

Zigong Lantern Festival Folk Culture Brand Image Design and Application

Wen Dan¹ and Sakchai Sikka²

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Abstract

This research study is qualitative research. The researchers have three goals: 1) A study and analysis of the history, development and living conditions of the folk culture of the Zigong Lantern Festival. 2) Study and analysis on Zigong Lantern Festival and folk culture brand image design strategy. 3) Design to promote folk culture brand image Zigong Lantern Festival.

The population and samples used in this study were divided into two groups: 1) the population used to study the information of Zigong Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival). 2) A group used for designing and analyzing data. The sampling technique used is purposeful sampling. The tools used in the study include surveys, interviews, observations, and questionnaire surveys. The statistics used are means (\bar{X}) and standard deviation.

As far as the research results are concerned, as a national intangible cultural heritage, the Zigong Lantern Festival has important brand status and value. But it faces problems such as relatively single form and weak brand image recognition ability. Therefore, researchers have deeply explored the unique cultural and historical background of the Zigong Lantern Festival,

¹ Master of Arts student, Fine and Applied Arts Research and Creation, Faculty of Fine and Applied Arts and Cultural Science, Mahasarakham University; e-mail : 453113087@qq.com

² Associate Professor, Faculty of Fine and Applied Arts and Cultural Science, Mahasarakham University; e-mail: sakchaiubu@hotmail.com

integrated effective elements of local tourism culture, and designed a folk cultural brand image with cultural connotations.

An exploration of the application of Zigong Lantern Festival's folk culture image design in contemporary contexts. The researchers conducted the following work : 1) Research and analysis on the Zigong Lantern Festival, and innovatively designed based on its folk and regional cultural elements, such as dinosaurs, lanterns, crowns, etc. 2) Transform it into 5 cultural and creative products that meet market demand and target consumer groups (young tourists). through questionnaire survey to evaluate the satisfaction of the target group with the brand image design of Zigong Lantern Festival folk culture, it is found that: the first place is finished product 5 (key chain) ($\bar{X} = 4.89$), the second place is finished product 4 (canvas bag) ($\bar{X} = 4.85$), the third place is finished product 1 (calendar) ($\bar{X} = 4.82$), the fourth place is finished product 3 (refrigerator magnet) ($\bar{X} = 4.80$), and the fifth place is finished product 2 (mirror decoration) ($\bar{X} = 4.78$). Each project has different suggestions for improvement.

Keywords : Zigong Lantern Festival, Culture brand image design, Design

Introduction

As China's marketization, technological advancement, and specialization continue to progress and develop, the design of brand image is increasingly receiving attention from society, becoming a key factor in brand development. Integrating traditional cultural elements into brand development in a renewed way is a trend and feature of modern brand image design, endowing brands with a deeper historical and cultural significance. The "Zigong Lantern Festival," as a locally distinctive traditional cultural celebration, boasts a profound historical background and cultural heritage, earning recognition as the "Number One Lantern in the World" and gaining fame both domestically and internationally. Leveraging the existing advantages of the Zigong Lantern Festival brand, extracting cultural elements from it as inspiration for brand image design, and further intensifying promotional efforts can diversify and enhance the Zigong Lantern Festival's visibility and economic benefits. Currently, research on the brand image design of the Zigong Lantern Festival is still in the exploratory development stage, both in theory and practice. Therefore, studying its brand image design has naturally

become an unavoidable practical issue. (Kevin Lan Keller, 1998) pointed out that geographical location or a certain spatial area can also become a brand. Gnoth J (2002) proposed the conceptualization of tourism systems, and the promotion of system management processes gradually extended the attributes of tourism brands to other products and services. Pike S (2009) found that through value-based brand positioning themes, tourist destinations will attract a wider range of travelers, making them stand out among numerous tourist destinations. Therefore, tourist destinations must be distinguished from other competitors through brand positioning. In the study of tourism destination brand image. Liang Mingzhu (2006) talked about this in the book "Research on Tourism Destination Brands" Wolfgang from the University of Applied Sciences Stralsund in Germany took the research of some non-EU tourist destinations as an example and emphasized the important role of the Internet in shaping the brand image of tourist destinations in the current information age. Based on the cultural image design of the Zigong Lantern Festival, an analysis of the consumption behavior in the young tourist market was conducted. This involved extracting the most representative elements from regional and folk culture for both brand image and product design. The goal is to enhance brand recognition, increase brand awareness among tourists, and strive to fully embody distinctive cultural features within the same category of brands. Simultaneously, efforts are made to expand brand promotion, align with the trends of the digital era, and cater to the needs of the target audience. The objective is to diversify and enhance the brand's influence and economic benefits within the context of the evolving digital age.

