The role and path of digital marketing in tourist souvenir brands

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Abstract. The extensive and in-depth application of digital technology has led to the transformation of marketing methods. This article analyzes the role and path of digital marketing in tourist souvenir brands through case studies, expert interviews and literature studies. The findings suggest that the rational use of digital technology can not only reshape brand competitiveness, but also play a role in deepening product integration and enhancing brand communication. To realize digital marketing of tourist souvenir brands, it is necessary to formulate effective brand marketing strategies and create a personalized brand image in order to realize the conversion of cultural and creative product sales.

1 Introduction

Digital technology is a technology that uses equipment to process images, sounds, texts and other information, perform calculations, processing, storage, transportation, and restoration. It is a product of the further development of science and technology, and digitization is a process of extensive and in-depth application of digital technology. The emergence of digital technology has affected the way of human life and production, making the virtual platform formed by the digital network an important digital living space for people.

Tourist souvenirs are handicrafts and gifts purchased by tourists during the travel process. They are exquisite and portable, rich in regional and national characteristics, and are both cultural and creative. The tourist souvenir brand is the result of the branding of tourist souvenirs. Due to the limitation of technical conditions in the traditional media era, traditional paper media, television media, and broadcast media are important channels for consumers to obtain information. Therefore, the content expression and sales methods of tourist souvenir brands are very single, and values are unilaterally output from enterprises to consumers. Nowadays, digital technology has broadened the channels for cultural inheritance and connected traditional productivity and production relations. Digital technology and related industries have begun to gradually merge. This integration has mainly led to two changes. One is that new products and business formats are constantly being created; the other is that people's cultural consumption and information acquisition methods and channels are gradually diversified. Then, tourist souvenir brands closely related to the cultural and creative industries and digital creative industries have been repeatedly mentioned in the digital development strategy.

In the context of the integration of digital and traditional industries, tourist souvenir brands have entered the path of digital development. Through the exploration of the role and path of digital marketing in tourist souvenir brands, it can provide reference value for similar brand marketing.

2 Research methods

According to different research methods and steps, the discussion content of the current stage is proposed. First, through in-depth interviews with 6 industry experts with practical experience in different regions (Beijing, Wuhan, and Jingdezhen), analyze the role of digital marketing on tourist souvenir brands, and initially summarize the digital marketing path of tourist souvenir brands. Secondly, through comparative analysis of 5 typical tourist souvenir brand cases and related interview results, the role and path of digital marketing of tourist souvenir brands are further verified and optimized. The main research objects are shown in Table 1.

| Research method       | Specific research or interview object                           | Quantity(unit: person/piece) |
|-----------------------|-----------------------------------------------------------------|------------------------------|
| Interview experts     | LKK Cultural and Creative Design Director and Designer (Beijing) | 2                            |
| Interview experts     | Young Creative Design Director and Designer (Wuhan)             | 2                            |
| Interview experts     | "Ruoyouguang" brand manager and designer (Jingdezhen)           | 2                            |
| Interview with        | 6 experts with practical experience                             |                              |

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In addition, this research applied the literature research method, including relevant official documents, research reports, thesis literature, books, and other literature related to digital marketing and tourist souvenir brand topics. Through literature research, case studies and expert interviews, multiple considerations of research results can reduce the subjective interpretation of researchers.

### 3 Results & Discussion

#### 3.1 The role of digital marketing of tourist souvenir brands

##### 3.1.1 Activate "culture" and "creative" elements to reshape brand competitiveness

Brands are regarded as capital that can increase in value. American scholar David Iger believes that brands are intangible assets and put forward the theory of brand equity. Tourist souvenir brands focus on user experience, user emotions, and "cultural" and "creative" elements to satisfy people's spiritual needs. Therefore, commodities with the same use will differ greatly due to the different additional cultural content contained in the commodities. Brands that combine "cultural" and "creative" elements more closely with consumer needs are more likely to be recognized by the market. As users' recognition becomes higher, the cultural and economic value of tourist souvenir brands is correspondingly improved.

In the past, the product development, marketing and promotion of tourist souvenir brands were more restricted by technical conditions: the use of media for product development was single and the product diversity was not reflected; brand promotion was mostly in the form of static media exhibitions for communication and dissemination. The content is not fully displayed.

