistent brand impression and memory, affect the overall development of the enterprise. As a famous town with historical background, it has

superior ceramic resources, simple and beautiful environment, and rich folk culture, but it has not formed an influential cultural regional brand.

4.2 General and Vague Regional Brand Image

Brand image is the basis for brands to participate in market competition, and it affects consumers' cognition and evaluation of brand all the time. Both the tangible content of the brand image (the functional attribute of the brand) and the intangible content (brand culture) conveys the brand information to consumers to a certain extent and help them form the brand memory. A good brand image can not only attract the attention of consumers, but also enhance the influence of the brand, and is also a powerful weapon for enterprises to quickly occupy the market. From the brand image building in the early stage of brand establishment to the consolidation and strengthening of the brand image in the middle stage of development, to the cultivation of consumer brand loyalty from the perspective of brand image in the later stage, every link, and even every moment of brand development, is inseparable from the improvement and maintenance of the brand image. Although the brand image is so important to the development and growth of the brand, not every brand can easily control its own brand image. From the perspective of the current situation of regional brand communication in Jingdezhen ceramic culture and creative industry, the problems reflected in the regional brand image are mainly the general and vague brand image positioning caused by the old concept of communication and the outdated brand communication consciousness. In addition, the investment in image construction is also lacking.

4.3 Disorderly Regional Brand Management

Brand is an effective measure to combat the current phenomenon of homogenization. 1. The essence of brand is to shape differentiated product characteristics. Although many enterprises have realized the importance of brand building and the significance of implementing the brand strategy, there are also some relatively successful regional brands gradually present. Jingdezhen ceramic brand as a whole regional brand, the current lack of a clear brand management concept. First of all, the overall awareness of cultural and creative industry is weak, the brand subject still pays attention to the production of products and consumer needs, etc., and lack of research on the overall development of regional brands in cultural and creative industry from the height of brand strategy. Secondly, the brand subject lacks a comprehensive and profound understanding of the brand strategy, concept confusion, errors like putting the cart before the horse often occur; lack of effective brand management strategy. Because the brand positioning is not clear enough. There are many cultural and creative industries regional brand positioning is not clear, no obvious differentiation characteristics, immersed in the imitation of "no change". Secondly, the brand elements lack of an innovative combination of of ideas, not fresh enough, it is difficult to leave a deep impression in the minds of consumers. Again, the current'Jingdezhen ceramics cultural creative industry area brand still takes the rational way of the appeal, for the spread of the product still stays on the product function, only the pursuit of short-term profits, ignores the long-term brand value, ignore the emotional appeal to the brand, the spread of spiritual culture is lack of cognition of psychological demand of consumers. Third, the lack of brand communication strategy integration. The communication mode is relatively single, only applicable to the general content of communication, lack of innovation and personality, ignoring the cultural connotation of the cultural and creative industry regional brands mining is not deep enough, and the level is not comprehensive enough.

5. Regional Brand Communication Ideas and Integration Practice Countermeasures

Through the analysis of the current situation of regional brand communication in Jingdezhen Ceramics' cultural and creative industry, it can be seen that although it has made some achievements on the road of brand communication, the brand communication problems still emerge in an endless

stream. Therefore, how to achieve lasting and efficient brand communication has become a hot issue for the development and growth of Jingdezhen Ceramics. In view of the special problems presented by Jingdezhen Ceramics, such as the brand communication concept, brand image is not perfect, brand strategy is not systematic enough, this chapter will put forward targeted methods and measures to reform and improve that according to the inherent of communication characteristics of regional brands.

5.1 Change the Communication Concept of Regional Brands

Information age, the connotation and extension of regional brand communication concept has a fundamental change have taken place, from a single image to comprehensive brand communication, from passive spread to active communication, from resource oriented to goal oriented, spread the main body of thinking is becoming mature, spread object also gradually spread from the traditional products, enterprises to cities, regions and countries of different regional level. Such problems related to communication concepts all affect the construction, shaping and communication of regional brands to a certain extent. The following will be about regional brand communication from three perspectives: brand awareness, brand communication concept and brand culture connotation Read out the strategic analysis.

