

Feeds Advertising Design Strategy for “SHANGHAI” Time-honored Brand

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Abstract:

Using cultural level theory as the theoretical foundation, this study explores the design strategies of feeds advertising for Shanghai time-honored brands, represented by the “SHANGHAI” brand, from the advertising avoidance perspective. Based on cultural level theory, the cultural resources of “SHANGHAI” time-honored brand are systematically categorized across three layers: material cultural layer, behavioral cultural layer, and spiritual cultural layer. By analyzing specific elements within these three layers and integrating them with the dimensions of informativeness and entertainment value in advertising, cultural resources are transformed into feeds advertising design strategies with advertising value. Finally, based on the distinct characteristics of material cultural layer, behavioral cultural layer, and spiritual cultural layer within “SHANGHAI” time-honored brand, and integrating the informativeness and entertainment dimensions of advertising value, this study derives design strategies to counteract advertising avoidance. These strategies enhance advertising communication effectiveness, offering insights for brand transformation and adaptation to the feeds advertising. It enables Shanghai time-honored brands, such as “SHANGHAI”, to preserve their “old” cultural heritage while attracting “new” consumers in the digital era.

Keywords:

Shanghai Time-honored Brand, Feeds Advertising, Advertising Avoidance, Advertising Effectiveness, Cultural Level Theory

1. Introduction

Shanghai time-honored brands carry the mission of historical inheritance, but also by virtue of its unique cultural heritage, unique in the market. However, nowadays, Shanghai time-honored brands are facing the problems of aging consumer groups, aging brand image and lagging promotion methods, and are gradually marginalized in the market competition. At the same time, feeds advertising, as an emerging form of advertising, have become the most popular way for advertisers to place advertisements by precise and hidden characteristics. It also provides an important opportunity for “old” brands to realize a “new” breakthrough. However, low-quality or over-injected

feeds advertising are likely to trigger users' disgust, which in turn negatively affects brand image.

Therefore, based on cultural level theory, this study attempts to propose design strategies that can reduce the problem of advertising avoidance and improve the communication effectiveness of feeds advertisings for Shanghai time-honored brands. By studying the brand called "SHANGHAI", this study also provides a theoretical basis for other time-honored brands to carry out brand rejuvenation transformation on new platforms, in new modes and with new costumers.

2. Theory

2.1. Feeds Advertising Avoidance

In-Feed Advertising, also known as "Feeds Advertising", first appeared in 2006 on Facebook, and then in 2011, the appearance of feeds advertising with commercial features on Twitter marked the formal application of feeds advertising [1]. With the arrival of the Internet media era, the phenomenon of advertising avoidance has become more and more serious, and the user's avoidance response behavior has become more and more complex and diverse. Cho et al. (2004) categorized user's advertising avoidance behavior into three main types based on internet media: cognitive avoidance, behavioral avoidance, and emotional avoidance [2]. In the era of social media, the rapid development of feeds advertising has made the study of advertising avoidance more complex, and the advantages of its originality and precise placement blur the boundary between advertising and social information, which can significantly reduce the user's advertising avoidance behavior, but overly personalized placement may also cause user resentment and negative reactions to the advertisement, which can exacerbate advertising avoidance behavior.

2.2. Advertising Value

Advertisements are often considered to be intrusive, causing users to become annoyed and bored with them, which ultimately leads to advertising avoidance. However, advertising value, advertising placement, and advertising execution are manipulable, i.e., advertising intrusiveness and advertising avoidance can be mitigated by exploring these factors, of which advertising value is the most critical [3]. The concept of advertising value was first proposed by Ducoffe. Ducoffe proposed three advertising sub-values (informativeness, entertainment, and irritation), which were explored in relation to advertising value and user attitudes [4]. This study mainly starts from the perspective of graphic design, and among the three advertisement sub-values, the informativeness and entertainment dimensions are easier to manipulate, so this study will explore the design strategy to improve the effectiveness of feeds advertising of "SHANGHAI" time-honored brand from informativeness and entertainment.

(1) Informativeness

Informativeness refers to the ability of the advertisement to provide information (brand, product, product type, product attributes, etc.) to users. For firms, one of the reasons for advertising is that it can provide consumers with relevant information about their products, services, and brands. For users, advertisements that can provide effective information can enable them to evaluate products more rationally.

(2) Entertainment

Entertainment can reflect the popularity of the advertisement, when the advertisement can satisfy users' needs for escaping from reality, amusement, enjoyment, or emotional release, the advertisement is regarded as entertainment, which has a significant impact on users' perception of advertising value. When an advertisement is full of information but lacks entertainment, the advertisement is considered worthless, which can be increased by providing content that contains daily life stories or humor elements. Entertainment is one of the main factors affecting the effectiveness of advertisements in creating an emotional connection between brands and consumers.

