

Importance of Logo and Packaging for Brand Remodeling

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Abstract: After some old brands of Chinese products have been reborn successfully, the secret of their brand reconstruction has been explored. Their main remodeling focus will be on brand identity and brand packaging. The study reveals what's important and what's not or what's missing for brand reinvention. Through the use of questionnaires and in-depth study of related brand remodeling cases and the collection of relevant literature, this paper conducts a detailed investigation. Through the cognition of the brand, the view of the old brand, how to reshape the brand and other related issues to carry out a questionnaire survey. The results show that the strong emotion for the old brand is the direction of the people, and the importance of the innovation of logo and packaging is also unanimously recognized. Research related cases of brand reconstruction, such as "the prosperity of tea", "the rebirth of baiqueling", "the transformation of Shuangmei", etc., they are showing the importance of logo and packaging for brand reconstruction and the necessity of innovative spirit with the times. This paper collects the cognition of many scholars on brand remodeling. They argue that brand identification and packaging can be compared to a person's appearance and clothing, which are the most intuitive visual experience for consumers at first sight. Therefore, it is very important to make a good first impression; the only rule to keep a brand alive and keep its competitive advantage is the concept of innovation. There are many influencing factors of brand remodeling, but the most important is the innovation and remodeling of logo and packaging. These two are the most straightforward and obvious transformation and upgrading.

Keywords: Old brand reconstruction; Logo reconstruction; Package reconstruction; Creative design.

1. Introduction

This article mainly through the questionnaire survey and the analysis of some successful cases of old brands, summarizes some experience, in order to explore how to reshape old brands and make them last forever.

From the survey results and case analysis results, innovation is an important factor in brand remodeling. As for the understanding of the word "innovation", in my opinion, I always associate innovation with fun. Because I think it is interesting to make a design. It must have its own originality, which can be said to be novel. "Innovation" is full of soul. In today's society, only through continuous innovation can brands become independent and invincible in the competition. However, from the perspective of many old Chinese brands, their development situation is declining. In fact, many Chinese people have strong feelings for these prestigious brands because they are the product of an era and have a profound historical background. People don't want to give it up completely, nor do I. Therefore, this article will discuss how to save these old brands. Through the research on the design of Chinese time-honored brands, it is found that an important factor leading to their failure is the lack of ability to keep pace with the times and innovate. Therefore, it shows the importance of innovation to brand reconstruction.

At present, China's "contemporary design" is still hovering between imitation and innovation, and there is still a certain distance between innovation and imitation. Innovation refers to the improvement or creation of existing knowledge and materials in a specific environment, such as new things, new methods and new elements. It is different from traditional or ordinary people's thoughts. This is a conceptualization process characterized by new ideas, new inventions and new descriptions. The concept of innovation is broad, and everyone has his own point of view and understanding. But

let everyone realize that innovation can make a brand reborn, which is an effective way to keep the brand competitive in this era. Brand design includes logo design, IP image design, VI system design, product packaging design, offline material design, etc. It is found in the questionnaire that people usually leave memories of a brand on its logo and packaging, because these two can more intuitively represent a brand and represent the most intuitive image of a brand. Therefore, this paper will study the importance of logo and packaging for a brand. I will study logo design and packaging design in depth. This paper will be divided into several chapters.

2. Background analysis of old brands

In this part, we will discuss the origin and background of some Chinese traditional brand designs. There are two types: one is from semi colonial and semi feudal society. These old brands have deep historical origins. In their hundreds of years of existence and development space, they have added many cultural colors. At the same time, they have formed a good sense of consumption and reputation foundation in the long-term flow process. Another part of the old brand was created in the planned economy era, that is, the state-owned brand formed in the planned economy period or the transition period from the planned economy to the market economy. In the era of product shortage, these old brands have become the symbol of quality and reputation under certain circumstances. In the special era of that country, these time-honored brands made special contributions to the country and met people's basic living needs. This is Zhai Ji(2005)'s point of view when discussing how to activate old brands. The time-honored brand is a gold mine, and we need to dig it. " Peng Bo (2012), another scholar, also said that China's time-honored brands have profound cultural heritage, are an important carrier of China's commercial culture, an important force in China's famous brand economy, and have strong historical, cultural

and economic values. This part will put forward some opposite views. Qi Han (2017) believed that Chinese traditional time-honored brands should be completely abandoned. He believes that in today's era, those time-honored brands are outdated and boring. I agree with the previous point that the culture of Chinese time-honored brands is broad and profound, which is an important carrier of China's commercial culture, an important force of China's famous brand economy, and has strong historical and cultural value and economic value. In fact, in my opinion, the historical and cultural connotation of a brand and the moving history or legend behind it have accumulated huge energy of the old brand in the reputation of consumers. What we need to do is to effectively ignite these energies under the conditions of market economy, rather than blindly giving up the traditional design of time-honored brands. The biggest purpose of activating time-honored brands is to transform advantageous resources into brand power.