This has led to serious homogeneity and deterioration of tourist souvenir brands. Digital technology has powerful information processing capabilities and can comprehensively process multiple information elements such as images, audio, and text. Digital technology has fully participated in the creation and marketing of brand content, and the cultural characteristics and creative validity of tourist souvenir brands have been further demonstrated and improved, thereby activating the elements of "culture" and "creative" and reshaping brand competitiveness (Fig. 1).

![Fig.1. Digital technology is involved in product production and marketing, and the path to enhance brand competitiveness](https://doi.org/10.1051/e3sconf/202125103044)

#### 3.1.2 Facilitate collaboration between brands and consumers and deepen product integration

Consumers are the main force in purchasing and using products. Consumers' purchasing behaviors are complex and diverse, and their purchasing decisions will be affected by factors such as cognition, emotion, and purchasing ability. In the past, tool conditions limited the total output of products, and consumers' options for purchasing products tended to be passive. In the digital age, due to the improvement of production and consumption capacity, the concept of "consumer-centric" and "demand-oriented" has emerged. At this time, the strong interaction between brands and consumers makes some consumers change from "audience" to "user", thereby subverting the passive state of consumers in marketing activities. As a user of digital media, its initiative and selectivity are greatly enhanced.

Then, the traditional brand marketing led and controlled by the brand evolved into a "consumer-centric" dominant position, and the brand and consumers formed a "synergy" relationship. In such a relationship, consumer-generated content has become an important form of consumer participation in brand marketing, and it has also become an important way and way to reshape the relationship between the brand and consumers. This determines that the "consumer-centric" marketing approach must take the initially relatively isolated creativity, design, communication and marketing into a comprehensive consideration (Fig. 2).

![Fig.2. Changes in consumers from the past to the digital age](https://doi.org/10.1051/e3sconf/202125103044)

In the process of brand evolution, Taobao of the Palace Museum has insight into the preferences of contemporary young consumers, explained the interesting past of the palace's inner courtyard with a new perspective, and "hidden" product creativity, design and distribution in the communication process. It shaped the image of Emperor Yongzheng in a serious "cute and best-selling" form, and made Taobao in the Forbidden City a cultural IP with social communication attributes by deconstructing history in the new Internet scene. In this context, culture and
products are integrated into the content of brand communication.

3.1.3 Enhance interactive experience and enhance brand communication

The important feature of digitization is the integration of digital technology and other traditional media. The combined application of digital technology and different media gives full play to the advantages of high-speed transmission of digital information, greatly reduces the feedback time, and forms a more experiential virtual scene, which has the potential and effectiveness of arousing emotions. This way makes the interaction between people and things and between people more free and vivid, and makes consumers have a strong sense of participation and experience.

For example, on the short video creation platform, the use of digital technology can create, process and modify content, and the integration of multiple creative methods can improve the perceptibility and interactivity of tourist souvenir brands, so that visual images and product components can be effectively communicated. At the same time, for viewers in front of mobile media screens, actions such as likes, comments, and forwarding strengthen the interactive relationship with the brand, thereby increasing the frequency of communication between consumers and the brand.

3.2 Digital marketing path for tourist souvenir brands

3.2.1 Brand positioning: insight into consumer needs from data and information to formulate effective brand marketing strategies

Digital marketing is a planned and dynamic development process centered on a specific purpose, and consumer insight is the starting point of digital marketing. In the digital age, consumers' browsing history and page stay time are digitally recorded on the marketing platform. Real-time monitoring and massive data information can provide insight into the behavior preferences, consumption habits and needs of consumers. Based on these data, the marketing platform can determine the marketing direction and formulate effective brand marketing strategies.

In 2015, the "Monkey King : Hero is back" derivatives crowdfunding project was launched on "Taobao Crowdfunding". The project combines back-end ticketing consumption data to target the consumer group in the 20s. The 14 crowdfunding projects with a one-month crowdfunding period and a target amount of 996,000 raised 11.816 million in just one day(Fig. 3). According to the analysis of the "2019 tourist souvenir brands List" released by Winshang.com, tourist souvenir brands such as SISPHE and READ AT TEN use big data to accurately gain insights into consumer needs to optimize consumption experience.

