

Visual communication and brand building of agricultural products in the context of rural revitalization

-- Taking Linhai broccoli as an example

Xiaoming Shi *, Liwei Qiu

Wenzhou Polytechnic, Wenzhou, 325000, China

* Corresponding author: Xiaoming Shi (Email: 342885383@qq.com)

Abstract: At present, the branding of Linhai broccoli has the problems of insufficient depth of characteristic connotation and low degree of industrialization. According to the four commonly used marketing methods (wholesale, offline retail, and online sales), this paper defines four target users of broccoli: wholesalers, tourists, offline retail users, and network users. Through the ergonomics research method, the target user's expectation analysis of broccoli is carried out, so as to expand the possibility of broccoli industrialization. It was found that the target users had great expectations for the expansion of the usable range of broccoli. Therefore, this paper takes each sales channel as the breakthrough point, deeply excavates the characteristics and connotation of agricultural products, and combines the regional cultural characteristics to establish a visual communication system for Linhai broccoli.

Keywords: Cultural and creative design; Brand design; Visual communication; Broccoli.

1. Introduction

1.1. Background of topic selection

Linhai is an ancient city and a new city that integrates the profound heritage of a thousand-year-old ancient city, the beautiful landscape of a famous city in the south of the Yangtze River, and the prosperity of a modern city. The economy is developing rapidly and vigorously. Taizhou has developed agriculture and is the main core of national broccoli production. As a characteristic agricultural product, Linhai broccoli has many advantages: national certification; wide planting area; rich experience; high planting technology; mechanized transplanting technology; high quality of finished broccoli.

Through interviews with villagers, on-the-spot research and school-town connection, the team gradually gathered the bottlenecks faced by broccoli products in Linhaipan Town, comprehensively built a public brand of Linhai broccoli, and promoted the upgrading and promotion of Linhai broccoli industry.

1.2. Development Bottleneck of Linhai Broccoli

Research objects: Linhai broccoli planting base, villagers, broccoli farmers, relevant managers, online consumers

Research methods: data collection, online research, field visits, interviews

Research Tool: Questionnaire



Figure 1. Research photos

Through various field investigations, we focused on the

product characteristics, growth cycle, and supply and marketing channels of Linhai broccoli.

Summarize the development bottleneck of Linhai broccoli:

(1) The excavation depth of the characteristic connotation of broccoli is not enough, and the core value of the brand is lacking. As a result, the brand advantage is not strong, the attraction is not high and the influence is not large.

(2) The degree of industrialization of broccoli is not high, and the brand scale effect is difficult to demonstrate. It is impossible to achieve the scale effect of the brand, and it is difficult to obtain greater economic benefits. As a vegetable, broccoli can be eaten in a limited way in people's daily life, limited to traditional meals. This greatly limits the branding process of broccoli.

(3) The quality of broccoli brand is not high, and the quality of brand service needs to be improved. At present, the labor force for the cultivation and sales of broccoli in Linhai mainly comes from the middle-aged and elderly people who do not know much about online sales and basically rely on offline sales. As a result, the communication channel is single, and the diffusion speed of brand information is slow; the loyal consumer group is insufficient, and the brand communication and diffusion power are insufficient.

(4) Poor communication of information and lack of positive interaction in brand maintenance. There is no continuous positive interaction with consumers. In the era of information and product explosion, it is easy to be replaced, and the opportunity to tap potential consumers is lost.

1.3. Consumer demand analysis based on questionnaire survey

The research team put a questionnaire on the online platform, and after a week of research, 179 answers were effectively recovered. The results of the survey analysis show that broccoli is mainly used in traditional meals. Among them, 69.83% and 42.46% of them eat broccoli in boiled water and

fried with garlic. 68.15% of consumers expressed great interest in broccoli snacks, of which 20% said they would definitely buy it, and 48.04% expressed a high willingness to buy. With the continuous improvement of living standards, more than 80% of consumers are carrying out or planning to carry out healthy eating, fitness and shaping activities. So the market potential of broccoli extension products is unlimited.

This article initially envisaged that the application scope of broccoli should break through the traditional three meals a day, and should be expanded to the category of snacks and drinks. The results of the questionnaire survey verified the design conception of broccoli in this paper.

