Retraction

Retraction: Research on Brand Design and Promotion Strategy of Health Food in Changbai Mountain Region based on the Big Data Analysis under the Background of Big Health Industry (J. Phys.: Conf. Ser. 1744 032039)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Research on Brand Design and Promotion Strategy of Health Food in Changbai Mountain Region based on the Big Data Analysis under the Background of Big Health Industry

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Abstract. With the continuous improvement of people's quality of life, sound health concept has also witnessed a certain development and promotion. At the same time, the big health industry has developed more rapidly. In this context, Changbai mountain regional health food needs to be designed and promoted to build its brand for gaining a larger market share. However, due to the low popularity of health food, the design and promotion of health food brand in Changbai mountain region need to grasp the right time and intensify the publicity to increase the brand influence and realize the improvement of economic benefits. Based on the dilemma in the brand design and promotion of health food in Changbai mountain region, this paper gives corresponding strategy analysis to help improve the brand awareness and occupy a larger market share based on the analysis of big data.

Keywords: Big Health Industry, Changbai Mountain, Health Food, Brand Design And Promotion, Strategy, Big Data

1. Introduction
The geographical position of Changbai mountain is superior and its climate is also suitable for the growth of health food. For buyers, the health performance of its products can be better guaranteed. For many years, Changbai mountain has been promoting healthy health products such as ginseng and platycodon tea, which has formed a certain brand effect in the public mind. It is necessary to design and promote its brand to better expand the influence of it so that people can improve their awareness of health and health, which will better purchase health food and realize the economic benefits of brand design and promotion. Health food industry started late in China, so it is necessary to establish its brand image to better improve its development speed for the improvement of the market competitiveness. The following is a strategic discussion on the design and promotion of Changbai mountain regional health food brand under the background of big health industry.

2. Design strategy of Changbai mountain region health food brand

2.1. Fully highlight the significance of brand design
The significance of Changbai mountain region health food brand design is an important way to reflect its business philosophy. Therefore, in order to enable consumers to have a more comprehensive understanding of the health concept of Changbai mountain regional health food, it is necessary to take its significance as one of the core contents of brand design to establish a necessary connection between its health concept and health food and improve consumers' sense of identity to Changbai mountain regional health food. As shown in figure 1.

Secondly, in the process of brand design, it is also necessary to briefly explain the natural resources of Changbai mountain to reflect the pollution-free growth environment of health food so that consumers can have a clearer nature positioning of their food. Moreover, in the design of propaganda slogan, it is more necessary to highlight its food features concisely and clearly to leave a deep impression on Changbai mountain regional health food.

2.2. Improve brand design innovation

According to the current form of many brand design, it is used to using the product production area name and product name as the main body of the design, or choosing the way of celebrity endorsement to establish the brand. However, this kind of design method is too common, it is difficult to form the unique characteristics of the enterprise, thus affecting the promotion benefits of the product. In brand design, we should pay attention to improving its innovation, such as adding some innovative elements under the brand name of Changbai mountain health food and using vivid patterns and catchy advertising slogan. In this way, the uniqueness of product brand design can be fully reflected, thus deepening consumers' impression on Changbai mountain regional health food and laying a good foundation for increasing market competitiveness.
3. Changbai mountain region health food brand promotion strategy

3.1. Individual promotion strategy
In the process of promoting the regional health food brand in Changbai mountain, we can use the huge interpersonal network for individual promotion, which is mainly through a kind of product promotion from individual to individual to improve the penetration rate of products. Through mutual promotion among relatives and friends, it can not only reduce the questioning link, but also enable consumers to perceive the authenticity of product quality. Secondly, sending a random gift to some consumers with Changbai mountain region health food brand logo goods can form a broader brand benefits through mutual transmission. Thirdly, brand promotion is carried out through catchy advertising slogan so that more consumers can associate the brand of health food in Changbai mountain region from the surface of the text to realize the wide spread of brand benefits.

3.2. Mass media promotion strategy
In the current information age, the power of mass media is very of great importance. Therefore, in order to better enhance the popularity of health food in Changbai mountain region, it can be carried out through mass media communication and promotion. The current mass media mainly include Weibo, QQ, public account and WeChat. With the popularization of electronic technology products, most of the enterprises in China make use of the influence of mass media to promote their brands. For example, product promotion on Douyin video and copywriting that are actually a way of product brand promotion by mass media. The promotion scope of mass media is very broad. Through network technology, it provides compulsory advertising and publicity to consumers as well as relevant purchase suggestion to improve the promotion effect of product brands. The natural environment of Changbai mountain is shown in Figure 2:

![Figure 2. nature of Changbai mountain](Retracted)
Changbai mountain regional health food brand is actually connected with the marketing strategy and management. The ultimate purpose of brand promotion is to stimulate consumers' desire of buying to achieve economic benefits. Therefore, when using mass media to promote the brand of Changbai mountain regional health food, it is necessary to make use of the openness of the network to vigorously publicize the brand and innovate the way of publicity to fully reflect the business philosophy of the producers and enhance the brand awareness of Changbai mountain regional health food.

In fact, the marketing strategy is a kind of marketing means of the industry. Changbai mountain regional health food enterprises can bring the advantages of their products and corporate philosophy into the eyes of consumers through new media, Internet, advertising, public welfare and other promotion channels so that the enterprises can gain greater profits and a certain degree of reputation at the same time. In the specific practice process, Changbai mountain regional health food enterprise managers should weigh and compare different brand promotion strategies and adopt the best promotion method to improve the product brand promotion effect for the greater improvement of economic benefits.

4. Conclusion
In a word, under the background of big health industry, people's health concept has been strengthened unprecedentedly. Therefore, to better occupy the market share of Changbai mountain regional health food, it is necessary to start from the brand design and promotion to improve the popularity of Changbai mountain regional health food. In the current situation, Changbai mountain has certain advantages in the production of healthy food. Its superior geographical position makes Changbai mountain regional health food establish certain brand benefits and have a certain group of buyers. However, there are still many shortcomings in brand design and promotion. Therefore, enterprises need to carry out product brand design and promotion according to properties and characteristics of their products to improve market influence and obtain greater economic benefits.

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