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Integration and Symbiosis: The Two-way Empowerment of New Quality Productivity and Marketing Innovation in the New Media Era

Yuanxin Zhou*

Chongqing College of Mobile Communication, Chongqing, China

*Corresponding Author

Abstract

The rise of new media has greatly changed the landscape of marketing, providing unprecedented opportunities and challenges for brands, and the marketing field is undergoing a profound transformation driven by new quality productivity. The purpose of this paper is to explore several innovative marketing strategies empowered by new quality productivity in the new media environment, including brand co-branding, IP operation, new ways to play cultural tourism, and digital and intelligent products and services. The interaction and mutually beneficial symbiotic relationship between new quality productivity and marketing innovation shows the synergistic effect of the two in promoting market development.

Keywords

New Media; New Quality Productivity; Marketing Innovation; Digital Intelligence.

1. Introduction

Under the influence of the digital torrent, the sudden emergence of new media has completely subverted the boundaries of traditional marketing, paving a new channel for brand building and market expansion. The past decade has been a decade of rapid development of China's Internet and the rapid evolution of mobile Internet platforms. In the past decade, the rise of social media, emerging content platforms from long videos to short videos and live broadcasts, and the continuous iteration of technology have brought great changes to the entire marketing industry chain, and the boundaries between advertising, public relations, and content have become increasingly blurred. This information revolution, which is intertwined with the Internet, mobile communication and social media, not only gives brands unprecedented communication power and influence, but also brings unprecedented challenges and opportunities. [1]The field of marketing is undergoing a profound transformation, a profound change driven by new quality productivity, just as the industrial revolution is gradually reshaping the logic and rules of marketing.

In this wave, innovative marketing strategies have sprung up, such as brand co-branding, the rise of cute IP, new cultural tourism marketing, and new products and services born in the context of digital intelligence, which are rapidly changing the face of the market. This article will deeply explore the logic and practice behind these innovative strategies, and reveal the internal driving force and future trends of the marketing revolution in the new media era.

2. Basis Theory

The new quality of productivity is the quality of advanced productivity in which innovation plays a leading role, gets rid of the traditional economic growth mode and the development path of productive forces, has the characteristics of high technology, high efficiency and high

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quality, and conforms to the new development concept. As a concrete embodiment of advanced productive forces, the new quality productive forces are China's innovation and practice of Marxist theory of productive forces, and are the fundamental achievements produced by the cross-integration and breakthrough of scientific and technological innovation. The excellent traditional Chinese culture is an important support for the development of new quality productive forces, which have become a powerful driving force for economic and social development.

With the continuous change of the market environment, the traditional sales model can no longer meet the development of the times and the changes in consumer demand, and marketing innovation is imperative. The future of marketing must be guided by consumer needs, focusing on innovation, personalization and interactivity. Through the use of big data, artificial intelligence and other advanced technologies, we can accurately locate target consumer groups and achieve personalized recommendations and customized services. At the same time, it pays attention to the emotional connection with consumers, and attracts consumers' attention and recognition by creating a unique brand image and cultural connotation[2]. With innovation-driven as the core, the new quality productivity pays attention to technological innovation, management innovation, business model innovation and other aspects of innovation, so as to achieve marketing cost reduction and quality improvement, brand benefit deepening, and rapid performance growth, so as to enhance core competitiveness.

3. New Quality Productivity Empowers Marketing

3.1. Co-branded

3.1.1. Cross-broder Co-branded

Co-branding is the cooperation between two or more brands (or IPs), using the superior resources of both parties, integrating the core elements of both parties, and launching co-branded products, activities or services. In the era of new media, brand co-branding has developed into "everything can be co-branded". In addition, brands seem to be more willing to cooperate with other industries across borders than with brands in the same industry, through which two or more brands can combine their respective advantages to create unique market value and attract potential consumers in different fields, thus achieving a 1+1 >2. The effect of realizing the cross-domain expansion of the brand.

