

Research on the Digital Transformation of Guochao Brand Image Driven by Visual Communication Design

-- Taking the "Longmen" Brand Packaging Design as an Example

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Abstract: With the development of digital technology, the digital transformation of Guochao brand image has become an inevitable trend. Visual communication design plays a key role in this. This study takes the "Longmen" brand packaging design as an example to explore the digital transformation of national fashion brands driven by visual communication design. The article analyzes the background of digital transformation and defines the concept of visual communication. At the same time, discussions were held on the digital transformation of Guochao brand image and application strategies were proposed. Through an in-depth study of the historical and cultural connotations of the "Longmen" brand, it provides theoretical and practical guidance for the digital transformation of national fashion brands, while providing reference and inspiration for visual communication design and brand management research.

Keywords: Visual Communication; National Trend; Brand; Digital Design.

1. Introduction

1.1. Background of the Study

1.1.1. Policy Context

In the context of digital transformation, the state recognizes the importance of digital technology for the transformation and upgrading of traditional industries, and therefore actively promotes the in-depth integration of digital technology and industry. 2021, [1] the State Council formally issued the "Notice on the issuance of the 14th Five-Year Plan for the Development of the Digital Economy", which emphasizes the use of data as the key element and the deep integration of digital technology with the real economy as the main line. As a key element, the circular emphasizes the deep integration of digital technology and the real economy as the main line, and accelerates the digital transformation and upgrading of enterprises. In addition, the report of the 20th Party Congress also proposed to strengthen the construction of digital infrastructure, improve the governance system of the digital economy, synergistically promote the digital industrialization and industrial digitization, provide support for the transformation and upgrading of traditional industries, cultivate new industries, new business forms and new modes, and continuously grow China's digital economy to provide strong support for the construction of a digital China.

1.1.2. Project Background

With the continuous progress of digital technology, digital transformation brings great opportunities and challenges in the field of brand image, especially for the national tide brand. As one of the representatives of China's excellent traditional culture, the national tide brand has a rich history and cultural heritage. However, in the era of digitalization, how to combine traditional elements with digital technology to create a competitive national tide brand image has become an urgent problem. Visual communication design, as an important part of brand image, plays a crucial role in digital transformation. Visual communication design conveys the core values and characteristics of a brand through visual elements such as

graphics, colors, and text to attract consumers' attention and recognition. In the digital era, visual communication design pays more attention to creativity, personalization and interactivity to meet the diversified needs of consumers. Therefore, driven by visual communication, this project focuses on the digital transformation of "Dragon Gate", a trendy brand image.

1.2. Purpose and Significance of the Study

1.2.1. Purpose of the Study

Through in-depth study of the digital transformation of the packaging design of the national tide brand case, and "Dragon Gate" brand packaging design as a specific case for analysis, to provide strong theoretical support and practical guidance for the innovation and development of the national tide brand in the digital era, and at the same time to promote the deeper application of visual communication design in the brand image shaping. Therefore, this paper will start from the digital transformation of the national tide brand and take the "Dragon Gate" brand packaging design as an example to carry out packaging innovation and design practice from these two perspectives, to analyze and practice the digital transformation and the development of the national tide brand, to carry forward China's excellent traditional culture and at the same time to push forward the innovation. By skillfully transforming design creativity into packaging design, digital technology can be better integrated into the national tide brand, so that the brand can be better combined with modern life.

1.2.2. Significance of the Study

In today's digital era, brand image shaping and communication are crucial to the development of enterprises. As a representative of the combination of traditional Chinese culture and modern fashion elements, the digital transformation of the national fashion brand has far-reaching significance. By studying the visual communication design of Dragon Gate in the process of digital transformation, we can gain a deeper understanding of the influence of design on consumer perception and provide effective brand

communication strategies and design directions for other brands. In addition, it can also provide a summary of the experience of the national tide brand industry, promote the digital upgrading of the industry, and improve the competitiveness of the market. Therefore, this project has important practical significance and theoretical value for the long-term development of national tide brands.

2. Overview of the Digital Transformation of National Wave Brand Image Driven by Visual Communication Design

2.1. Digital Transformation of the National Tide Brand Image

2.1.1. The Development of the National Tide Brand Image

1) Traditional Stage: In the early days, national fashion brands were mainly based on traditional Chinese elements, such as Chinese culture and folk customs. These brands usually focus on handmade and natural materials, with a traditional design style that lacks innovation and personalization. The national trend brand image in this stage mainly focuses on satisfying people's basic needs, such as practicality, durability and reasonable price.

2) Modern stage:[2] With the development of China's economy, the national fashion brand began to gradually change to a modern style. 2018, Li Ning's "Wudao" series led the trend, skillfully blending Chinese elements with modern technology to show fashion and personality. In particular, the use of traditional Suzhou embroidery technology, reinterpretation of the "red and yellow match", giving the national trend brand a new trendy flavor. This innovation has not only changed the image of Li-Ning in the minds of young consumers, but also established Li-Ning as a representative of the national fashion brand, leading a new trend of national fashion brand image.