3.2.2 Brand building: use digital technology to interpret cultural stories and strengthen brand personality

The spiritual content of the tourist souvenir brand is the core element of the brand. The spiritual content that causes psychological satisfaction in a tourist souvenir brand is a key element in brand design. The choice of spiritual content and the combination model determine the basic value appeal and brand positioning of the tourist souvenir brand. Because the richness of information carried by digital media is better than that of traditional media, the expression of cultural content and stories is more adequate. The use of digital performance methods can help strengthen the core symbols and values of the brand, realize brand value recognition and establish a personalized brand recognition image.

In 2017, the "Dunhuang Digital Sponsor" program initiated by Dunhuang Research Institute and Tencent launched the "Dunhuang Poetry Towel" New Year Digital Creative Activity on the first anniversary. The public uses digital culture and creative methods to DIY their own exclusive Dunhuang silk scarves on the Tencent Cultural and Creative Mini Program, interactively generate personalized creativity and interpret Dunhuang cultural stories, and then display the majestic and dreamy personality of the Dunhuang art complex. The Palace Cat Culture IP created by LKK Design Enterprise and the Forbidden City uses digital means such as AR and VR to explain cultural relic stories in a vivid, interesting and three-dimensional way, attracting widespread attention from young and children. Analyzing the case of the Palace Cat, it can be concluded that in the process of interacting with the audience, the brand has strengthened the friendly and righteous cat image of the Palace Cat in a "hidden" way.

3.2.3 Brand promotion: use digital media to integrate marketing to achieve sales conversion of cultural and creative products

Interaction and linkage are important features of integrated marketing in the digital age. The marketing method in the digital age fully integrates offline and online resources, establishes long-term interaction and communication with consumers, and forms an excellent brand experience. The brand favorability and loyalty
generated by consumers make consumers consume invisibly. In the field of digital marketing of tourist souvenir brands, this marketing method is mainly to use basic social platforms to detonate and spread. Crowdfunding, crowd-creation and Internet celebrity incubation and bringing in goods are common ways to realize the sales transformation of cultural and creative products.

One is crowd creation. Some scholars have proposed a phenomenon called "crowd-creation culture", that is, netizens become very efficient and highly effective cultural innovators. Under this trend, the crowd-creation culture changes the rules of brand construction. Loge is a well-known design crowd-creation platform. They are driven by big data and informatization to gather high-quality designers and massive users for online crowd-creation and realize the value creation of products. In 2019, Tencent and the Luoyang government launched a nationwide co-creation of cultural and creative products activities. Participants can use small programs to make DIY products according to their imagination and preferences. Netizens created 100,000 "Luoyang Limited" works in 2 months.

The second is crowdfunding. Crowdfunding is mainly carried out through the form of "pre-sale + group buying". Domestic platforms that focus on product crowdfunding are represented by "Modian", "JD Crowdfunding" and "Taobao Crowdfunding", among which "Modian" focuses on the field of cultural creativity. At present, many small programs are also important representatives of crowdfunding. For example, the official account "Yitiao" accumulates basic users through its own fans, and promotes the "Yitiao Crowdfunding" small programs on public platforms to achieve product promotion; The new Linglong porcelain lamp developed by the original brand "Ruoyouguang" achieved the crowdfunding goal of 50,000 yuan in just two days on this platform(Fig. 4).

The third is the incubation and delivery of online celebrities. In the self-media era of "everyone is a creator", Internet celebrities, as opinion leaders in user groups, have emerged in large numbers on social platforms represented by Weibo and Douyin by means of personal IP and MCN institutional incubation. The tourist souvenir brand realizes the incubation and delivery of online celebrities through a series of processes such as personal planning, content production planning, fan operation and commercial realization. The Internet celebrity "Li Ziqi" realizes the unification of brand self-value and social value by conveying the traditional Chinese life aesthetic concept and attitude, and realizes the delivery of goods on the basis of maintaining the brand.

4 Conclusions

It is undeniable that the rational use of digital technology has given new "vitality" to tourist souvenir brands. The gradual evolution of digital media and the integrated development of other media give full play to the advantages of digital media and effectively compensate for the functions of other media. Digital marketing is an important marketing method for current tourist souvenir brands. Using digital technology can reshape the competitiveness of tourist souvenir brands, deepen product integration, enhance brand communication, and help realize the positioning, shaping and promotion of tourist souvenir brands.

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