

# Sustainable IP Image Design Based on Emotional Experience - Take the IP Image of “Sanshan” as An Example

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## Abstract:

With the vigorous development of the domestic Internet market, the cultural industry and cultural consumption have gradually become a new economic growth point. The product of IP image has gradually become well known to the public and has become a hot spot of new culture, which has played an indispensable role in satisfying the emotional consumption of the public. In the environment of Internet pan-entertainment, everything is IPised. How to stand out from many IP images, create an image that is loved by the target audience, and make it have continuous vitality, rather than a flash in the pan, is an inevitable problem in IP image design. This article will find a way from the perspective of emotional experience. Sustainable emotional experience, that is, to move people with "feeling", understand the emotional demands of the public, conform to the development of the times, and create IP image empathy highlights so that users can have an emotional consumption experience. This article takes the “Shanshan” IP image design as an example, takes the “Z era” population as the main audience group, grasps its consumption psychology and social concept, and on this basis, explores and demonstrates that the IP image gradually has rich content, so that IP has values and connotations, and can gradually deepen the user's IP image. The sense of identity and the cultivation of the audience's loyalty to the role will also become an important source of continuous vitality for the IP image.

## Keywords:

IP Image Design, Emotional Design Theory, Generation Z, IP Image Sustainable Development

## 1. Introduction

### 1.1. Research background

#### 1.1.1. Characteristics of Emotional Demand under Consumption Upgrade

In today's economic globalization, China's economy is developing rapidly. People's emotional and spiritual needs have gradually become stronger, and more and more people's consumption concepts have begun to change from “functional” to

“emotional”, and the consumption mode has undergone major changes, that is, consumption upgrading. This change enables designers to increase the psychological and emotional satisfaction of the audience in the process of designing products, and carry out “emotional design” from people's emotional needs [7]. In the era of digital economy, China's cultural and creative industry and trendy play culture are booming, with a wide variety of IP images and distinct personalities, which are deeply loved by consumers represented by young groups. However, many popular IP images are only popular at present. They rely on their appearance to win the attention of the audience and lack content. They are soon annihilated in the torrent of the Internet, and it is difficult to get the continuous love of the audience. Therefore, from design to product innovation to consumption, the gorgeous appearance and distinctive characteristics are important, but the inherent values and connotation of its IP image are also indispensable. Each ring needs to be tightly locked in the psychology of young people. In the final analysis, this is also a deeper development of “emotional design”.

### ***1.1.2. Development Status of IP Image Design Industry***

With the vigorous development of China's cultural and creative industry and Chaowan culture, all kinds of cultural and creative and Chaowan companies have poured into the Chinese market. Taking the performance of Chaowan company POP MART as an example, its growth was extremely rapid in 2018 and 2019 - the revenue growth rate reached more than 200%. Judging from the market share, POP MART has also soared. According to Jost Sullivan data, the market share of POP MART in the domestic fashion market increased from 8.5% in 2019 to 13.6% in 2021. In 2020, the “SPACEMOL-LY1000% specification (70cm) product co-branded with POP MART and Coca-Cola was once speculated by major trading platforms for tens of thousands of yuan” [2]. However, this high growth has not been sustained. Since July 2022, POP MART released a mid-time report forecast, showing that in the first half of 2022, the expected revenue growth rate fell to 30%, and the net profit grew by nearly 35% year-on-year, the first negative growth [3]. In the next few trading days, the company's stock price continued to fall. On the Little Red Book APP, the relevant notes of “POP MART Retreat” have exceeded 10,000, and the repurchase rate of its products is gradually declining.

The setback of POP MART in the capital market is related to the gradual loss of the favour of young people. With the continuous upgrading of consumption, consumers' pursuit of fashion play quality continues to improve. For the long-term development of the fashion play brand represented by POP MART, the top priority is to form a vivid IP image with stories and connotations, rather than “dolls” with no appearance.

### ***1.3. Research purpose and significance***

Combined with the research background and survey data, using the combination of theory and practice, we take the IP image design “Shanshan” as an example to explore and think about how IP can improve IP quality and create high-quality IP through the “emotional” consumption experience strategy. And experiment with the continuous assignment of IP image, improve its connotation, discover user portraits that conform to the IP image, meet the needs of consumers in the context of the current era, impress consumers with IP stories and content, and bring them a unique visual and emotional experience, so as to continuously improve the vitality of IP.

