



Research Paper

Based on Lin'an Hongcun regional cultural IP Research on the packaging design of local specialties

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ABSTRACT: Based on the characteristics of regional IP culture, to explore the development of local specialties packaging design and the shortcomings in the current situation, leading to the application of regional IP culture in the packaging design of local specialties. Relying on the characteristics of Hongcun village and its surroundings, and taking into account the history and culture of Jingshan Temple, the product packaging design is designed to meet the demand for handicrafts from enterprises in the future science and technology city near the village and to cater for the diversified development of consumption. On this basis, market research and case study methods were used to study the feasibility of using regional IP images for the packaging design of local specialties. Finally, by presenting a few draft proposals of Hongcun's souvenir packaging and making an evaluation, the suitability of the regional IP image for packaging design was demonstrated. The results show the influence of the regional IP culture on the packaging design of local specialties and on the brand culture. The example of the Hongcun souvenir from Lin'an, Zhejiang Province, the regional IP culture was integrated into the product characteristics of the souvenir, and the packaging design was used to promote Hongcun and its souvenirs so that consumers could subconsciously learn about the local culture and the product brand story through the packaging.

KEYWORDS: Regional IP culture; Local specialties; Packaging design; Brand culture

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I. INTRODUCTION

With the rapid development of the economy and the improvement of public aesthetics, packaging design is becoming more and more diversified, while the packaging of local specialties, as a unique existence in packaging design, mainly relies on the regional cultural industry, which is different from general food products and to a certain extent represents the style and characteristics of a place, a good packaging design for local specialties can not only improve the image and visibility of the product, but also effectively promote the local economy and cultural development. In the packaging design of local specialties, we can choose to extract design elements that reflect the original natural characteristics and intuitive forms of local specialties, or we can combine relevant historical information or folklore to create IP characters, of which the application of IP images is the choice of many brand designs. This is a two-for-one solution. In recent years, more and more brands have learnt to combine IP images with the packaging design of local specialties, a way to effectively communicate the cultural stories behind them and add interest, thus better appreciating the local history, culture and artistic spirit.

In ancient times, our ancestors already used natural materials for the simple packaging and storage of food, such as leaves, gourd shells and other materials that could be used to store and transport liquids. Today, it is still customary to use natural products for packaging, such as wrapping glutinous rice in dumpling leaves or using coconut shells to hold water, which not only saves resources but also protects the environment. But as productivity increased and paper and printing emerged, traditional packaging not only opened the door to packaging design in terms of material and function, but also, thanks to the formation of brands and the language of advertising, there was an inseparable link between design and the circulation of goods. Later, automated production in large quantities and on a large scale gradually replaced the manual workshops, and packaging design not only added value to companies, but also became a means for competitors to gain economic benefits. Now, in the 21st century, when the global economy is developing rapidly and market competition is becoming increasingly fierce, China's current product packaging design has gradually started to develop in the direction of humanization, personalization, nationalization, sustainable development, and green design, which means that people's understanding of aesthetics is no longer limited to external aspects, but also shows people's concern for economic, political and cultural aspects and their interest in "This indicates that people's understanding of aesthetics is no longer limited to external aspects, but also shows their concern for economic, political and cultural aspects and their profound understanding of the concept of 'people-centered'".

The principles of local specialties packaging design can be broadly summarized as two points, one of which is simplicity of design, and the other is to know how to highlight the characteristics of the product. One, try to choose a simple design, because the local specialties are made of some pure natural ingredients and do not undergo multiple procedures of processing, and in some cases, some traditional techniques are used. Therefore, in this case, the packaging design does not need to be fancy in any way. On the contrary, if the design is too fine, it will make people think that the product is finely processed, thus destroying the image of the product in the mind of consumers. Secondly, simplicity of design also means highlighting the key points, such as the characteristics of this souvenir, its service targets and regional culture, etc. This information is displayed to consumers through the outer packaging, but the display space is limited. Therefore, designers must learn to refine the main and secondary information of the product and grasp the focus to accurately communicate to consumers^[1-3].

II. CURRENT STATUS OF PACKAGING DESIGN FOR LOCAL SPECIALTIES

China has a vast territory, a large population and a long history and culture. Due to the many ethnic groups and rich regional culture, a unique set of local culture has been formed. As people's living standards improve, consumers' attention to local specialties is no longer limited to the products themselves, but will choose to buy them based on the visual experience they bring and the market price, and the regional culture and connotation behind their products have also become a factor to consider. However, for a variety of reasons, there are still many problems with the packaging design of local specialties at this stage.

