

Exploring the Branding Path of Characteristic Agricultural Products Festivals Based on the Perspective of Regional Cultural Symbols

-- Taking Shenyang “SHI Berry Plan” as an Example

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Abstract: Under the trend of economic globalization and cultural diversification, the branding of regional characteristic agricultural products is the key to promote local economy, help rural revitalization and cultural heritage, and the branding of characteristic agricultural products festival influences the competitiveness of agricultural products and the influence of regional culture. This paper takes Shenyang “SHI berry program” as the research object, analyzes the current situation of Shenyang raspberry industry and raspberry festival from the perspective of regional cultural symbols, explores the value of regional cultural symbols in branding, and puts forward the brand design and promotion strategy integrating regional cultural symbols from the macroscopic, mesoscopic, and microscopic levels to provide theoretical and practical references to the branding of regional specialty agricultural products, and promote the competitiveness and influence of regional culture. Provide theoretical and practical references to promote the synergistic prosperity of regional agricultural and cultural industries.

Keywords: Brand Design; Regional Cultural Symbols; Characteristic Agricultural Products; Festival Brand; Shenyang “SHI Berry Program”.

1. Introduction

In the context of global economic integration and fierce market competition, enhancing the added value of regional specialty agricultural products has become the key to local economic development. As a form of integration of agriculture, culture and tourism, specialty agricultural product festivals provide a new way for the sales of agricultural products and dissemination of regional culture. Shenyang raspberry industry has begun to take shape, but the brand building is insufficient, “SHI berry program” aims to innovate branding, to create an influential raspberry festival brand. Regional cultural symbols are important carriers of regional culture, and their integration into branding can give unique cultural connotation. Exploring the branding path of

“SHI Berry Plan” based on the perspective of regional cultural symbols can theoretically improve the branding system of the festival of special agricultural products, and in practice, it can promote the development of raspberry industry in Shenyang, provide experience for other regions, and promote the synergy of agricultural and cultural industries and rural revitalization.

2. The Relationship Between Regional Cultural Symbols and The Festival Brand of Characteristic Agricultural Products

2.1. Connotation and Classification of Regional Cultural Symbols

Table 1. Summary table of research on cultural symbols in Shenyang area

The symbolic dimension of culture	Specific cultural symbols	synopsis
material culture symbol	Shenyang Imperial Palace	Built in 1625, it is one of the only two well-preserved royal palace complexes in China, integrating multi-ethnic architectural styles.
	Old industrial buildings (e.g. Fengtian Spinning Mill Office Building)	Witnessing Shenyang's Industrial Development
Behavioral cultural symbols	Northeast Drum Show	Popular in the three northeastern provinces of the art of music and drum book and drum song form, once “Fengtian drums” called
	Shenyang Cheongsam Cultural Week	Showcasing cheongsam design, incorporating regional characteristics, promoting the combination of tradition and modernity, and interpreting the new “cheongsam”.
spiritual and cultural symbols	The “Two Neighbors” concept	The concept of “being good to your neighbors and keeping your neighbors as your companions” enhances residents' sense of humanistic identity and sense of belonging to their homes.
	Shenyang Industrial Spirit	Demonstrate the spirit of hard work and innovation formed in the industrial development of Shenyang as the “eldest son of the Republic”.

Regional cultural symbols are all kinds of symbolic elements that can represent the unique cultural characteristics of a specific region after a long period of historical

precipitation, covering three levels: material cultural symbols, behavioral cultural symbols and spiritual cultural symbols. Material cultural symbols include buildings with regional

characteristics, traditional costumes, handicrafts, etc., which are intuitive external manifestations of regional culture; behavioral cultural symbols are embodied in local folk activities, traditional skills, social etiquette, etc., reflecting the lifestyle and behavior of the regional residents; spiritual cultural symbols are embedded in folklore, religious beliefs, values, etc., which are the core and soul of the regional culture, carrying people's emotions and memories. They are the core and soul of regional culture and carry people's emotions and memories. [1]

2.2. The Value of Regional Cultural Symbols to the Festival Brand of Specialized Agricultural Products

Lamiras in the “emotion-driven” put forward the view that people's behavior is usually driven by emotion [2], emotion drives people's behavior, in the field of commodity consumption and other areas, emotional factors have a significant impact on consumer behavior. In the construction of the festival brand of characteristic agricultural products, its spiritual connotation and cultural heritage is the key to link consumer emotions, which can trigger resonance and enhance the sense of identity. Regional cultural symbols inject spiritual connotation and cultural connotation into the festival brand of special agricultural products, bring the brand closer to the emotional distance of consumers, and realize the symbiosis of cultural propaganda and festivals combining regional culture and agricultural products. At the same time, regional cultural symbols provide a rich source of creativity, add artistic value to the brand, enhance market competitiveness, through the integration of which patterns, colors and other elements, in the planning of activities, visual design into the regional characteristics, to help differentiate the brand shaping, to attract the attention of consumers, and promote consumption.

