

Establishment and Promotion of Entertainment Brand Image Based on Digitization Background - A Case Study of Pop Mart

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Abstract:

This study is based on the digital background to study the entertainment brand image representation symbolization construction and promotion, to a Pop Mart brand image as an example for in-depth analysis. Combined with the previous literature review to study the case of Pop Mart brand image through the perspective of semiotics, the analysis of the brand image of the surface brand visual art symbols, including the brand visual elements of the refining, color elements of the refining; at the same time, the analysis of the inner brand emotional value and its meaning of the meaning of the brand. The results of the study show that Pop Mart's positive image creation in digital media has a significant positive impact, successfully enhancing brand awareness and consumer loyalty. The study also analyzes the influences of digital media on brand image building and promotion, including content creativity and interactivity. The results of the study not only provide empirical support for the digital communication strategy of entertainment brands, but also are of great significance in understanding the mechanism of entertainment brand communication in the digital era, which provides an important reference for brand management strategy.

Keywords:

Digitization, Brand Image, Brand Image Building, Entertainment Promotion, Symbolization

1. Introduction

Brand Image Representation Symbolization Construction and Development After the academic development of digitization in the context of the new era, there are still problems such as homogenization, weak awareness of the establishment and dissemination of brand image, and at this stage there is still an urgent need to solve the problem of brand establishment and promotion in the real society. Therefore, the research on the construction and promotion of brand image representation

symbolization is very necessary, and it is a topic worthy of in-depth study with certain practical significance.

2. Study Background

First of all, at the national level, the symbolic construction and promotion of entertainment brand image representation in the context of digitization is of great significance for the development of the national cultural industry and economy. With the rise of the digital economy, the entertainment industry has become an important economic growth point. The state has increased its support for the digital entertainment industry at the policy level and actively created an environment conducive to the establishment and promotion of entertainment brand image. In addition, brand brand visual elements, as an important part of digital entertainment, can enhance the cultural connotation and image of entertainment brands by designing unique and artistic interfaces and elements.

Second, in the individual perspective, “in the context of the era of the new round of technological and industrial revolution in the ascendant, the new cultural and creative digitization, intelligence, scene and branding shift is the general trend.” [1] There is a growing demand for digital entertainment brands. With the rise of social media and the richness and diversity of digital entertainment methods, consumers’ demands for personalization, innovation and interactivity are increasing. Therefore, entertainment brands in the digital context need to use brand brand visual elements to create attractive and unique personalities to meet consumers’ needs and win their loyalty and support.

