



REVIEW ARTICLE

CITY BRANDING IDENTITY STRATEGY OF CREATING CITY CULTURAL VALUE-TAKE THE CREATION OF SHANGHAI CITY BRANDING AS AN EXAMPLE

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ABSTRACT

In recent years, the value of city culture has become a core element of city development, and the creation of city culture through "cultural regeneration" has become an important element of establishing a city branding. However, city branding cannot be effectively activated through simple city cultural resource development, publicity and activities, and there are limitations in creating branding uniqueness and resonance with citizens or tourists. Only by grasping the characteristics of the city to form a unique urban creativity and continuously update it can citizens or tourists experience the special features in the city, and thus successfully activate the city branding. In order to enhance the competitiveness of cultural cities, it is necessary to fully combine the characteristics of modern cultural heritage and contemporary city culture to create city charm. Through the construction of city branding identity with the participation of local society and residents, it will enrich the city culture, improve the quality of life, and contribute to the vitality of the regional economy. Shanghai selected as the research object was designated as one of the five trades in 1843, starting the history of the concession. Although it left many modern cultural heritages and formed a unique Shanghai-style culture, it did not disclose different city branding to the outside world. Therefore, in order to make Shanghai build a variety of cultural content, express its cultural power different from other cities, and create cultural value, this research aims to effectively use Shanghai's distinctive history, culture, places and other core resources to establish a branding identity strategy different from similar cities at home and abroad.

KEYWORDS

urban branding identity strategy, cultural value, urban regeneration.

1. CITY REGENERATION AND CULTURAL RESOURCES

City regeneration refers that it is necessary to continuously formulate corresponding policies and measures to solve the problems in the development process of urbanization, so as to systematically implement and manage the city. With the development of society, people's awareness of city regeneration has gradually improved. The city regeneration model has also changed from simple urban regeneration construction to city regeneration combined with culture. Chinese government has also guided city cultural construction with the policy of "improving China's cultural soft power." Appropriate use of cultural resources to add cultural value in urban construction is the core element of city development in the future.

The important way is to discover outdated city spatial cultural resources and create new cultural values to make the city the focus of the world. Many cities in the world have created urban identification systems, new smart cities and city branding images through cultural regeneration. For example, the city branding of Seoul "I-SEOUL-U" in South Korea shows the image of Seoul's enthusiasm, coexistence and leisure to the world. Cultural resources centered on city cultural regeneration can be roughly divided

into three categories: (1) human resources that is to use the popularity of regional celebrities for marketing; (2) intangible resources that means to use the original intangible traditions and inherited culture of intangible cultural heritage and other areas for marketing; (3) tangible resources referring to develop and use existing hardware resources such as squares, streets, performing arts centers and other cultural activities for marketing.

Table 1: Classification of cultural resources centered on urban cultural regeneration

Resource Types	Features	Examples
Human resources	Celebrity effect	Regional celebrities
Intangible resources	Inductive marketing through soft cultural concepts	Traditional cultural activities, intangible cultural resources, etc.
Tangible resources	Inductive marketing through dynamic culture (hardware) concept	Cultural festivals, folk festivals, etc.

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Only by publicizing and educating city residents about the city's cultural resources, and making it a means to improve the quality of life, can city residents turn into a positive attitude towards city brand marketing (Wongemu, 2016). Marketing based on soft culture will improve the image of the region through the re-planning of regional history and cultural facilities, and have a positive impact on the lives of local residents and improve residents' pride through celebrations, exhibitions, performances and other activities to activate the cultural and artistic life of local residents.

2. THE CONCEPT AND STRATEGY OF CITY BRANDING IDENTITY

The concept of city brand marketing was formed by being combined with local culture to establish cultural festivals and other cultural tourism activities after the rise of local governments in South Korea in June 1995 (Young-seok and Woo-Young, 2010). City brand marketing refers to a series of activities that inject vitality into city brands. The city brand marketing associated with this research is a process of giving unique meaning to local cultural resources and setting up a city branding identity system by establishing a differentiated brand image. That is, the process of forming a holistic brand and establishing the characteristics of a city brand through the participation of multiple subjects. City branding identity refers to the unique association that city brand managers hope to create and maintain and can arouse people's good impression of the city. A unique, consistent and clear statement of city branding identity and a series of city branding goals should be the basis for successful city branding strategy development and performance improvement. City branding will increase the visibility of the city, establish a positive city image, expand the inflow of external business, optimize the development of the city, extract the elements that distinguish the city from other cities, and inject new vitality into the development of the city.

As an important factor for distinguishing cities, the city branding identity system that reflects cultural values has been paid more and more attention. For the sustainable development of city branding, city branding identity strategies should achieve the following four points: (1) regional brand strategy that is to make full use of regional hardware conditions, and gives regional character; (2) brand communication strategy that is to give local residents a sense of pride, create regional cultural value and improve the quality of life of residents, so that all residents can share the benefits of the city branding; (3) entertainment brand strategy, which means to create unique cultural values and lifestyles, and attract the attention and visits of customers (outsiders); (4) image brand strategy that uses multiple expressions of the four core values to activate the regional economy and ensure the sustainable development of the brand.