In cross-border cooperation, a striking classic case is the joint brand between Luckin Coffee and Kweichow Moutai. The two brands represent the essence of China's modern coffee culture and traditional baijiu culture, respectively, and their collaboration has broken down industry barriers to launch innovative coffee cocktail drinks. This co-branding has attracted the attention of a large number of young consumers, making Moutai's brand image more youthful, while Luckin has enhanced its brand image by combining with high-end liquor brands. Another successful example is the cooperation between Heytea and FENDI, and related topics have been on the Weibo hot search for 7 hours. A consumer posted the "FENDI Joy Yellow" tea and said: "This is the closest I have ever been to FENDI. "Whether it is Luckin's co-branding strategy or Heytea's co-branding strategy, both are a wonderful collision between high-frequency and low-unit price fast-moving consumer goods and low-frequency and high-end consumer goods.

But in fact, cross-border co-branding is not only in the past two years, in 2019, MAC lipstick joined hands with the glory of kings to launch the heroine's representative color number, which actually achieved good sales; Last year, skincare brand Kiehl's collaboration game "Genshin Impact" caused a heated discussion among game fans. Taking these two as an example, there is no phenomenal popularity similar to Luckin and Heytea. The reason for this is that many factors such as the increasing severity of the external environment, the fading of platform traffic dividends, and the downgrading of consumption have exacerbated the uncertainty of brands

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about future growth. In the face of such a complex market environment, on the one hand, the joint marketing of FMCG products by merchants using limited costs to break the boundaries of the circle and detonate consumer emotions has naturally become a good medicine. In addition, consumers in the post-epidemic era will be more inclined to choose rigid necessities and fast-moving consumer goods rather than luxury goods and non-essential goods[3], Distribution of the number of co-branded marketing in different industries nearly three years, see Figure 1, data from CBNdata.

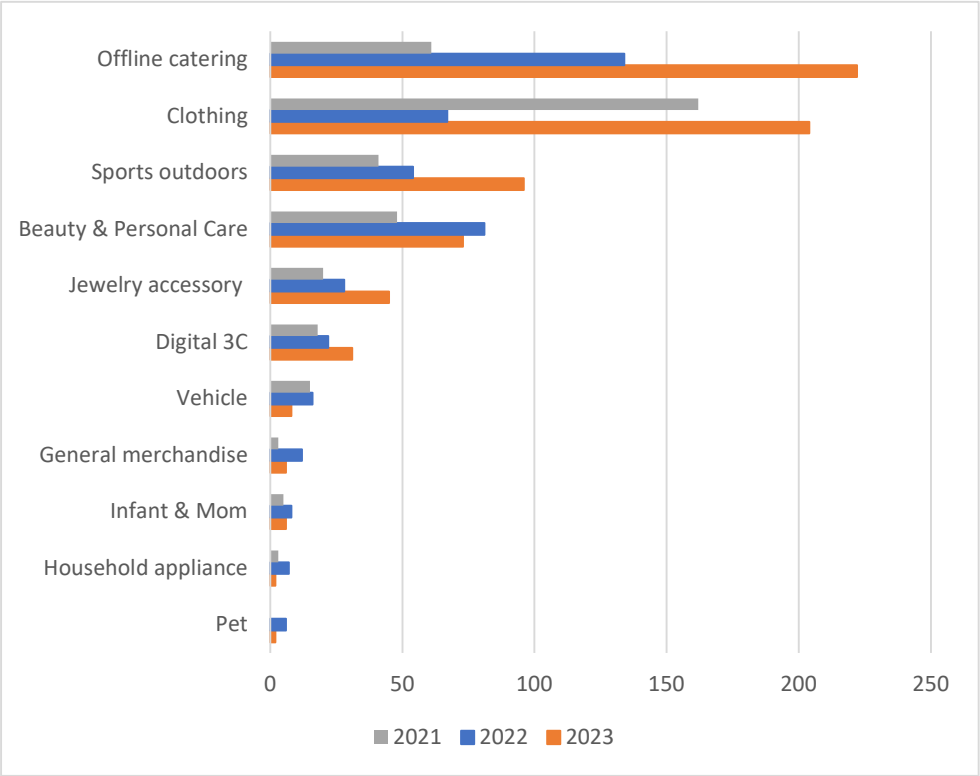


Figure 1. Distribution of the number of co-branded

3.1.2. IP Co-branded

In addition to the FMCG tracks like tea and coffee, the explosion of cute "light" IP in the past two years has also aroused the emotional resonance and cultural identity of contemporary young people in the form of co-branding. In addition to the high-frequency co-branded line puppy and Loopy, this year's co-branding circle is also more popular with the witty and humorous "chiikawa", the cute and cute "Kapibala", etc. Although some of them are popular emojis in the past two years, some are wallpaper avatars, and some are niche animals that have been IPIZED, they seem to be much "lighter" compared to the popular IPs of past co-branding, such as Disney, Pokémon, etc.