5.1.1 Continue to Enhance Brand Awareness

As an integral part of the brand equity, brand awareness plays a vital role in the brand communication. Brand consciousness is divided into broad sense and narrow sense. In a broad sense, brand awareness refers to the attention of enterprise owners, the government and other institutions to the brand, and strives to build famous brands for enterprises through events, public relations, advertising and other ways, and has the enthusiasm to actively enhance the brand influence. Enhancing brand awareness in the traditional sense is mainly the brand owner to build the brand awareness. In the narrow sense, brand awareness refers to the ability of consumers to recognize or recall a certain product or brand, and also includes the ability to recognize and recall the terms, symbols and patterns related to the product or brand. But because the name is the essence of the brand concept, so brand awareness refers to the meaning of the brand name know. The improvement of brand awareness is different due to different product categories and consumer needs. In addition, brand awareness will also change with the passage of time. For example, with the development of self-driving travel in recent years, some once unknown regional brands have gradually come into the sight of consumers. The reason why brand owners and consumers pay attention to brand awareness is that only for brand owners, -- enables the brand to gain a place in the fierce market and win certain brand influence. For consumers, the improvement of brand information mainly depends on brand awareness, which can help consumers to make favorable inferences to some extent. In the process of purchasing behavior, consumers first choose a number of familiar brands as options. At this point, the higher the possibility of a brand with higher brand awareness to become the ultimate buyer of consumers. Of course, the improvement of brand awareness of a certain brand will also inhibit other brands to a certain extent, which reduces the possibility of other brands becoming the final buyers. In addition, brand awareness will gradually become a clue to judge popular brands. In the actual behavior of consumption, consumers will not necessarily choose the brand according to the quality or price of the product, but decide the purchase behavior according to the popularity of the brand. At this time, the brand advertising volume and the publicity of the brand characteristics also plays a great role in promoting the popularity of the brand.

5.1.2 Update the Concept of Brand Communication

The brand owners' understanding of the concept of brand communication

As well as the application of the idea of brand communication, brand communication is regarded as the simple of brand information transmitted to the audience through mass media, generally in the way of advertising, public relations and marketing, which is very similar to the concept of publicity

in essence. The main manifestations are: first, brand information and the audience demand asymmetry; second, the brand information one-way output, the audience is in a passive position; third, the media operate separately. With the continuous change of the communication environment and the needs of the audience, based on the era of social new media matrix based on the Internet era, this brand communication concept obviously cannot adapt to the current communication environment, nor can it meet the needs of the audience. Today's brand communication refers to the process of increasing the brand equity by continuously and targeted contact with the targeted audience and optimizing by the brand owners. The renewal of the concept of brand communication is mainly reflected in the following three points: First, the transformation of communication techniques from integration to convergence. What the audience of regional brands needs is the regional characteristic, personalized and targeted content, Only transmitting consistent brand information to consumers can no longer meet the requirements of consumers for information value. Second, the transformation of the communication object from the "container person" to the social person. In social media based on Web2.0, the relationship between communicators, media and communication audiences has changed: users have realized true personalization, decentralization and information autonomy. In social media, brand communication faces the online "social people" who is more active, willing to express, eager to find role positioning in the community and keen on sharing. Third, the mode of communication changes from publicity to listening and then to interact. After entering social media, regional brands should establish contact with the audience. First, they should listen to the needs of the audience, and then interact with them to grasp the information.

The pain point, itch point, for different audience groups to find the focus of brand communication. Social media provides consumers with a platform to speak freely, but also brings great convenience for brand information collection.

5.1.3 Enrich the Connotation of Brand Culture

In recent years, although the establishment and development of regional brands in cultural and creative industries show a blowout trend, there are only a few brands truly rich in brand cultural connotation. Brand culture refers to endows the brand with profound and rich cultural connotation, establishing distinctive brand positioning, and making full use of various ways of communication to form a high recognition of the brand by consumers. This recognition can not only create brand belief, but also gradually form a relatively strong brand loyalty. In fact, many regional brands in cultural and creative industries only rely on resources with regional characteristics for brand communication, while regional resources are limited in certain region. Brand communication cannot only stay in the promotion and marketing of limited regional resources, but also have to add original and high-quality IP. From the perspective of brand communication, the promotion and marketing of regional resources are only the basic level of brand communication, and the cultural connotation in line with the regional brand is the core level of brand communication. Regional brand culture is contained in the regional cultural connotation.

Including the profound value connotation and emotional connotation, that is, the brand condensed emotional appeal, life attitude, aesthetic taste and personality cultivation and other symbols of spiritual. Regional brands will highly unify their functional value and aesthetic value through tangible material products, bringing consumers material satisfaction, spiritual comfort and spiritual sustenance. Over time, cultural identity and spiritual attachment will be formed in the minds of consumers.

