

Research on the Integration of Excellent Traditional Culture and Packaging Design of Fast-Moving Consumer Brands

Zhihua Huang¹, Zhijian Xiao^{1,3}, Jinguo Chen², Guan Wang³

¹ Zhejiang Dongfang Polytechnic, Wenzhou, Zhejiang, 325000, China

² Wenzhou Xinmeng Packaging Co., Ltd., Wenzhou, Zhejiang, 325000, China

³ Wenzhou Lingang Packaging Co., Ltd., Wenzhou, Zhejiang, 325000, China

Abstract

This paper explores the integration of excellent traditional culture and packaging design of fast-moving consumer goods brands. It analyzes the characteristics of traditional cultural elements and packaging design, expounds the significance and value of the integration, such as enhancing the cultural connotation of the brand and promoting the inheritance and development of culture. Combined with practical cases, it analyzes the integration methods, including the application of traditional graphics, colors, materials, and cultural concepts and other elements, and proposes solutions to possible problems in the integration, such as style coordination, balance between element selection and innovation, and consumer perception differences. Research shows that this integration can enhance the competitiveness of the brand, promote cultural inheritance, and achieve a win-win situation for both commercial and cultural values.

Keywords

Excellent Traditional Culture; Fast-Moving Consumer Goods Brands; Packaging Design.

1. Introduction

In the wave of globalization and market economy, the competition among fast-moving consumer goods (FMCG) brands has become increasingly fierce. In the era of information explosion, consumers are faced with a vast number of choices, and brand packaging design has thus become the key to attracting consumers' attention [1]. Integrating the excellent traditional culture of the Chinese nation into the packaging design of fast-moving consumer goods brands can not only inject new vitality and characteristics into the brands but also provide new opportunities and platforms for the inheritance and development of traditional culture. This integration is not only a reflection of the design trend but also an assumption of cultural responsibility and mission [2].

2. The Essence of Excellent Traditional Cultural Elements

2.1. The Charm of Traditional Patterns

Traditional patterns such as dragon, phoenix, and unicorn condense the ancient beliefs and expectations of the Chinese nation. The dragon and phoenix presenting auspiciousness symbolize auspiciousness and nobility. Their forms are graceful and the lines are smooth. Every detail seems to tell an ancient legend. The flower and bird patterns show the vivid beauty of nature and imply vitality [3]. The landscape patterns are like magnificent paintings, carrying people's longing for a beautiful living environment. The application of these traditional patterns in the packaging design of fast-moving consumer goods brands is like injecting a soul into the brand, which can instantly arouse consumers' love for traditional culture deep in their hearts and then strengthen the emotional bond between the brand and consumers [4].

2.2. The Connotation of Traditional Colors

In Chinese traditional colors, red is bright and eye-catching. It not only shines brightly in festive occasions but also represents people's enthusiastic pursuit of a beautiful life. The red packaging design can instantly attract consumers' attention and convey positive emotions. Yellow, as a symbol of wealth and power, gives people a sense of dignity. Skillfully using yellow in packaging design can enhance the grade of the product and make consumers feel the quality and value of the brand. These traditional colors are like cultural codes, conveying rich information through packaging design and enhancing consumers' sense of identity with the brand culture [5].

2.3. The Art of Traditional Calligraphy and Characters

Calligraphy is a treasure of Chinese traditional culture. Regular script is dignified and elegant, running script is smooth and natural, and cursive script is unrestrained and free. Each font has its unique charm. The evolution of Chinese characters is a vivid history. From the ancient oracle bone inscriptions to the modern simplified characters, each stage carries the memory of the times. Integrating the art of calligraphy into packaging design is like writing a cultural epic on the product, allowing consumers to feel the profoundness and long history of Chinese culture while appreciating the product [6].

2.4. The Exquisite Traditional Crafts

Paper-cutting, with its delicate lines and beautiful patterns, adds a simple and rustic beauty of folk art to the packaging design. Embroidery uses silk threads to outline colorful pictures, showing superb skills and unique aesthetics. The warm and smooth texture and simple and unsophisticated shape of ceramics endow the packaging design with an elegant temperament. The three-dimensional effect and texture beauty of wood carving make the packaging more artistic. These traditional crafts are not only the crystallization of art but also the embodiment of national wisdom, bringing endless inspiration to modern packaging design.

3. The Core Characteristics of Fast-Moving Consumer Goods Brand Packaging Design

3.1. Simple and Clear Design Concept

In the fast-paced modern life, people's time has become more and more precious. The simplicity and clarity of fast-moving consumer goods packaging design is like lighting a lamp for consumers in the ocean of information. Simple design can quickly catch consumers' attention and allow them to understand the core information of the product in an instant. For example, using simple graphics and text to highlight the brand name, features, and advantages of the product enables consumers to recognize the value of the product at a glance. This simple and clear design concept not only improves consumers' purchase decision-making efficiency but also establishes an efficient and professional image for the brand.