2.1 LACK OF LOCAL CHARACTERISTICS IN PACKAGING DESIGN

When visitors come to a place for tourism or work, they not only want to enjoy the beautiful local scenery and feel the charm of the local culture, but also want to take away some local specialties as gifts for their friends or colleagues when they leave. However, local producers in China do not know enough about packaging, and only focus on emphasizing the "earth", while ignoring the regional characteristics, resulting in serious homogenization of the packaging of local specialties in the domestic packaging market, which does not form enough visual differences, and simple and uninteresting designs, making the products unable to distinguish themselves from other local products of the same type, and unable to make consumers The design is simple and uninteresting, making it impossible to distinguish the product from other local products of the same type, and unable to make the consumer deeply cognitive and induce them to make a purchase.

2.2 PACKAGING DESIGN LACKS CULTURAL CONNOTATION

The integration of cultural elements into the packaging design of local specialties is a major feature of local specialties packaging. Cultural elements are combined with creative design and applied to the packaging design, thus giving new value to local characteristics. However, the lack of cultural connotation and innovation in the packaging of souvenirs nowadays, as well as the lack of imitation and copying, has led to a lack of taste in the packaging design of many souvenirs, as they pursue gorgeous design techniques or luxurious packaging materials to add color to their brand image. The lack of cultural elements in the packaging design makes it impossible for the brand to clearly understand the culture of the

region in which it is located, which can lead to a lack of clarity in the core values of the product packaging design, such as the lack of IP images ^[4-5].

2.3 LACK OF BRAND AWARENESS IN PRODUCT PACKAGING

In China's local specialties market, most businesses have a very vague positioning of their brands, resulting in brands failing to accurately link their core values with consumers' values and beliefs, which in turn leads to product packaging design expressing content that does not hit consumers directly in the heart. Most specialty products do not have a deep enough understanding of how to combine brand core values, corporate humanistic connotations and regional resource advantages with brand positioning in the process of building their brand image, which leads to a lack of identity in brand culture, a lack of self-awareness of brand cultural concepts and a deep-rooted way of thinking in packaging design, and an inability to reflect ethnic regional culture.

2.4 PRODUCT PACKAGING LACKS CONTEMPORARY DEMAND

Packaging design for products, in addition to the most basic functions such as protection, storage and display of products, the most important value lies in its ability to have an impact on the psychology of consumers and cause them to feel good. Nowadays, the progress of the times has made consumers more and more discerning about products and their aesthetic level is getting higher and higher, but nowadays, most of the packaging of local specialties in China is still stagnant, ignoring the improvement of consumers' aesthetic level and their demand for local specialties products. Excellent packaging design should keep pace with the times, we should not stick to the old ways, we should listen to users' opinions comprehensively and extensively, absorb the essence of packaging design at home and abroad, so that our domestic packaging can be recognized by the public.

III. PRODUCT PACKAGING THAT SHOWCASES REGIONAL CULTURAL IP CHARACTERISTICS

Hong Village in Qingshan Lake Street, Lin'an District, Hangzhou, Zhejiang Province, is strategically located with convenient transportation. In order to help revitalize the countryside and stimulate the productive power of rural development, the Cultural Tourism Bureau of Lin'an District and Qingshan Lake Street have recruited village operators for the whole society to promote the integrated development of agriculture, culture and tourism and activate the "blood-making" function of the countryside through the "operation-led village scenic model". Hongcun is one of the first villages to participate. Hong Village is located at the southern foot of the Jingshan Temple, with an ancient temple on the hill and an ancient pagoda at the bottom of the hill. For thousands of years, sages such as Dongpo Su, Qingzhao Li, and Yangming Wang have crossed this ancient road to visit the footprints of Jingshan Mountain. The stories of several of them and Hong Village make the characters more three-dimensional and add much charm to the souvenir itself.

3.1 PACKAGING DESIGN TO SHOWCASE HONGCUN'S REGIONAL IP CULTURE

Hongcun's specialties include four kinds of tea, dried bamboo shoots, shredded bamboo shoots and dried bean curd in Hengfan. Jingshan tea has a long history and is a traditional historical tea. It began in the Tang Dynasty and flourished in the Song Dynasty. Jingshan tea is known for its "reverence for nature, the pursuit of green and verdant, true color, true fragrance and true taste". The tea culture of Jingshan originated in the Tang Dynasty when Yu Lu, the Saint of Tea, came to Jingshan to cook tea and forged the famous book "Tea Sutra", which was later spread by Japanese monks and became famous in the world. The dried bamboo shoots of Tianmu are made from fresh bamboo shoots and are known for their freshness and freshness, which is superior to that of fruits and vegetables. It was rumored that when Qingzhao Li was visiting an ancient village, she dined at a farmhouse and accidentally knocked the tofu into the chicken soup. Each of these four agricultural products has a rich story behind it to tell, and thus inspired the creation of the IP character image.

3.2 MEETING THE SPIRITUAL NEEDS OF CONSUMERS FOR HONGCUN CULTURE

With the increasing standard of living, the general public has a higher pursuit of beauty and more spiritual culture, products with beautiful packaging and connotation are increasingly able to attract the attention of consumers, and consumers are more willing to pay for knowledge. Hongcun, at the foot of Tianmu Mountain, is rich in history and culture, with ancient temples on the mountain and ancient pagodas below. Only through the interpenetration and integration of economy and culture can the market competitiveness of Hongcun's specialties themed on IP images be enhanced.