## **2. Theoretical Analysis of “Emotionalisation” Experience**

### **2.1. Design Definition of “Emotionalisation”**

The emotional experience described in this article is touching with “feeling”. In the book *Emotional Design*, Donald Norman revealed three characteristic levels of human nature from the perspective of perceptual psychology: “i.e. instinctive, behavioural, reflective”, that is, the perception of the appearance of the product, the functional experience and the emotional feeling [1]. It also puts forward the importance of emotions and emotions for making decisions in daily life. The three are mutually exclusive and will basically not exist alone [5]. The focus of IP image design is to improve the quality of the reflective level, because this level can make the product and the user interact from an emotional perspective and increase the stickiness between the two, so that the product can establish a long-term emotional bond with the user.

### **2.2. “Emotionalised” consumption experience form**

The form of “emotional” consumption experience originates from the characteristics of IP image and the characteristics of audience users. A successful IP should have the following characteristics: high recognition, current popular elements and universal elements (the story setting is in line with the widest range of human nature), and social values in line with the current background of the times. When people have a desire to buy an IP image, they must have a sense of identity with the cultural emotion conveyed by the IP image. For this reason, when designing the IP image, we should first determine the target group, understand the preferences and current trends of the target users, understand their life background and interest circles, and formulate the external characteristics and internal personality of the IP image according to the needs of users, so as to satisfy the audience’s desire to buy, gradually generate memory and identity, and form a role. Loyalty. Then the IP image is enriched with connotations such as animated comics, and further assigned [4].

Japan’s Sanrio’s top classic IP “Hello Kitty” is an extremely successful model. It was born in 1970 during the period of rapid economic development in Japan. The British lifestyle is worshipped by the whole people. Everyone hopes that their daughter can wear a dress and play the piano like a British little girl. “Hello Kitty” is in line with the current values. With the progress of the times, people’s consumption and entertainment habits have gradually changed. Sanrio has set up an animation department and a digital business department to develop a series of animations and games, and continue to assign value to IP. This business model that keeps pace with the times makes Sanrio’s IP image continue to be hot and enduring.

## **3. “Shanshan” IP Image Design under the Guidance of “Emotionalisation” Theory**

### **3.1. “Shanshan” IP Image Feature Design**

In the design of Shanshan’s IP image, in order to cause a certain degree of response among the target group and establish a mature IP system in the later stage, and carry out sustainable development on the basis of emotion, the research method and literature research method were used in the early stage of the design to determine the target group.

### **3.1.1. “Generation Z” Feature Analysis**

“Generation Z”, also known as the network generation and the Internet generation, refers to a generation of people who have been greatly affected by the Internet, instant messaging, smartphones and other technological products in the process of growth. Most of them are post-95s or post-00s. In China, the number of Generation Z has exceeded 226 million, accounting for 16% of the total population. This kind of people have a distinct personality and are good at accepting new things. They pursue social identity and self-realisation. Under the rapid development of the Internet era, they receive and accept novel things quickly, psychologically. It dares to consume and has a certain consumption ability, which is the continuous growth of the fashion industry.

According to statistics, the scale of China’s Chaowan market has expanded very rapidly, from 6.3 billion yuan in 2015 to 20.7 billion yuan in 2019, with a compound annual growth rate of 34.6%. Generation Z is the main force of the growth of Chaowan consumption. According to iMedia data, only the post-95 generation accounted for 38.4% of China’s Chaowan consumer group in 2020. Generation Z’s support and purchasing power for Chaowan can be seen.

In order to ensure the commercial value and sustainable development of Shanshan, the project team decided to position the target group as the Generation Z group.

### **3.1.2. “Sanshan” character image design concept**

The theory of emotional design and the research on the target population provide a theoretical and image reference of practical significance for “Sanshan” image design. In order to connect the IP image with Generation Z and meet the emotional needs and purchase goals of the target users, Shanshan is positioned as a group of college students who are closely connected with Generation Z, and the image and emotional communication resonate with the target group [6].

There are many kinds of trendy play on the market, and when people choose their favourite trendy play image, it is more based on their visual aesthetics and emotions. Some trendy play images can give users emotional enthusiasm, contact the user's interest and hobby circle, or visually meet the user's aesthetic preferences. When designing “Sanshan”, combined with the personality characteristics of Generation Z and the identity of college students, the appropriate expression elements were refined - Buddhist cuteness and fashion trend. These characteristics provide a relatively clear design idea for the subsequent design of the “Sanshan” image.

In the outline design of “Sanshan”, it was decided to uniformly adopt more ttonous lines and round limbs to give users a visual affinity and a lovely look [8]. In terms of colour design, relatively bright and high-saturation colours are used, with turquoise and pink contrasting colours, supplemented by bright yellow and orange embellishments, giving people a certain visual impact. At the same time, some macaron colours are used as auxiliary colours, giving people a bright, concise and fresh impression.