2.3. Cultural Level Theory

It is generally recognized that culture is a whole composed of multiple forms of structure, and cultural level theory is often used as the theoretical basis for the study of culture. The division of cultural levels is mainly based on three-level and four-level structures [5]. The three levels mainly include: material cultural layer, institutional cultural layer, and spiritual culture layer. The four levels split institutional culture into behavioral culture. Specifically, (1) Material cultural layer: the tangible material products created by people; (2) Institutional cultural layer: the normative system formed by people for the needs of their own survival and social development; (3) Behavioral cultural layer: the specific behaviors accumulated in people's lives, influenced by the institutional culture; (4) Spiritual cultural layer: various concepts of consciousness accumulated by people in the long history of practice [6].

Many scholars have carried out more detailed studies on the theory of cultural level in the field of design, mainly dividing the cultural level in design into material cultural layer (sensory elements such as color, texture, material and pattern); behavioral cultural layer (behavioral feelings of use such as function, interaction and feelings of use); and spiritual cultural layer (emotional resonance such as cultural connotation, collective skills and aesthetic ideas).

3. The Cultural Level of “SHANGHAI”

“SHANGHAI”, founded in 1955, was among China's first domestically manufactured mechanical watch brands. However, the development of “SHANGHAI” is facing many challenges: on the one hand, it is in trouble under the double squeeze of high-end Swiss brands and low-end smartwatches and fashion brands; on the other hand, the brand is particularly deficient in digital brand marketing, which makes it difficult to enter the vision of young consumers. For the revitalization of Shanghai time-honored brand in terms of brand communication, as exemplified by “SHANGHAI”, we should not only start from redesign the old visual symbols, but also pay more attention to combining them with the traditional skills and culture. According to cultural level theory, this paper divides the cultural value of Shanghai time-honored brand into three dimensions: material cultural layer, behavioral cultural layer, and spiritual cultural layer, as shown in Figure 1, and then will analyze the cultural hierarchy of the brand “SHANGHAI”.

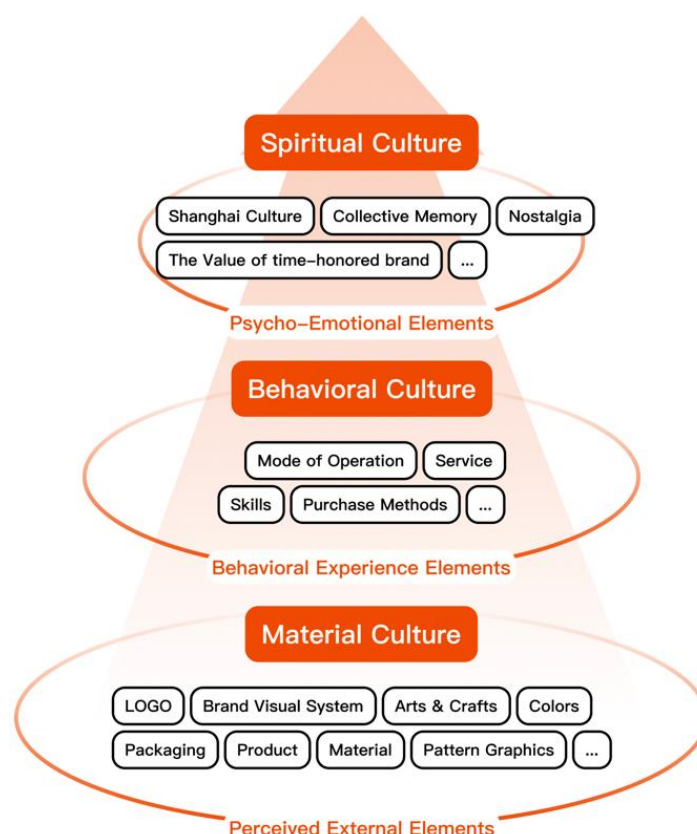


Figure 1. The cultural level model of Shanghai time-honored brands.

3.1. Material Cultural Layer: The External Perception Elements of “SHANGHAI”

The material cultural layer mainly consists of the brand logo, brand visual system and product packaging design and other materialized carriers. These material elements carry the characteristics and regional aesthetics of Shanghai in a specific historical period and have distinctive symbolic properties.

(1) Material & craftsmanship: technical presentation of precision manufacturing

“SHANGHAI” takes the industrial aesthetics of Shanghai as the core. For example, in the “Modern Series - Magnolia”, the combination of cultural heritage “Gu embroidery” and “Suzhou embroidery” craftsmanship is used to create silk dials. This combination of materials and craftsmanship together constitutes the external perceptual elements of the unique material culture layer of “SHANGHAI”. Combining both industrial precision and cultural emotions to form products with distinctive cultural connotations and emotional values.

