

Regional Brand Development from the Perspective of Brand Relations Spectrum: Taking Changle as an Example

Li Qisun¹

Department of Teaching Development Center
Fuzhou University of International Studies and Trade,
Fuzhou, China

Cai Xiaoquan^{2*}

School of Economics and Management
Fuzhou University of International Studies and Trade,
Fuzhou, China

Abstract—As a new means of regional development, regional brand has attracted more and more attention from regional managers with the increasing competition. This paper takes Changle district of Fuzhou city as an example to study regional brand strategy from the perspective of brand relationship spectrum. The factors influencing Changle regional brand building are analyzed. According to literature review, the regional brand model was analyzed for Changle. Then the paper uses specific cultivation methods to cultivate the regional brand strategy model of Changle district. Finally, suggestions are put forward for the regional brand construction of Changle district in terms of cultural governance, development of local featured brands, utilization of regional advantages to enhance competitiveness and expansion of brand association according to the analysis results.

Keywords—Brand development; Brand relations; Regional brand; Changle

I. INTRODUCTION

The rapid development of economy, culture, transportation and communication technologies has had a huge impact on countries, regions and cities all over the world, and also intensified regional competition [1]. Therefore, regional brands play an important role in enhancing regional competitiveness and promoting the development of regional economy. The concept of regional brand was first proposed by Keller and some others (1998), "When a region becomes a brand like a product or service, the name of the brand becomes the actual name of the region", they said[2]. Each region also has other individual brands, such as corporate brands and cultural brands apart from its own regional brands. The purpose of building regional brand is not only to enhance the popularity and competitiveness of regional brand, but also to promote the development of regional industry. It will undoubtedly greatly promote the construction of regional brands. This paper selects Changle district of Fuzhou city as the object of analysis, studies its regional characteristics and builds a regional brand development model for it, so as to accelerate the pace of building regional brand in Changle district.

II. LITERATURE REVIEW

"Regional brand is the attraction attached to a region, and the building of regional brand focuses on how to establish regional brand awareness". A typical definition of regional brand made by Rainisto (2003), the establishment of regional brand identity requires the study of regional branding [1]. "The area can be branded like a product or service", Kotler (2002) and some others thought the regional brand is successful in the branding of the natural area when consumers have brand associations, it also created opportunities for consumers to consume in the region [3]. At present, foreign regional brand research begins to develop into different categories, such as national brand, urban brand, destination brand, cluster brand and so on. The concept of national brand was proposed by Philip Kotler and David Gertner (2002), who were marketing masters [3]. Keith Dinnie (2004) believes that the establishment of national brands will be affected by these four aspects, namely culture, economy, politics and geography after studying regional marketing theory of Kotler and national competitive advantage theory of Michael Porter [4].

TABLE I THE SPECIFIC STRATEGIC PATTERN

Regional brand	I: Regional brand subject strategy
	II: Regional brand umbrella strategy
	III: Mutual strategy between regional brand and individual brand
	IV: Regional brand endorsement strategy
	V: Independent brand development strategy

Single brand in the region

The model of "brand relations spectrum" constructed by Mihailovich and Chernatony (2006) is believed to be able to consider the strategic architecture of regional brands by Mihailovich [6]. He believes that regional brands are complex and changeable, however, it can be found that regional brands and corporate brands face similar strategic choices from the perspective of structure. The specific strategic pattern is shown

in table 1. Therefore, the model of "brand relationship spectrum" can be used to study the strategic relationship between regional brands and individual brands within the region.

III. THE INFLUENCING FACTORS

As the gateway of Fuzhou, Changle district enjoys convenient transportation along the three lines of land, sea and air. It is a rare "two ports" city in China. After the reform and opening up, Changle has developed a lot, and people's life has been greatly improved.

A. Cultural factors

Urban culture represents the external and connotation of a city and is one of the important factors affecting urban competitiveness. It also plays an important role in the construction of regional cultural brands. It is mainly composed of history, celebrities, folk customs and so on.

B. Economic factors

The higher the economic development level of a city is, the better the infrastructure, education and entertainment facilities of the city are, the higher the living standard of residents is, and the influx of talents and labor force will be more attractive, which plays a crucial role in regional brand building (brand building of well-known enterprises).

C. Government behavior

Regional government is an important link in the process of regional brand building and also the main manager of regional brands. Government actions will have a significant impact on the establishment of regional brands, especially in the direction of regional brands and the sustainable level of regional brands. Changle district government carried out relevant propaganda and renovation activities to improve the spiritual outlook of local people, effectively maintained the city image of Changle district, and enhanced the regional competitiveness of Changle.