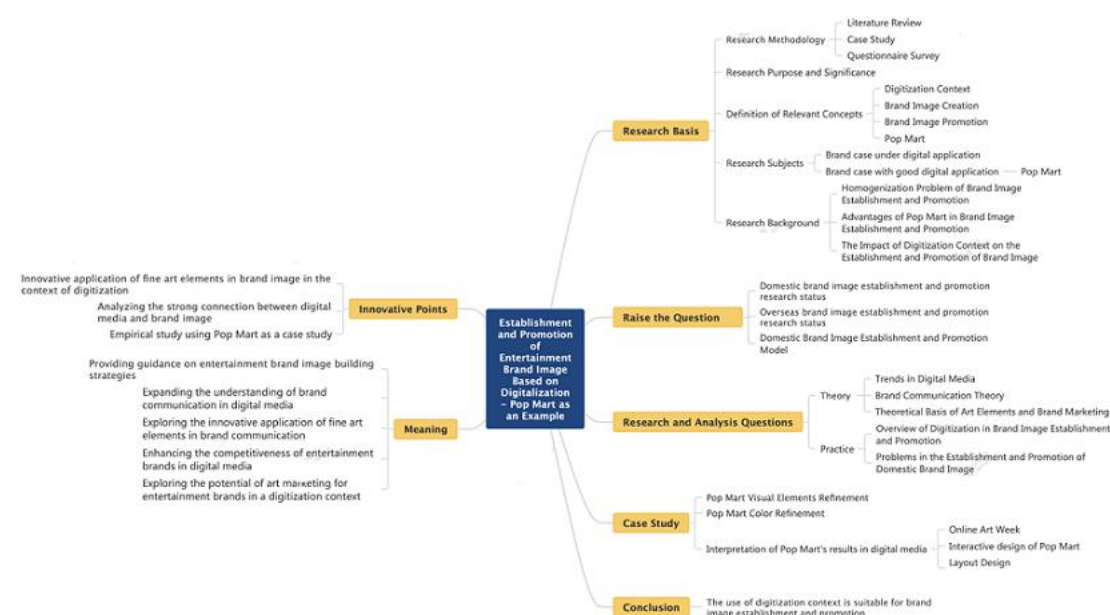


Figure 1. Research Pathway Diagram.

Again, based on the analysis and research on the establishment and promotion of entertainment brand image of brand brand visual elements in the digital context, we can draw the following conclusions. As a creative expression, brand brand visual element has strong communication power and influence on the digital media platform. It can create a personalized and distinctive image for the entertainment brand and attract the attention and interest of the target audience through the use of professional techniques and concepts such as the construction of brand image representation

symbols and visual layout symbols. At the same time, brand brand visual elements can also enhance consumers' perception and preference for the brand through means such as emotional resonance and visual impact, thus influencing their purchasing decisions and behaviors. This study is implemented and researched around the research path (Figure 1).

3. Definition of the Concept

3.1. Digitization background

The digital context refers to the breadth and scope of influence of the application of digital technologies in social, economic and cultural fields. It covers the application and impact of digital technology in various fields, including digital economy, digital industry, digital education, digital health care and so on. In the digital context, people can more easily access information, communicate and exchange, conduct business and enjoy various services, thus changing their way of life.

3.2. Entertainment brands

An entertainment brand is a brand established by a specific company, organization or individual that provides various types of products and services in the entertainment industry. It represents the entertainment experience and values that the brand offers, as well as the products, content or activities associated with it. Entertainment brands can encompass a wide range of activities that not only provide diversion and entertainment, but also have social, cultural, and emotional significance, making them an important part of people's daily lives.

3.3. Brand image construction

Brand image building refers to a series of targeted strategies and activities to create, shape and communicate the image that the entertainment brand wishes to present to consumers. It includes the shaping of the brand's core concept, value proposition, personality traits, brand story, etc., as well as publicizing and communicating to the outside world through various channels. Through effective brand image building, entertainment brands are able to stand out in a competitive marketplace, establish their unique position, and attract and retain consumer attention and loyalty.

3.4. Entertainment promotion

Entertainment promotion can be defined as a series of marketing strategies and activities that focus more on creativity, storytelling and interactivity than traditional advertising and marketing. By combining with entertainment content, it makes the advertising message more appealing while increasing the emotion and engagement between the audience and the brand. The goal of entertainment promotion is to combine product images with entertainment elements through various channels and platforms to attract audience interest and increase brand awareness. Compared with single product promotion, entertainment promotion pays more attention to the overall communication effect of the brand and makes the brand image more vivid and credible through cooperation with the entertainment industry.

3.5. Symbolic language

Symbolization can be defined as a process of transforming abstract or complex concepts, ideas or information into figurative signs or symbols. These symbols can be

in the form of language, images, signs, logos, etc., which are used to convey and express specific meanings or ideas. Symbolization can also be used to express emotions, meanings and themes in media works through the choice of images, the use of colors and typography. Compared to text, symbolization is cross-cultural in that it can convey messages and values through graphics and images in ways that do not require language barriers. Making symbolization a powerful communication tool allows for better empathy and the transmission of shared cultural ideas.

