

The Application of IP Image in Brand Communication--Taking Disney Animation Characters as an Example

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Abstract: In the era of advanced network technology, IP images play an increasingly important role in brand design, and major IPs at home and abroad such as Harry Potter, Marvel, Disney Princess series, etc. IP images can enrich the way of brand promotion and shape the brand influence with its unique personality, thus spreading the brand concept more widely and flexibly, and shaping the brand influence. This paper will take Disney's image as an example to discuss how IP images in brand communication can position their own brands and how to spread them.

Keywords: Disney; Brand Culture; Multiple Sales

1. Introduction

IP image as a brand virtual spokesman can enrich the brand communication channels to better convey the brand value concept to shape the brand influence, nowadays foreign IP development is very mature, national comics lack of foreign markets, domestic IP Nezha, White Snake, etc. gradually in the development of progress, but still less research on how to spread IP, this paper will take the image of Disney as an example to explore how IP image spread brand. The domestic literature is more one-sided analysis of the domestic market, but not combined with the international market, foreign literature has relevant analysis of how Tokyo Disney operation management, this paper on this basis combined with the domestic and foreign markets and summarize the success of the Disney case, to explore how the national comic can learn from the Disney case to open a broader international market.

2. SIGNAL ACQUISITION

2.1 History of Disney

In 1919, Walt Disney and Ubu Ewoks, two young men, hit it off and founded the Ewoks-Disney Commercial Art Company. The two created the first animated sound "Mickey Mouse". Later, the first color animation "Flowers and Trees" was released. During World War II, the development of Disney animation also encountered difficulties. Disney began to hire live actors and successfully created the first full-length live-action and animated movie. Disney held on to its dream, warming the hearts of many people as children during the war. Due to the tragic death of Walt Disney, the Disney Company was faced with a financial crisis. After a long hibernation, the Disney Company revived, began to build Walt Disney World, acquired Pixar, Marvel and other classic animation rights, to get rid of the crisis of survival, with Pixar's advanced animation films, began to create "Animal City", "Frozen" and other outstanding works. Understanding consumers, understanding the market, the courage to develop, dare to innovate is the key to Disney in the animation world long standing invincible.

2.2 Disney's brand positioning

Disney as the United States "Forbes" magazine top 100 brands, its cultural products in today's commodity economy has a very high commercial value. The entire Walt Disney Company has positioned itself in the film and entertainment region, with the core of its

business being the world-famous animated feature films, live-action movies and musicals. Through the production of different types of animated films, Disney has brought its own unique artistic and commercial value to bear. The audience covers all age groups and classes, thus accelerating the development of its entire industry chain. The online and offline development brings fairy tales to life and provides excellent, efficient and detailed services to visitors. Now, the world has established six Disneyland, Disney is located in the world's largest amusement theme park, and according to the cultural characteristics of different countries to create different theme parks, from the environment, entertainment equipment and other detailed planning of the park. For example, the Disneyland in Shanghai is in line with traditional Chinese culture, adding the "Twelve Friends Park" to correspond to the 12 Chinese zodiac signs, and switching the language of the characters in the park to Chinese. It is worthwhile to learn from Disney's efforts to gain global recognition of its corporate culture in a cross-cultural context.

2.2.1 Emotional orientation

Disney gives each movie protagonist a different character, for example, the initial Mickey Mouse optimistic and open-minded, friendly and sincere, dare to think and do anthropomorphic image of IP to the later princess IP. They are not only shaping a consumer favorite character IP, but also fit the development theme of the era of female awakening, so that when consumers watch animated movies, not only can they get the fantasy-filled ideas in animated movies, but more importantly, they want to express their value proposition through character IP to meet the psychological independence needs of consumers are increasingly accepted by the market. The emotional value of Disney IP has a strong infectious power, "I like" is often more attractive than "I need" for a long time, with the IP image to move the hearts of consumers emotional appeal is often more profound than the consumers in the impulse to make a decision to feel the memory, but also more easily to draw closer to the consumer. At the same time can also more easily close the distance between the brand and the target customer, so that consumers quickly identify, love the Disney IP, more willing to spend for Disney, enhance consumer brand loyalty to its products.

2.2.2 Category positioning

Disney theme parks to create service products to immerse visitors in the experience of play, to create a fantasy land, the castle as a symbol of the character of the princess features to create a personalized castle. Its staff has a very high degree of uniformity. Disney focus on allowing employees to integrate into the role, its staff will be strictly trained to ensure that employees play the role of IP with the character character and the film to fight the spread of emotional value unity, to construct a perfect fairy tale kingdom for consumers to immerse themselves in the fairy tale. Because Disney has a distinctive fairy tale theme and unique local cultural development environment combined with the atmosphere, its monopoly in the world of animation and IP image has been deeply rooted in the hearts of people, so there is no strong alternative substitutes.

2.2.3 Consumer group positioning

Disney's target audience is located in all people with fantasy and childlike innocence, family-oriented, set the concept of parent-child park, without limiting consumer groups, set the park in convenient transportation, developed cities and crowded places, so it can better attract consumers of all levels of age groups. The safety factor of the park's internal amusement facilities is high and the danger factor is very low, so that consumers can participate in every one of them when they play with the whole family. The facilities in the park experience humanization at all times, the height of the trash cans are set to match the height of the children, and the ambient sound sets the fantasy world experience. Disney advocates "staff to serve visitors, managers to serve employees", the interests of consumers in the first place, it can be seen that its respect for the value of grassroots staff, care and incentive.

