Research on Humanities-oriented Brand Building Work in Electric Power Enterprises

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Abstract. As a "model of the times", Zhang Liming has caused great repercussions and vibrations in the society, which has narrowed the "people's heart distance" between the masses and power companies, and its effect is invaluable. Recently, the general heat in the country is difficult. Some Japanese have used the news screens on the price of electricity to make people use more air conditioners. According to the analysis, the potential impact of such guidance cannot be underestimated. The company should strengthen the humane atmosphere, both internally and externally.

1. Introduction
Public opinion has always been an important force affecting social development. The work of news and public opinion is at the forefront of ideological struggle. In the era of Web 3.0, ideological construction work was greatly challenged. The new media has broken the information access rights of traditional media, providing the public with the freedom to approach the media and use the media to express their opinions, providing more space for the expression of discourse by ordinary people and civil organizations. On the new media platform, the public's nerves are more easily touched by the fissile spread of information and the viral spread of ideas, and individual appeals and wills are more easily aggregated to form powerful public opinion. With the rise of the folk opinion field, the opinions of the people tend to be liberalized and emotional, and the opinion leaders have become more diversified. The right to speak of news media is no longer completely in the hands of a few mainstream media in the traditional media era. The trend, a large influx of media, is also driving the arrival of the era of "all voices."

In August 2018, a news report about Japan caught the attention of netizens. According to reports, Japan has recently experienced hot weather, and the highest temperature in some places has even reached 40 degrees, and there have been many cases of heatstroke sent to the hospital. In view of this, the Japanese power company announced that in order to avoid the heatstroke of the general public, it was decided to reduce the electricity bill and called on the people to timely replenish water and use air conditioners properly. This seemingly full of humanistic care, in fact, out of context, the news has caused heated discussion in the country. Many people have used Japan as a reference to attack the domestic power company's service is not in place, which has caused a serious negative impact on the company's image. After the source and trace of the news content, the incident was actually an initiative of Kyushu Electric Power Company to reduce the electricity bill for a family of people over 75 years old with a time limit.
2. The Essence of the Problem Behind the Impact

The problem reflected by the rapid spread of this event in the network is that the way of cognizing and judging the brand image by the public has changed. The power company must pay more attention to the cultural orientation and trend of the people in the brand image creation. Starting from the demand, we will transform the inherent branding ideas and strategies to enhance the public’s sense of value for the power company brand.

At present, the brand image of the power company serving the people is not deep enough. From the perspective of the quality of products and services provided, or from the perspective of its own and employee image, the power companies have failed to shape the people and the people. There are three main reasons for the brand image of the people.

2.1 Social Responsibility Work is not Fully Focused on Stakeholders and Their Needs

The current social responsibility work of power companies mainly focuses on two aspects. First, the universal and inclusive work to meet the needs of national development and people's livelihood security, such as strengthening power grid construction and promoting energy structure adjustment; The care of special groups, such as power poverty alleviation and regional assistance. When carrying out social responsibility related work, they tend to pay too much attention to the national policy and specific needs of the country. It is easy to ignore the general needs of the power customers, the largest stakeholder group of the power company, so that the social responsibility work seems to be everywhere, but it does not make The people really feel the benefits and care. Therefore, although the power company has made great efforts in social responsibility work for a long time, it has always been difficult to gain widespread recognition. In addition, the employees of the power company, especially the front-line employees who are directly in contact with the customers, also lack the care for the customer's humanities. They are used to solving problems in the service work, and the attention in the service image is slightly lower, did not enable customers to feel the power company's "customer-centric" service concept through the image of employees. When the “Japan Power Expenditure Incident” appeared, the public’s lack of trust and loyalty to the power company’s brand was subjectively easier for the first cause effect or halo effect, and the Japanese power company was more excellent.

2.2 Power Company's Network Public Opinion Guidance and News Emergency Response Capabilities have Shortcomings

First, the sensational guidance channel is single, and the communication advantages and important functions of the new media have not been brought into play. For example, after the “Japan Power Savement Incident”, the official Weibo of the power company did not respond to this matter, only the WeChat public account and Weibo analyzed and interpreted the whole incident. Then the authority of the information influence has been greatly reduced, and it has not caused widespread concern. Moreover, the new media matrix of the power company has not played a joint role. It is difficult to keep up with the fissile spread speed of the sensational information on the new media platform, thus losing the initiative of sensational guidance.

Second, there are problems in the release of information, such as avoiding weight, avoiding questioning, and stealing concepts. In the case of sudden public opinion, the power company is often in the purpose of maintaining its own brand image, deliberately avoiding or even ignoring the objective problems and problems of the power company, reducing the objectivity and credibility of the information. Taking the "Japan Power Expenditure Incident" as an example, the power company compared the electricity prices of various countries in the information release, and ignored the conclusion that China's electricity price is the cheapest, and it is easy to find professional loopholes and Sniper, instead of achieving the goal of public opinion, it is easy to expand the resistance of netizens.
2.3 The Inherent Brand Promotion System of the Power Company has not been Able to Adapt to the Characteristics of the New Media Context

First, the propaganda orientation is inconsistent with the needs of the major audiences of the new media platform, and the propaganda orientation from the inside out is facing enormous challenges. The popularity of the new media platform has greatly broadened the channels for receiving information. The audience can choose the information they want to accept and trust according to their hobbies and values. In the traditional media era, “self-talk” and “I say you listen” The way information is transmitted is outdated. However, the power company's new media communication still has a strong traditional media color, ignoring the basic principle of customer-oriented, and more content is still “what the power company wants to say” rather than “customers want to see”. Naturally, good communication results cannot be achieved.

