

# Building of Cultural Creative Brands

## Take Cultural Creative Brand “Wu Huang Wan Shui” as an Example

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**Abstract**—Cultural industry develops rapidly and promotes the adjustment and upgrade of industrial structure. Cultural products also enter the era of brand competition. Cultural creative brands are required to grasp brand orientation in the tide of internet. The cultural creative brand “Wu Huang Wan Shui” is analyzed to explore methods to build cultural creative brands under the development of internet and form strategies of brand building to improve the competitiveness of cultural creative brands.

**Keywords**—cultural creative industry; cultural creative brands; brand building

### I. INTRODUCTION

Cultural creative industry sprung up in Britain in the 1990s. Although with a short development history, it develops very fast and has attracted people’s attentions. Creative industry worldwide grows vigorously and China’s is no exception. The development of cultural creative industry cannot do without knowledge economy, consumerism and persistent pursuit of creativity.

First, the development of cultural creative industry originates from knowledge economy. Since the industrial revolution, the society has progressed unceasingly and people’s attitudes toward knowledge have had earthshaking changes. Knowledge has altered our life, attitudes and an era. Under this background, creative industry becomes prevailing. People’s intelligence, thoughts, technology and creativity are embodied in products and services. Creative work can form industry in the era of knowledge economy. The development of knowledge economy brings about the flourish of cultural creative industry. Creative industry has become a new highlight in global economy and modern industrial development. Attentions are continuously paid to knowledge economy and creativity has become core competitiveness.

Second, consumerism plays important role in promoting the development of cultural creative industry. Picky consumers and sharp-sighted creative people achieve what they wish, which embodies the unceasing pursuit of individuals for life style. From the perspective of consumers, they receive increasing stimulation and temptation related to consumption. In order to reach the ideal images, they have to pursue fashion and acquire identification from themselves and others. Meanwhile, in order to realize social value, creative people spare no efforts to cater

to requirements of picky consumers. Their creativity will gain recognition and success when it meets market demands.

Third, the flourish of creative industry originates from the accumulation of creativity and culture. The production and application of intellectual property can create more treasure and employment opportunity. Culture integrates with business under such circumstance. In order to make more profits and capture more markets, cultural creative brands rise in response to the proper time and conditions. The operation of cultural creative brands still cannot do without physical attributes of products and embedded value of brands. The balance between culture and business is the only way that cultural brands must pass and the important topic of operation of cultural brands.

Undoubtedly, the brand of “Wu Huang Wan Shui” built by the company of “Yi Jian Yu Zhou” is successful. We can gain experience from it to provide suggestions for the building of subsequent cultural brands.

### II. CULTURAL CREATIVE BRANDS AND BRAND BUILDING

#### A. Appearance of Cultural Creative Brands

Nowadays, with the development of globalization, brands have attracted attentions from various industries and become inseparable part of our life. In the field of cultural industry, people’s awareness of intellectual property is increasingly clear. At the meantime, the coexistence of cultural attributes and commodity attributes of cultural products makes it easier to find the integrating point between consumers’ demands and products, so cultural creative brands appear.

#### B. Connotation of Brand Building

The process of brand building requires long-term perseverance and concentration. Michael Levine addresses brand building is complicated but its objective is simple; it refers to the creation and development of enterprises, products, groups or special identity of individuals. <sup>1</sup> From the perspective of intellectual property, He Jiaxun divides brand building into eight aspects: establishing a brand, plan brand identity system, design symbolic structure of brands, control brand communication, accumulate brand equity and extend brands with caution, construct brand system and realize brand globalization. <sup>2</sup> Obviously, brand building is long-term and has complicated rigorous system and requires long-term dedication of brand holders.

### C. Building Pattern of Cultural Creative Brands

Brand building has many patterns but there are few building patterns suitable for cultural creative brands. In the information age, seeking suitable patterns of brand building is of vital importance for cultural creative brands. David A. Aaker once proposed brand building pattern based on brand identity.<sup>3</sup> The pattern is divided into three steps: first, strategic analysis of brands, second, design brand identity system and third, build implementation system of brand identity. The strategic analysis includes the analysis of consumer demand, advantages and disadvantages of competitors and themselves. The design of brand identity contains core identity and extensive identity of brands. Brand identity means specific associations are established between consumers and brands so that consumers can identify brands through brand association. The implementation system of brand identity contains brand orientation and marketing strategies. The building of cultural creative brands realizes through the three steps.

#### III. BUILDING OF THE BRAND OF “WU HUANG WAN SHUI”

The success of Bai Cha is not incidental but inevitable. “Wu Huang” built by him becomes popular among two million cat slaves. With the popularity of “Wu Huang”, he successfully transforms from an illustrator to the holder of the brand of “Wu Huang Wan Shui”. In the cartoon of *I Like to See You Detest Me but Fail to Beat Me*, he describes a cat named “Wu Huang”, a dog named “Ba Zha Hei” and a young person. It was an unpromising work in the market at first but became popular among consumers. By the end of May 2016, the sales volume of this book had reached more than 400,000. It brings reputation and infinite business opportunities for Bai Cha. However, not all cartoon creations aim at making profits and commercialized operation. The cartoon image of Wu Huang created by Bai Cha is no exception. His original intention is to have a master work of his own. With the increasing popularity of Wu Huang, more and more investors and advertisers find him and hope to realize commercialized operation of Wu Huang. However, Bai Cha who concentrates on production of cartoon contents intends to create contents until he encounters the present partner—Wei Jing. Wei Jing and Bai Cha think highly of each other’s creative works but Wei Jing is more familiar with commercialized operation. They determine to found a company in Beijing and start up business through discussion. Bai Cha’s spirit of originality builds product image and Wei Jing’s commercial sharpness makes the brand successful.