4. Analysis of Current Situation

4.1. Domestic Brand Image Establishment and Promotion Research Current Situation

4.1.1. Academic review

This study summarizes the main directions and problems of research by searching and reading the literature related to the application of brand visual elements in branding, with a view to promoting the further development of the innovative practice of brand visual elements in brand establishment and promotion.

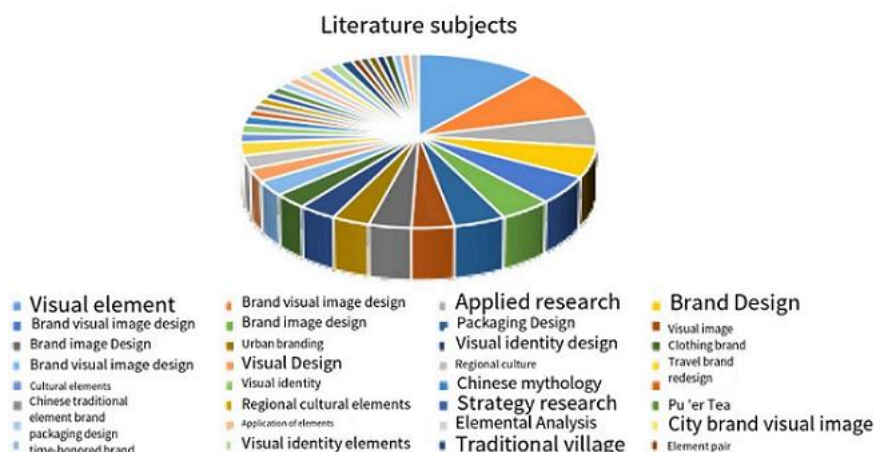


Table 1. Distribution of literature subjects, 2014-2023.

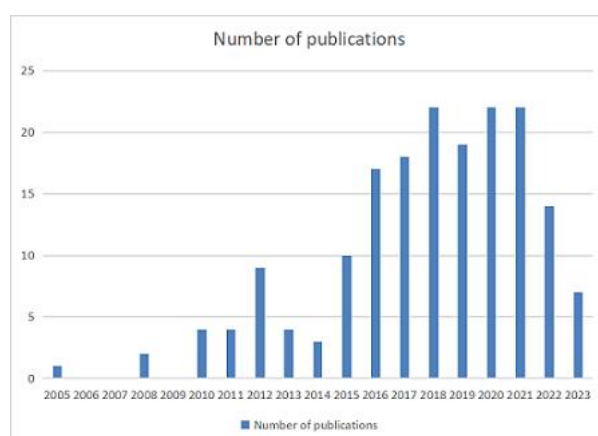


Table 2. Distribution of number of publications in the literature, 2014-2023.

Taking the annual trend of literature publication as an example, the number of modern research literature on the refinement and application of brand visual elements is very considerable, from time to time, from 2005 to 2023 (Table 1), the data show that there are a total of 162 pieces of literature on the topic of “brand visual elements”

and related literature, of which there are a total of 88 pieces of dissertations, and 74 pieces of papers in academic journals; in the related literature, there are a total of 74 pieces of papers in academic journals. A total of 74 articles; in terms of the content of the relevant literature, the main subject content totaled 32 categories. (Table 2)

4.1.2. Overview of literature studies

In 2020, Zuo Hui analyzed the cultural industry driven by digital consumption and the cultural industry characterized by open creation in “Digitization of the Cultural Industry” [1], proposing theoretical constructs for the dynamics of the digitization of the cultural industry as well as the reconstruction of the cultural consumption pattern, and the demand-driven supply affecting the digital transformation of the cultural industry. Provide theoretical support for the digital construction of brand.

In 2021, Lu Peipei analyzed in detail how visual art, as a form of artistic expression, can be applied to the establishment of brand image in “The Application of Digital Illustration in the Packaging Design of Vernacular Products--Taking the Packaging Design of Fisherman's Sanniang Sea Duck Eggs as an Example” [2]. Taking the packaging design of fishermen's duck eggs as an entry point, it explores the application and establishment of brand visual elements in brand packaging design. It provides useful reference for the establishment of visual art in brand image design.