3. Reasons for decline of old brands and rescue measures

3.1. Reasons for Brand Decline

The theme of this paragraph is to analyze the reasons for the aging and even elimination of some old brands. Liao Jiali (2020) mentioned that aging is a problem that every brand will face, and even fashionable luxury goods cannot be spared. She believes that the emergence of brand aging is mainly based on both consumers and enterprises. This paper analyzes the reasons of brand aging from these two aspects. From the perspective of consumers, this is because its essential feature is that the old and the new are new, and the demand is updated and changed in real time. From the perspective of enterprises, it is mainly due to the lack of brand strategic planning and innovation, and the target market has not been updated in time. Wang Chengrong (2011) analyzed the data of time-honored brands at home and abroad, and believed that the limitations of the development of Chinese time-honored brands lie in insufficient cultural innovation and image innovation, technical limitations and narrow management. Peng Bo (2012)'s analysis is more comprehensive. Starting from the two concepts of the West and China. At the same time, however, he pointed out that the western view of brand aging summarized the reasons for the decline of some brands, which has its referential significance. However, the dilemma of China's time-honored brands has its particularity, and cannot mechanically copy western theories. According to the particularity of the development of time-honored brands, many domestic scholars have summarized the specific reasons for the decline of time-honored brands, such as the lack of brand innovation; Aging product structure and loss of customer resources; Enterprises are heavily burdened and lack of development stamina; The marketing concept is backward and lacks brand communication; Inadequate protection of commercial standards and proliferation of counterfeit products. In the research and analysis of these three scholars, there are many similarities, that is, they all mentioned that the reason why many traditional time-honored brands are aging is the lack of brand innovation that keeps pace with the times. I also believe that for brands, aging is inevitable, because this era is changing with each passing day. In today's new economic era, the development of time-honored brands is facing enormous pressure and challenges. However, unlike the depression of Chinese time-honored

brands, foreign time-honored brands are indeed full of spring. For example, Coca Cola promotion can be seen everywhere. Its energetic and passionate image is favored by young people. The brand image full of personality, vitality, fashion and creativity meets the needs of contemporary consumer groups. In China, many people believe that China's time-honored brands are aging or even outdated. The reason may be that the brand culture innovation of time-honored enterprises can not keep up with the pace of the times.

3.2. Scholars' Cognition and Attitude towards Old Brands

The survey results show that many people have strong emotional support for old brands, because these old brands are a symbol of an era. Although with the continuous development of society, they have become "elderly people have a sense of security", the public still holds the concept of old brands. Therefore, most consumers believe that old brands should be innovated and reshaped rather than abandoned completely. This is consistent with most of the relevant literature I searched and read, but there are also some differences. For example, Zhai Ji (2005) mentioned in How to activate time-honored brands that "time-honored brands are gold mines and we need to dig". Peng Bo (2012), a scholar, also said that "time-honored brands in China have far-reaching influence. Cultural heritage is an important carrier of China's commercial culture. Chinese famous brands have strong economic strength and strong historical, cultural and economic value", while Qi Han (2017), a scholar, held the opposite view, He believes that traditional Chinese time-honored brands should be completely abandoned. In his opinion, those time-honored brands are out of date in today's era. They are symbols of failed brands and should be completely eliminated by the times. Through these differences, I began to think about myself. In my opinion, I prefer the former concept, which is held by the majority of the public - old brands should be rebuilt rather than abandoned. I agree that China's time-honored brand culture is broad and profound, and is an important carrier. China's commercial culture is an important force of China's famous brand economy, with strong historical and cultural value and economic value. In fact, these old brands have a deep historical background behind them, or a great legend or a touching historical old brand vitality has accumulated in the consumer reputation. What we need to do is to effectively ignite these energies under the conditions of market economy, rather than blindly giving up the traditional design of time-honored brands and transforming their advantageous resources into brand power, which is the biggest purpose of activating time-honored brands. Finally, according to another result of the author's questionnaire survey, the public generally believes that the main reason for brand aging is lack of innovation, so the focus of brand remodeling is innovation. This is similar to the relevant literature I collected and read.