Table 2: Four elements of brand identity strategy

Strategies	Elements
Regional Brand Strategy	Sustainable development of regional attributes given by regional characters
Brand Communication Strategy	To create shared value through communication for the prosperity of the regional community
Entertainment Brand Strategy	To create cultural values and lifestyles that attract customers (outsiders)
Image Brand Strategy	To establish brand through design

3. BRAND IDENTITY STRATEGY RESEARCH ON SHANGHAI

3.1 SWOT analysis of the status quo in Shanghai

There are several considerations when establishing a successful city branding identity strategy. Kim Young-soo said: "When branding or repositioning a city as a new city brand, it is necessary to check the brand value, sense of brand identity, novelty, differences from competing regions, and whether its local power and resources support sustainable development and are suitable for customers (Young-Soo, 2018)." Rhoads Murphey, Frederic Evans Wakeman, and Brian Martin all emphasized the particularity of Shanghai in their respective works. In 1953, Murphey wrote in his book "Shanghai: Key to Modern China" that the evolution and

development of Shanghai in modern times played a key role in China's adaptation to the world trend and modernization. Shanghai is the key to understanding modern China. Shanghai has modern cultural resources, and it is also a naturally occurring city with commercial space and old urban areas. Now it is a representative tourist destination in China. However, in the process of creating a city brand strategy, Shanghai lacks regional characteristics, and there are obvious deficiencies in the identity strategy of the content and creativity of promoting Shanghai's characteristic culture. Through the SWOT analysis of Shanghai city brand marketing characteristics, it shows that the strength of Shanghai's urban brand identity strategy lies in rich modern cultural heritage resources (Lie, 2009). Its weakness is no regional character and the brand identity strategy is similar to other cities and cannot be distinguished.

Table 3: SWOT analysis of Shanghai brand identity strategy development

S (Strength) 1. Rich modern cultural heritage resources 2. Unique Shanghai-style culture 3. Close cooperation in Yangtze River Delta region to form complementary resource conditions	O (Opportunity) 1. To develop the romantic image of port city 2. Well-known and has a rich tourist inflow population 3. Policy support from government
W (Weaknesses) 1. Similar to the brand identity strategy of cities in Jiangsu and Zhejiang provinces, so it is difficult to create brand personality 2. Insufficient utilization of existing resources, lack of resource integration, and unable to create brand added value	T (Threat) 1. Increasingly fierce brand competition in similar cities 2. Increasing environmental pressure, causing negative effects 3. The invasion of foreign culture

3.2 Shanghai Brand Identity Strategy

Shanghai is rich in historical and cultural resources. At the same time, the Shanghai government has proposed the goal and vision of creating the "innovation city", "ecological city" and "cultural city" in 2024. In order to achieve this vision, it is necessary to make good use of existing cultural resources to attract and build diverse cultural facilities. At the same time, local residents must have a sense of ownership. From a long-term perspective, it is very important to strategically develop a brand identity strategy that is different from other regions. The construction of Shanghai's brand identity strategy can be divided into the following points.

First, the regional brand strategy is to actively develop the core value of regional venues, increase their added value, and create a well-known regional construction that gives full play to the hardware. The red culture, Jiangnan culture, Shanghai-style culture and other soft cultural strengths are fully integrated with existing public spaces such as cultural squares to form a humanistic complex space. Various activities are held in this space so as to activate the regional activity, create the unique cultural characteristics of the city, and give the area character attributes.

Second, brand communication strategy means that the active participation of citizens in urban development is a valuable asset in promoting urban development. A series of cultural activities are held to create a platform for gathering wisdom. Cultural activities close to the citizens are held to attract the participation of a large number of citizens, form a city-wide cultural atmosphere, reflect the publicity of the activities, and create shared value. The community is the cornerstone of the construction of citizen culture, and the richness, weightiness, flexibility and freshness of cultural connotation cannot be separated from the healthy development and prosperity of the community culture. Based on the principle of "people-oriented, equal service, and people first", we will create a community atmosphere that is suitable for living, learning, travelling, and business, improve the quality of life and happiness of residents, and create shared value for the prosperity of the community through communicating with residents (Shanghai Municipal Peoples Government, 2019).

Third, entertainment brand strategy is to integrate regional resources through government policies in order to create a proprietary branding distribution route. The main line of city cultural value should be grasped in route creation to flexibly use urban brand image, conform to market trends, and expand user experience space. Meanwhile, it pays attention to the development of cultural experience services, and develops cultural education and publicity projects suitable for different groups of people so as to increase user viscosity, and the chance of tourists revisiting.

Fourth, the image brand strategy is to establish a city branding, and enhance regional identity through the development of city language and visual image. Urban brand slogans, cartoon images and other elements are used to develop city cultural and creative products for marketing. At the same time, preferential marketing is given when using city products and tourist attractions, in order to increase the city's brand awareness and improve user stickiness.

4. CONCLUSIONS

The city environment does not only refer to a pure physical environment, but an environment with a sense of social identity formed by adding social and cultural attributes to the physical environment. The process of regenerating the original city is to give the city social and cultural attributes. The regeneration design is not only to improve the urban environment, but also to establish communication with community residents, integrate regional cultural resources, create cultural added value, and develop a variety of marketing content based on this, so as to promote efficiency and face the regeneration of future city. Utilizing the unique historical and cultural resources of Shanghai to develop the city

brand identity strategy is based on the brand development of "city cultural commodities" that enhance the cultural value of the city. In an environment where various cities have successively developed city brands and competition is becoming increasingly fierce, the establishment of a city brand identity strategy should be based on the city's history, culture, and artistic thinking. While ensuring the human-oriented cultural value, we must take into account the functionality and artistry of a cultural city. We should utilize low-cost development to create cultural space and enhance the cultural value of city branding. The city brand identity strategy that enhances the cultural value of the city can increase the sense of participation and pride of city residents, thereby forming the economic effect of unity among residents, attracting the inflow of external population, and becoming the driving force for activating the cultural industry. The purpose of the city brand identity strategy created through soft culture is to create city culture and life value and sense of identity behind city residents, not to produce cultural works.

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