How to understand this "lightness"? Whether from the perspective of cost or production and operation, compared with IPs like Disney, the IP of these small animals does not need to be accommodated in a complete story view, nor does it need to rely on movies and animations to achieve dissemination. Although the production and operating costs of "light" IP are getting lower and lower, this does not affect its popularity. It is the development of new media that allows them to rely on network communication, and the time from appearance to popularity is getting shorter and shorter, and social platforms have become the main front for breeding this kind of IP. Contemporary young people think that these "light" IPs are like "acting" the real state of the moment. Taking loopy as an example, young people can not only find emotional resonance in Loopy, but also use it as a material to create "yin and yang" emojis to express their emotions, making Loopy their "Internet mouthpiece".

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In the past few years, light IP co-branding has been tepid, not that brands don't know that co-branded emojis can be co-branded, but that compliance issues are difficult to solve. Because light IP is usually made by individuals, there will be many problems in copyright ownership and later maintenance. However, the emergence of light IP professional operation and agents provides more solutions for brands.

The brand co-branding hit the "contrast cuteness" of consumers' curiosity psychology and earned everyone's attention. Together, these successful co-branding cases reveal a key point: both parties need to have common values and a fit for the target consumer group. Only when there is complementarity and synergy between brands can co-branding activities truly resonate and win the recognition of the market and consumers. Therefore, when planning a co-branding, it is important to have a deep understanding of the brand positioning, cultural connotation and target audience of both partners. Brand is a medium and long-term strategy, through precise matching, brand co-branding will be the advantage of resources in different fields cleverly integrated, not only to bring short-term sales growth, but also to enhance the brand's market competitiveness and influence in the long term, to create a multiplier effect beyond the value of a single brand[4].

3.2. New Cultural Tourism

In the post-epidemic era, the tourism industry has gradually recovered, and there has been an unprecedented chemical reaction between film and television works and cultural tourism, opening up a new era of cultural tourism experience. Various places are competing to launch creative cultural tourism projects, such as digital historical site tours, intangible cultural heritage handicraft experiences, themed cultural night tours, etc., and tourism enterprises that provide corresponding services have also grown vigorously in recent years, see Figure 2, data from Mobtech. The integration of culture and tourism is becoming a new way for many cities to attract tourists through the empowerment of film and television IP.

