Highlights in Art and Design
ISSN: 2957-8787 | Vol. 2, No. 2, 2023

When regional traditional culture meets agricultural product brand packaging design

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Abstract: To create characteristic agricultural products, it is necessary to creatively integrate the brand packaging of agricultural products with regional traditional culture and aesthetics. At present, the packaging design of agricultural products falls into a rut of homogeneity, which is not conducive to the brand and value building of agricultural products. Explore regional traditional cultural features, integrate them into the packaging design of agricultural products, on the one hand to show the unique traditional regional culture and historical deposits, on the other hand to improve consumers' recognition of agricultural products and purchase desire. Packaging of agricultural products should not only highlight its regional characteristics, but also integrate modern green design concept, so as to improve the overall quality of agricultural products and create its unique brand image.

Keywords: Brand; Packaging design; Agricultural products; Traditional culture.

1. Overview of brand packaging design of agricultural products

1.1. The meaning of brand packaging design of agricultural products

There are many kinds of agricultural products in China, which are closely connected with regional seasons, climate, natural environment, national customs and so on. Characteristic agricultural products are produced under natural ecological conditions and technical conditions such as soil, light, water source and biology in a specific region with obvious regional characteristics. Regional agricultural products are the agricultural products with distinct regional characteristics formed in a specific region under the influence of long-term natural and human factors.

Brand packaging is a relatively broad concept, which refers to the overall commercial culture packaging for the brand concept, from the brand visual image system, brand culture communication, business environment design and a series of behaviors, so as to form a complete brand shaping system. Brand packaging design is also the carrier of regional culture transmission.

1.2. Analysis on the present situation of brand packaging of agricultural products and its causes

For a long time, due to the natural attribute of agriculture and its own characteristics, most of our agricultural products enterprises have not established brand marketing awareness, especially some inconvenient transportation, remote location of rural areas, although there are good agricultural products, but not famous. Packaging design of agricultural products has been neglected, rough packaging, even no packaging is a common phenomenon. At present, there are two trends in the packaging design of many featured agricultural products in the market -- either excessive luxury, or too rough, no design at all. The packaging of some agricultural products is extremely luxurious, emphasizing the gorgeous appearance. Consumers are surprised by the packaging design at the beginning, but they are extremely disappointed and disgusted with the products. Other agricultural products are of good quality, but their packaging has no sense of design, the text pattern is chaotic, difficult to form brand visual impact, unable to bring added value to agricultural products. Finally, paying less attention to traditional cultural elements is a common problem in the packaging of agricultural products on the market. The cultural value of the featured agricultural products is its unique competitive advantage. Without distinctive cultural packaging, consumers can not effectively distinguish similar products, or even produce emotional resonance.

Based on the above overview of the current situation of brand packaging of agricultural products, I summarize the reasons as follows:

1.2.1. Lack of brand image awareness

Nowadays, with the gradual improvement of material life, people pay more attention to brand and product quality and service level. However, the packaging design of featured agricultural products in most regions lacks clear brand positioning, and the brand awareness is relatively weak, which makes it impossible to fully grasp the brand positioning of featured agricultural products. So far, a unified corporate image identification system has not been formed, and even some well-known brands have not taken the most basic measures to protect intellectual property rights. This makes it difficult to distinguish the brand image of agricultural products, which is very bad for agricultural products enterprises to establish their own image, but also affect the brand promotion of agricultural products.

1.2.2. Lack of regional traditional culture

Agricultural products produced in different regions are unique because of regional climate and natural environment. From the type of agricultural products, the quality of the same agricultural products in different regions is also very different. In the packaging design of agricultural products, designers should be good at exploring regional characteristics to show the unique quality and value of agricultural products. At present, the brand packaging design of agricultural products tends to be more similar, the lack of certain regional

characteristics, which makes each brand is not easy to be distinguished, also difficult to be remembered by consumers. In order to obtain greater economic benefits, some agricultural enterprises compress the cost of packaging design to the greatest extent, and only print out photos and text descriptions of agricultural products on the packaging box, which is very lack of artistic sense. As a result, the packaging image of agricultural products is highly similar and fails to reflect regional characteristics and cultural connotation. Consumers also cannot identify the regional characteristics of agricultural products from the packaging design. In terms of visual aesthetics, the satisfaction of consumers' emotional needs is ignored, which eventually leads to aesthetic fatigue of consumers and even affects the sales of agricultural products.