Second, the brand image of power companies on various new media platforms is misplaced and the value orientation is unknown. The power company lacks portrait analysis and user segmentation of customers, and there are problems such as the homogenization of power company information on different new media platforms and the diversification of power companies on the same new media platform. Taking the response of the “Japan Power Saver” incident power company as an example, the power company has seen a variety of images in the same public response: the image of the justice messenger when the actual situation of the incident, the image of the authoritative expert when comparing the electricity price, and the price of the electricity The image of the people, the grassroots image when the work is hard. Sometimes the multi-image of "high on" and sometimes "grounded" makes the power company's brand value orientation in the public's mind ambiguous, so that customers can not accurately perceive the information that the power company wants to transmit.

2.4 There is still a significant shortage of humanistic awareness in the power company's own work

The employees of the power company, especially the front-line employees who are directly in contact with the customers, have some lack of care for the customers and humanities in their work. They are used to solving professional business problems when doing service work, and the attention in the service image is slightly lower. did not enable customers to feel the power company's "customer-centric" service concept through the image of employees. When the “Japan Power Expenditure Incident” appeared, the public’s direct feeling of trust and loyalty to the power company’s brand was less, and it’s easier to “pre-emptive” subjectively, and tend to think that the Japanese power company is better.

3.Enlightenment and Suggestions for Power Companies

3.1 Strengthening the Linkage Between Brand Building Work and Professional Work of Power Companies

The brand image of the power company is based on the actual work of the power company and is revealed through the daily work of the power company. The brand construction work cannot exist independently from the professional work, and the professional work must also demonstrate its intrinsic value through the brand construction work. The two are mutually reinforcing and mutually dependent. In order to highlight the power company's "people's electricity industry for the people" purpose, the company not only need to rely on successful brand positioning and extensive brand communication, but also to show customers the power company's work, products, services and employee image, so that customers can The actual feelings are closely related to the brand value concept promoted by the power company, avoiding the customer distrust caused by the propaganda and actual disagreement. Give play to the role of think tanks and other related forces, accurately make judgments about the value of society and ordinary people, concentrate the effective resources of power companies, form scale and momentum, and avoid passiveness of temporary fragmentation and temporary coping.
3.2 Pay More Attention to Responding to Social Concerns from a Humanistic Perspective

It is necessary to stand in the position of the people, carry out brand communication and public opinion guidance from the perspective of the public, and deeply understand the public's real demand for the power company, instead of blindly showing the development achievements of the power company, the deeds of advanced figures, and the hard work of front-line employees. Living far away, customers don't care about unwanted information, trying to win the respect or resonance of the public. It is necessary to clarify the boundary between job responsibilities and social responsibilities, and avoid over-emphasizing the publicity of the job duties of the power company in the eyes of customers, causing customers to resent.

3.3 Constructing a Public Opinion Judgment and Disposal Mechanism for Cross-sector Horizontal and Vertical Integration

Although the power company has established a public opinion emergency mechanism with the official Weibo as the main position, the information between the various regions, units, and departments has not formed a mechanism for smooth flow, which leads to frequent occurrences in sudden public opinion practice. The lack of authority caused by the lack of authority, unprofessional or inconsistent calibre, and thus lost the initiative to guide the public. Therefore, it is necessary to further strengthen the top-level design, clarify the responsibilities of various units and departments, and give full play to the advantages of professional units, and form a standardized and normalized sensational judgment, information reporting and public opinion guidance mechanism.

3.4 Attach Great Importance to Mobilizing the Enthusiasm of Grassroots Employees

In particular, the grassroots employees are given more humanistic care so that they can have a better "humanistic output" of the society. The image of the power company is based on the actual work of the power company, and is displayed through the daily work of the power company. It cannot exist independently from professional work. The thousands of first-line employees of the power company are the best of the power company. The image ambassador and the "propaganda", the power company should pay attention to respect the management orientation of the grassroots, stimulate their intrinsic value, and put the "people's electricity industry as the people" as the purpose, "smooth and silent", and timely and effective transmission to the society.

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4. Conclusions

Power companies need to dig deeper into the substantive impacts so that they can explore the commonalities of public opinion guidance. It is undeniable that the new online community has now embedded in every aspect of everyone's work and life, and has profoundly affected all areas of the political, economic, cultural and social fields. All kinds of communities have strong internal viability, and the vast majority of netizens have great creativity, but under special circumstances, they will also have obvious destructive power. Power companies need to actively research topics such as value recognition, trend control, and ecological evolution.
of various online communities in order to better serve and guide the healthy development of the online community. Exploring concrete and feasible public opinion guidance methods, maximizing the network community to benefit and avoid harm, should become an important issue in the construction and governance of power enterprise network society.

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