(2) Design aesthetics: visual symbols of Shanghai culture

① The beauty of color matching: color is the most attractive visual symbol, which can reflect the characteristics of brands and represent the image of brands. The color matching of “SHANGHAI” presents regular characteristics, with monochrome, two-color and polychrome matching, combined with the coordinated combination of dial and strap, creating a rhythmic visual hierarchy, reflecting the brand aesthetics.

② The beauty of pattern decoration: “SHANGHAI” skillfully integrates Shanghai culture symbols, extracts design elements from landmark buildings, magnolia flowers and cheongsam patterns, and injects urban culture genes into the dial design, so as to

make it have both material value and significance of urban culture inheritance, and to become a unique carrier carrying Shanghai's memories.

3.2. Behavioral Cultural Layer: Behavioral Experience Elements of "SHANGHAI"

Behavioral cultural layer is mainly embodied in the institutionalized behavioral patterns formed by Shanghai brand names in long-term business practices, which mainly include behavioral cognitive experience elements such as distinctive business practices, traditional skills and consumers' purchasing styles. Behind these behaviors contain complex social relations and regional customs and cultures.

(1) Manufacturing Behavior of Watchmakers: Precision Watchmaking Technology

The brand has made a technological leap from handmade in 1955 to independently developed tourbillon movement in 2005. Nowadays, the brand still upholds the concept of technological innovation and cultural heritage. If it can combine technological innovation with cultural narrative at a deeper level, and utilize feeds advertising to show the brand's strengths, brand stories and historical and cultural heritage to a new generation of young consumers, "SHANGHAI" may be able to find its place in the watch industry once again.

(2) Consumer Behavior: From Status Symbol to Cultural Revival

At the level of consumer behavior, "SHANGHAI" has gone through a transformation from a status symbol to a cultural symbol: it was used as the "three major items" of marriage to show social status during the planned economy era, and then fell into obscurity due to the impact of imported watches after the reform and opening. Nowadays, 72% of the post-95s identify with traditional culture and push it to become a cultural collection in the trend of retro, and 58% of the consumers are willing to pay for the regional local cultural characteristics. The functional value of the "SHANGHAI" has shifted to the cultural and emotional value. It has found a new life as a cultural symbol in the declining market pattern.

3.3. Spiritual Cultural Layer: The Spiritual and Emotional Elements of "SHANGHAI"

Spiritual culture is the deepest value kernel of Shanghai time-honored brands, which is the spiritual crystallization of Shanghai business civilization and can provide consumers with rich spiritual and emotional experience. As the inheritor of Shanghai's cultural genes, the spiritual culture of time-honored brands not only has deep historical deposits, but also needs to be extended to new cultural values and meanings in the context of modernization, to inject lasting spiritual vitality into the brand.

(1) Shanghai craftsmanship: the modern integration of the city's spirit and culture

"SHANGHAI" are the material carriers of the spirit of the Shanghai culture. It embodies the deep-rooted qualities of the spirit of the Shanghai culture in terms of both watchmaking technology and aesthetic expression. In terms of technology, it integrates Swiss precision machinery and traditional Chinese craftsmanship to create its own watchmaking system. In terms of design, it combines modern industrial aesthetics and traditional craftsmanship symbols, and integrates urban imagery into product details. This deep-level fusion of technology and aesthetics reflects the creative transformation of Shanghai culture from functional products to regional cultural symbols, and fully demonstrates the openness and pluralism of Shanghai culture, and its innovative and change-seeking qualities.

(2) Time-Honored Brand: Inheritance of Contemporary Cultural Values

As a 70-year-old Chinese brand, the value of “SHANGHAI” lies not only in the product itself, which integrates traditional watchmaking techniques, elements of the Shanghai culture and modern aesthetics, but also in the dual qualities of historical symbolic capital and modern innovativeness as a carrier of cultural genes, which is a unique quality that combines both historical depth and contemporary vitality. It is this unique quality of both historical depth and contemporary vitality that makes Shanghai time-honored brands an indispensable cultural link between tradition and modernity.

4. Informativeness and Entertainment Design Strategies for Feeds Advertising of “SHANGHAI” Time-honored Brands

In the information overload of feeds advertising, a series of advertising avoidance behaviors of users in the face of feeds advertising have a crucial impact on the effectiveness of advertising. For the “SHANGHAI”, as a brand with deep history and cultural heritage, this paper will start from the perspective of informativeness and entertainment in advertising value and transform the cultural level into a design strategy with advertising value to enhance the effectiveness of feeds advertising.