2. Brand value creation

2.1. Dig deep into the characteristic connotation of agricultural products and discover the core value of the brand

This article deeply explores the relationship between modern people and broccoli from the perspective of humanistic care. The results of the survey found that the sources of stress in modern people's life are from many aspects, such as work, family, and diet control. And good food helps people release stress. Broccoli is recognized as a healthy food. Linhai has the reputation of "livable city" and "millennium ancient city", and the whole city conveys the feeling of "ideal life". Therefore, this article combines the regional characteristics of Linhai and the name characteristics of broccoli with the "ideal and beautiful life", and excavates the brand core of "Linhai broccoli is an ideal and beautiful food" and "Eating Linhai broccoli is the pursuit of an ideal and beautiful life". value.

2.2. Industrial integration and development to extend the agricultural product industry chain

In the construction of the Linhai broccoli brand, it broke the traditional primary industry development model and actively integrated into the deep processing and supporting service links of broccoli. Through the warehousing, e-commerce, logistics, service and other links in the process of broccoli production, deep processing and product sales, the broccoli industry chain will be elongated, and the online platform and offline platform dual-line marketing model will effectively promote the first, second, the in-depth integration and development of the three industries has continuously improved the added value of broccoli and strengthened the scale and aggregation effect of broccoli brands.

Through the "modern agriculture +" model, this paper establishes a modern agricultural tourism industry visual communication system that integrates experience of broccoli agriculture, sightseeing broccoli, and tourist broccoli. Create a healthy, ecological and green brand experience of Linhai broccoli.

Through the "application +" model, we will actively create new fields and new ways of eating broccoli. One of the factors affecting the brand building of agricultural products is the lack of product segmentation and lack of characteristics. As a vegetable, broccoli can be eaten in a limited way in people's daily life, limited to traditional meals. This greatly limits the branding process of broccoli. This paper jumps out of the traditional application scope of broccoli as a vegetable, and expands the application scope of broccoli in snacks and drinks.

After a questionnaire survey to verify user needs, the results prove that the design strategy of this paper is worthy of affirmation.

Through the "Internet +" model, vigorously develop new business forms and new models such as smart broccoli and broccoli e-commerce. Integrate online and offline communication channels (broccoli experience stores in tourist attractions, convenience stores, supermarkets, cinemas, etc.) to improve communication effects.

2.3. Innovative interactive design to consolidate brand status

According to Pareto's Law, 80% of a company's performance is created by 20% of its customers. For brands, with loyal consumer groups, they have a solid market share. As a rigid market demand for agricultural products, cultivating fixed consumer groups can ensure the driving force for brand development and strengthen brand communication.

Long-term and effective emotional interaction is a favorable method for cultivating consumer groups. Brand image combined with interactive art. The image of the broccoli doll symbolizes the status of each consumer. It can resonate with consumers and has a strong visual experience, which can make consumers feel its special and form a perception, and ultimately affect consumers' purchasing decisions.

Equal information exchange is the bridge of trust between consumers and brands. Use the QR code on the product package to link to the farm and check the actual cultivation of broccoli. Consumers grasp the real ecological green, real farm in real time. Improve brand credibility.

3. Linhai broccoli brand construction and identification system design

In view of the existing problems of Linhai broccoli, this paper starts from the needs of users, deeply excavates the characteristics and connotations of agricultural products, combines regional cultural characteristics, and establishes Linhai broccoli based on the principles of practicability, authenticity, sustainability, easy marketing, and good transportability. visual communication system. Boost to speed up the branding process of Linhai broccoli.

3.1. Basic system

In terms of visual communication design, the first emphasis is on the broccoli product, which itself has the characteristics of healthy and green "hair", and then integrates the landmark elements of the sea to reflect the characteristics and cultural connotation of the sea.

3.1.1. Logo construction

LOGO extraction uses modern design technology to redesign the shape features of broccoli. Using abstract techniques, it expresses the healthy and green characteristics of broccoli, and the characteristics of "a leisurely and livable city" in Linhai, to encourage modern people to pursue humanistic care for a better life.