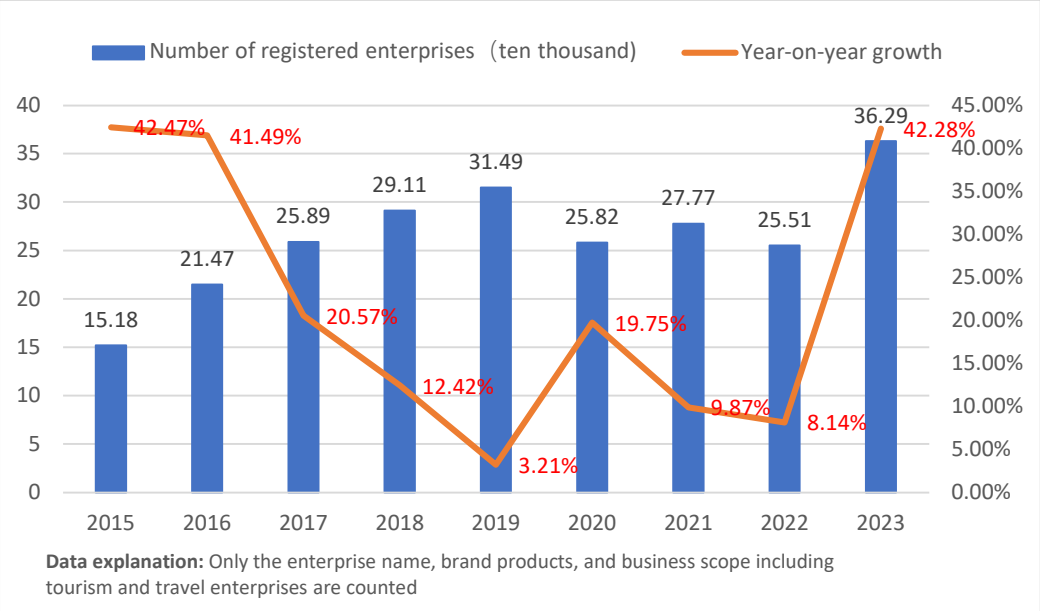


Figure 2. The registered number of tourism-related enterprises

In 2016, "Passing by Your World", which was filmed in Chongqing, attracted tourists from all over the country to "pass by the world in Chongqing" once the film was broadcast, and truly interpreted "a movie makes a city popular". This year, with the popularity of the short drama "My Altay", Burjin County and Haba River County in the Altay region of Xinjiang, where the

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filming took place, have become tourist hotspots in May. From May 7 to 17, Burjin County alone received a total of 445,500 tourists, a year-on-year increase of 68.04%, and a comprehensive tourism income of 402 million yuan, a year-on-year increase of 64.15%. Next, a famous scene line of the character Fang Xiewen in the popular drama "The Story of Rose" became the transition picture of major travel bloggers in Beijing in June.

It is foreseeable that the combination of film and television + cultural tourism can be described as "eye-catching" and "gold-absorbing". Behind the phenomenon, the cultural tourism industry has important value for economic development, from the national to the local are also actively deploying and exploring, "The People's Republic of China National Economic and Social Development 14th Five-Year Plan and 2035 Long-Range Objectives Outline", it is clearly proposed to promote the integrated development of culture and tourism. The new quality productivity of cultural tourism plays a key role in leading the cultural tourism industry to move towards high-quality development, How to replace the "gust of wind" of traffic with "10,000 taels of gold" also needs to be based on a long-term layout[5].

The popularity of film and television works is often time-sensitive, how to "brush up the sense of presence" in a limited time, and release long-term influence in the long-tail period? At present, although the major domestic film and television companies do not lack hot IP in terms of topic and traffic, they lack long-term IP with lasting derivation and transformation capabilities, so mining sustainable cultural IP is the core of the future "film and television + cultural tourism" industry. From the aspect of "film and television", it is necessary to brand, serialize, and scene-based film and television works, and carry out multi-level and continuous IP creation for excellent works to create complete story scenes and rich story content.

First of all, it is appropriate to excavate the urban temperament and turn the "film and television complex" into "urban feelings". The mountainous city of Chongqing's "8D" terrain with scattered heights and overlapping structures complements the camera movement design required for filming, and the humid and foggy weather coincides with the unique atmosphere required for suspense dramas. 6 film and television dramas such as "Fatal Wish" and "The Silent Truth" in iQIYI Fog Theater were filmed in Chongqing, and the mysterious suspenseful temperament attracted thousands of reasoning fans to check in.

Secondly, it is to quickly use the "tourism front warehouse" and fully "use" the film and television IP to plan the Internet celebrity play. Under the traditional tourism format, urban attractions passively accept tourists to check in, which actually causes a waste of urban resources and is not conducive to the construction of urban brands. In fact, the emotional connection of film and television can create surprises for tourists to explore, it is an important and influential part of influencing tourists in the decision-making process, with film and tourism, the entire film and television industry and all aspects of tourism consumption are more closely integrated, tourism destinations provide story scenes for film and television dramas, film and television dramas drive the economy for tourist destinations, plan the development, marketing and operation of tourism derivative products in advance, and enhance the interactive experience. Zhenbeibao Western Cinema City, located in Yinchuan, is a national 5A-level tourist attraction, and Xing Ye's representative work "Journey to the West" was filmed here. In addition to visiting various scenic spots, the biggest attraction for tourists is that they can play the "Zixia Fairy" in the play, immerse themselves in the scene, and experience the love-hate entanglement in "Journey to the West".

Third, from the recent popularity of "immersive cultural tourism" to "VR creative tourism", the blessing of tourism + technology can also bring more possibilities for tourism. Recently, the Ministry of Culture and Tourism has released 20 demonstration cases of new immersive cultural tourism formats, from night tours to Jinjiang and Datang Sleepless City, to "See Pingyao Again", "Meet Dayong" and "Bosom Friend", these benchmark immersive tourism products 5G, ultra-high definition, augmented reality, virtual reality, artificial intelligence, metaverse and

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other cutting-edge technologies are deeply applied, constantly enriching immersive experience cultural tourism products and content, and many of the cultural cores come from film and television culture. The power of technology allows visitors to travel through time and space, and feel the sense of immersion across time and space.