5.2 Shaping the Whole Regional Brand Image

Brand image refers to the personality characteristics of an enterprise or a brand in the market or in the eyes of consumers, reflecting consumers' cognition and evaluation of the brand. Excellent brand image is the unity of the objective quality and subjective value of the brand. The objective quality means that the product meets the functional attributes and the service attitude of consumers; the subjective value includes the potential cognition formed by the actual quality of consumers, and the brand loyalty formed by the joint action of enterprise image recognition and brand attitude. In the

market with increasingly fierce regional brand competition, only relying on the objective quality or subjective value of the brand is not a long-term solution for the development of enterprises. Therefore, we must be based on the overall situation of brand strategy, the objective quality of the brand, in the dissemination and promotion.With the assistance of the strategy, builds a consistent regional brand image inside and outside.

5.2.1 Objective Quality of Brand is Fundamental

From the point of view of modern marketing and producers, quality generally refers to the index that all aspects of the product meet the standard. This regulation is objective, so it is called ‘objective quality’. There is no need to say the importance of ‘objective product quality’ for enterprises or brands. Moreover, in recent years, when the regional brand competition in cultural and creative industries is becoming increasingly fierce and the phenomenon of product homogenization is becoming more and more intense, high-quality cultural products are the fundamental guarantee for enterprises or brands to occupy a certain market share and enhance brand influence. In addition, due to the cultural creative industry regional brand product consumption characteristics of spiritual culture, must always grasp the trend of consumer demand, highlight regional brand characteristics, adhere to the brand innovation, set up the concept of culture and technology integration, with sincere attitude, excellent products for the era of consumer culture in the spirit of the feast.

5.2.2 Brand Subjective Value is the Core

Compared with the objective quality of a product, the evaluation of product quality in consumers 'mind is called "subjective value". Subjective value is consumers' cognition of the overall quality of a product or service, which is also the relative evaluation of the product competitors. In a media society, the perceived fact is always more important than the fact itself, so that many behaviors of consumption are dominated by the perceived fact. This subjective value mainly depends on product quality, brand identification system, brand attitude and brand loyalty.

5.2.3 Communication and Promotion Strategy is the Key

In addition to the objective quality of the product and the subjective quality reflected in the eyes of consumers, the communication and promotion strategy of regional brands in cultural and creative industries is also a key measure to shape the image of integration. Due to the diversification and complexity of regional brands, advertising and promotion activities are also various, but the communication effect is not ideal. It is necessary for brands to integrate the brand communication channels according to the actual needs, formulate scientific and reasonable brand promotion strategies, and innovate the communication mode, not only to build a good brand image, but also to obtain the effect of corresponding communication.

5.3 Implement a Long-term Regional Brand Strategy

Brand strategy is a series of long-term and fundamental development plans and action plans formulated by an enterprise or a brand in order to improve the market competitiveness. Brand strategy is overall, systematic, long-term, oriented and innovative, and plays a great guiding role in meeting the needs of consumers, promoting the promotion of brand image and enhancing the brand influence and competitiveness. It is necessary for regional brands in cultural and creative industries and focus on brand image and service quality to make long-term planning and design in brand strategy, and deal with various communication problems with strategic vision, so as to navigate in the unpredictable communication environment.

5.3.1 Develop the Demand-oriented Brand Positioning Strategy

Since the cultural products of the cultural creative industry brands focus on the consumption characteristics of emotional experience, the brand positioning should first follow the following principles: highlight the regional characteristics, the emotional appeal, and illustrated; secondly,

guide the consumer demand, explore the spiritual and cultural interests, in-depth communication with the target consumers, build a unique brand image for the regional brand, and the brand positioning as the long-term strategic planning of the enterprise; and use scientific brand positioning tools. For example, in the author's hometown, Hangzhou, China is positioned as beautiful, romantic, historical and tasteful; the Xixi Wetland scenic area is designated as ecological, simple, happy, and the Grand Canal and Hangzhou scenic area is positioned as intelligent, cultural and tasteful. The different positioning of these regional brands is not only due to the environmental characteristics of the region itself, but also due to meet the growing and changing psychological needs of consumers.

5.3.2 Develop the Product-oriented Brand Extension Strategy

Brand extension strategy refers to the strategy of an enterprise or a brand to introduce new products with the existing and relatively well-known brands. Brand extension strategy has broad and narrow sense, narrow brand extension strategy is divided into three categories: brand extension strategy, new brand strategy and primary brand strategy; broad brand extension strategy includes not only extending the original brand to new products, but also extending to the improved existing products. The enterprise has the following purpose: first, by increasing product categories, expanding market share, to increase the brand loss and enhance brand loyalty; third, to protect the main brand image and influence by extending the brand. For now, China's cultural creative industry regional brand products mainly concentrated in the landscape landscape appreciation, regional traditional culture art appreciation, theme entertainment, etc., from cultural resources to the conversion rate of cultural products is low, and the product line is short, the market share is limited, there is a broad brand extension space.