In terms of dress, “Sanshan” wears a more daily sweatshirt, shorts and stockings, giving people the affinity of college students who can be seen in daily life. At the same time, the X-shaped belt at the waist, the strange boots and the distinctive jellyfish hairstyle give “Sanshan” a strong degree of recognition, which can make the audience look at “Form a certain sense of memory or identity, and form your own unique”

### **3.2. Creation of “Sanshan” IP Image Sustainable Development System**

#### **3.2.1. Theoretical Analysis of Emotionalisation in “Sanshan” IP Communication**

In the process of IP dissemination, whether to attract the target population and establish emotional contact with the target population is a very important part. Take the POP MART series IP, which has become popular in the past two years, as an example. After the market value reached a record high of 150 billion Hong Kong dollars in early 2021, it has been going downhill. In 2022, the market value once fell to less than 30 billion Hong Kong dollars, with a cumulative decline of more than 50%, and more than 80% of In the face of the loss of young users, the reason given by the company is the epidemic. However, except for objective reasons, the greater reason for the decline in market value of POP MART and the loss of users is that there is no IP content as support. Looking at style in many IP images.

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In contrast, the Hello Kitty series IP mentioned above, after taking advantage of the wind of Japan’s economic development, Sanrio did not continue to focus on the IP shape design, but was committed to developing its internal values. In Japan, there has been a social culture of giving gifts to each other, and Sanrio has been promoting “threatmenting the distance between the heart through gifts and cards, and taking communication as the purpose of career promotion”, and producing various products with Hello Kitty patterns, so that people can use IP and Actively link emotions, and at the same time continue to expand the popularity of IP in communication.

In the early stage of the “Sanshan” IP design, in order to use the user’s viscosity emotionally and improve its popularity through communication, the project team added other story-based and valuable content to the “Sanshan” IP.

#### **3.3.2. “Sanshan” IP Content Extension**

As a group born in the Internet era with strong social attributes, the Internet has become its main social channel. When expanding the “Shanshan” IP system, in order

to improve the connection between “Shanshan” and Generation Z, the project team has drawn 18 dynamic emojis for “Shanshan”. In order to improve the emotional communication with Generation Z, the project team refined its chat characteristics and living habits, summarised the keywords and characteristics of the college students in Generation Z, and designed a series of emojis and essays commonly used in chat, such as “early eight”, “catch the dead line”, “dry meal”, etc., and put them into the WeChat table. The love package is for the use and dissemination of Generation Z people. Using emoji as a medium, the IP image is deeply rooted in the hearts of the user group in the process of use.

In addition to the emoji, the project team also designed 8 different sets of shapes for “Sanshan”, using different colours and clothes to reflect different styles of “Sanshan”. At the same time, various and interesting designs are carried out on each “Sanshan”, so that each Shanshan can represent different personalities and preferences, and meet the needs of the multiple personalities of Generation Z groups, thus triggering emotional resonance. At the same time, in order to enrich the character of “Sanshan” and make it have a certain affinity and sense of substitution in Generation Z, the project team has produced a two-dimensional frame-by-frame animation with Shanshan as the protagonist for “Sanshan”, so that “Sanshan” has a lovely appearance and more storytelling, so that the target group will Form an animation interest circle, expand the range of users, and improve user loyalty and desire to buy.

While carrying out graphic design, the project team is also planning to materialise the “Sanshan” IP, realize the commercial value of “Sanshan” in the form of cultural creation, and combine the IP image with stationery, clothing, daily necessities, etc. to form an online and offline two-way industrial chain. Online network communication improves popularity and provides a preliminary guarantee for the establishment and improvement of the offline industrial chain.

#### 4. Conclusions

At the time of the rapid development of the Internet economy, consumption has been upgraded, and the consumption demand of the crowd has been transformed into an “emotional type”. The rigorous development of Chaowan at this time just confirms people’s demand for “emotional design” in fashion and cultural consumption. How to target the target group, how to design a trendy game with emotional communication with the target group, how to attract a large number of users, and create a traffic IP... These are all the issues that designers should consider in the current fashion. Nowadays, the IP market is in full bloom after POP MART. It is a trend of good and hot sales. The fierce market competition shows that IP designers should clarify the underlying psychological and aesthetic needs of consumers, and grasp the hearts of consumers with emotional resonance while gaining the love of users with their appearance.

This article mainly studies the consumer psychology and social psychology of Generation Z of the “Aboriginal People” of the Internet, that is, expressing the appeal of emotional experience through the circle culture. Based on this, it studies the design ideas and future development concept of IP “Sanshan”, and strives to form a loyal user group with emotional design, so as to produce sustainable development. The IP industry chain. Under the summary of the theoretical research and practical operation of this article, the “Sanshan” IP system has become more and more mature. It is also

hoped that these theoretical achievements and “Sanshan” research experience can provide useful help for the IP market and other trendy brands.

## Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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