Retraction

Retraction: Based on the Internet background “Happy Farm” Mascot Derivative Product Design and network promotion Promotion of Tianye Group (J. Phys.: Conf. Ser. 1744 042215)

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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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Based on the Internet background “Happy Farm” Mascot Derivative Product Design and network promotion Promotion of Tianye Group

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Abstract. In today's era of rapid Internet development, Mascot is a permanent goodwill ambassador between enterprises and consumers. It has many functions such as trademark, spokesperson, publicity and sales. In recent years, it has been frequently used in tourism market. The development of mascot derivatives plays an important role in the development of an enterprise. In this article, the “Happy Farm” mascot of Tianye group was used as a prototype to design a series of derivative products, integrate the enterprise concept, agricultural science popularization, parent-child interaction and other elements into the derivative product design. Help to promote agricultural products and culture to the public through the Internet, let more people understand the culture of the Tianye group and promote Kaixin farm project towards a better development.

Keywords: Happy Farm, Mascot, Derivative Product Design, Dromotion

1. Research Background and Significance
The Nineteenth National Congress of the Communist Party of China proposed the "Village Revitalization Strategy", which complied with hundreds of millions of farmers' "long yearning for a better life" and provided development direction and fundamental follow-up. In September 2018, General Secretary Xi Jinping emphasized in the eighth collective study of the Political Bureau of the CPC Central Committee that the rural revitalization strategy should be taken as the general starting point for the work related to agriculture, rural areas and farmers in the new era to promote the comprehensive upgrade of agriculture, the overall progress of the countryside as well as the comprehensive development of farmers [1]." Happy Farm" of the National Village Project of Jiaye County, Hubei Province is the product of the "Village Revitalization Strategy". It is a modern agricultural science and technology demonstration park, "Happy Farm" plants all kinds of fruits and vegetables, as well as parent-child and science popularization experience halls. It is a new tourism complex for agricultural culture and youth agricultural science education. In order to expand market influence, it is of great practical significance to design and promote derivative products based on the existing farm mascot "Maomao" as a prototype.

1.1 Create Products and Expand Market
Make full use of professional advantages of college teachers and students, study the design of
derivative products of Happy Farm Mascot, integrate corporate culture into derivative products, help promote the agricultural products of Happy Farm to the public, and let more people understand the culture of Tianye Group. In order to create more economic value, promote products to develop in quality direction, expand the market scope of the Happy Farm project, and actively explore a way out for marketization [2].

1.2 Science and Education Integration, Popularization of Science First
We should integrate farming culture and agricultural science popularization into mascot derivative products to achieve the educational purpose of popularizing farming culture and agricultural science popularization. Enter modern agriculture and experience scientific and technological life. It also can experience crop cultivation and traditional agricultural folk activities.

1.3 Agricultural Tourism Experience, Emotional Interaction
"Agriculture + tourism" mode is a new way of tourism. All kinds of experience halls on the farm are mainly aimed at parents and children with the purpose of promoting emotional communication among family members. The parent-child interaction and other elements are integrated into the design of derivative products. During the process of experiencing the fun of mascot derivatives, consumers can increase emotional communication and relax their minds and bodies.

1.4 Sustainable Development, Serving the Society
Through the practice of designing the mascot-derived product of the "Happy Farm" rural project of the Tianye Group, accumulate experience, and subsequently expand the scope of design services; and through innovative design training to lay the foundation for the team and subsequent studioization and enterprise development and achieving the purpose of serving the society.

2. The Design Location of Tianye Group's "Happy Farm" Mascot Derivatives

2.1 Design and Development Principles of Mascot Derivative Products
The mascot-derived products are designed by market demand. Product creativity is the selling point. Designers should have a certain aesthetic, combining the function of products with aesthetics. The economy and practicability should be considered. The creativity of the product needs its own characteristics, as well as the aesthetic taste of the designer. The designer is required to conduct exaggerated and distinctive design according to the characteristics of the mascot image, so as to increase the memory of the product. The development of mascot derivative products need to follow the basic principle. First, we must ensure the restoration of the mascot image and conduct research and market analysis before developing the expressions, clothing, and actions, so as to attract the attention of consumers. Second, it must have certain creativity because product innovation is the core competitiveness of the enterprise and the derivative products of the basic models are easy to conduct but it is not meaningful under the pressure of more competitors. Third, the applicability of mascot derivative products should be fully considered in the development of derivative products in terms of use effect, feeling, safety. Fourth, the development of derivative products should also take into account the market, clarify the market demand and aesthetic, investigate the audience of the product, such as the popularity of the product and suggestions for improvement and improve the product design through the preliminary market survey [3].