2.3 The Disney brand IP image how to spread

Marketing must start from the needs and minds of consumers, with the maximum amount of corporate resources can meet the design to control the style of the product, to meet the needs of the target consumer groups, and ultimately the company's product-specific image through some means profoundly reflected in the hearts of consumers. Walt Disney has said, "Everyone

envisions, designs, and creates the most wonderful place in the world in their own mind, and the only person who can really turn dreams into reality is himself." Disney in the economic downturn in the situation can still attract a large number of consumers, is because Disney has its own unique corporate brand culture, management model and mode of operation.

2.3.1 Brand culture

Behind every successful company is inseparable from an excellent corporate culture, Disney's cultural philosophy is "happiness equals wealth". Only the emotional value of the brand should be in line with the corporate culture, so as to ensure that the company always support the brand. Disney's business philosophy of "giving visitors joy" is implemented in the evaluation behavior and performance of each employee, so that employees bound by the corporate culture can naturally reflect the brand's values in their behavior, thus winning the recognition and trust of consumers. For example, Tokyo Disney uses the SCSE principles in training its employees, which include four aspects: safety (Safety), courtesy (Courtesy), performance (Show) and efficiency (Efficiency). Safety" means that the company must fully consider the safety of the product before displaying it to ensure that consumers can use the rides, purchase products and enjoy food without fear, and to ensure the safety of consumers' lives. "Politeness" means that employees must always observe etiquette when dealing with consumers and handle problems for visitors appropriately. "Performance" means that when employees wear uniforms, they are on the stage and need to maintain a good mood every day, enter the role of "master of the park", these neatly dressed, bright and well-trained "stage members" need to always maintain the stage perfect, in order to build a dream kingdom. The last point, "efficiency" refers to allowing as many consumers as possible to experience the park's entertainment facilities, helping consumers to efficiently solve the problems encountered. Maximize the interests of the consumer, and put the consumer first. Of course, this rule of Disney can and should be implemented in the general business management and operation practices.

2.3.2 Mass Communication

After Disney has established its brand value through the construction of a fantasy fairy tale and the display of different IP characters' personalities, its products must be able to communicate with target consumers efficiently. Disney communicates with consumers through advertising campaigns on major websites, radio stations, newspapers, and short video platforms, repeatedly promoting the "Light Up Your Dreams" park features, hiring celebrity spokespeople, initiating and participating in public service activities, or designing appropriate packaging, registering its own official website app to provide electronic maps, and keeping the park updated with news. The company also uses marketing tools such as celebrity spokespersons, initiating and participating in charity events, or designing appropriate packaging, registering its own official website app to provide an electronic map, and updating the park news to communicate with consumers and promote its emotional value. Disney's animation likes to use a small character's perspective to interpret the direction of the big world, that is, Disney's aspiration to the big world. Take the movie "Journey of the Heart" as an example, it provides a relevant explanation about the meaning of life from a young man who is passionate about music to find a job but die unexpectedly to his death and look back on his life, using other people's souls to see the world and experience life so as to understand the value of life. The film is beautifully handled on the screen, the director has developed a special technique of tracing lines to shape the screen image of the character of the mind, incorporating personal experience into the script field visits and research to ensure that the culture is presented in its original form, allowing the audience to associate it with real life without lacking the dream scenes that exist only in the imagination.

The success of a brand often focuses on the customer's experience and feelings, creating and catering to the needs of the audience to convey the right values, forming a strong emotional connection to resonate, and thus gaining the support and followers of the audience.

2.3.3 Diversified sales

Having a perfect industry chain is the core of Disney animation development. Since its inception in 1923, Disney animated films have been leaving an emotional mark on people's lives. In order to use these emotions as a marketing technique to create revenue diversification. By hiring stars to remake live-action movies such as Beauty and the Beast to reap box office, it has mastered the use of

nostalgia and will also produce peripheral products around the movies to create concentricization of the industry. Disney usually creates animated films first, and then places the main characters in the Disney theme parks. Then according to the story of the prototype mass production of dolls, as a derivative of the animation, of course, the doll's clothes and accessories can also reap a profit. All of Disney's animation works are first released in the form of animated movies, and then put into theaters and theaters to earn a certain amount of profit before they are made into video tapes sold to radio and television companies and made into CDs for global distribution. And because the Disney brand premium ability is quite strong, as long as consumers identify with the brand's emotional needs, the brand will create more benefits for consumers beyond the function of the product, while consumers will be less sensitive to the price. Therefore, today's Disney has not only engaged in animation films an industry also to other areas of expansion, watches and clocks, jewelry, bags, home, electronic products and so on, by the majority of consumers, the huge commercial value of the praise.

Conclusion

IP images can effectively help brands to enrich communication channels, spread brand concepts and shape characters to convey brand spirit. Disney brand can stand in the global animation industry, the main reason is not only because Disney was established early to consumers high emotional value, but also its development in other areas to achieve the purpose of Disney. Open the international market, follow the pace of the times, not complacent, continuous innovation and exploration, in order to rainbow, this is the Disney animation to give us the inspiration.

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