3) In addition, with the popularization and development of digital technology, the national tide brand image has begun to undergo digital transformation. Digital technology is used for fast, efficient and personalized design, as well as interaction and communication with consumers. Digital technology has brought more creativity and possibilities to the national tide brand, making the brand image more youthful, fashionable and personalized.

2.1.2. Definition of the Concept of Visual Communication Driving the Digital Transformation of Brand Packaging

Visual communication design updates the visual identity system of the Kokusaika brand through innovative graphics, colors, fonts and layouts. The widespread use of digital platforms requires VIS design to not only adapt to traditional media, but on top of that, optimally adapt to a variety of digital devices and interfaces, such as websites, mobile apps, and social media platforms, to ensure the consistency and recognition of a brand's image. The impact of digital transformation on brand image is far-reaching and positive, bringing new opportunities and challenges to brands. Digital transformation shapes brand image and helps brands stand out in the marketplace. Creative design and personalization deepen the emotional connection with consumers and increase loyalty. Data analysis optimizes user experience and provides accurate and personalized products and services.

Broaden communication channels to realize real-time interaction between brands and consumers. Digital transformation brings extensive and profound opportunities for brand building.

2.1.3. The Role of Visual Communication Design in the Digital Transformation of Kokusaika's Brand Image

Visual communication design plays a significant role in the digital transformation of national wave brands. Firstly, visual communication design creates eye-catching packaging to improve brand recognition and enable consumers to remember it easily. Second, the design incorporates cultural elements to convey the brand's deep cultural heritage and values and enhance emotional resonance. [3] In addition, attention is paid to the user experience, providing a pleasant visual experience through well-designed products to enhance users' love for the brand. More importantly, visual communication design can better grasp consumer needs, fit the market trend, meet consumer expectations, and improve the market competitiveness of the brand.

3. Case Study of "Dragon Gate" Brand Packaging Design

3.1. Overview of the "Dragon Gate" Brand

3.1.1. History of the Development of the Longmen Brand

With the rapid development of China's economy and the improvement of people's living standard, consumers' demand for high-quality and safe aquatic products is increasing. Shanghai Fisheries Group Ltd. keenly captured this market opportunity and established the "Longmen" brand in the 1980s, which is dedicated to providing consumers with high-quality, safe and abundant aquatic products. In the early stage, "Longmen" mainly focused on the domestic market, and gradually won the trust and love of consumers through product innovation and quality improvement. Later, Shanghai Fishery Group started to actively explore the international market and promote the "Longmen" brand to the world. Over the years, "Longmen" has continued to grow and become one of the leading brands in the aquatic products industry. At the same time, "Longmen" has been selected as one of Shanghai's old-famous brands in 2022, which undoubtedly adds more historical and cultural heritage to the brand and further strengthens its position in the market.

3.1.2. Positioning and Audience Analysis of the Longmen Brand

Dragon Gate brand is committed to become the Shanghai high-quality seafood advocate, with a sense of chivalry for the world. The chivalry of Lung Men is the bravery of ocean-going, the justice for people's livelihood and the country, the vitality of continuous experimentation and innovation, the courage to achieve "Shanghai Fishery, my world fishery", and the responsibility of "global fish, Chinese cuisine".

Relying on the 18th China Good Idea Old Brand New National Wave Special Competition, this package is designed under the brand of "Longmen", with the theme of "New-Chivalrous Longmen", and a series of product package designs are completed, covering four major products: Longmen Fishing Farm (rough chilled products), Longmen Quick Kitchen (pre-prepared dishes), Longmen School (seafood snacks), and Longmen Gift (festival day gift box). Festive Day Gift Box) four major products.

The audience of "Dragon Gate" brand mainly includes

middle and high-end consumers who pursue high quality of life, housewives and cooking enthusiasts who are concerned about the health of family diets, catering companies and chefs who have strict requirements on ingredients, as well as young consumers who pay attention to the brand image and word-of-mouth.

To sum up, in the "Dragon Gate" brand packaging design, we need to cater to the needs of brand positioning and target groups, and explore the packaging design in the direction of refinement, youthfulness and high-end.

3.2. Second, "Dragon Gate" Brand Innovation Design Application Status Analysis

3.2.1. Weak Brand Awareness and Lack of Brand Matrix Effect

The brand "Dragon Gate" is facing a serious problem of weak brand awareness in the market. Consumers have low awareness of the brand and lack of brand identity and loyalty. The main reasons behind this are the ambiguity of the brand image, the lack of distinctive visual identity elements, and the absence of a brand story. In addition, the "Dragon Gate" brand also lacks the support of the brand matrix effect. The brand matrix effect is to enhance the overall competitiveness of the brand through diversified product lines, multi-channel sales network and strengthened brand image. However, in the current situation of the brand "Dragon Gate", it can be seen that there are obvious deficiencies in the expansion of product lines, sales network layout and brand image building.