3.2. The Combination of Functionality and Practicality

Packaging design should not only be beautiful but also practical. On the basis of meeting the functional requirements such as product protection, storage, and transportation, the convenience of consumers' use and carrying should also be considered. For example, adopting an easy-to-open packaging design can make consumers use the product more conveniently and quickly. The use of environmentally friendly materials not only meets the requirements of modern society for sustainable development but also reduces the impact on the environment and enhances the social responsibility of the brand. A good packaging design is to find a perfect balance between aesthetics and practicality.

3.3. The Integration of Fashion Sense and Popularity

Fashion sense and popularity are important elements of fast-moving consumer goods packaging design. With the continuous change of consumers' aesthetics, packaging design also needs to keep pace with the times and follow the market trend. Introducing fashion elements and popular trends can make the brand stand out among many competitors and attract consumers' attention. For example, adopting the current popular color combinations, pattern designs, or material selections makes the packaging more modern and fashionable. At the same time, fashionable packaging design can also establish an emotional connection with consumers, enhance the brand image, and make consumers feel that they are in sync with fashion when purchasing the product.

4. The Integration of Excellent Traditional Culture and Fast-Moving Consumer Goods Brand Packaging Design

4.1. The Significance of Integrating Excellent Traditional Culture is Great

In the current market environment, integrating excellent traditional culture has many important significances. Firstly, it can enhance the cultural depth of the brand. Combining traditional cultural elements such as calligraphy fonts and traditional patterns with the brand concept can create a unique brand image and make it stand out in the homogeneous competition. For example, some brands use traditional elements to create logos, endowing the brand with profound cultural heritage, and then enhancing its value and consumers' loyalty. Secondly, the packaging of fast-moving consumer goods brands, as a powerful carrier of cultural dissemination, can promote the modern dissemination of traditional culture. In the wave of globalization, traditional culture is easily marginalized. Displaying the production process of traditional crafts or telling cultural stories on the packaging can arouse consumers' interest and promote the inheritance and development of culture. Moreover, with the improvement of living standards, consumers' demand for the cultural connotation and emotional value of products is gradually increasing. The packaging design integrating traditional culture uses traditional colors, patterns, etc. to create a unique cultural experience, satisfies their cultural and emotional pursuits, enhances the sense of brand identity and belonging, and promotes emotional communication.

4.2. The Integration Methods and Practical Paths are Diverse

Directly applying traditional cultural elements is a common and effective way. However, this requires designers to deeply explore the connotations and characteristics of the elements and carefully design and match them according to the product characteristics and brand image. For example, food packaging uses traditional flower and bird patterns to create a natural and healthy atmosphere, and cosmetics packaging uses traditional red and gold colors to show noble and elegant temperament, making the elements and the product perfectly integrated and adding cultural charm. Innovatively designing traditional cultural elements is also crucial. Through methods such as simplification, abstraction, and deformation, traditional elements are transformed into modern aesthetic design languages. For example, simplifying and abstracting the dragon and phoenix patterns to make them fashionable and deforming calligraphy fonts to create a unique visual effect, which meets modern aesthetics and injects vitality into traditional culture. Combining traditional crafts with modern materials is also a feasible method. Traditional crafts such as paper-cutting and embroidery have unique textures and artistic values. Combining them with the advantages of modern packaging materials such as lightness, durability, and environmental protection, such as using paper-cutting techniques for paper packaging and ceramic texture effects for plastic packaging, can create beautiful and practical packaging. In addition, telling traditional cultural stories can enable consumers to obtain a deep

cultural experience. Designers dig materials from products, brands, or cultural connotations and vividly present them on the packaging. For example, designing packaging with folk stories as the theme can arouse consumers' resonance.

4.3. Each Integration Method and Approach has Key Points

Directly applying traditional cultural elements can quickly endow the product with cultural flavor and artistic value, such as printing flower and bird patterns on beverage bottle packaging and writing the product name with calligraphy fonts on food packaging. However, attention should be paid to the selection and layout of the elements to make them fit the brand image and functional characteristics. When innovatively designing traditional cultural elements, they should be processed by simplification, abstraction, etc. to meet the requirements of modern aesthetics and packaging simplicity. For example, the abstract dragon pattern is presented with simple lines. At the same time, the core connotations and symbolic meanings should be retained to avoid excessive innovation leading to the loss of cultural connotations. Combining traditional crafts with modern materials can add texture and artistic value to the packaging. For example, using paper-cutting techniques for paper packaging boxes. However, the feasibility of the craft and cost control should be considered to balance art and commercial value. Telling traditional cultural stories can enhance cultural identity and emotional resonance. For example, tea packaging tells the history of tea culture and tea-making techniques. However, the stories should be true and attractive to prevent false propaganda and boring content, thus endowing the product with deep cultural connotations and emotional values.