Finally, the implementation in the publicity link, light assets, heavy operation, marketing means need to keep pace with the times. New media helps the integration of culture and tourism, and "pushes" cultural tourism through popular social platforms such as Weibo, Xiaohongshu, and Douyin. For tourist destinations, a good film and television work is not only an excellent advertisement, but also an effective means of promotion. Classic film and television works have a long-lasting charm, and tourist destinations will be shown on film and television for a long time, and then have a long-term attraction, becoming a social hotspot for national discussion and even national participation. The promotion and dissemination of film and television tourism image, tourism promotion in the Internet era should conform to the characteristics of the audience and grasp the trend and trend of the times. At the same time, the supporting facilities and services of tourist destinations also need to be continuously improved, so as to create high-quality IP attractions.

3.3. City Autostereoscopy

On Chunxi Road in Chengdu, an 888-square-meter LED screen presents a spaceship in 3D like "Star Trek" in naked-eye 3D, as if it is about to fly out of the screen and descend on people's heads. Similar images of the spacecraft are also presented on a large 1,024-square-meter LED screen in Wuhan's Jianghan Road Pedestrian Street, allowing viewers to witness realistic and shocking 3D visuals without the need for any equipment. First- and second-tier cities such as Beijing, Guangzhou, and Chongqing are also competing to introduce glasses-free 3D large screens, attracting groups of people to stop and watch and check in during the broadcast, and frantically swipe the screen on social media.

In recent years, with the rapid development of display technology and creative design, the city's naked-eye 3D outdoor large screen is gradually becoming a new landmark in major cities around the world, which not only redefines the visual landscape of public space, but also becomes an important carrier of commercial promotion and urban image construction. At the same time, these giant screens have also become a prime location for commercial promotion, and the brand interacts with the public through creative advertising, which not only improves the brand exposure, but also deepens the brand awareness of consumers and promotes sales conversion.

Combining their own situation to create differentiation is the magic weapon for most enterprises to win when competing. In this era of information explosion, "it's better to be different than better" is one of the principles of marketing innovation for brands. The hot glasses-free 3D provides a new marketing method for brands, which is more effective for the shaping of consumers' brand minds. Most viewers will actively share their photos or videos on social platforms, which will multiply brand recognition and bring more voice and sales conversion. For example, NIKE's glasses-free 3D commercial, a cross-border collaboration between designers & Creative Coder & brand marketers, eventually received nearly 10 million views around the world, and also made the 2022 AIR MAX DAY receive a lot of attention.

Scholar L. Wallace mentioned in an article published in 2003 that the future of the city will evolve into a "screen world", people will live surrounded by screens, and the space we live in will also become a "media space", through screens and other media to interact with the world. The rise of glasses-free 3D content is a signal of this "screen world theory", which evolves visual content from the perspectives of technology, vision, and public space, revolutionizing the way people interact with the world, and redistributing people's time and attention. According to industry reports, the scale of China's outdoor electronic screens is approaching 20 billion yuan,

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and the market size of large LED electronic screens is nearly 4 billion yuan, and maintains an annual growth rate of more than 10%. With the continuous progress of technology and the infinite extension of creativity, we can foresee that the outdoor screen will become a public deformation of the touch screen of smart phones, carrying more interactions, information transmission, entertainment and other tasks, and naked-eye 3D is bound to become a powerful form of content, output value, convey information, beautify the city, arouse attention and sharing, and upgrade consumption into an art, we can expect to see more amazing visual feasts, and further promote the shaping of the city's image and the prosperity of the business ecology.

3.4. Product of Digital Intelligence

Under the wave of digital intelligence, the transportation industry is also undergoing unprecedented changes, driverless vehicle market scale has continued to grow over the past decade, see Figure 3, data from prospective industry research institute. The successful implementation of "Carrot Run" as Baidu's Apollo self-driving taxi service in Wuhan is not only a major breakthrough in the field of autonomous driving by technology giant Baidu, but also a model of digital and intelligent technology to reshape the transportation industry and improve the level of urban intelligence.