D. Geographical conditions

Changle was the gateway of Fuzhou before it was withdrawn from the market and changed into a district. Moreover, the land, sea and air transportation of the third line was very convenient, making it a rare "two port city" with obvious geographical advantages. This advantage was further amplified after the reform. With strong financial support, Changle will develop into the transportation center of Fuzhou and even the whole Fujian province.

IV. REGIONAL BRAND MODEL FOR CHANGLE

Although regional brands are more complex than corporate brands, they are not fundamentally different in structure. Therefore, the "brand relationship spectrum" can be used to construct strategic models in the construction of regional brands in Changle, according to Mihailovich, the specific strategic pattern is shown in table II.

TABLE II APPLIED PATTERN FOR CHANGLE

Range	Regional brand and individual brand strategy architecture model	Regional brand architecture content of Changle Distric	Whether is suitable
Regional brands	I: Regional brand subject strategy	Regional brand strategy with "ancient silk Road" as a single brand subject	Yes
	II: Regional brand umbrella strategy	There is no strong regional brand in the Changle region to shelter individual brands	No
	III: Mutual benefit strategy between regional brand and individual brand	It can combine class I content and class V content to enhance their coupling effect and influence	Yes
	IV: Regional brand endorsement strategy	Regional cultural brand endorsement strategy with "Bingxin" as the main part	Yes
Single brand in the region	V:Independent brand development strategy	There is not a strong independent brand in the Changle region that can not be associated with regional brands	No

A. Mutual benefit strategy between regional brand and individual brand

Regional brand and individual brand reciprocity strategy refers to that both regional brand and individual brand are unique in terms of positioning and value, and occupy the same proportion, and interact and influence each other. Scholar Mihalis (2005) believes that this strategy can make regional brands and individual brands better developed [2]. At the present stage, the strength and popularity of Changle and the enterprise brands in the region still have a lot of room for improvement. Only by promoting and influencing each other can we achieve better development. As one of the few "two ports" cities in China, Changle enables local enterprises to transport goods more conveniently. Textile enterprises in Changle district try to build a textile cluster brand with Changle characteristics by improving product manufacturing process, attaching importance to talent cultivation, and actively introducing advanced technologies, so as to enhance the regional influence of Changle. Therefore, in terms of enterprise brand, the strategy of mutual benefit between regional brand and individual brand is suitable for regional brand building of Changle region at the present stage.

B. Regional brand endorsement strategy

Regional brand endorsement strategy refers to taking a single brand as the main body and using the added value brought by regional brand to promote the development of a single brand. This requires that individual brands, such as Lancome of France and l'Oreal of Paris, have stronger strength and higher visibility. Changle is the hometown of Bingxin, and Bingxin is famous as a modern writer, poet, translator and children's literature writer in China. It enjoys a high reputation in China. The "Bingxin literature museum", the first literary memorial named after an individual, was built in Changle district. As a cultural brand, "Bingxin" can further enhance the popularity of "Bingxin" by taking advantage of the human flow

and policy support from the excellent location conditions in Changle district. As the hometown of Bingxin, Changle district can also use its popularity and influence to raise attention and attract passenger flow, so as to better develop its tourism industry. Changle district can use the regional brand endorsement strategy to carry out the current stage of regional brand construction in the cultural brand aspect.

V. REGIONAL BRAND DEVELOPMENT

Regional brands can interact with individual brands, so as to enhance their competitiveness and establish a better strategic relationship between regional brands and individual brands within the region. For the subsequent strategic cultivation measures, this paper selected the type B and type C models of the four regional branding strategies concluded by scholars Ikuta, Yukawa and Hamasaki (2007) to cultivate the regional brand development of Changle district. The details are shown in the figure 1 and 2 [7].