3.2.2. Packaging Image is Old and not in Line with the Needs of Consumer Trends



Figure 1. Creative real shot of the original packaging image of the Longmen brand

The aging problem of "Dragon Gate" brand packaging image is mainly reflected in the outdated design style, outdated color scheme and lack of novelty in pattern elements (Figure 1). These traditional design elements are no longer able to attract young consumers' eyes and inspire their interest and goodwill towards the brand. In the digital era, consumers' aesthetic concepts and needs are constantly changing, and they pay more attention to personalization and fashion sense,

and put forward higher requirements for the brand's packaging image. In addition, the old packaging image of the brand "Dragon Gate" is not in line with the brand image and brand value it represents, resulting in limited consumer recognition and identification of the brand.

4. "Dragon Gate" Brand Digital Transformation Development Strategy and Innovative Practice

4.1. Development Strategy for the Digital Transformation of the "Dragon Gate" Brand

4.1.1. Absorbing the Characteristics of the Times and Maintaining Brand Vitality

In the digital transformation of the national trend brand image driven by visual communication design, the "Dragon Gate" brand must absorb the characteristics of the times, closely integrate with digital technology, and keep pace with the times if it is to maintain lasting vitality and attractiveness. In recent years, there has been a rapid rise in the national style craze, which blends traditional Chinese culture with modern fashion trends, providing an efficient and innovative approach to branding and packaging design. At the same time, the Dragon Gate brand should make full use of digital technologies in its digital transformation, such as virtual reality and social media, to present its brand image in a more intuitive and interactive way, and establish a closer connection with its target audience.

4.1.2. Relying on Brand Culture and Reshaping the Packaging Image

Brand culture, as the soul of the brand, covers history, values, style and characteristics, and is the key to differentiate the brand from other brands. In the process of reshaping the packaging image, "Dragon Gate" brand needs to dig deep into the cultural connotation, combine traditional cultural elements with modern aesthetics to create a unique and attractive packaging image. Through the use of digital technology and design software, the packaging is designed to enhance the texture of the product and packaging. The use of digital technology provides more possibilities for brand innovation, and by accurately grasping the needs of consumers, packaging design is continuously optimized to enhance the competitiveness of the brand.

4.2. Innovative Practices

4.2.1. Innovative Design of "Dragon Gate" Brand Packaging

Packaging graphics occupy a very important position in packaging design, which is a major factor influencing consumers to buy products. "Longmen" package illustration design starts from the brand culture, the old "Longmen" brand culture in-depth excavation, to understand the difference between aquatic products and other products of the same type, and then according to the four major products of Longmen Fishery, Longmen Fast Kitchen, Longmen School, Longmen Gift different characteristics of the design (as shown in Figure 2). The design is based on the different characteristics of the four products (Figure 2).



Figure 2. Packaging series illustration design, self-drawn by the author

4.2.2. Packaging Color Design

While color, along with text, graphics, and exterior styling, are important formal factors in packaging design, color is capable of Before the other three factors to attract the attention of consumers. Therefore, when designing the packaging of "Dragon Gate", we should fully consider the psychological characteristics of consumers' perception of color and the characteristics of the product. In the gift box

packaging color selection, choose red, yellow, blue, green four colors as the main hue, while giving the product saturated color, bring them a strong visual impact, thus increasing consumer desire to buy.

4.2.3. Optimizing the Design Process to Drive Digital Transformation

To help gantry brands maintain a consistent brand image in the digital environment, a cross-platform visual communication strategy is needed. This means that designs need to remain visually appealing and readable across devices and platforms, including designs that accommodate different screen sizes and resolutions. In addition to this, in the digital age, Gantry Brands will be placing more emphasis on user experience (UX), including website and branding design, interactive design, and other aspects. A good user experience can promote user satisfaction and loyalty, which is conducive to positive brand image building.

In the process of digital transformation, data analytics can be used to guide decisions in visual communication design. By analyzing user behavior, preferences, and feedback, designers can continually optimize their designs to more closely match the needs of their target user groups.

5. Conclusion

This paper starts from two perspectives, namely, the digital transformation of the national tide brand and the packaging innovation with the case of "Dragon Gate" brand packaging design. Through theoretical summary and induction, it analyzes the development situation and the development dilemma faced by the national tide brand in the digital transformation. On this basis, the packaging design innovation is practiced according to the needs of the brand. It aims to explore the new development path for the national tide brand image to realize digital transformation driven by visual communication.

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