#### A. Follow Up A Victory with Hot Pursuit and Turn Themselves into Online Celebrity

In the tide of internet, with We Media operation and self-packaging, cartoonists popular on the internet and traditional cartoonists take completely different operation paths. Traditional cartoonists need to find big platform, depend on the creation of original works and utilize platform resources. However, nowadays, cartoonists popular on the internet depend on We Media (including Weibo and WeChat Official Platform) to expand fan base, continuously update contents and interact with fans and sell works through authorization of brand image, popularization of advertorial and production of peripheral

products. In order to become online celebrity, cartoonists first have to understand demands of fans and regularly update high quality works and package self-image. For example, Bai Cha often posts pictures related to his life in We Media. Fans can see the prototypes of Wu Huang and Ba Zha Hei and how Bai Cha looks after them. Bai Cha also sends some funs in work and life irregularly. Furthermore, cartoonists have to carry out benign interaction with fans and unceasingly attract new fans. Therefore, cartoonists will no longer mysterious “director” but “actors” in front of the audiences. Meanwhile, the commercial profits brought by fan economy are tremendous.

#### B. Stay True to the Mission and Create the Core Value of Brands

The core part of cultural creative industry is creativity. Zhang Heng once proposed “the core value of cultural creative brand is that creators of cultural products are required to use works with reflections on life to ceaselessly trigger approval and resonance of target market”.<sup>5</sup> The core of Bai Cha’s work is Chinese style. “I hope my work has Chinese style and becomes different from Japanese manga.” Not all people at home read comics. Japanese manga has limited market development in China. Bringing elements of Japanese manga in China will lose more audiences. According to the Official Accounts of Wu Huang Wan Shui, we find the cartoon often appears with Chinese ink painting and Chinese elements. For example, the cats on heads of Wu Huang and Ba Zha Hei have elements of Chinese ancient palace. Besides, the pattern of “why don’t you kneel down?” in the cartoon manifests Chinese style and attracts the interests of fans.

#### IV. EXTENSION OF THE BRAND OF “WU HUANG WAN SHUI”

##### A. Commercialized Operation in Cultural Brands

Except for building images of creators and the core value of brands, the building of cultural brands also needs the building of elements to form brand value and brand loyalty.

Bai Cha and Wei Jing found Yi Jian Yu Zhou (Beijing) Culture Co., Ltd to build the brand of “Wu Huang Wan Shui”. They carry out commercialized operation of comic book and authorized cooperation with other brands. Meanwhile, they operate peripheral products of this brand on Taobao. Fans of “Wu Huang Wan Sui” can see Wu Huang on We Media and in life.

##### B. Commercial Realization Brought by Fan Economy

The advantage of cultural creative brand is that it can combine cultural products with other industries to form new business model. The advantage is particularly obvious in the internet era. According to the Official Accounts of Wu Huang Wan Shui, we find it cooperates with cross-border enterprises in advertising promotion. Most recommended articles appear in subtle way that the advertisement is introduced by a story. It includes well-known enterprises like Suning Appliance and Nescafe. It realizes fan realization through advertising promotion.

### *C. Brand IP and the Development of Peripheral Products*

The combination of cultural products and peripheral products can improve intrinsic value of brands and consumers' cognition of brands. In the Taobao Shop of "Wu Huang Wan Shui", we find its peripheral products cover electronic products, stationery and household products and the monthly sales range from more than one hundred to three hundred. Contents on products are similar to that of the cartoon such as the reserved Wu Huang and the adorable Ba Zha Hei. New inspiration flashes according to different situation of goods. For example, the mobile phone shells designed for lovers make the two images closer to life. The innovation makes consumers see the innovation power and vitality of "Wu Huang Wan Shui". Moreover, the ready sale of the cartoon *I Like to See You Detest Me but Fail to Beat Me* on the signing session also proves the success of brand IP.

### *D. The Spirit of Originality –Devote to the Content Production*

Although cultural creative industry is the combination of culture and business, it still should balance the two. Cultural creative industry refers to the development and application of intellectual property. Without the creation of works, the combination with business is impossible. The most basic part of cultural creative brands is content production.

The success of the brand of Wu Huang Wan Shui is because Bai Cha continuously produces high quality works. He once said in an interview that "I prefer being an artist to being a merchant". The works updated by him also prove what he says. In order to create better works, he unceasingly learns excellent works at abroad, not absorbing simply but selecting the essence and discarding the gross. It makes him gain inspiration in life and improve skills in learning, and then create more popular cultural products. The spirit of originality makes "Wu Huang Wan Shui" more promising and popular.

## V. CONCLUSION

According to the above analysis, under the background of internet development, we have to make efforts to build cultural creative brand. In the era of fan economy, cultural brands need to grasp core value and build brand images. We should carry out benign interaction with fans through production of excellent contents and give consideration to extension of brand name products. The integration of content innovation and commercialized operation makes us preeminent in the brand competition.

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