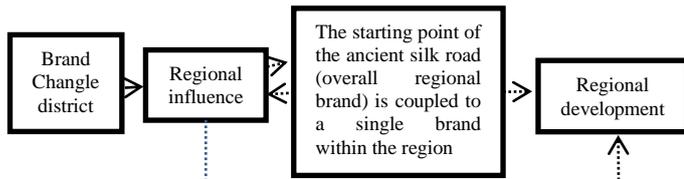


Fig. 1. Type B model

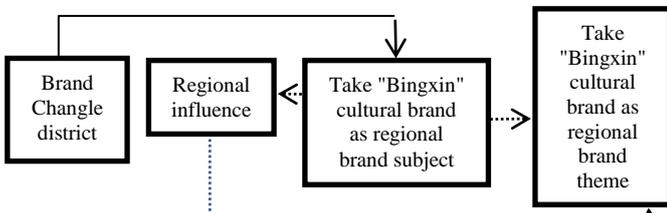


Fig. 2. Type C model

Through the contrast can be seen that the above two kinds of cultivation mode corresponds to "brand relationship spectrum" build regional brand strategy model of III classes and class IV.

A. Type B cultivation model

Category B is the regional image measures and a brand chain model. It means that regional brands first enhance their regional influence through effective measures, thus providing impetus for the development of a single brand. In turn, after the development of a single brand, regional influence will be enhanced, and eventually the development of a single brand and a regional brand can be achieved. The development of the "One Belt And One Road" strategy has brought new life to the coastal cities along the "ancient maritime silk road", and Changle is also one of the starting points and important port of the "ancient maritime silk road", so Changle can get more attention. "The relocation of Changle district has made Changle district a part of Fuzhou, and Changle is originally a "two port city". Such convenient transportation means that Changle district is likely to become the center of Fuzhou construction in the future, with stronger support from both policies, regulations and finance. These factors can greatly

enhance the regional influence of Changle district, and further enhance the exposure and visibility of local brands (local textile enterprises) in Changle district by using regional influence, thus promoting the development of these enterprises.

B. Type C cultivation model

type C is a chain model of single brand strategy and regional image. This model starts from a single brand, uses the influence of a single brand to enhance regional influence, and allows a single brand to drive the development of regional brand, thus promoting the development of the whole region [5]. First of all, it carried out publicity activities related to "Bingxin" and its literary works to further enhance its popularity and brand the "hometown of Bingxin" for Changle district. Second, the use of "Bingxin" fame and influence and Changle area traffic brought by the convenient traffic, with as the main attractions, Bingxin literary hall vigorously develop the tourism of Changle area, in the development of tourism at the same time, also can let more people know, Changle city, enhance the visibility of the Changle also strengthened the Changle area of influence. Finally, the regional influence of Changle district is enhanced to promote the regional brand development of Changle district.

VI. SUGGESTIONS

A. Cultural governance

To carry out cultural management can guide people to set up the correct values, outlook on life, world outlook, the citizens of values is an important part of the city image, positive civic values will greatly improve the image of the city, the city's image of the good or bad will directly influence the city's regional influence, and regional influence will affect the construction of regional brand, so the culture management can promote the construction of regional brand.

B. Develop local characteristic brands

Changle district should take these characteristic brands as the selling point, strengthen the propaganda, and attract the attention of tourists from other places. Meanwhile, the service facilities in Changle district will be further improved to improve the service level and quality. In this way, the development of tourism in Changle district can be promoted. With the development of tourism, the popularity of Changle district as a regional brand will also be improved, which is more conducive to the construction of regional brand in Changle district.

C. Enhance geographical advantages

Regional brand construction as a new economic development initiatives requires a lot of professional talents, so the Changle area to use the market change area of policy support, strengthen the publicity to attract foreign investment, to promote the construction of institutions of higher learning and scientific research, trying to Changle area into a new talent highland, attract talent, for these professionals to become a mainstay in the Changle area regional brand construction work.

D. Expand brand association

In terms of cultural brands, the brand combination strategy of "entrusted brand" can be used to connect the regional brand of Changle district with the cultural brand of "Bingxin". In terms of enterprise brand, the brand combination strategy of "sub-brand" can be used to let the local textile enterprise brand of Changle district and the regional brand of Changle district jointly drive the development of the whole region. Other small and medium-sized enterprises should change their business philosophy from the previous relationship of competition to the relationship of mutual cooperation, and always maintain the same concept of external development. Finally, through their joint efforts to enhance the regional brand value of the whole Changle district.

VII. CONCLUSION

Taking Changle district as an example, this paper uses "brand relation spectrum" to construct regional brand strategy model. According to the development status of Changle district, it can be concluded that Changle district can use the regional brand endorsement strategy for regional brand building, and the reciprocal strategy of regional brand and individual brand is the most suitable strategy for the current regional brand building of Changle district. These two strategic models can give full play to the outstanding location conditions of Changle district and the advantages of the policy support of urban redevelopment, and promote the construction and development of regional brand.

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