3.3. The process of rebuilding old brands

When the designer is ready to deeply understand the research in the brand field, he will first understand the unclear concepts in this field. Through this point, the author will collect the academic articles published by other artists or in this field, read them, and then summarize the final concept in his own language. Then, according to my research direction, I summarized my own problems in the brand field. For example, how can an old brand achieve self-rejuvenation

through design? Perhaps the information collected in the end is not consistent with the author's research direction, but there are some aspects that can be used for reference, and then summarized through professional discourse. The knowledge is interlinked. This article is divided into three parts. The first part analyzes the reasons for the decline of old brands, the second part is a detailed analysis of successful cases of brand remodeling, and the last part is a summary speech combining the first two parts. Therefore, the way the author consulted the literature was summarized in chapters according to the arguments.

4. Cognition and solutions of brand remodeling

4.1. Necessity and method of brand reconstruction

The shaping of a brand not only depends on whether the enterprise can obtain economic benefits through the brand, but also has far-reaching social benefits. An enterprise can have many brands at the same time, but a good brand needs to work hard. There are many details to pay attention to in the process of brand building. It is difficult to make a good brand without working hard. Brand needs to pay special attention to quality, design, workmanship, user experience, etc. Good brands are usually favored by consumers. Enterprises can use brands to expand the market and increase consumer loyalty. Although brand is not omnipotent, it is difficult for enterprises to position without brand and consolidate their position in the market. Therefore, enterprises are very important for brand construction.

4.1.1. Importance of identification and packaging to brand

Through my main research method - questionnaire survey, the survey content is consumers' attitude towards old brands, their recognition of brand remodeling and their suggestions for brand remodeling. I compared it with the relevant literature I collected, found some similarities and differences, and further improved my paper research. First of all, through the analysis of the cases of Xicha, Baique Ridge and Shuangmei brands found on the Internet, it is concluded that the innovation of logo and packaging is very important for brand remodeling. From these cases, we can clearly and intuitively observe how these "new" brands express the logo and packaging innovation and remodeling of "old" brands. The conclusion is consistent with the statement of Niu Huicui (2015). As scholars have said, "Logo is extremely important for a brand and an enterprise. It is the image and culture of an enterprise or brand, and the first impression of an enterprise or brand. A well-designed logo is an important asset of a brand as well as the values and spirituality of a brand. It is the most intuitive presentation of business ideas. This statement also reached a consensus with another scholar who studied packaging. Liu Ling (2006) mentioned that "Packaging is like the 'clothes' of products. Tang Libao (2013) also said: "With the deepening of reform and the rapid development of foreign trade, we should pay attention to the charm of products on the basis of strength, that is, under the premise of ensuring the first-class product quality, we should comprehensively strengthen the product packaging design, so that the enterprise can remain invincible in the fierce international and domestic market competition. Through this study, I will further study how to reshape the logo and packaging of a

brand.

4.1.2. How to rebuild the brand

This part will analyze which factors have a great impact on the brand. The brand contains a lot of content, including logo design, IP image design, VI system design, product packaging design, offline material design, etc. Through the questionnaire survey, it is found that the public pays more attention to and is interested in logo design and packaging design. They believe that logo design and packaging design are the two major plays of brand design, because they are the "facade" of the brand and should be paid attention to. Through the main research results of the questionnaire survey, compared with the relevant literature collected, some similarities and differences were found, which further improved my paper research. First of all, through the case analysis of Xixia, Baique Ling and Shuangmei found on the Internet, it is concluded that the innovation of logo and packaging is of great significance to brand reconstruction. From these cases, we can clearly and intuitively observe how these "new" brands express the logo and packaging innovation and remodeling of "old" brands. After adjusting the "external" of a brand, it is also necessary for a brand to have an interesting soul, which is reflected in brand innovation. Therefore, it is necessary to start with the innovation of logo and packaging, and try some creative packaging.

4.2. Analysis of successful cases

With more and more products on the market, brands are also trying to develop new areas. Although many old brands are impacted by emerging brands, many old brands stand up after their own remodeling. They upgrade and reshape their brands in all aspects. For example, their own marketing methods, publicity strategies, brand image, etc. Next, I will analyze the successful cases of famous brand remodeling. Such analysis can make me clearer what is the key to a brand remodeling.

