



УДК 658.62:7.05

INNOVATION STRATEGIES FOR PACKAGING DESIGN OF CHINESE TIME-HONORED BRANDS

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To protect China's time-honored brands and boost their innovative capabilities, the current issues of brand visual aging, lack of packaging innovation, and single channels are explored. Strategies like differentiated brand positioning, fun packaging visuals, and diversified media are proposed.

Keywords: packaging design, brand positioning, interactive packaging, brand communication.

INTRODUCTION

China's time-honored brands have historical, reputational, cultural, and brand value, and a deep-seated cultural background. They're the precious historical heritage of the Chinese nation and embody Chinese people's values. Today, new media gives these brands a broader stage for packaging design. Yet, as consumers' aesthetics improve, packaging design faces higher demands. The enterprises' insufficient understanding of consumer needs in this new - media context makes their packaging design less targeted and attractive.

PURPOSE

Chinese time-honored brands have historical, reputational, cultural, and brand value and a deep-seated cultural deposit. Protection and inheritance are crucial for them. Meanwhile, it's essential to continuously innovate and optimize packaging design while retaining traditional characteristics to adapt to market demands and consumer aesthetic trends in the new media context.

Enterprises need to enhance communication with consumers and gain insights into their needs and feedback. Based on this, they can devise innovative packaging design strategies for brands. This will help time-honored brands rejuvenate, expand their consumer base, and achieve sustained and efficient development.

RESULTS AND DISCUSSION

Analyzing a brand's visual identity is a quick way to grasp its current state. Time-honored brands often spread around the brand, products, services, events, and time-honored status, so the brand image must be recognizable and unique.

When visiting some time-honored brands for research, it was found that enterprises would first habitually promote "China's Time-Honored Brands" as a selling point. Compared with similar products, they lack brand positioning, making it



hard for consumers to distinguish different companies' products and resulting in a blurry overall brand impression.

As times have changed, today's packaging market is highly competitive with all kinds of packaging. The packaging image is more important. Time - honored brands often have weak main - brand awareness. They simplify the original brand packaging, leading to a single product range and ordinary packaging forms. Although they have a deep cultural background, this is often overlooked or not fully developed in packaging design. Some brands' packaging sticks to traditional techniques and styles, lacking a modern touch. It doesn't meet modern consumers' aesthetic needs, restricting the competitiveness of these products in today's market.

Many time-honored brands have long spread brand info via traditional channels like TV, newspapers, and outdoor ads. With the Internet's spread and the rise of new media, consumers' info - receiving ways and shopping habits have greatly changed. Yet, many such brands haven't kept up; they lack deep understanding and effective use of new media platforms. Even if some enter the new media sphere, they often perform poorly due to the lack of a professional - operation team and experience. To solve these problems, time-honored brands should actively expand into diverse communication channels, make better use of and manage new - media platforms, and deeply explore and spread their brand stories and cultural essence. This boosts brand awareness and reputation. By innovating communication methods, they can overcome the limits of traditional channels and achieve efficient, precise brand communication.

Today, with information overloading, the audience's brand perception is diverse and complex. The brand's packaging, reputation, experience, and social - network presence must all convey the brand's personality and value in a comprehensive, systematic way. When positioning time-honored brands, it's necessary to maintain tradition while considering both inherent quality and visual identity. A unified brand image should be established and applied across all brand touchpoints. Brand positioning, as the crux of brand strategy, not only differentiates the brand from similar products but also helps potential customers recognize it. It aims to create a uniform brand image through touchpoints and instill brand culture in consumers' memory via these touchpoints. As Al Ries and Jack Trout noted, a strong brand symbol focuses the brand image, making it more recognizable and memorable [1].

Product packaging, available for market consumption, meets consumer needs. It's a direct brand image that communicates a brand's core values to consumers. When redesigning packaging, consider target consumers, market economy, sales channels, social culture, and competitor products. Tailor cultural value to different consumer groups for brand identity. Innovatively fuse specific artistic symbols like shape, text, patterns, color, and material to create a unique visual language. Highlight product attributes, convey brand emotions, and boost consumer interest by blending regional culture and retaining classic visual elements [2].

For graphics, communicate product images to consumers, sparking purchase desire and visual enjoyment. They can be food-related (origin, ingredients), logos, symbols, etc. The presentation can be concrete or abstract



geometric forms, but must have strong visual appeal, giving consumers product info and visual pleasure.

For visual presentation, use fun strategies. This distinguishes the brand from its peers and creates a classic yet fun visual image, ensuring the packaging is informative and attractive, driving brand awareness and consumer engagement.

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CONCLUSIONS

Time-honored Chinese brands, with unique crafts and products, symbolize urban identity and leave a deep consumer impression. In fierce competition, these old brands must constantly renew their thinking to maintain vitality. Currently, they face challenges like brand visual aging, lack of packaging innovation, and single-channeled communication.

To address these, they should adopt strategies such as differentiated brand positioning, fun-visual packaging, and diversified media. Brands need to deeply understand consumer needs, enhance interaction, and communicate more. Innovative packaging and effective brand communication can boost brand awareness, reputation, and consumer engagement, helping brands thrive in modern markets.

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ЧЖАН Ціці, ХИНЕВИЧ Р.

ІННОВАЦІЙНІ СТРАТЕГІЇ В ДИЗАЙНІ УПАКОВКИ КИТАЙСЬКИХ БРЕНДІВ З БАГАТОРІЧНОЮ ІСТОРІЄЮ

Щоб захистити перевірені часом китайські бренди та підвищити їхній інноваційний потенціал, досліджуються поточні проблеми візуального старіння брендів, браку інновацій у пакуванні та одноканальності. Пропонуються такі стратегії, як диференційоване позиціонування бренду, веселі візуальні ефекти на упаковці та диверсифіковані медіа.

Ключові слова: дизайн упаковки, позиціонування бренду, інтерактивна упаковка, комунікація бренду.