5. Case Analysis of Integration

5.1. Case 1 - Mooncake Packaging Design

To better analyze the research on the integration of excellent traditional culture and fast-moving consumer goods brand packaging design, the following takes the packaging design of a mooncake brand as an example. The mooncake packaging adopts traditional Mid-Autumn elements such as the pattern of Chang'e flying to the moon and the jade rabbit. At the same time, it uses traditional red and gold as the main colors. In addition, the packaging also combines modern three-dimensional design concepts, making the packaging more fashionable and attractive. Mid-Autumn Festival is one of the traditional Chinese festivals. Chang'e flying to the moon and the jade rabbit are important symbols of Mid-Autumn culture. Combining these traditional elements with modern design concepts not only reflects the traditional festival characteristics of mooncakes but also meets consumers' demands for fashion and personalization. The case is shown in Figure 1.



Figure 1. Packaging Design Case.

6. Problems and Solutions in the Integration Process

6.1. Problems in the Integration Process Cannot be Ignored

When integrating fast-moving consumer goods brand packaging design with traditional culture, there are many problems. On the one hand, there is a mechanical application of traditional cultural elements. Some designers do not deeply explore the connotations of the elements but simply pile up traditional patterns on the packaging. For example, blindly using dragon and phoenix patterns without knowing their meanings makes the packaging stiff and uncoordinated, unable to show cultural charm and may even leave a negative impression on consumers. On the other hand, being out of touch with modern aesthetics is also common. Some designs overly preserve traditional elements and ignore the aesthetic trends of modern consumers who pursue fashion, simplicity, and personalization. For example, some traditional colors and patterns look old-fashioned and outdated at present and are difficult to stand out in the market. In addition, cultural misinterpretation also occurs from time to time. Due to inaccurate understanding of traditional cultural elements, there are incorrect uses of traditional characters, patterns, or deviation cultural stories. This not only fails to convey correct cultural information but also may mislead consumers and have an adverse impact on traditional culture.

6.2. Corresponding Solutions Need to be Effectively Implemented

To address the above problems, a series of solutions can be adopted. Firstly, designers should conduct in-depth research on traditional culture. They should attach importance to this and explore inspiration from art forms such as the historical evolution and meanings of traditional patterns, poems, paintings, and architecture to avoid mechanical application. They should organically combine traditional cultural elements with products and brand images to create packaging designs with unique cultural connotations. Secondly, designers should focus on innovation and fashion. In the integration process, they should combine modern design concepts and market trends, simplify, abstract, deform traditional elements or combine them with modern technology for innovative design. At the same time, they should pay attention to popular colors, materials, and styles and incorporate them into packaging design to make it have both traditional charm and modern aesthetics and enhance competitiveness. Finally, designers need to conduct multi-faceted research and verification. They should consult literature, invite cultural experts to participate, and adjust the scheme based on market research and consumer feedback to ensure that there is no misunderstanding of traditional cultural elements, avoid cultural misinterpretation, and ensure that packaging design can correctly convey the connotations and values of traditional culture and avoid negative impacts.

7. Conclusion

The integration of excellent traditional culture and fast-moving consumer goods brand packaging design has become a development direction with great potential and value. Deeply exploring traditional cultural elements can discover their profound connotations and unique aesthetics, opening a new chapter for fast-moving consumer goods packaging design.

In the integration practice, we have mastered multiple methods such as direct application, innovative design, combination of crafts and materials, and telling cultural stories, making the packaging have both cultural heritage and modern charm and effectively enhancing the product's recognizability and attractiveness. However, the integration path is not without challenges. Problems such as the mechanical piling up of elements, deviation from modern aesthetics, and incorrect cultural interpretation may all hinder the design effectiveness and cultural dissemination. Designers should deeply explore the essence of traditional culture to accurately grasp its meaning and skillfully integrate modern design concepts. At the same time, they should closely follow the innovation trend, introduce new technologies and new styles to

make the packaging meet the contemporary aesthetic and market needs. In addition, rigorous multi-faceted research and verification are indispensable to ensure the accuracy of cultural expression. This integration not only helps fast-moving consumer goods brands enhance their competitiveness but also opens up new paths for the inheritance of traditional culture. With the help of packaging carriers, traditional culture is integrated into daily life, enhancing the public's awareness; brands are also empowered by culture to create unique images, achieving a win-win situation for culture and business.

Looking to the future, we should deepen the integration of the two, encourage designers to innovate, and use cutting-edge technology and fashion elements to create more exquisite packaging. At the same time, we should attach importance to the protection and inheritance of traditional culture to make it continue to shine in modern society and add luster to human civilization, opening up a beautiful prospect for the coordinated development of culture and business.

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