It is composed of straight lines, curved lines and wavy lines, as well as the initial capital letter "LH" in Linhai Pinyin. The overall picture shows a rich sense of hierarchy and space. In the distance, the wavy line pattern symbolizes the vastness and greenness of the seaside broccoli base; the shape of L resembles the roof of an ancient building and the continuous

mountain peaks, symbolizing the thousand-year-old ancient buildings and the beautiful mountainous terrain of the seaside; the shape of H symbolizes the ancient seaside. Nearby, water ripples indicate the geographical and regional characteristics of the seaside city. The overall visual effect presents an ecologically healthy and relaxed atmosphere. This abstract picture presents a refined and formal sense, which can generate endless imagination.



Figure 2. Schematic diagram of the graphic part of the broccoli logo

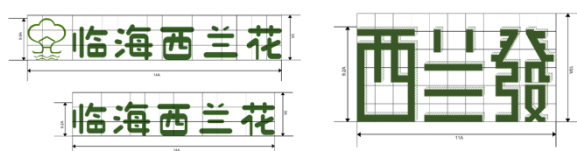


Figure 3. Schematic diagram of three forms of identification

3.1.2. Slogan construction

With the slogan "Zealand Hair". = On the one hand, due to their accent, southerners often confuse the pronunciation of "flower" and "fa", and often say "broccoli" as "broccoli". On the other hand, the Chinese have the notion that "fa" is good luck. Finally determined "fa" as the propaganda slogan. Eating broccoli, "healthy hair", "love hair", "academic hair" and "wealth hair" are logical.

3.1.3. Construction of the mascot image

Based on the brand core values of "Linhai broccoli is an ideal and good food" and "Eating Linhai broccoli is the pursuit of an ideal and good life". Extracting the natural morphological characteristics of broccoli, integrating modern people's beautiful ideals for life, and creating various mascot images, consumers can find their own shadows, thereby arousing emotional resonance. Establish a basic connection with Linhai Broccoli. Actively stimulate consumption.



Figure 4. Mascot image of broccoli

3.2. Application system

3.2.1. Main poster design

The posters are made in a festive and lively style, using fortune, health, academic, and love, combined with couplets, gold ingots, basketball, roses, balloons, champion hats and other elements combined with our mascot dolls, hope Convey good wishes through posters. While enhancing the uniqueness of the brand, it expresses a lively, festive and youthful atmosphere, hoping to free the brand from the stereotype of the traditional vegetable industry, attract consumers of more age groups, and expand the sales area. (For brand promotion, product promotion, event promotion, etc.)

3.2.2. Packaging application

Logistics, snacks, beverage packaging design, can be applied to broccoli experience stores in tourist attractions, convenience stores, supermarkets, cinemas, etc. Through the innovation of packaging design form, the regional characteristics of Linhai are conveyed, the local cultural logo of Linhai is constructed, and the promotion of Linhai characteristic resources is realized through informatization.

1) Logistics Packaging

Trucks are mainly for publicity, and beautiful and eye-catching vehicles are also the main channel to attract customers. Use the illustrations and logos of broccoli to better reflect the characteristics of our seaside broccoli, so that everyone can see it at a glance.

2) Boutique Broccoli Packaging

Design broccoli environmentally friendly gift box packaging for brand experience store sales, designed for offline tourists.



Figure 5. Multiple Packing Gift Packs

3) Broccoli Cookie Box

With green as the main color of the box, combined with anthropomorphic expressions and clothing as the main cover, it gives a friendly visual experience. The huge LOGO pattern prominently expresses the connotation of the product, and a tearable and edible design is made on the clothing to increase the fun.

4) Beverage packaging

Four flavors correspond to four colors to map the packaging to the flavors one by one.

3.2.3. Packaging applications and derivatives

1) Brooch and mirror

Simple and convenient products can be carried around and given as small gifts. Using cute and unique cartoon images, in the process of people's daily use, the brand image of broccoli is imprinted in people's minds.

2) Mahjong box packaging

According to the brand design structure to ensure the integrity of the brand design, design mahjong fonts, create exclusive added value, and increase brand recognition.