4.1. *Activating Cognitive Curiosity: Design Strategies for Informativeness*

The core value of informativeness is to meet users' cognitive needs such as brands, product functions and cultural connotations. For informativeness, the key lies in transforming them into content and visual elements that can attract users' attention and interest. For “SHANGHAI”, its informativeness is mainly embodied in material cultural layer, mainly including brand and product aspects.

From the brand level, it includes the presentation of visual information such as brand logos and brand symbols, so that users can quickly recognize “SHANGHAI” in the feeds advertising environment through the brand visual system with distinctive characteristics and visual consistency. For this level of informativeness elements, the key lies in the use of consistent visual symbols, utilizing the residual effect of feeds advertising [7], so that users can gradually build up an impression of the brand when browsing to the relevant content several times. By having highly recognizable visual symbols, users can recognize them in a quick swipe and enhance brand memory.

From the product level, including the product function, shape, pattern, color, material, and process, etc. Through the detailed and focused information display, users can rationally evaluate the product from the rich information and improve the user's recognition of advertisement. We can take the design strategy of sensory enhancement, such as visually magnifying product textures and patterns to create a powerful sensory impact that showcases product features. Through immersive sensory experiences, it can attract user attention while conveying material cultural level characteristics.

4.2. *Sensory Interaction and Fun: Design Strategy for Entertainment*

Entertainment can effectively reduce users' resistance to advertisements through humorous and interesting elements, daily hot topics, or social topics. For “SHANGHAI”, its entertainment is mainly reflected in the behavioral cultural level, including manufacturing behavior and consumption behavior.

In terms of manufacturing behavior, by showing the history of SHANGHAI's movement manufacturing from the past to the present, it can establish the brand cognition of "China's watch manufacturing pioneer" and the cognition of precision technology to users. We can also convey the brand's cultural connotation by showing the brand's special craftsmanship that combines tradition and modernity. At this level, the design strategy of scenario-based narrative can be adopted. By digging out the key events of watchmakers in the process of researching the manufacture of movements, and then integrating the introduction of watch products into them, the advertisement can be transformed into illustrated stories with a storyline and interesting content, and users can be attracted to it by the interactive experience of scenario-based narrative.

From the level of consumer behavior, through the change of consumer behavior from the past to the present, it interprets the transformation of the brand from functional value to cultural value to the users and conveys the cultural characteristics of the brand. For this level can be carried out through the strategy of identity generation, such as to reproduce the old Shanghai consumer history scenes of the last century, through the design of consumer IP, persona labels, etc., to make users feel more immersed, which triggers the emotional resonance of the user's old memories of the consumer scenes of the last century and nostalgia.

4.3. Triggering Emotional Resonance: Design Strategy for Informativeness & Entertainment

The dual integration of informativeness and entertainment is more helpful for "SHANGHAI" to realize the deeper transmission of cultural values, especially for the establishment of spiritual cultural resonance.

By clearly defining the core information of Shanghai's cultural spirit of "embracing diversity and inclusiveness", the brand is linked to the region of Shanghai, enabling users to recognize it as a regional brand symbol. For example, by launching relevant social media campaigns, abstract concepts such as the Shanghai spirit and time-honored brands can be transformed into concrete content, becoming emotional memories and social topics for users. By leveraging city hotspots, the Shanghai urban cultural spirit and the brand value of Shanghai's time-honored brands, contained in "SHANGHAI" products, can be embedded into users' specific life scenarios, binding the brand with the city, and increasing emotional resonance with users. By integrating product design elements with urban landmarks through contextualization, the commercial attributes are weakened, while the identity of "SHANGHAI" as a "participant in Shanghai-style urban culture" is strengthened. It realizes the value transformation from "selling watches" to "selling the spirit of Shanghai" and achieving a dual transmission of emotional narrative and information.

5. Conclusions

In the new media era, many time-honored brands in Shanghai are facing the problems of shrinking market share and aging brands because they fail to adapt to the changes in consumer preferences and communication media. In order to reverse consumers' stereotypical impression of old brands as "old" and "outdated" and realize brand revitalization, it is necessary to seek exposure opportunities through social media platforms, and it is especially crucial to reach the brand message effectively.

The key to the long-term development of Shanghai time-honored brands does not depend on the products themselves, but also on the inheritance of the brand's culture

from generation to generation. Therefore, this paper takes the “SHANGHAI” brand as a research case, searches for the brand's cultural resources from cultural level theory, transforms them into informativeness and entertainment advertising values for feeds advertising design strategies. It provides new design ideas for brands in the era of digital communication and promotes the transformation of brands from “historical memory” to “contemporary urban cultural symbols”.

Conflicts of Interest

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

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