1.2.3. Lack of green awareness

At present, most agricultural products enterprises have not paid enough attention to the use of green environmental protection materials in packaging design, most enterprises still use plastic and other conventional materials, the use of non-degradable packaging materials will bring white pollution and other problems, affect the city appearance, but also cause serious soil pollution, air pollution. This will inevitably cause some problems of environmental pollution and resource consumption.

1.2.4. The professional level of designers is uneven

At present, the scale of production and management enterprises of most agricultural products is relatively small, limited capital. The management development is based on the production, production and sales of agricultural products. It is generally difficult to use funds for the employment and training of design professionals. The packaging of agricultural products was originally designed by farmers or self-employed people themselves. Now design work is generally performed in two situations. One is the designer of Party A, that is, the designer inside the agricultural products enterprise, and this kind of designer is not professional, lack of creativity and execution ability is weak; The other is the designer of Party B, that is, the designer of the professional brand design company. However, the level of domestic design companies is uneven at present. The fees charged by competent design companies are very high, and there are very few agricultural enterprises willing to entrust design tasks to such design companies. This is why the packaging of agricultural products is difficult to reflect the added value of special agricultural products.

2. Application requirements of traditional culture in brand packaging design of agricultural products

2.1. Create brand effect

Brand is a kind of intangible asset, it can effectively distinguish similar products. As an important part of brand image design, packaging plays an important role in the brand image construction of regional agricultural products. If regional agricultural products want to promote and form brand effect, we must convey rural regional characteristics. At present, the packaging design of agricultural products is very similar, which is not conducive to the brand and value building of agricultural products. And we agricultural products enterprises should pay attention to brand maintenance, effectively protect their own interests. Brands can protect the market share occupied by agricultural companies for a long time. The packaging of agricultural products can not only protect the products themselves, but also promote product marketing and improve the external brand image of the company. The outer packaging of brand agricultural products is in the scope of intellectual property protection. The packaging design of agricultural products can be said to be the most convincing form of brand promotion and publicity, but also one of the important ways of direct communication with consumers. The packaging design of agricultural products can show the brand effect of strong atmosphere to the mass consumers.

2.2. Enrich brand culture

Empty, sensationalizing marketing slogans can no longer attract the interest and attention of young consumers. Consumers are increasingly seeking out the cultural concepts and values embedded in agricultural products. The construction of brand image of regional agricultural products is based on the special quality of agricultural products and regional traditional culture. In the process of packaging design of agricultural products, designers can integrate local humanistic elements and historical elements, so that they can be transformed into a part of the brand culture of agricultural products, enrich the connotation of the brand culture of agricultural products, so that the brand culture of regional agricultural products can be improved, so as to enhance the brand awareness of local agricultural products, enhance the market competitiveness of agricultural products. Consumers all over the country attach great importance to the origin when choosing agricultural products. The packaging design of agricultural products reflects the local cultural heritage and characteristics, which can make consumers familiar with regional agricultural products and greatly improve the added value of regional agricultural products.

2.3. Create regional packaging vision

There are many kinds of agricultural products in our country, and each class of agricultural products has its own distinctive characteristics. But if only from the appearance of the same type of agricultural products, the difference is quite small, and the outer packaging of agricultural products is the carrier of regional characteristics. In order to highlight the regional and emotional packaging of regional agricultural products, we need to integrate local cultural elements into its packaging design, forming visual symbols with regional characteristics, forming differentiation among similar products, so as to make consumers have a deep impression, but also let local people form a sense of cultural identity. Under the current situation, only by fully demonstrating the advantages of agricultural products themselves and their brand packaging, can they occupy a certain share in the current market. This requires telling the brand story in terms of the design of traditional visual elements such as text, color and graphics. Because regional agricultural products are the product of the comprehensive action of natural and human factors in specific regions, visual elements of packaging should serve the connotation of brand stories, deepen the brand personality, and use appropriate artistic expression means to express the theme of narrative.