4. Linhai broccoli online marketing promotion strategy

4.1. Build a good brand image in the online market

With the rapid development of e-commerce, the potential of e-commerce online brands is huge. Consumers have increased demand for branding agricultural products, so it is necessary to do a good job in brand building of broccoli and speed up the branding process. To build a good brand image in the online market is to do a good job of the virtual "facade" of Linhai broccoli.

4.2. Increase brand popularity in the online market

Under the background of e-commerce network, the marketing of characteristic agricultural products should not only focus on brand building and build core competitiveness, but also be able to use a variety of marketing methods to increase promotion and publicity efforts. The seckill strategy is currently a popular e-commerce marketing. It has certain applicability and attractiveness for the brand marketing of characteristic agricultural products.

5. Marketing value creation of Linhai broccoli brand

5.1. Use the "Modern Agriculture +" model to create value.

Make full use of the geographical advantages of Linhai, attract tourists from surrounding cities, and carry out agricultural tourism activities on weekends and holidays (picking garden experience, happy farm, broccoli brand experience store, agricultural tourism). Use Internet resources to link the real-time observation platform of the broccoli planting base to the media products of each seaside broccoli. Create a "modern agriculture" atmosphere.

5.2. Use the "Application+" model to create value

According to user needs and market needs, develop new broccoli products. Such as broccoli gifts, dried broccoli, broccoli snacks, broccoli drinks. It can be used in offline base brand experience stores, supermarkets, convenience stores, and online platform sales. With a wealth of broccoli subdivision products, the brand benefits of Linhai broccoli are gathered.

5.3. Use the "Internet +" model to create value

Actively use the power of e-commerce platforms such as WeChat platform, Douyin and Taobao platform to make broccoli closely connect with end consumers. Create more value for the brand.

Set up a public account on WeChat, regularly release product information and promotional activities, and promote content. On Douyin, the advantages of Linhai broccoli are displayed in multiple directions in the form of small videos, and customers are guided to have a more comprehensive understanding of Linhai broccoli.

6. Conclusion

This trip to the rural revitalization design in Zhejiang Province has gone through three stages of repeated research and field visits, and has a deeper understanding of the cultural characteristics and actual needs of broccoli in the Linhai area. Taking "Linhai broccoli is an ideal good food" as the core of the design, a series of designs are used to further improve the branding, serialization and specialization of Linhai broccoli from various aspects. Really apply the knowledge and skills learned to solve practical problems, and hope that through the small strength of the team, the golden business card of Linhai can be promoted to the whole of China, so that people can understand and love this city with rich products and profound heritage.

Acknowledgment

The "Fourteenth Five Year Plan" teaching construction and teaching reform research project of Wenzhou Polytechnic.

The project number: WZYD202204.

References

- [1] Liu Chunxia, Chen Lanyan. Love in Xiangxi--Hunan Province Intangible Cultural Heritage Xiangxi Miao Embroidery Cultural and Creative Design Works [J]. Jingu Wenchuang, 2022 (13): 129.
- [2] Tang Xingrong. Research on the design and development mode of cultural and creative agricultural products based on the sense of locality, story and design [J]. China Building Materials Science and Technology, 2017, 26(02): 167-169.
- [3] Liu Zhuo, Qu Kunfei, Liu Bianqin. Research on the use of cultural and creative design to enhance the added value of agricultural special products [J]. Hunan Packaging, 2021, 36(06): 37-40. DOI: 10.19686/j.cnki.issn1671-4997. 2021.06.010.
- [4] Wang Xia. Research on rural cultural and creative design from the perspective of cultural tourism integration [D]. Lanzhou University of Technology, 2021. DOI: 10.27206/d.cnki.ggsgu.2021.000691.
- [5] Zhou Sheng. The Application of Traditional Cultural Elements in the Cultural and Creative Design of Agricultural Products--Comment on "The Secret of Cultural and Creative Brands" [J]. Journal of Tropical Crops, 2020, 41(09): 1973.
- [6] Wang Yujue. The application of visual communication art elements in the cultural and creative design of agricultural products--Comment on "Cultural and Creative Design" [J]. Journal of Tropical Crops, 2021, 42(01): 381-382.