2.2 Design Location of Mascot Derivative Products
Completing the demand induction and market classification research and positioning research of Tianye Group's "Happy Farm" mascot derivative products deeply. Investigate the market survival status of products, analyze the data and propose strategies to carry out basic work for the development of derivative products. We learned that the customers of Happy Farm is mainly parent-child through the investigation. The existing mascot image is an anthropomorphic caterpillar which creates a simple
and exaggerated and vivid expression of cute Chinese doll image. The happy farm mascot "Caterpillar" is used as a prototype to design a series of derivative products, incorporating elements such as enterprise belief and popularization of science, parent-child interaction and other elements into the design of derivative products [4]. The product development is based on the characteristics of the age stage because their consumer group are children. which is in line with the children's aesthetic, the characteristics of products with anti-wrestling and anti-friction and uses healthy green materials to ensure product safety. Secondly, the higher cost performance of the product taking into account the practicality and aesthetics, because the product is mainly paid by adults in the family. Compared with visual effects from children, parents pay more attention to practicality when buying. The design of mascot-derived products is mainly three types such as decorative gifts, office supplies and toys. The materials are mainly safe and environmentally friendly and more materials with higher cost performance are used. The preliminary design and promotion of derivative products such as design badges, tapes, notebooks, sticky notes, and puppets.

3. Design Practice of the Mascot Derivatives of "Happy Farm" from Tianye Group

According to the twenty-four solar terms, draw different illustration scenes as the design basis, let the mascot "Maomao" interact with solar terms during farming in order to achieve the effect of propagating the farm culture.

3.1 Decoration Design

The decoration design mainly promotes badges and the size is designed according to market needs. There are two sizes: large (diameter 35mm) and small (diameter 25mm). The badge series products are designed with the interaction of the mascot "Maomao" and the twenty-four solar terms as the design elements and symbolize and decorate "grain seedling grows in spring", "Rain needs to cut wheat", and "Spring Thunder Cockroach". Let "Maomao" interact with crops to form the badge image and integrate the "happy farm" logo to finish the overall badge design. The material is made of zinc alloy and the badge is designed with magnet clasp, in case the consumer will damage the clothes and also avoid hurting the fingers. The products are used in clothing decoration, schoolbag hanging, and designed into a series of complete sets of gifts [5].

3.2 Office Supplies Design

Derivative designs for office supplies are mainly tapes, notebooks, and sticky notes. The design of the tape draws on the current popular trend of hand account. Because consumers are mainly children, they like are obsessed with colorful and cute hand account patterns and they have a strong desire to collect series products, some details have been modified on the basis of original illustration and then designed a series of boxes and items. The set of boxes is an exquisite wooden product. Hand set stickers and three different sizes of hand set tapes are placed in the set. They record the farming life of the “Maomao” in the four seasons, and integrate the farming culture of the four seasons with agricultural tools and customs. The material has better toughness and texture, and the combination of multiple sizes allows consumers to have a better experience when using it. It forms a certain interactive effect with the stickers and forms various farming scenes. Consumers can buy individually according to their own needs. The notebook uses 24 solar terms illustrations as the cover, and the color comes from nature. According to different consumer groups, two specifications and sizes are designed. It adopts leather cover and magnetic buckle design and 80 gram yellow eye protection double tape is selected as the inner page, which has different combination forms such as blank, grid, horizontal line, weekly plan and monthly plan and is suitable for various consumer purchase needs. There are two different prices tag for the design of post: ornamental and practical. The ornamental sticky notes refer to the creative design of Kiyomizu Temple's 3D sticky notes in Japan, and the farming customs are slowly displayed in the process of using it. Each piece of paper is folded along the dotted line to become a small standing sticky notes, It has good collection and viewing value and the transparent acrylic gift box can be used as a decoration after use. Practical notes, with translucent illustrations printed on each page.
Quickly turning from top to bottom is a simple animation of turning the paper which tells about the busy life of the mascot "Maomao", it also has a good science effect.