Research Objectives

1. A study and analysis of the history, development and living conditions of the folk culture of the Zigong Lantern Festival.
2. Study and analysis on Zigong Lantern Festival and folk culture brand image design strategy.
3. Design to promote folk culture brand image Zigong Lantern Festival.

Literature Review

Tian Qian (2011 : 130) once gave this idea about The Zigong Lantern Festival is a comprehensive cultural and artistic carrier that integrates politics, economy, culture, art, craftsmanship, and ethics. Due to its extensive display experience in different locations both domestically and internationally, it has the attribute of being a mobile cultural resource.

State Council (2019 : 41) previously provided policy guidelines in the document released by the State Council, it is emphasized to build a tourism destination brand with high social awareness. The development of the tourism industry will promote the integration of cultural tourism and modern technology.

State Council (2018 : 15) once proposed the concept of "cultural tourism integration" has led to a series of policy documents issued by governments at all levels, which have had a significant impact on promoting the development of cultural tourism. On March 22, 2018, the State Council issued the "Guiding Opinions on Promoting the Development of Comprehensive Tourism Industry", highly evaluating tourism destination brands.

State Council (2019 : 41) previously provided policy guidelines On August 23, 2019, the State Council issued the Opinions on Further Stimulating the Consumption Potential of Culture and Tourism, proposing to promote "Internet plus Tourism", develop holiday and night economy, support the development of intangible cultural heritage themed tourism formats, and promote the integration of culture, tourism and modern technology.

Tian Qian (2011 : 135) once proposed taking the Zigong Lantern Festival as an example, this paper deeply explores the necessity and feasibility of integrating folk festivals with the development of cultural industries. Based on this, development suggestions are proposed, such as emphasizing cultural brand construction, highlighting its own festival characteristics, and strengthening industry association management;

Chunmei Gu, Yi Min (2012 : 92) once proposed a study was conducted on the development of the Zigong Lantern Festival brand, proposing issues related to the hosting mode, industry management, external marketing, and cultural product construction of the Zigong Lantern Festival cultural brand, and providing targeted solutions.

Chuan Liang (2007 : 136) once proposed a study was conducted on the relationship between the Zigong Lantern Festival and the development of urban culture. It was pointed out that the lantern festival updates and transmits the cultural image of Zigong, and it is advocated that Zigong build a pillar industry around colorful lanterns, and build itself into a historical and cultural city. The development of the cultural industry is promoted in urban infrastructure construction, urban planning and renovation, as well as the undertaking and hosting of festival activities;

In addition, there are some theoretical research achievements in the Chinese academic community that have comprehensively studied, discussed, and introduced the Zigong Lantern Festival, mainly based on the observations and experiences of relevant practitioners and even the introduction of lantern culture. The book "The Rise of the Lantern City - My Memories" written by Hu Desi tells the story of the process from preparing to resume the Zigong Lantern Festival in 1983 to the author's retirement in 1993, during which the Zigong Lantern Festival "took place" and "went out" over the past decade, providing detailed information for researchers of the Zigong Lantern Festival. In the same year, Hu Desi's edited works "Chinese Zigong Lantern" and "The First Lantern in the World" also detailed the development of the Zigong Lantern Festival from multiple aspects. In addition, the "Zigong Lantern Festival Chronicles" (1994) compiled by the Zigong Lantern Trade Management Committee and the "Chinese Lantern Culture" (1996) by Song Liangxi are both very helpful for the advancement of related academic research.

Scope of Research

1. Research area

Main study location: The study area is Zigong City, Sichuan Province, China. China Zigong City, Zigong Lantern Park, Zigong Lantern Museum, Lantern World.