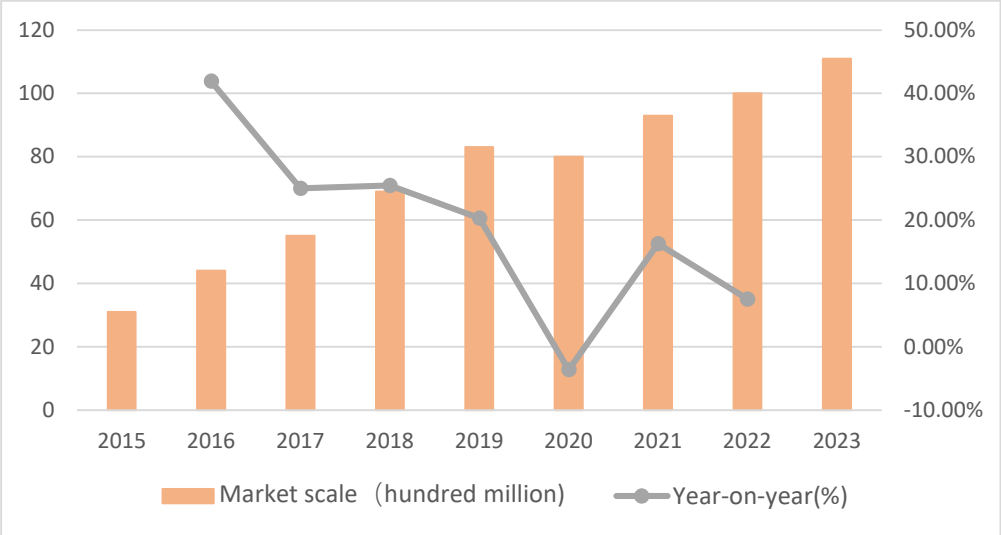


Figure 3. Chinese driverless vehicle market scale

Autonomous driving technology is a technology that uses deep learning, computer vision, and sensor fusion, through big data and cloud computing, to collect and analyze massive driving data, optimize vehicle scheduling and route planning, improve operational efficiency, and provide passengers with more accurate travel prediction and personalized services. "Carrot Run" can realize environmental perception, path planning and decision-making control, and work in collaboration with intelligent infrastructure such as intelligent traffic lights and roadside units to achieve vehicle-road coordination, improve the smoothness and safety of the overall traffic system, reduce traffic accidents, and improve the efficiency of road use, which will help build a smart city framework, promote the modernization of urban traffic management, reduce carbon emissions, and improve the quality of life of residents.

3.4.1. Analysis of Marketing Strategy

Collaboration with local governments: Local governments have provided the necessary policy support, test sites, and data sharing to create a favorable environment for the testing and commercialization of autonomous driving technologies.

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Collection and analysis of user data: Use big data technology to collect users' travel habits, preferences, and feedback to optimize service quality and user experience. Data analytics can also help identify potential markets and guide future business expansion and product iterations.

Brand Marketing & PR: Collaborate with the media to organize brand events, such as the New Year's brand event "2022 Goes Together", as well as use social media and news reports to raise the public awareness and brand image of "Carrot Run".

Technological innovation and exhibition: Open day events such as "Apollo Day 2024" will be held regularly to showcase the latest technological progress, enhance the influence of the industry, and attract more partners and investors.

3.4.2. Opposed Opinions

But on the other hand, since the launch of the project, it has indeed aroused the dissatisfaction and concerns of some citizens and drivers, and the opposition is mainly focused on the impact of employment and traffic problems. Traditional taxi drivers believe that the rollout of autonomous driving technology may reduce the need for human-powered drivers, which in turn will affect the employment of drivers. Autonomous driving technology is not yet fully mature, and in a complex road environment, the vehicle's judgment ability and ability to respond to emergencies are insufficient, and there are potential safety hazards. In addition, since the launch of the "Carrot Run", it has been complained that traffic congestion has intensified, and vehicles have stopped or driven slowly for no reason, especially during the morning and evening rush hours, resulting in worsening traffic congestion and affecting the normal passage of other vehicles and pedestrians.

In addition, in terms of ethics and law, there is no clear legal norm for the decision-making mechanism of autonomous vehicles in the event of an emergency, such as how to choose the least harm plan in an unavoidable accident. Autonomous vehicles rely on a large amount of data collection and analysis, including passengers' trip records, behavior patterns, etc., which also raises concerns about personal privacy and data security.