4.2.1. The Way to Rebuild the "Double Sister" Brand

The first designer I want to learn is a Canadian Chinese designer named Jiang Youbo. Participate in the brand reconstruction of Chinese traditional brands. My research on this designer is his re-creation of the twin sister logo. Because logo is equivalent to brand image for a brand, it is particularly important. As early as more than a century ago, "Shuangmei" began to take the lead and for the first time hired a famous teacher to draw the classic calendar that has been handed down to the present. Now, with the innovation of the orange fruit design team led by Mr. Jiang Youbo, the two girls on the calendar card have become the new logo of "Double Beauty". The first designer I want to learn is a Canadian Chinese designer named Jiang Youbo. Participate in the brand reconstruction of Chinese traditional brands. My research on this designer is his re-creation of the twin sister logo. Because logo is equivalent to brand image for a brand, it is particularly important. The reconstruction of the historical background of Shuangmei is that more than a century ago, Shuangmei started to lead the fashion trend, and for the first time invited a famous artist to draw the classic calendar cards that have been handed down to the present. Now, with the innovation of the orange fruit design team led by Mr. Jiang Youbo, the two girls on the calendar card have become the new logo of "Double Sister". Until the 1930s, women could not directly become models. With the development of the New Youth Movement, a new life began. At that time, cheongsam was very popular in Shanghai. "Shuangmei" invited the famous calendar brand

Hang Zhiying to draw a calendar card with two young girls as models. At that time, people took a photo and drew a famous calendar. The new energetic women became the fashion focus at that time, presenting a unique modern ocean style. From the comparison of the following two logos, we can see that the old version is colorful, and the new version is simple and elegant; The old is abstract, the new is realistic; The old logo is nostalgic and the new logo is modern. The old version is rigid, but the new version pays more attention to design. From the logo case, such as (Fig.1) and (Fig.2) logo design. The author believes that the remodeling of logo is closely related to the background and development of the times. We need to keep pace with the times and discover the style preferences of contemporary consumers.



Figure 1. "Double Sister" Brand Old Logo.

Figure 2. New logo of "Double Sister" brand in Shanghai.

(Photo source: Daokeba (www.doc88.com/p-6109945675288.html))

4.2.2. The Way to Rebuild the "Xicha" Brand

The second part studies the design of the famous tea industry network black tea - like tea logo (Figure 3). First of all, in terms of its industry background, what is behind the popularity of online black tea. Industrialization upgrading has accelerated the development of FMCG industry. Since 2016, the tea industry has been on the rise. At present, there are tea brands such as Kawanka, Coco, Yidiandian and Naixue. The products of these brands are mainly tea, supplemented by milk, fruit, cheese and other ingredients, and developed into a new type of tea. The reason why online black milk tea can gain high popularity in the market is not necessarily because of how special the taste of tea is, but through insight into the consumption psychology of the new generation of consumers, it meets the consumption needs of the new generation of consumers. The target population of these new tea drinks is basically young people born after the 80s and 90s, supplemented by those born after the 00s. Tiktok is a media for modern young people to pursue comfortable life, lead the social trend and seek novelty. As a result, daily attendance, such as playing cards, taking photos, making friends, and making Tiktok videos, has become the media. Online celebrity brands are actively spreading through social psychology under the guidance of consumer psychology. But among so many similar tea brands, it is known as: tea advertising company Xicha has unique views on shaping its own brand image. It is committed to transferring the aesthetic concept to consumers. At the same time, it does not forget to convey a sense of ceremony to consumers when drinking tea. The visual image is also highly recognized among many tea brands. In fact, each brand should have its own characteristics, just like a person can identify and distinguish by gender, appearance, posture, temperament and speech. The same is true of brands. Even similar products can have their own personality and brand identity. This idea was inspired by the

design of ancient Roman coins, such as (Fig. 4). The head on the side of the coin is almost indistinguishable. Who is this person? However, this is the message Xixia wants to convey to us. Who is the villain on the street? Is it a man or a woman? In fact, it can be a man, a woman, you and me. Everyone looks like when drinking tea. It seems that we can see ourselves when we see it. It is such a simple and direct number that can arouse consumers' deep memory and resonance.



Figure 3. The logo of Xi Tea remodeling

Figure 4. Roman Coin Sign

(Photo source: Nie Yunchen, CEO of Xicha, pays special attention to brand building - Sohu. [comhttps://m.sohu.com/a/464703591_120930380?_trans_=010004_pcwzy](https://m.sohu.com/a/464703591_120930380?_trans_=010004_pcwzy))

4.3. Key to Brand Reinventing

Through questionnaire survey and literature search, it is found that the effective means for brand reconstruction is to adopt nostalgia strategies, because people have strong feelings for old brands, and in brand reconstruction, the two most important factors are logo and packaging, because these two are like the image of a brand, which is the first-place consumers pay attention to. Therefore, the following examples will illustrate the importance of logo and packaging for brand remodeling.

