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Research on Museum Brand Building under the New Media Environment

-- Taking the Palace Museum as an Example

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Abstract: The fierce market competition makes the phenomenon of museum homogenization serious. In order to stand out, museums must put good brand building and appropriate marketing communication in an important position. This is of great significance to enhance the brand image of the museum and promote the development of the museum. The development of new media has further expanded the extension of the media environment and diversified the ways of brand building. Through the interaction and feedback of the new media platform, the experience and communication between the audience and the museum can be increased. The continuous development of cultural and creative products is an in-depth excavation of the cultural value of museums. Through the dissemination of new media, it can help to establish the unique image of the museum and further strengthen the brand relationship between the audience and the museum. Unlike traditional museums as cultural institutions that often leave a serious impression on the public, museums in the new media environment weaken the sense of cultural distance from the public and create a new image of the museum. Taking the exploration of the Palace Museum in recent years as an example, this paper introduces the attempt of the Palace Museum to actively use new media and other means to tap the characteristic cultural resources and cultural connotation, shape the influential museum brand, and develop a new museum model.

Keywords: Brand shaping; New media environment; Palace Museum.

1. Introduction

The museum is a gathering place of traditional culture and big data. With the development of information technology and Internet technology, the continuous digitization of traditional carrier resources and museum business processes has further expanded and extended the functions of museum social education and cultural services. Doing a good job in brand building and marketing of museums will help museums improve their popularity and increase their appeal to the public.

2. The development trend of museum branding in the new media environment

The museum brand is a museum image that is recognized by the society and the audience through unique cultural resources, management, and services, and is displayed by a certain name, term, mark, symbol or pattern, or their mutual combination. The museum 's characteristic collection resources or activities, unique service advantages, or unique museum environment can form the brand of the museum. Many museums gradually began to carry out their brand positioning, and through the analysis and judgment of the market, the establishment of

Clear and in line with the needs of the audience of the museum brand image, in order to obtain more economic and cultural benefits.

Use new media to continuously narrow the distance with the audience, build the museum 's own brand, and enhance the museum 's social competitiveness. Museum brand building is an important means of museum marketing. In the new media environment, modern and contemporary museums have to pay attention to the construction of their own brands, better promote themselves, radiate their influence, and more fully and actively play their social functions. At present, the brand building of museums in China is still in the initial stage of exploration. The Palace Museum is a pioneer in the brand development of museums, and it has certain experience and lessons in the brand building and innovation of museums.

3. The ways of brand building of the Palace Museum under the new media environment

New media has played a very important role in the branding, dissemination and innovation of the Palace Museum. Through the new media promotion of museum culture, the digital museum of the Forbidden City and the development and promotion of cultural derivatives, the Palace Museum has gradually established a museum brand image of " combining serious culture with interesting history. "

(1) Focus on promotion and explore new ways of museum communication

Opening multi-channel communication is an important means to promote the Palace Museum. At present, the Palace Museum attracts social attention and increases audience stickiness by opening Sina Weibo, creating WeChat public account, creating online TV variety shows, holding cultural and entertainment activities and other aspects. To achieve two-way communication and effective communication between the Palace Museum and the audience.

In March 2010, the Palace Museum opened Sina Weibo, and its fans have exceeded 6 million. The Palace Museum Weibo pays attention to the combination of pictures and texts, detailed description, and real-time needs. Through beautiful pictures and delicate texts, the image of the Palace Museum is vividly displayed in front of people. It can also make people feel in it through three-dimensional small videos. On the other

hand, the setting of Weibo topics, the Palace Museum can participate in the current topic in combination with the needs of the public. Setting the topic of Weibo can not only make the content theme released by the Palace Museum clearer, but also facilitate Weibo users to participate in discussion, attention and later search, forming topic discussion, thus increasing social attention. Weibo hot search refers to the popular search query of Weibo, which refers to several or dozens of keywords that Weibo brings the most traffic from the search engine. Hot search keywords usually reflect major events and popular topics in a period of time. In 2018, the Palace Museum was frequently searched, which reflected from the side that through marketing promotion, the Palace Museum has attracted more and more attention and continuous discussion from all walks of life.

In January 2014, the official WeChat public account of the Palace Museum ' Micro Palace ' was launched. Unlike Weibo, which focuses on graphic description and interactive discussion, the operation of ' Micro Palace ' focuses more on service, such as introducing the information of the Palace Museum, the panorama of the Palace Museum and the collection of the Palace Museum. And the public number will provide visitors with the opening hours of the Forbidden City, ticketing policies, traffic information to the Forbidden City and related matters that need attention when visiting the Forbidden City. In addition, the ' Micro Palace ' can also enhance the stickiness of the real audience through small program game interaction, and attract potential audiences as much as possible, so as to enhance the tourism cultural benefits.