In 2023, Liu Ting and He Jia in the “Based on the folklore resources of the “Water Rhythm Jiangsu” brand illustration creation and communication design”[3] According to the cultural and artistic characteristics of the region, combined with the brand visual elements of the refining of the brand image design of the establishment of the factors of the difference analysis, according to the local folk resources of the region of the elements of the refinement of the brand image representation Symbolization construction. On this basis, the refined brand visual elements are used to disseminate and promote the brand image of “Jiangsu Rhythm”. The refinement and application of brand visual elements are of great significance in the establishment and promotion of brand image.

Other journals in the field of symbolic construction and promotion of brand image representation, industrial digitization, include Xie Xuefang and Zhang Jiaqi's “Technological Empowerment: Digitization and Intelligent Transformation of New Cultural and Creative Industries”[4], Lu Rui's “An Analysis of Digital Presentation of Cultural and Creative Products and Brand Communication and Promotion”[5], and Su Di's “The Eternal Love of Guilin Artistic Symbolic Representation and Its Communication Value”. On the Performance of Guilin Eternal Love Art Symbol and Its Communication Value[6], Jiang Xiaoli and Liang Xuyan, “Scene: The New Force in the Age of Mobile Internet - Semiological Interpretation of Scene Communication” [7], etc. These papers study and analyze the whole and part of the refining and application of brand visual elements in the symbolic construction and promotion of brand image representations.

4.1.3. Problems

According to the literature review of research on the refinement and application of brand visual elements in the establishment and promotion of brand image, the following problems exist.

On the one hand, it can study the style and creativity of brand visual elements refinement and application, and explore how different styles and creativity of brand

visual elements refinement and application affect the brand image shaping and communication. On the other hand, the research scope can be extended to the application of brand visual elements refining and application in different industries or fields, and the characteristics and effects of brand visual elements refining and application in different industries can be explored in depth. In addition, the impact of brand visual element refinement and application on brand cognition and consumer behavior can also be studied from the perspective of consumers, in order to find ways to enhance the effectiveness of brand image building and promotion.

Secondly, the research direction can focus on the matching between the refining and application of brand visual elements and the target market, through investigating and analyzing the refining and application of brand visual elements of different types of brands, to find out how to make the refining and application of brand visual elements more compatible with the target market. Secondly, the research can focus on the role of brand visual element refinement and application in brand communication and cognition, and explore the influence of brand visual element refinement and application on consumers' cognition and attitude towards the brand through empirical research. Finally, from the perspective of creativity and innovation, research can also be conducted on how to utilize novel brand visual element refinement and application techniques to build brand image and promote the brand in order to increase consumer attention and brand loyalty.

Its third research content we can start from more than one research content. On the one hand, we can study the application of brand visual elements refinement and application in brand identity and communication, by systematically sorting out and evaluating the role of brand visual elements refinement and application in the establishment of brand visual image, and finding out the successful cases and practical experience of brand visual elements refinement and application in different brands. On the other hand, we can focus on the efficacy of brand visual element refinement and application in brand storytelling and brand emotional communication. By summarizing the role of brand visual element refinement and application in brand communication and storytelling, we can gain a deeper understanding of how brand visual element refinement and application can help brands to build up emotional resonance and connection with consumers. In addition, the application of brand visual element refinement and application in digital marketing and social media communication can also be studied, and the communication effects and strategies of brand visual element refinement and application on different digital platforms can be analyzed to guide the construction and promotion of brand image.