2.3. Shenyang Regional Cultural Symbols in The Raspberry Festival Branding Excavation and Application

Shenyang regional cultural symbols from the material, behavioral, spiritual three aspects to help “SHI berry plan” raspberry festival branding. Lei Feng spirit preaching, raspberry reading sharing and other modern activities into the brand, showing the city's humanities; spiritual level, the Shenyang hero spirit, Lei Feng spirit and other kernel, integration of red culture, the red and raspberry rose red into the brand visual system, build core cultural values, enhance the brand's infectious power, and to achieve the depth of the agricultural products and the regional culture linkage.[3]

3. Brand Design of “ShiBerry Program” Based on Regional Cultural Symbols

3.1. Project Design Background

Shenyang raspberry planting concentrated in Hunnan New District and Fakou County, Fakou County, Dengshibaozi town raspberry planting history of nearly 30 years, the town's planting area of more than 5,000 acres, with an annual output of more than 300 tons of fresh fruits, more than 90% of exports. Hunnan District of Dongling red raspberry for the national geographical indications products, its industry since the introduction of planting in 2002, the planting area expanded to 13,000 acres in 2009, after shrinking to more than 700 acres. Although Shenyang has held the International Raspberry Festival and the Faku Raspberry Festival, the Faku Raspberry Festival 2020 - 2024 is small in scale, lacks a complete brand visual and visual guide system, and the publicity influence is weak. At present, Shenyang raspberry and raspberry festival have problems such as low local recognition, insufficient deep processing, single publicity, and monotonous forms of activities. This study conducts user research on the consumer audience of the raspberry festival, and comes up with the following user characteristics.



Figure 1. Raspberry Festival User Profile

3.2. Brand Concept and Positioning

“SHI berry program” to build ‘knowledge of raspberries,’ ‘picking berries,’ ‘eating berries’ concept system. The “SHI Berry Program” takes advantage of Shenyang’s regional culture to enhance consumers’ knowledge of raspberries through storytelling and lectures; the “SHI Berry Program” combines northeastern folklore with interesting picking activities to enrich leisure and cultural life; the “SHI Berry Program” incorporates northeastern food culture to advocate a healthy dietary style of raspberries. “ into the Northeast food culture, advocating a healthy diet of raspberries. The brand is positioned as a high-end raspberry brand, relying on Shenyang’s cold-temperate climate, black soil and regional culture, to provide high-quality fresh fruits, products and experiential services, to promote the integration of the raspberry industry and culture and tourism, and to make the Raspberry Festival a widely influential urban cultural festival, to enhance the value of the brand and market competitiveness.

3.3. Design Strategy Path Analysis

3.3.1. Macro Level: Translation of Cultural Symbols and Design Integration

According to the theory of design semiotics, the symbols of Shenyang regional culture are deconstructed into three categories: visual symbols (e.g. architectural patterns of the Shenyang Imperial Palace, Manchu totems), color symbols (red wall of the Forbidden City, industrial iron and steel grey), and material symbols (blue brick texture, texture of old industrial machinery), and symbols translation is completed in three phases of “extraction - abstraction - reconstruction. The translation of symbols is completed through the three stages of “extraction - abstraction - reconstruction”. The key elements are extracted from the diverse forms of raspberry fruits, and their contours, particles and other features are

abstracted and simplified. Just like drawing on the geometric elements of the stone carving pattern of Qing Zhaoling in Shenyang regional culture, the raspberry form is transformed into simple and rhythmic geometric shapes, which are arranged in a regular manner and become the auxiliary graphics of the brand, giving the brand a unique visual rhythm. At the same time, inspired by the “Sun Bird” totem of Xinle Ruins, the raspberry fruit form is further abstracted and sublimated to design a brand logo with distinctive regional characteristics, which strengthens the brand’s regional identity in the consumers’ mind, just as the image of the fruit is still eye-catching and unique in the diverse backgrounds in the picture. Referring to the color matching in the picture, we refined the color based on color psychology. We determined “SHI berry red” (#df484d) as the main color, which not only echoes the cultural imagery carried by the red wall of the Shenyang Imperial Palace, but also closely associated with the natural color properties of the raspberry fruit. With “berry leaf green” (#a5c35f), as in the picture of the fruit and leaf colors against each other, forming a sharp and harmonious contrast, a vivid metaphor for the raspberry industry ecological and healthy concepts, to build a set of not only contains the cultural memory of the Shenyang region, but also highlights the characteristics of the raspberry product color system. The way the raspberry fruit is combined with geometric shapes in the figure is highly inspiring.

We combined the raspberry fruit pattern with elements extracted from Shenyang’s regional culture (e.g. simplified patterns of Manchu totems) to create a series of unique patterns. These patterns will be used in branding applications, such as packaging, promotional materials, etc., to form a unified and recognizable visual language that not only shows the characteristics of the raspberry product, but also conveys the deep connotations of the regional culture of Shenyang.