Zigong City, also known as the Millennium Salt Capital and Southern Light City, is a prefecture-level city under the jurisdiction of Sichuan Province, a medium-sized city, a central city in southern Sichuan, and a central city in the southern part of the Chengdu-Chongqing Economic Circle. Luzhou City and Yibin City are adjacent to Qianwei County and Jingyan County

in the west, Renshou County, Weiyuan County, and Neijiang City in the north; the terrain is high in the northwest and low in the southeast; it has a subtropical humid monsoon climate; the city covers an area of 4,381 square kilometers. By the end of 2022, the city will govern 4 districts and 2 counties. By the end of 2022, the city's permanent population will be 2.452 million. (Baidu Baike, 2022 : Online)

2. Time

The duration of the research operation between: July 2021 - August 2023.

Research Methods

This study uses a combination of qualitative and quantitative research methods, which are structured as follows.

1. Population and Sample: Population in this research means employees related to the Zigong Lantern Festival and visitors to the Zigong Lantern Festival. Sample In this research was obtained by purposive sampling consisting of the following : 1) Tourists at Zigong Lantern Festival Scenic Spot 2) Staff of the Lantern Museum. 3) Souvenir sellers 4) Designers

2. Instrumentation: Surveys, interviews, observations, questionnaires

3. Data Collection : Gather information through literature reviews. Documentation data is drawn from sources such as research publications, journals and municipal government documents. In December 2022, the researchers conducted three field investigations in Zigong. recorded information about the Zigong Lantern Festival, interviewed the staff of the Lantern Museum, and obtained true and accurate information from inside. I inspected Zigong City, Zigong Lantern Park, Zigong Lantern Museum, and Lantern World, and investigated the status quo of the Zigong Lantern Festival folk culture brand. In January 2023, through a questionnaire survey, a survey will be conducted on young tourists' purchases of products with the characteristics of the folk culture of the Zigong Lantern Festival, and an evaluation survey will be conducted on the image works designed by the researchers.

4. Data Analysis: 1) Analyzed the consumption behavior of tourists in the image product market 2) Carry out market test and analysis on the designed image products

5. Research presentation: 1) Full paper : Complete research report 2) Journal articles: Publishing in academic journals 3) Completed image design and produced five finished product designs. (keychain, mirror ornament, canvas bag, fridge magnet, calendar)

Research Framework

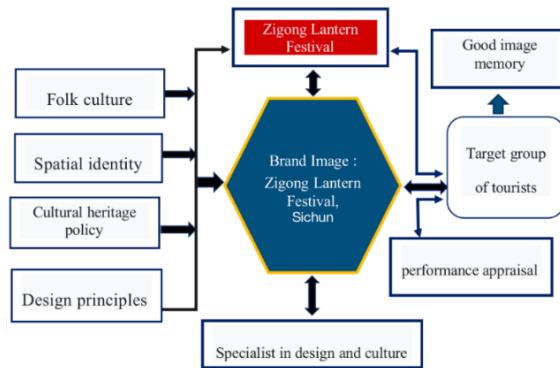


Figure 1 Research framework.

This study focuses on the brand image design and product application of the Zigong Lantern Festival, a national intangible cultural heritage. While the festival has evolved into an international brand, driving local tourism and lantern industry growth, it faces challenges such as insufficient promotion and weak brand recognition. The festival holds multiple values, including cultural inheritance, tourism promotion, and community cohesion. To enhance the brand image and foster development, the research framework considers the consumption behavior of young tourists in the market, emphasizing the exhibition of cultural characteristics through brand image and product design. Through avenues like cultural exchange, cost reduction, and innovation, the goal is to activate the brand, stimulate the development of cultural tourism, and contribute to the economic and cultural prosperity of the Zigong region.

1. Definitions of Specific Terms

Zigong Lantern Festival refers to the Zigong International Dinosaur Lantern Fair Economic and Trade Fair, which is a national intangible cultural heritage and a traditional folk cultural festival with local characteristics, with profound historical and cultural origins.

Folk Culture refers to the practice and way of life of the people in that locality. There are both similarities and differences in each locality. It is expressed through activities, festivals, traditions, rituals and traditions that have been passed down from generation to generation. In this research, it refers to the folk culture of Zigong, Sichuan Province, China.

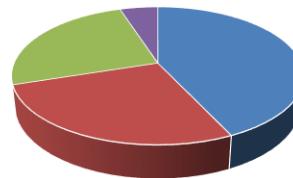
Brand image refers to the feelings of the target audience towards the image of an event, festival or organization through the perception of images created in various forms. which in this research This study will study the spatial cultural identity and other identities associated with Zikong, Sichuan Province, China, to create a memory of the Zigong Lantern Festival in various forms. with the purpose of promoting a good image for the Cikong Lantern Festival tourism activities.