2.4. Meet the spiritual needs of consumers

Based on the continuous improvement of modern living

standards, people pursue a higher level of spiritual and aesthetic satisfaction, and pay attention to spiritual care. On the one hand, the regional characteristics of agricultural products are Chinese people's attachment to local culture and their reverence for natural land. By exploring regional characteristics, consumers can satisfy their emotional resonance to the countryside, agricultural products and regional culture. It can be seen that regional humanistic symbols have been integrated into the packaging design, injecting vitality and soul into the packaging of agricultural products; On the other hand, when buying agricultural products, in addition to considering its performance and quality, people also put forward higher requirements for its external beauty and cultural connotation. Exquisite and high-quality packaging is often more favored by consumers, which is the choice of consumers for brands. In the current market environment, consumers are willing to pay a higher price for the products with beautiful packaging, while the products with simple packaging often give people a feeling of low cost and low price. In the current era, consumer psychology and consumer behavior have changed, consumers pay more and more attention to product quality, packaging, exquisite, distinctive packaging can improve the brand of agricultural products, packaging design has become a common means to increase the added value of products, regional agricultural products should also strengthen the packaging design of products.

3. The application strategy of traditional culture in brand packaging design of agricultural products

3.1. Explore regional characteristic elements

Regional agricultural products are the product of natural and human factors in a specific region, so the visual elements of packaging should serve the connotation of the brand story, so as to deepen the brand personality. For the integration of agricultural packaging design and regional characteristics, it is also a new channel to design high quality and creative packaging. Designers should actively excavate regional cultural elements and local folk customs, extract unique regional cultural symbols, strengthen the visual cultural expression of agricultural product packaging design, and inject cultural soul into packaging design. In the design process, designers can start from the characteristics, effects and production process of agricultural products, so as to integrate with the corresponding traditional cultural elements, especially in the layout design, reasonable collocation of design elements, including graphics, text, color optimization and innovation, so as to better highlight the regional and high-quality characteristics of agricultural products.

3.2. Innovative packaging shape and materials

Our territory is vast, different areas have a large number of local materials. These local materials used in the packaging of agricultural products are not only convenient, low cost, but also more prominent local characteristics. In the packaging design of agricultural products, designers should integrate and take into account such factors as function, beauty, environmental protection and safety. Designers should pay attention to the consciousness of green, low carbon and energy saving when innovating packaging design, try to choose environmentally friendly and degradable materials and adopt environmentally friendly packaging process to improve the packaging quality of agricultural products. The shape of the package is an important element to firmly grasp the attention of consumers. The packaging of agricultural products can be inspired by local historical stories, local attractions, cultural relics and even daily necessities to form unique packaging elements. Packaging structure and modeling are always complementary to each other, good packaging structure itself will form a strong visual sense of modeling.

3.3. Using traditional folk-art expression

Be good at telling the cultural story of the brand, and use appropriate artistic expression means to express the theme of the narrative. The use of traditional folk-art expression techniques to display the brand of agricultural products, design warm, sentimental brand packaging of special agricultural products, emotion can enhance the value of products. In the excavation of regional culture, various manual skills, such as paper-cutting, embroidery, batik and other intangible cultural heritage cultures, can also be used for reference to design diverse packaging shapes and enhance the regional and cultural characteristics of agricultural products, which can contribute to the inheritance of traditional culture.

4. Summary

In the process of packaging design of agricultural products, designers can integrate the material process, shape structure and visual elements with regional traditional cultural elements, so as to design a package with good recognition, and build a distinctive and differentiated brand image of agricultural products. On the one hand, it improves the quality and added value of agricultural products and achieves the purpose of marketing products. On the other hand, it opens up a new living inheritance channel for regional traditional culture, so that people can better understand, learn and innovate to enrich traditional culture. Finally, the packaging of agricultural products needs to reflect the harmonious green concept, and the regional traditional culture should also reflect its unique cultural charm and ecological value when applied to the packaging design of agricultural products brand.

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