Figure 2. Demonstration of auxiliary graphic applications

3.3.2. Meso Level: Brand System Integration and Experience Scene Planning

Using systematic design theory, we constructed an integrated branding system of “Visual Identity - Activity Matrix - Scene Linkage”. The visual system of the brand adopts modular design, the main logo is presented by the combination of “raspberry + sunbird”, the secondary logo is derived from the figurative symbols such as “picking hand” and “fruit basket”, which are suitable for different media. The main logo is presented by the combination of “raspberry + sunbird”, the secondary logo derives figurative symbols such as “picking hand” and “fruit basket” to fit different media, and the secondary graphic adopts the repetitive array of “curly grass pattern + raspberry vine” to form a unified visual texture. The experiential activities are designed around a three-layer matrix of “Knowledge - Experience - Consumption” user journeys: the “Knowledge Berry Program” realizes knowledge immersion through AR digital guides and offline chapter cards, and digitizes the archaeological scenes of the Xinle site. The “Knowledge Berry Program” realizes

knowledge immersion through AR digital tours and offline chapter punching cards, digitally restoring the archaeological scene of Xinle Ruins, and integrating the knowledge cards into the font design of the Shengjing Stele Forest; the “Berry Gathering Program” focuses on the experience of the production area, with the core of the standardized visual system of the garden and the parent-child workshop, and the visual system adopts the industrial style metal signage and embeds the decorations of the octagonal drum pattern of the Manchu ethnic group; the “Berry Food Program” to taste narrative as the core, and the Shenyang Imperial Palace Cultural Creation cooperation to develop packaging replica of the cover pattern of the “Manchu Great Tibetan Scriptures” “berry kidney bean rolls”, and set up a “raspberry kitchen” experience area. Scene linkage, in the picking season, launched a combination of industrial site light show and Manchu campfire legend of the “night exploration of the berry garden” night experience, linkage of Shenyang Street commercial circle set implanted century-old stores “berry incense flash store”, forming a “Cultural Landmark - Consumption Scene” traffic transformation chain.

Table 2. Designing a three-tier activity matrix around the “Awareness - Experience - Consumption” user journey

Activity Module	thematic	Core Design Strategy	Application of cultural symbols
Berry Literacy Program	Intellectual immersion	AR digital tour + offline badge card collection	Digitized restoration of archaeological scenes at Xinle Ruins, knowledge cards integrated into Shengjing Stele Forest font design
Berry harvesting project	Provenance experience	Standardized visual system for picking gardens + Parent-child workshop	The park guidance system adopts industrial style metal signage, embedded with Manchu octagonal drum pattern decoration
Savor the Berry Project	Gustatory Narrative	Palace Dim Sum Co-branding + DIY Kitchen	Cooperation with the Shenyang Imperial Palace Cultural Creation to develop “berries and kidney bean rolls”, packaging replica of the cover pattern of the “Manchu Da Zang Jing

3.3.3. Micro Level: Product Innovation and User Experience Optimization

In terms of product innovation, the company develops cost-effective deep-processed products, uses small and medium-sized freeze-drying equipment to produce portable raspberry freeze-dried tablets, cooperates with local food factories to launch jams, vinegars, fruit wines and other commodities, and joins hands with local brands to create co-branded models such as raspberry-flavored Middle Street Ice, Peach and Plum Bread, and Pfeiffer's Milk. In terms of user experience optimization, a standardized guidance system was set up in the picking area, with banners and reminder boards to explain the knowledge of picking, and equipped with awnings and mobile hand-washing stations; through the “Raspberry Map” card-punching mechanism, tasks can be exchanged for peripheral; and the main venue was set up with a “Raspberry Kitchen” experience area for families to make raspberries. The main venue has a “raspberry kitchen” experience area for

families to make raspberry food. On the application of technology, the promotion of WeChat small program to achieve online booking, guide and pre-sale, with the help of heat map analysis of the flow of people, dynamic adjustment of merchandise display and activity arrangements, to promote the transformation of the Raspberry Festival to a composite consumer experience.

4. Conclusion

Based on the perspective of regional cultural symbols, the Shi Raspberry Plan, through in-depth excavation and skillful use of Shenyang's regional cultural symbols, has carried out comprehensive innovation in brand concept, design and promotion, providing useful reference for the branding of the festival of special agricultural products. The integration of regional cultural symbols not only enriches the cultural connotation of the raspberry festival brand, enhances the

brand recognition and attractiveness, but also promotes the inheritance and development of regional culture. In the future development, the festival brand of featured agricultural products should further strengthen the in-depth excavation and innovative use of regional cultural symbols, closely combine with the market demand and modern communication technology, continue to promote the in-depth fusion of regional featured agriculture and cultural industry, continuously improve the brand's market competitiveness and comprehensive influence, realize sustainable development, and make a greater contribution to the prosperity of the local economy and cultural heritage.

References

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