Research Results

1. Through the analysis of the origin of the lantern festival, the development of Zigong city, and the history of the Zigong lantern festival, an interpretation of the current status of the Zigong lantern festival brand, SWOT analysis, the value of Zigong lantern festival folk culture brand, and the issues in the visual image development of the Zigong lantern festival tourism brand is provided. It is discovered that the image of the Zigong lantern festival folk culture brand needs to be updated, there are deficiencies in brand image recognition, and there is a lack of culturally and creatively oriented products. Therefore, there is a need to innovate the image design of the Zigong lantern festival folk culture brand to enhance its attractiveness, diversify to improve economic benefits, reduce marketing costs, and increase engagement with tourists. Additionally, establishing examples and development paths will contribute to gaining greater recognition and influence for the Zigong lantern festival folk culture brand.

2. By delving into the exploration of the strategy and methods for the image design of the Zigong lantern festival folk culture brand, and drawing inspiration from case analyses of other successful brands, this design aims to unearth the distinctive cultural and historical background of the Zigong lantern festival. It seeks to integrate effective elements of local tourism culture, crafting a folk culture brand image with cultural significance that highlights its

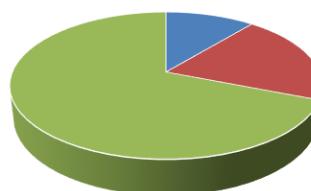
uniqueness. The design process and methods encompass research, positioning, strategy, creativity, representation, and testing.



- 43% of tourists from Sichuan Province other than Zigong City
- 27% of local tourists in Zigong City
- 25% of tourists from outside Sichuan Province
- Foreign tourists 5%

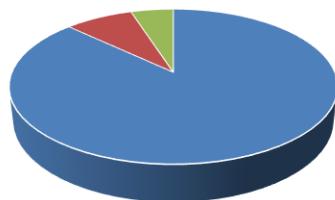
Figure 2 Tourist source spot check statistics

According to the survey results, 11% of tourists think that the brand image of Zigong Lantern Festival folk culture is good, and 20% and 69% of tourists feel that the brand image of Zigong Lantern Festival folk culture is average, and 69% have no impression, reflecting that people have not absorbed and received the local culture when experiencing scenic spots. Tourism characteristic culture, did not leave a deep memory point.



- 11% better brand image
- Generally
- No impression of brand image 69%

Figure 3 Zigong Lantern Festival folk culture brand image evaluation spot check statistics



- No corresponding tourism cultural and creative products 87%
- The number and types of tourist souvenirs are reduced by 8%
- other 5%

Figure 4 Spot check and statistics of Zigong Lantern Festival folk culture brand image problems

3. In the goal and positioning stage of the design, the core objective of the Zigong Lantern Festival folk culture brand image is clearly defined to emphasize its rich historical and cultural heritage, attract more tourists and audiences, and promote the flourishing development of the local cultural tourism industry. Regarding positioning, the brand image of the Zigong lantern festival is positioned as a representation of traditional and modern folk culture, guided by principles of simplicity, memorability, cultural relevance, and adaptability to various media channels.

In the design philosophy stage, researchers emphasize the combination of Zigong lantern festival's historical culture with modern society, highlighting its uniqueness to capture the interest and attention of a wide audience. Through design, the goal is to create a brand image with a distinct personality and rich cultural significance, establishing it as a representative and respected folk culture brand in the public's perception.

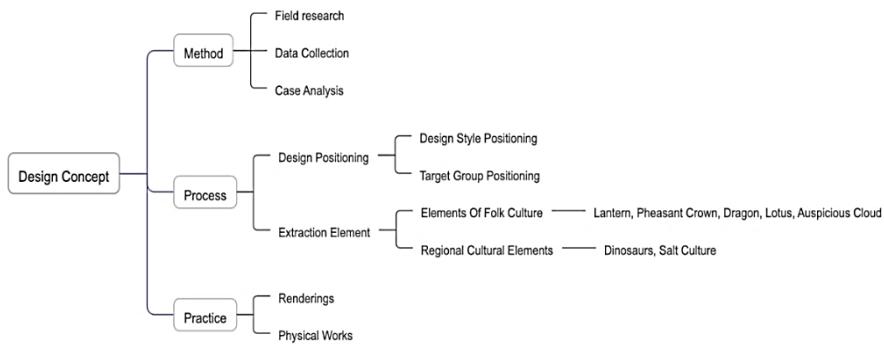


Figure 5 Conception of Zigong Lantern Festival Folk Culture Brand Image Design

The process of designing the folk culture brand image for the Zigong lantern festival involves 7 detailed steps, as discussed by researchers.