Creating network TV variety show is another innovation of the Palace Museum brand promotion. From ' I repair cultural relics in the Forbidden City ' to ' National Treasure ', the Forbidden City is not only the hottest museum in China, but also one of the largest IP kings today. In November 2018, a large-scale cultural quarterly broadcast program produced by the Palace Museum and Beijing TV Station, jointly produced by Chinese culture and produced by Chuntian Film and Television was launched. The Palace Museum was broadcast on the dual platforms of Beijing Satellite TV and iQiYi. This program broke everyone 's stereotype of the Palace Museum, brought the Palace Museum ' zero distance ' into the public 's vision, created cultural and creative products carrying the story of the Palace Museum, and innovated and inherited the culture of the Palace Museum. In each program, guests, as new product developers, follow the experts of the Palace Museum to explore the history and culture of the Palace Museum and create a production mode combining ' innovation ' and ' the Palace Museum '. Through the star guests, increase the program ratings to gain public love and support to create a good brand image of the Palace Museum.

Holding cultural and recreational activities is the direct means to attract tourists. In addition to permanent exhibitions, the Palace Museum also holds various special exhibitions and museum activities to attract tourists. The special exhibition meets the needs of audiences at different levels and makes the museum closely related to society. The choice of special exhibition exhibits is relatively free, and the display content and art form are also relatively flexible, which can assist and supplement the basic display, stimulate the audience 's desire to visit the museum, and enhance the attraction of the museum to the audience. The temporary exhibition of the Palace Museum is widely involved in various fields and enriches the cultural life of the audience. It has become an important means for the Palace Museum to maintain its freshness and attractiveness.

Museum activities are to attract the target audience to the greatest extent. For example, the Palace Museum series for children ' wow! The 24 solar terms of the Palace Museum 's children 's picture book sales are good. In this set of picture books, small readers can explore the long history and culture of the Palace Museum and feel the beauty of the four seasons with their friends. During the Spring Festival holiday in the year of Jihai, in order to allow the audience to better experience the Forbidden City full of the flavor of the year, the Palace Museum will cooperate with the ' New Year 's Eve-the Forbidden City ' exhibition to launch a series of colorful cultural and educational activities. Before and after the Spring Festival, not only will the traditional project ' Palace Knowledge Classroom ' be held, but the Palace Museum Education Center will also be open to the audience for free during the Spring Festival and provide experience activities. Since January 6 activities began the Forbidden City even to a ' hard to find a vote ' degree. Shan Jixiang, President of the Palace Museum, introduced that during the " New Year 's Eve Yingxiang-The Forbidden City 's New Year 's Eve, " the average daily visitors exceeded 20,000. During the Chinese New Year, the Palace Museum ushered in a wave of crowds. From the beginning of the New Year, the number of visitors to the Palace Museum increased by 42.9 %. The tickets for the seven days of the Spring Festival holiday were booked before the holiday. The Forbidden City is taking a pioneering attitude, so that the cultural and educational resources carried by it can enable the public to enjoy a better cultural service experience in various ways.

(2) The introduction of technology, increase cultural interest

'Using informatization as a lever and fulcrum to transform traditional museums and make the Palace Museum among the world-class museums as soon as possible '. Therefore, in recent years, with the development of digital technology, the Palace Museum has built digital platforms such as the Palace Museum community, digital museum, and virtual reality theater, which has injected fresh blood into the long-standing ancient buildings. The digital Forbidden City is a museum that is based on digital cultural relics and managed in an information-based manner. It aims to preserve, display and protect cultural heritage and serve the public. It is closely related to the Palace Museum existing in the entity, and can be separated from the entity. In the virtual space, at any time and any place, it can be perceived by the public.

There are more than 50,000 paintings and calligraphy collections in the Palace Museum, but due to the lack of display conditions, they are rarely able to enter the exhibition hall and present them to the audience. In order to solve this problem, the Palace Museum has opened an electronic gallery using advanced high-definition display technology. The painting and calligraphy works are presented to the audience through the touch screen without waiting time and instant amplification, and the audience can watch the details of each painting and calligraphy works, understand the brush strokes, paper and silk texture details. Now the official website of the Palace Museum also uses these technologies. The official website of the Palace Museum not only appreciates these works, but also adds more annotations to the works in the form of sound and text. In addition, for porcelain and other artifacts, there are not only high-definition images of various angles and local areas, but also three-dimensional rendering

with the help of three-dimensional technology, with a strong sense of reality. People can understand the Palace Museum collections and feel the real Forbidden City without leaving home. The traditional culture of the Palace Museum is continuing the historical context and maintaining the national characteristics through the power of the industry.