3.3 Design of Intelligent Toys
Puppet toys are designed to draw various shapes of "Maomao" and then make a complete three-dimensional effect by building models. Soft and comfortable cotton cloth is selected to avoid hurting children's skin. For the design of intelligent toys, it started a systematic investigation on children’s puzzle development at different stages, and the design was combined according to "behavior interaction", "space interaction", "color sensory interaction". The material selection was safe PE material, rounded corners are processed and the size of the toy is designed according to the characteristics of children of all ages to emphasize the applicability of the toy. In addition, the image of farming tools is used to enhance the interaction between toys and children. The choice of color is relatively bright. This color will be more attractive to children for the purpose of promoting consumption.

4. Tianye Group "Happy Farm" Mascot Derivative Promotion

4.1 Marketing Mode of Derivative Products
Mascot-derived products of "Happy Farm" are to enhance consumption and strengthen the promotion of farming culture, so it is necessary to strengthen the position of products in the minds of consumers and understand the desires of consumers. The core strategy of product promotion is "beautiful agricultural life" through research. From a unique perspective, "the beauty of pastoral farming" is extracted from different solar terms, and it is related to the daily life of consumers, combine online and offline modes to utilize new media (emoji, packs, animations, short animations) and plan theme activities (marketing, parent-child themes) to promote the application and allow consumers to interact with the product to achieve the promotion effect. Online promotion through different platforms are used to create dynamic interactive H5 [6], emoticons, and micro-movies to promote on "Weibo", "QQ", and "WeChat" platforms to achieve preheating effect and implant "beautiful agricultural life" and other similar terms allow consumers to achieve a long-term memory effect. At the same time, online sweepstakes will be conducted to further expand the scope of publicity. In addition to the "Happy Farm", offline products can also choose places with large crowds, hold on-site "Agricultural Culture" answering activities, give away derivative products and attach "Happy Farm" coupons, these coupons can promote Consumption will also have a good publicity effect for "Happy Farm". After the initial publicity, a certain amount of consumption will be generated and the ‘24 solar terms of me and ‘Maomo' will be held online at a appropriate time, the first few people who receive praise will be given free products and coupons. And "Happy Farm" itself has a certain publicity effect to promote further consumption.

4.2 Applying the Brand Management Model to Form a Brand Effect
The continuous sales of products are closely related to the brand advantages and knowledge culture of products, such as Kumamoto, which is a cartoon image designed to promote the tourism industry of Kumamoto County in Japan. In the next three years Kumamoto Prefecture launched the Kumamoto bear, a billion-dollar economic frenzy has taken off. Derivatives of the Kumamoto bear series have appeared in all over the world and have become well-known brands [7]. If you want to strengthen brand advantages and management, there is only effective way to protect intellectual property rights that is to run a good brand image in the early stage for inheriting and promoting farming culture better [8]. A better brand reputation will bring a modest profit to the sales. on the contrary, it will also cause profound negative effects to the brand. We need to pay attention to the brand image and we must be careful about the selection of the authorizer. Through multi-channel authorization to maintain the authentic sales channels, the production of a product also means the coverage production of counterfeit products and the corresponding products will cause a huge impact on the market. Therefore, if you
want to be able to maintain the intellectual property rights of the derivative products developed based on the "happy farm" element and rely on the market channels as well as the legal means diversified derivative, through multi-channel authorization to suppress the market share of counterfeit products [9].

5. Conclusion
The mascot is a permanent goodwill ambassador between the enterprise and consumers which has many functions such as trademark, spokesperson, publicity and sales[10]. At present, with the rapid development of the market economy and the knowledge economy, the constantly creative expression ways are also widely used in the design of mascots. Excellent mascot design plays an irreplaceable function for product promotion activities. This article takes the Tianye Group's "Happy Farm" mascot and "Caterpillar" as prototype to design a series of derivative products, integrates corporate concepts, agricultural science, parent-child interaction and other elements into the design of derivative products, it launches a series of mascot derivative products through design practice. These derivative products not only help promote agricultural products and agricultural culture to the public, but also allow more people to understand the Tianye Group culture and promote better development of Happy Farm Project.

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