5. Pop Mart in the Brand Image Representation Symbolization Construction

5.1. Pop Mart in the symbolic establishment of brand image

The refinement and application of brand visual elements play an important role in the construction of Pop Mart's brand image. First of all, the brand visual element refinement and application emphasized the importance of parent-child interaction and fun experience. Through the presentation of the brand visual elements, Pop Mart successfully conveys the values related to family interaction and fun, which in turn attracts consumers' interest and resonance. Secondly, the refinement and application of brand visual elements effectively strengthened parents' favor and recognition of Pop Mart. The images and storylines presented in the illustrations often triggered

parents' emotional resonance, thus increasing their favorability and trust in the brand. In addition, Pop Mart's unique illustration style differentiates it from competing brands. This unique design style establishes a distinctive recognition for Pop Mart, making it stand out in the market. At the same time, based on the style presented by the refinement and application of the brand's visual elements, consumers can more easily associate it with the Pop Mart brand, thus enhancing brand loyalty. The arrangement of the storyline also made an outstanding contribution to Pop Mart's brand communication. By combining the product with the story content, the brand's visual elements were refined and applied to successfully trigger consumers' interest and imagination. This creative design approach not only increased consumers' curiosity about the product, but also made it easier for the brand to establish an emotional connection with consumers. Finally, the brand visual element refinement and application was displayed in multi-channel communication, thus increasing Pop Mart's brand exposure and awareness. By displaying the illustration works on various media platforms, Pop Mart successfully refined and applied the brand visual elements as the brand's signature elements and widely disseminated them to more consumers, thus effectively increasing the brand exposure and awareness.

To summarize, brand visual element refinement and application played a crucial role in the brand image construction of Pop Mart. By emphasizing parent-child interaction and joyful experience, unique illustration style, and the combination of storyline, the brand visual element refinement and application successfully increased Pop Mart's brand attractiveness, recognition and loyalty, and effectively enhanced brand exposure and awareness.

5.1.1. Pop Mart's refinement of visual elements in brand branding

The refinement of the visual elements of the brand plays an important role in the creation of Pop Mart's brand image (Figure 2). By utilizing a full and lively illustration style, Pop Mart is able to strengthen the emotional connection with its target audience. In terms of refining the visual elements of the brand, Pop Mart favors simple and more expressive graphics. Commonly used graphic elements in the brand include the shape of Pops or air Pops, graphic symbols that express feelings of joy and optimism. These graphics are skillfully integrated into the logo, packaging and advertising design to create a unique visual language that quickly reminds consumers of the entertaining character and features of the Pop Mart brand.



Figure 2. Popma brand image.

5.1.2. Pop Mart in brand color refinement

In terms of color refinement, Pop Mart's image is built through color exaggeration, amplification or fantastical forms of expression to highlight the product features and brand personality. The use of color creates a more vivid, interesting color emotion and Pop Mart's relaxed and happy brand atmosphere. In addition, in terms of color selection, Pop Mart uses more bright colors such as orange and blue to convey a positive, lively and youthful image. These colors are not only reflected in Pop Mart's logo, but are also applied uniformly in all aspects of product packaging and advertising to enhance brand recognition and consistency. By refining the colors, Pop Mart's brand products are built with more creativity and imagination. Digital expressions such as live streaming, mobile apps, and social media allow for branding and consumer attraction advantages.

5.2. Pop Mart in the brand image ideographic symbolization construction

The refinement and application of brand visual elements play an important role in Pop Mart's brand image promotion. Through well-designed illustration characters, Pop Mart attracts the attention of target consumers, thus enhancing the attractiveness and competitiveness of its products. These illustrations are not only to attract the attention of target consumers, but more importantly, to convey Pop Mart's brand values and concepts. By refining and applying the visual elements of the brand, Pop Mart successfully positioned itself as a children's toy brand that focuses on parent-child interaction, recreational activities and creativity development. This positioning helped Pop Mart to differentiate itself from its competitors and create a unique image in the minds of consumers. Ultimately, the refinement and application of the brand's visual elements played a key role in Pop Mart's branding, helping the brand attract target consumers, convey brand values, position the brand image, and enhance brand awareness and favorability in consumers' minds. These results enabled Pop Mart to achieve a sizable market share and maintain a competitive advantage in the highly competitive children's toy market.