The first step is form extraction, which involves extracting the core cultural elements of the Zigong lantern festival, such as lanterns, auspicious clouds, and headdresses, and incorporating them into the brand image design. In the process of extracting these design elements, emphasis is placed on their simplicity and recognizability, ensuring that the brand image can be effectively conveyed across different media channels.

Through a detailed design process, at the prototype design stage, a preliminary brand image design was developed based on the extracted elements, resulting in an initial prototype. This stage is crucial in the design process, and researchers continuously optimize and refine the prototype to ensure the accurate expression and communication of the brand image.

The second step is color induction, selecting the auspicious and meaningful tangerine red as the color for the lanterns, along with the color green for the dinosaur.

The third step is emotional construction, reflecting the personalized traits of the brand image through character scripts and other setups. This involves concretely embodying the soul of the brand in actual visual elements, creating a personality for the folk culture brand image of the Zigong lantern festival.

The fourth step is finalizing the design of the brand image. In the last design phase, the image name, logo, and other related design elements are consistently aligned with the

positioning of the Zigong lantern festival folk culture brand. A successful brand image positioning can create unique value by integrating various advantages, establishing a strong connection with the general public and tourists, and capturing and expanding the tourism market, thereby enhancing the competitiveness of the tourism brand.

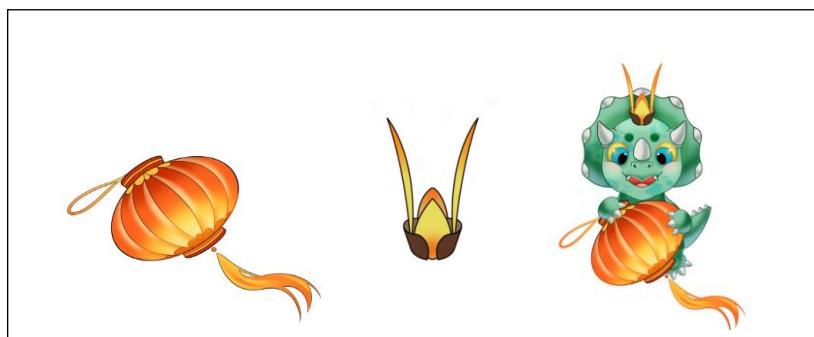


Figure 6 Final draft of lantern, pheasant crown, and small dinosaur (colored draft)

The fifth step is completing the prototype illustrations. During the product design phase, researchers apply the brand image design to various products such as calendars, clothing, bags, and others, enhancing the dissemination effect and coverage of the brand image.

The sixth is the finished product illustration



Figure 7 Finished Image

The seventh step involves market testing, purposefully conducting random sampling on young tourists. A total of 106 questionnaires were collected. According to the analysis, the top-ranked product is the keychain, rated very good (average score = 4.89). The second-ranked product is the canvas bag, also rated very good (average score = 4.85). The third-ranked product is the calendar, rated good (average score = 4.82). The fourth-ranked product is the refrigerator magnet, rated good (average score = 4.8). The last-ranked product is the mirror ornament, rated good (average score = 4.78). Overall, the ratings are very good (average score = 4.83), with different suggestions for improvement for each product. From the 106 participants in the survey, it can be seen that the majority are satisfied with this design. Drawing inspiration from traditional cultural elements can further enhance the promotional efforts of brand design and make the popularity of the Zigong lantern festival more diverse.

| NO. | Title of work | Ranking | X | SD | Result |
|-----|---------------------------------------|---------|------|------|-----------|
| 1 | Finished product 5 (keychain) | 1 | 4.89 | 0.41 | Very good |
| 2 | Finished product 4 (canvas bag) | 2 | 4.85 | 0.4 | Very good |
| 3 | Finished product 1 (calendar) | 3 | 4.82 | 0.39 | Very good |
| 4 | Finished product 3 (fridge magnet) | 4 | 4.8 | 0.39 | Very good |
| 5 | Finished product 2 (mirror ornaments) | 5 | 4.78 | 0.37 | Very good |

Figure 8 Market Test

Research Discussion

The research results show that by designing a folk culture brand image with cultural connotations and using derivative products, the problems of the Zigong Lantern Festival's relatively single form, insufficient publicity and promotion, and weak brand image recognition can be solved.