5.3.3 Formulate a Value-oriented Brand Promotion Strategy

Although regional brands of cultural and creative industries have shown a blowout trend in recent years, few have high brand value. At present, improving the value of regional brands is also a powerful measure to achieve effective communication. First, the government will lead the regional brand positioning. Any regional brand needs a strong main body to drive, but also needs to have the strong support of leading enterprises or industrial clusters. Both the government and industry associations, as the cultivation and management subjects of cultural and creative industry brands, have great advantages and credibility in integrating resources, transmitting information and exerting influence. Therefore, the government can play a greater role in improving brand positioning and achieve strong brand effect. At the same time, the government, industry associations and enterprises themselves should also implement effective brand communication on the basis of grasping the key points of value promotion.

Secondly, standardize the right to use regional brand trademarks in cultural and creative industries. It is not difficult to learn from Coase theorem that in order to achieve the optimal allocation and use of regional brand resources, it is necessary to conduct scientific standardization of regional brands in cultural and creative industries. Regional brand as public goods in use as the theorem. Therefore, the government and industry association to regional rational allocation of resources, maximize benefit must clear trademark rights, the specific use conditions, methods of management, the rights and obligations of the registrant and user to make specific provision, to avoid the occurrence of "Commons tragedy". Thirdly, integrate the regional brand publicity channels of cultural and creative industries. Through the Internet, TV, outdoor media, public relations activities, exhibitions, festivals and other culture into marketing, to enhance the regional brand value of cultural and creative industries. Chinese lantern culture, ancient and modern; Zigong lantern lights, is also a long reputation. For thousands of years.

On the Chinese land, Zigong lantern lanterns stand out, gathering the style of Chinese lantern culture and winning the reputation of "the first lantern in the world". Its lantern making technology has been listed in the World Intangible Cultural Heritage List. Lantern Festival, lantern show and lantern trade fair has become the main channels of brand communication in Zigong lantern area. The

official website, TV and public relations activities also plays a great role in promoting the dissemination of Zigong lantern culture.

6. Conclusion

In recent years, although the regional brand of cultural and creative industry has developed rapidly in practice, the theoretical research in this aspect has left many shortcomings. This paper systematically analyzes the regional brand characteristics of cultural and creative industries through three aspects: the composition characteristics of regional brands, communication characteristics and consumption characteristics of the audience. Cultural creative industry and regional brand common attributes to construct the cultural creative industry regional brand characteristics, the construction characteristics to discuss communication characteristics, at the same time, communication is not only the premise of consumers know brand, also can perfect the role of cultural creative industry regional brand construction, construction and communication are in order to pass the brand and products to the consumer, consumption is the end-result of production. The products of cultural and creative industry are different from other products. They load intangible culture and art with the help of tangible carriers, and consumers consume such intangible culture, that is, tangible products are the value carrier of culture and art, and the consumption of content is the essence.

In Jingdezhen ceramic culture industry regional brand communication analysis of the present situation, although this to "regional + characteristic products + culture" regional brand communication mode on the road of brand communication made certain achievements, thorns with flowers, and the vast majority of cultural creative industry regional brand, still emerge in endlessly brand communication problems. Therefore, how to achieve lasting and efficient brand communication has become a hot issue in the development and growth of regional brands in cultural and creative industries. In view of the cultural creative industry regional brand presents special problems such as brand communication concept lag, brand image, brand strategy system, etc., the author from the promotion of brand awareness, communication idea of renewal, rich brand culture, spread the strategy of promotion and regional brand strategy made the detailed interpretation and analysis.

Cultural and creative industry regional brand communication of cultural and creative industry is a complex process. Its brand communication can only be completed by the cooperation in planning, creativity, technology, communication, management and other aspects, which is the product of cooperation. The path of regional brand communication of cultural and creative industry refers to media promotion, forms and publicity channels of cultural and creative brands and products. Cultural creative industry regional brand promotion without the transmission path of guidance, but the cultural creative industry regional brand regional particularity, the choice of the brand communication path depends on the characteristics of cultural brand or cultural products, according to its brand particularity with professional, targeted transmission path.

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