

Research on the Communication Strategy of Art Brands in the New Media Time

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Abstract:

With the progress of the times and the change of media, brand communication has been further developed. The combination of art brand communication and new media has produced a new collision, opening up a new path for brand communication. Based on the background of the new media time, a new model of fashion art brand communication strategy with reference value has been explored therein for art brands by analyzing the characteristics of current art brand communication and the advantages of new media intervention in art brand communication.

Keywords:

New Media, Brand Communication, Characteristics, Advantages

1. Communication Characteristics of Art Brands in the New Media Time

New media, a phrase obtained on the basis of comparison with traditional media, is a new form that emerges after traditional media such as paper media and television. "Communication" refers to the purposeful information transmission and sharing activities between two unrelated individuals through certain media or ways. In the 1940s, American scholar Laswell came up with the "5W" model, that is, "communicator → communication content → communication channel → communication target → communication effect", which summarized communication activities as a one-way communication mode. In the 1950s, the sociologist Defleur further proposed the "Defleur Interaction Process Model", which believed that the social significance of mass communication had the dual attributes of commodities and culture. Due to the different forms of expression and carrier forms, new media can be divided into TV media, Internet media and mobile phone media. Television media has gradually developed into two types: IPTV, which communicates video programs through the Internet, and mobile TV, which allows programs to be watched in mobile transportation facilities. Internet media is a form of media that communicates with the Internet as the carrier. Mobile phone media is a personalized information communication media that uses mobile phones as the carrier platform and can interactively communicate in multiple directions.

According to the 47th *China Statistical Report on Internet Development* issued by the China Internet Network Information Center, the number of Internet users in China has reached 989 million as of December 2020, and the Internet penetration rate has reached 70.4%. In 2020, China's Internet industry played an important role in resisting the new crown pneumonia epidemic and the normalized prevention and control of the epidemic. In the era of "fragmentation" and the post-epidemic era, new media impacts traditional media communication methods with its powerful characteristics and functions. The new media mainly has the following three characteristics:

1.1. Real-time

It takes a longer period for traditional media to send information to feed back, while new media will not be restricted by time and space. The communication speed of new media is much faster than that of traditional media, that is, information can be released and diverged at the same time as an event occurs, realizing "zero-lag" information communication, thus playing a huge role in today's society. Making good use of the real-time characteristics of new media for information communication is a problem that needs to be focused on in many fields.

1.2. Interactivity

The information communication by traditional media is one-way, such as passive TV program watching or news reading, during which the audience can only unilaterally accept, but cannot exchange and feedback, while the new media has strong initiative and interaction, that is, the audience can actively choose the content, form, time and order of watching. The communication method of new media is also two-way, that is, the communicator and the audience can communicate, and even realize real-time interaction. The audience can not only receive information, but also release and feedback information. As a publisher of information, the audience can also interact with each other, or even communicate with each other in groups, forming a more advantageous multi-party communication.

1.3. Personalization

We-media has become the main trend of new media, making users able to publish the content they want to publish anytime and anywhere with the help of WeChat, Microblog and other software. The new media has broken the regional restrictions, making the personalized trend of communication content more and more prominent. Traditional media such as paper media and television usually only give the audience a relatively single reading experience. With the help of new media tools, people can simultaneously receive and communicate content images and texts, including long and short video, audio, and special effects, which optimizes the quality of information, and makes people have a strong sensory information experience as well as the information more full, three-dimensional and real.

2. New Media Intervention in the Communication Advantages of Art Brands

As mentioned above, We-media has gradually grown into the most active subject of Internet communication and the main trend of new media, providing new ideas for art brand communication. Therefore, the intervention of new media in the communication of art brands has great advantages.

2.1. Younger Audience

At present, We-media platforms represented by Tick Tok, Microblog, WeChat, etc. have an extremely large number of users across China and even the world, most of which are young users. Young users like to receive intuitive, instant, and personalized information, and can more quickly grasp the changes in new media forms and communication content.