To sum up, the successful operation of "Carrot Run" in Wuhan is indeed a successful case of the application of digital intelligence technology in the transportation industry, which not only improves the level of urban intelligence, but also provides valuable experience for the commercial exploration of autonomous driving technology. However, in the process of digital intelligence, it is also necessary to fully consider the concerns of the public, and at the same time, actively take measures to respond to social concerns. For example, we will strengthen technology research and development and testing to ensure the safety and stability of autonomous driving systems, and transparently disclose test data and safety records to rebuild public confidence. Second, conduct extensive public communication and education activities to explain how autonomous driving works and its potential benefits for traffic safety, and alleviate public concerns. At the same time, the government should improve relevant laws and regulations, clarify the responsibility of autonomous vehicles, and protect the rights and interests of all parties[6]. In addition, we will explore a win-win model with the traditional taxi industry, provide retraining opportunities, help drivers transform, and mitigate the impact of technological progress on the job market. Driven by the support of national industrial policies, the gradual maturity of technical conditions and the release of downstream consumer demand, the scale of China's driverless vehicle market is expected to continue to rise from 2024 to 2029, and the market size will exceed 29 billion yuan in 2029, with a compound annual growth rate of 17.57% from 2024 to 2029, see Figure 4, data from prospective industry research institute.The public's concern and caution about the future in the face of emerging technologies is legitimate. The iteration of technology is accompanied by humanistic care, and only in the future can autonomous driving technology develop healthily, optimize travel, and accelerate the construction of smart cities.

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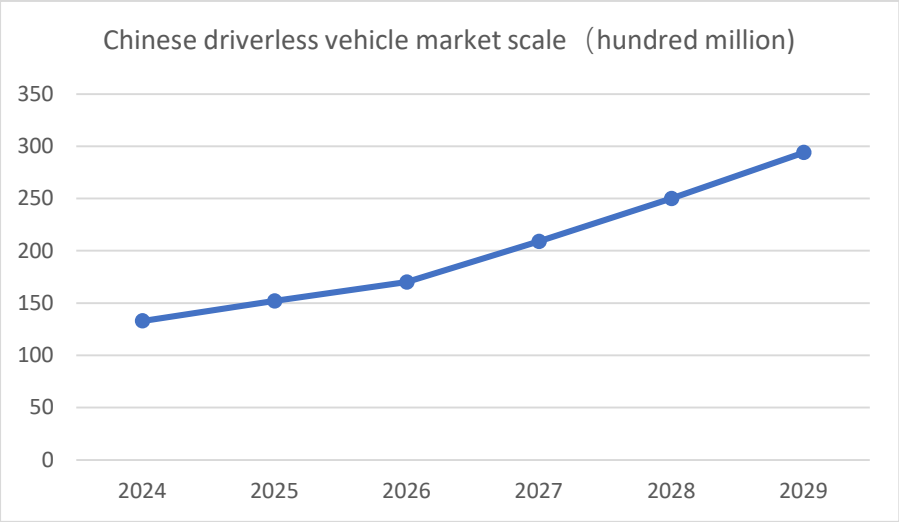


Figure 4. Chinese driverless vehicle market scale forecast

4. Conclusion

To sum up, creative marketing strategies in the new media era are changing the market ecology at an exaggerated speed and scale. This article elaborates on the highlights of this change, which not only reflects the deep integration of new quality productivity and marketing innovation, shapes the new ecology of market development, but also indicates the new trend of future marketing. The new quality productivity, relying on the technological progress of digitalization and intelligence, not only improves production efficiency, but also provides unlimited possibilities for marketing innovation. Marketing innovation feeds back new quality productivity, accelerates technology iteration and application implementation through accurate insight into market demand, and promotes the optimization and upgrading of products and services. This two-way empowerment mechanism not only stimulates the endogenous power of enterprises, but also reconstructs the consumer experience, and promotes the evolution of the entire society in the direction of wisdom, green, and sharing. In the future, with the deep integration of cutting-edge technologies such as 5G, AI, and the Internet of Things[7], new quality productivity and marketing innovation in the new media era will continue to deepen the symbiotic relationship, leading the global economy towards a more prosperous, inclusive, and sustainable future.

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