4.3.1. On the importance of logo

Logo can be said to be the first spokesman of a brand. Today, with the rapid development of economy, the amount of information received by the audience has far exceeded their ability to analyze and accept. Therefore, how to break through in the image reading era is the most important task for an excellent logo. The logo represents an enterprise's business philosophy, corporate culture, the soul of an enterprise, and the image of an enterprise. The so-called corporate image refers to the overall impression of consumers on the enterprise. Enterprise logo is a communication tool for enterprises. Its role is to pass on the enterprise's business philosophy, business content, corporate culture and other elements to the public, so as to achieve social awareness and recognition of enterprises and products. In the field of professional design, logo is not equal to brand, but the familiar logo in the eyes of the public is just like the commitment made by the brand. Therefore, logo plays a very important role in the process of brand communication and development.

4.3.2. On the importance of packaging

The third research is brand packaging creativity. I found the Armenian brand agent "backbone brand", which designed a very creative rice package for rice brand riceman. Change the image of rice in woven bags or plastic bags on supermarket shelves. As the carrier of creation, the image of farmers can not only remind people of rice, but also make consumers feel interesting, such as the creative packaging design (Figure 5). Its packaging innovation. I believe it will attract you at the first time on the store shelves. Interesting brand packaging is so magical that it attracts people's attention and promotes brand consumption. I think a creative packaging design can attract your attention instantly, whether it is shape, structure,

material or color, or any element on the packaging. As Qian Kaiya (2015) said, "Innovation is the soul of packaging design. Designers should innovate boldly in all aspects of packaging innovation. You dare to think too much, even if you imagine it."



Figure 5. "Rieman" creative packaging design
(Image source: Sohu. com
(https://www.sohu.com/a/338879927_742071))

5. Conclusion

To sum up, the author has obtained a large number of treatises related to the thesis from the literature and the discussions of these scholars. We learned about the background and reasons for the rise and fall of some old Chinese brands, and found some core views on brand remodeling from a large number of literatures. One word mentioned by many scholars is innovation. Therefore, in the research of brand designers, the author pays attention to innovation, and conducts research from two aspects: brand image logo design and packaging designer. I also learned a lot of relevant theoretical knowledge. This paper is based on the theme of "brand design innovation is a necessary condition for brand vitality". I collected some pictures about the activation of old brands online as my first-hand research materials. Through some cases on the Internet, we can intuitively observe how these "new" brands express the innovation and remodeling of "old" brands. We can clearly see these changes, the innovation and development of the logo and packaging of these old brands. For example, I observed the reform and innovation of milk packaging of China's time-honored brands Baiqueling and Wangzai, as well as the reconstruction of the logo and packaging of time-honored brands Shuangmei. In these cases, I found the importance of innovation for brand rebirth. At the same time, the impact of logo and packaging on the brand is also very far-reaching. Logo is equivalent to the "first impression" of a brand, which can be compared with a person's appearance, while packaging can be compared with a person's clothing. These two factors are very important for a brand, because they are the most intuitive display of the brand. So "the perfect combination of the two is good". In addition, I also conducted a questionnaire survey on this subject. The questionnaire is comprehensive. Including the definition of brand design, understanding of the development trend of old brands, important factors in design, and how to rebuild old brands. Through this method, we can

get a preliminary understanding of the public's brand awareness, views on China's old brands and the overall understanding of how to reshape the brand. The results of the questionnaire show that the public's impression of brand design is mainly concentrated on the brand logo and packaging, which can intuitively express a brand. At the same time, in the contemporary context, many old brands are indeed in crisis. Therefore, they agree with the importance of innovation in brand design, and believe that innovation is a necessary condition for a brand to maintain its vitality. Then I use these documents as secondary materials for research. I divide the topic of the article into several parts for literature retrieval. These themes can be roughly divided into five aspects: the origin background of China's old brands, the reasons for the decline and failure of old brands, how to reshape old brands, the importance of logo and packaging in maintaining brand competitiveness, and the necessity of brand reinvention and innovation. The preliminary results were obtained by searching relevant literatures from these directions. In the context of today's social development, many Chinese time-honored brands are in danger of being eliminated due to various factors, one of which is the lack of innovation. Therefore, innovation is the only way to rebuild the brand. Secondly, people's understanding of the brand mainly lies in the brand logo and packaging. For example, when many people go out to buy a product, they first see either the brand logo or its packaging design. Therefore, people are easily attracted by some interesting packaging and brand logos to promote consumption. Therefore, the impact of logo and packaging on a brand cannot be ignored.

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