2.2. Strong Interaction and Clustering Effect

Traditional brand communication is unilateral promotion, while brand communication intervening new media is quite different. The new media has changed the linear communication in the past, and injected interactive factors into the communication process, which is conducive to achieving more effective communication effects. With the development of science and technology, interactive forms are becoming more and more dazzling. Users who can follow each other in Microblog, WeChat and other software are mostly groups with similar interests and hobbies. Targeted information delivery will have a higher degree of attention and forwarding among them, and the clustering effect of information communication will be more prominent. The new media also provides reply functions and feedback channels, which helps to communicate the art brand in many ways.

2.3. Facilitate Users to Feedback Timely

Traditional brand communication is to unilaterally promote brand positioning and rigidly establish a brand image. However, after the new media intervenes, the audience can initiatively express their opinions and feedback timely. The one-way brand communication and the one-way audience acceptance have been transformed into the process of mutual promotion and development between brand and users.

Users can discuss topics related to art brands on the new media platform in a targeted manner, and publish their experience in art activities, so as to promote the transformation of art brand communication into a process of co-construction between users and art brands. Art brands can also set relevant topics to attract users' attention and trigger discussions. Besides, large-scale discussions can even attract more users to join in, achieving the effect of secondary communication and the purpose of art brand communication.

2.4. Strong Network Appeal

The fast new media information communication speed is the real-time nature of new media, that is, information cannot only be sent out in the first time, and received a lot of attention and high-frequency forwarding, but also has a strong network appeal. Especially in the media platforms such as Tik Tok, Microblog and WeChat official accounts, users can share and forward functions with a single click to communicate information more quickly. With the continuous development of new media technology, the efficiency of information communication will be improved to a greater extent, and the attention and appeal of the platform can also be more effectively improved.

3. Art Brand Communication Strategy in the New Media Time

Receiving more and more attention in the new media time, the art brands shall be scientifically built and communicated. As long as we make full use of the characteristics and advantages of new media communication, we can better communicate art brand and adapt to the trend of social development.

3.1. Make Full Use of New Media Communication Methods

Making use of new media to intervene in the communication advantages of art brands can recognize the characteristics of new media and use new media more scientifically and effectively on the one hand and continue to explore the intersection between art brand communication and new media on the other hand to achieve efficient integration and win-win results.

3.2. Focus on Personalized Demand

Brand communication needs to keep pace with the times. One of the distinctive characteristics of new media is personalization, that is, the current time focuses on personality. How to better meet the personalized demands of users is a part of brand development, including changing the communication mode of unilateral brand promotion and passive user acceptance, and creating a personalized artistic brand.

3.3. Improve Brand Building Capabilities

On the one hand, it combines the cultural characteristics and advantages of the art brand to dig out the potential value and promote cultural marketing. On the other hand, it fully explores the collision points of the integration of art brands with new media, realizing in-depth cooperation, and fully integrating new media communication with art brand marketing.

4. Conclusions

With the advancing of time and the development of technology, the use of new media in the process of brand communication will have more and more forms and types. With its most functional and representative characteristic--interactivity, new media has narrowed the distance between art brands and audiences, making the audiences gradually participate in the interaction with the brand. New media has broadened the media and forms of brand communication, greatly improving the effect of communication. In addition, the characteristics of art brands can be displayed in a multi-faceted manner via new media, enabling the audiences to experience faster and more in-depth. When a brand uses new media to communicate brand information, the audience can generate experience by watching videos or communicating while obtaining information, and even stimulate the secondary communication of the brand with unexpected feedback modes.

In the context where the new media develops, integrated, multi-dimensional, and three-dimensional communication methods are an inevitable trend for the development of new media. Therefore, the communication of art brands shall fully explore the cultural dimensions of the brand, strengthen interaction and communication with users; make good use of the advantages and influence of social media in the marketing communication process to enrich the audience's sense of experience. Through the scientific use of the characteristics and advantages of new media communication, the communication efficiency is improved, and the

communication content is enriched, thus achieving the purpose of brand communication and realizing the improvement of artistic brand image and influence.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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