5.2.1. Pop Mart's Visual Layout Symbols in Branding

The layout design in Brand Visual Element Refinement and Application can not only enrich the layout through illustrations, images and graphic elements, but also combine with typography and text to jointly convey the brand's concept and style. Through the clever use of brand visual elements such as lines, shapes, colors and materials, brand visual elements refinement and application can inject vitality and interest into the layout design of Pop Mart products. It can describe in detail how to use the unique arrangement, layout and graphic combination of brand visual elements refinement and application to create a layout effect with brand characteristics. At the same time, it can also introduce how the refinement and application of brand visual elements can be coordinated with other elements of the layout design (e.g., text size, fonts, spacing, etc.), so as to achieve a clear, beautiful and easy-to-read design effect.

The illustrations in the Dimoo Space Travel series (Figure 3) can be strung together to form a continuous visual story. By presenting multiple illustrations horizontally and displaying them in an interlocking manner, readers can scroll through the page to view each illustration one by one. This approach adds to the dynamism of reading and the pleasure of exploration, immersing the reader in Dimoo's space travels. Using visually bold contrasts in the layout highlights the Dimoo space travel illustrations and brand image. Choose bright and saturated colors such as red, blue, and purple, as

well as black and white to create a strong visual impact. Use a large block of background color on the layout and place Dimoo's illustrations in it to attract readers' attention and demonstrate the fantasy and mysterious atmosphere of space travel through color contrast and visual hierarchy.

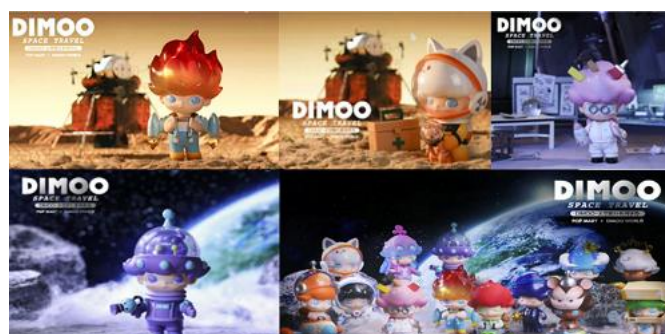


Figure 3. Dimoo Space Travel Series Inserts.

6. Conclusions and Outlook

Through an in-depth study and analysis of the case of Pop Mart's brand visual elements refinement and application, we found that the brand visual elements refinement and application is of innovative practical significance in the establishment and promotion of brand image. Pop Mart successfully utilized brand visual elements to create a happy and warm brand image, which in turn increased brand recognition and influence. In addition, the refinement and application of brand visual elements can enhance consumers' goodwill and loyalty to the brand, which has great potential for brand promotion. Based on the symbolic design of Pop Mart's entertainment brand, we have explored different fields of practice with Suzhou's "Chicken Head Rice", and found that the rational selection and application of visual layout symbols are crucial to the shaping of brand image.

To summarize, brand visual elements refinement and application has important practical value in brand image promotion and establishment, not only has an important role in promoting the development of the industry, but also has a positive impact on cultural innovation. Other brands can learn from and utilize brand visual element refinement and application to enhance the brand image effect. Although we have conducted a more in-depth case study on entertainment brand image in this study, there are still some aspects that deserve further exploration and improvement. Therefore, future research can be conducted in the following directions: for one, consumers' perceptual and emotional responses to different visual layout symbols can be further investigated. Through the use of digital platforms and other methods, it is possible to gain a deeper understanding of consumer preferences and perceptions of different symbolic elements, and to provide theoretical support for the creation of a more attractive brand image. Secondly, it can explore the differences in the establishment and promotion of brand image in different cultural contexts in order to meet the needs of consumers in different cultural environments.

Conflicts of Interest

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

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