(3) Continuous innovation, improve the diversity of cultural and creative products

The foundation of the big cultural industry is not only to open up the application scenarios of users, organically combine different product lines to produce synergy, but also to open up the circulation and application channels of IP, so that it becomes the entrance of IP consumption and output. In short, with the popularity of the National Palace Museum, the Grand Palace IP not only greatly improves the application efficiency of IP, but also further exerts its potential in collaboration, and its IP application efficiency is multiplied. In recent years, the Forbidden City has frequently appeared in the public 's vision and transformed into a younger one. Continue to launch new cultural and creative products. At present, the cultural and creative products of the Palace Museum include clothing, makeup, daily necessities, learning supplies, electronic products and so on. Data show that by the end of 2017, the Palace Museum 's cultural and creative products have exceeded 10,000. The income of cultural and creative products of the Palace Museum reached 1.5 billion yuan in 2017-more than 1500 A-share listed companies, of which more than 900,000 sets of the Palace Museum lipstick have been sold on the Internet. The hot sales of cultural and creative products in the Palace Museum and the brand building of the Palace Museum complement each other and promote each other. Through the cultural industry to stimulate economic growth, through the economic demand to promote traditional culture, there is no doubt that the Palace Museum cultural and creative products to promote the growth of the economic value of the Palace Museum IP.

In addition, the Palace Museum has also developed the Palace Museum Digital Museum and the Palace Museum related mobile applications and mobile games. Follow the trend of the times to open micro stores and WeChat applets. From the beginning, the Palace Museum has positioned its audience as ' young people with culture, entertainment spirit and love of life ', making full use of this emerging marketing model to attract audiences.

4. Problems in brand building of the Palace Museum

(1) Lack of creativity in cultural and creative products and confusion of property rights awareness

The cultural and creative products of the Forbidden City of Beijing (compared with the Forbidden City of Taipei) are too simple, with insufficient originality and lack of rigor. For example, the best-selling creative tape of the Forbidden City in Beijing, the idea of ' concubines can 't do it ' is obviously imitating the ' star commodity ' of the Forbidden City in Taipei - ' I know ' tape. In the rigor of development, there is a big gap with the Taipei Palace Museum. The idea of ' I know ' tape comes from the first ' National Treasure Derivatives Design Competition ' of Taipei Palace Museum in 2010. The Taipei Palace Museum bought the copyright of the award-winning works and developed it into the concept of ' ancient tape ', and embodied the text into Kangxi Zhupi ' I know '. According to the Palace Museum in Taipei, the four words " I know " were born out of " Zhen 'an " and " I know. " On the other hand, in terms of the Forbidden City in Beijing, ' Concubines can 't do it ' (from the film and television drama of Da Re) is not enough in terms of originality and rigor, and is more likely to cater to the market.

In addition, while the Palace Museum 's cultural and creative fires, who is the ' orthodox ' in the Palace Museum 's cultural and creative work has also caused concern. In December 2018, due to the same period of entering the makeup industry, two cultural and creative brands affiliated to the Forbidden City competed to declare themselves as originals, which was called " the dispute between the two. " It is understood that the two teams of ' Palace Museum Taobao ' and ' Palace Museum Cultural and Creative ' operate independently and develop independently. At present, the Palace Museum has four cultural and creative network operators (as shown in the following table). In the market environment, there are adverse competition relationships due to similar product positioning, the same use of IP, and similar cooperation platforms.

(2) The gap between museum follow-up services and actual needs is too large.

According to the relevant departments, the reasonable number of people received by the Palace Museum every day is about thirty or forty thousand, and sixty thousand is the maximum limit. During the 2019 Spring Festival holiday, the number of visitors to the Forbidden City reached 80,000 per day, twice the reasonable number of visitors. It greatly exceeds the environmental carrying capacity of the Forbidden City and is not conducive to the protection of ancient buildings. In addition, the excessive number of tourists will make the museum provide services for more audiences, and also accept more supervision, resulting in the shortage of museum staff, management confusion, and inadequate services. Increase the workload. At present, there are still some problems in the development of the Palace Museum. Outstanding performance in three aspects: first, the museum 's ability to serve the society is not strong, ' public relations and service ' satisfaction is low; second, the museum positioning is not clear, the general lack of development planning and objectives; third, the overall lack of professional talents is a problem that fundamentally restricts the development of museums.

(3) Brand shaping tends to be commercialized, and museums are overly entertaining

The development of branding is too commercial, and the cultural value of the museum is ignored. The operation of the Palace Museum in cultural and creative products and e-commerce platforms is the first and most concerned by the audience in its brand development process. The development of branding will lead to the commercialization of its cultural added value to a certain extent. Consumers are attracted by the particularity and artistry of cultural and creative products, but ignore the value of the Palace Museum culture itself. In the traditional sense, branding is the concept of commercial marketing for enterprises, and more is to seek economic benefits for enterprises, while the Palace Museum does not pay enough attention to the dissemination and inheritance of culture in the process of branding.

The overexposure of the museum and the frequent variety shows have weakened the educational function of the Palace Museum, and the public has paid too much attention to its entertainment, which is not conducive to the effective dissemination of traditional culture.

5. Conclusion

Museum brand building is still in the exploratory stage in China. As the leader of China 's museum industry, the Palace Museum is committed to exploring the way of museum brand building in line with China 's national conditions. The promotion of the e-commerce platform of the Palace Museum and the operation of the new media platform are the changes made by the Palace Museum to meet the needs of the public and the characteristics of the times in the new media era. Although there are still some problems, it still provides new ideas for the development of other museums.

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