Zigong Lantern Festival, a national intangible cultural heritage, boasts a rich history and profound folk culture. As a significant local brand, it has evolved into an international one, driving the development of tourism and lantern industry. It holds potential in preserving historical culture, attracting tourists, and promoting economic growth. However, the brand suffers from an outdated image, insufficient recognition, and a lack of cultural innovation.

Through image redesign and creative cultural products, the festival can enhance its appeal and competitiveness, reduce costs, and strengthen connections with tourists. Establishing examples and development paths will contribute to national recognition and influence. Zigong Lantern Festival is crucial for local historical heritage and cultural tourism development. Efforts to create a vibrant and captivating image aim to attract more tourists and stimulate urban prosperity.

In-depth discussions on folk culture brand image design strategies and case studies by researchers provide valuable insights for the Zigong Lantern Festival's brand image design. Design principles include a clear design concept that integrates historical and cultural elements with modern society, emphasizing uniqueness. Adhering to design principles such as simplicity, memorability, cultural relevance, and adaptability to multimedia ensures brand image consistency. Drawing inspiration from successful brands like Japan's "Kumamon Bear" and the Winter Olympics' "Bingdundun," creating a cute image and incorporating traditional Chinese elements can be considered. Digging deep into Zigong Lantern Festival's distinctive culture enhances its attractiveness. Utilizing various media for promotion continuously enriches the application of the brand image. The design process involves research, positioning, strategy formulation, creative design, presentation, and testing. Questionnaire surveys and field research help understand tourist perceptions and demands. Testing and collecting user feedback ultimately refine and optimize the brand image design. The results of this research correspond with that of another research by Sakchai Sikka (2009 : Abstract) Used to do research on Wood-Carving Art in Mekong Basin Region, Conversation and Application in Design. the researcher recommends guidelines for application to contemporary product design by inventing the design process suitable to taking art as inspiration in creating design. There are 6 steps in the process : 1) Analysis of consumer needs 2) Creating the inspiration of design 3) Market positioning 4) Creating distinctive characteristics 5) Design 6) Implementation

During the brand image design process of the Zigong Lantern Festival folk culture, the researchers extensively discussed goals, positioning, concepts, design schemes, product designs, and market tests. Through this comprehensive design process, a solid foundation has been established for the brand image construction of Zigong Lantern Festival folk culture. The core objective is to highlight its rich historical and cultural heritage, attract more tourists, and

promote the development of the cultural tourism industry. In terms of positioning, the brand image is positioned as a representative of traditional and modern folk culture, adhering to the principles of being concise, memorable, in line with cultural connotations, and adaptable to multimedia communication. The design concept emphasizes the fusion of historical culture and modern society to capture the attention of tourists. By creating a brand image with distinct personality and cultural connotations, it becomes a recognized brand in folk culture. Core cultural elements such as lanterns, auspicious clouds, and crowns were extracted in the design, focusing on simplicity and recognizability to ensure effective communication across different media. In the prototype design stage, continuous optimization ensures accurate expression of the image. The brand image is applied to various products such as calendars, clothing, and bags to enhance communication effectiveness. In the market testing stage, through physical production and public feedback, recognition of the brand image is understood, with room for further optimization. The results of this research correspond with that of another research by Waratchaya Tanoosin (2021 : Abstract) The results show that brand image factors including attitude, benefits, uniqueness of brand associations, favorability of brand associations and attributes of brand associations affected the buying decision of product.

Research Suggestions

This study designed a folk culture brand image "LongLong" with cultural connotations. By creating a brand image with distinctive personality and cultural connotations, it became a recognized brand in folk culture. And 5 image derivative product designs, including : 1) keychain 2) canvas bag 3) calendar 4) bridge magnet 5) mirror ornaments. Enhance the brand's attractiveness and competitiveness, reduce costs, and strengthen connections with tourists. During the market testing phase, physical production and public feedback are used to understand the recognition of the brand image, and there is room for further optimization.

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