IV. EFFECTIVE STRATEGIES FOR THE PACKAGING OF HONGCUN'S REGIONAL LOCAL SPECIALTIES

4.1 OVERVIEW OF THE PRE-DESIGN RESEARCH

Firstly, before designing the packaging, we conducted a site visit and online research to clarify the surroundings of Hongcun, and concluded that the product was intended for corporate users in Qingshan Lake Science and Technology City, and that the main design highlight was "trendy". Secondly, we refined the colors and shapes of the four existing souvenirs, expressed them in the form of color blocks, and then designed the font. Finally, we determined the size of the packaging and the choice of materials to ensure it was feasible in every way ^[6].

4.2 PACKAGING DESIGN HIGHLIGHTS THE IP THEME

In the packaging design study of Hongcun, it should be based on the regional culture, combined with the IP character image, highlight the theme and tell the brand story. Firstly, design a distinct theme with a clear product audience, highlighting the connotations of the product and reflecting the history, culture and folklore of Hongcun. Secondly, develop a superb production process the outer packaging must be beautifully crafted to enhance the commercial gift box, as Jingshan tea, Tianmu dried bamboo shoots, multi-flavored shredded bamboo shoots and Hengfan dried bean curd, which are not very well-known specialties. Third, the integration of the IP image design concept, each IP image corresponds to the classic quotes matching the characters, will make the product packaging more humane. Fourthly, to enhance the aesthetics of the specialty packaging, from the product positioning, as a companion gift itself is synonymous with high-end atmosphere, exquisite and simple packaging can not only reflect the local culture, but also enhance the cultural value of the product itself, so that consumers have a good impression of the product and the region where it is located The packaging not only reflects the local culture but also enhances the cultural value of the product itself, creating a positive impression of the product and the region ^[7].

4.3 PACKAGING DESIGN HIGHLIGHTING REGIONAL CHARACTERISTICS

Different places have different regional cultural characteristics, and in the process of designing product packaging, emphasis should be placed on reflecting the local regional culture [3]. Hong Village Hongcun, as a village with a long history and cultural resources, must highlight the regional characteristics of its specialty packaging design, and use this to expand the brand effect in Zhejiang Province and even around Jiangnan For example, the stone pagoda of Puqing Temple, which survives from the Yuan Dynasty, and the ancient Jingshan Road, which is famous from the Tang and Song Dynasties, can be used as materials to reflect Hongcun's regional characteristics ^[8].

4.4 PACKAGING DESIGN TELLS A GOOD BRAND STORY

The brand should learn to tell a story. If the brand of "City Wild Hongcun" includes the elaboration of the brand story, it will become a brand feature. The content of the story should focus on the stories between several historical celebrities and Hongcun and its specialties, so as to convey the brand concept and brand culture. When the brand story is well told, the IP characters designed can not only become a symbol of good content, but also a spokesperson for the brand, helping the brand to develop a distinctive character and strengthening the bond between the brand and consumers ^[9].

V. DRAFT PACKAGING DESIGN AND EVALUATION

5.1 PACKAGING DESIGN EFFECTS

Through the analysis of the above regional IP culture and the analysis of the needs of Lin'an Hongcun users, the following effects were finally obtained: Yu Lu was chosen as the representative IP character of Jingshan tea, together with the golden phrase "A thousand tastes in the world, the fragrance of Jingshan tea refreshes the heart." The relationship between Yu Lu and the tea, and highlighting the culture and history behind the tea [Fig.1(a)]. The IP figure chosen to represent dried bamboo shoots in Tianmu is Yangming Wang, a master of mindfulness, who "was weak in bamboo for seven days and suffered from cold, so it is advisable to make soup with wild bamboo shoots for a unified taste [Fig.1(b)]. He was extremely concerned about health and explored Tianmu Mountain. We have all heard of Dongpo Su's visit to the ancient paths of Jingshan in Hongcun, and the character of the multi-flavored shredded bamboo shoots is chosen to match his "Spring is not yet old, the wind is fine and the willow is slanting. I'll try the peanuts on the shredded bamboo shoots, poetry and wine while I'm still young." The poem depicts the scene of the time [Fig.1(c)]. Qingzhao Li was chosen as the representative IP character for Hengfan's dried

bean curd, based on a short folk tale about her time here. When I was drunk and turned over dried beans, I mistakenly stewed in chicken soup [Fig.1(d)].



Fig.1 Character cartoon IP image: (a) The figure of Yu Lu, (b) The figure of Yangming Wang, (c) The figure of Dongpo Su, and (d) The figure of Qingzhao Li

In addition, I also designed the handbag, gift box and small box according to the local history of Hongcun and the visual form of the specialty products. The design is based on the appearance of Jingshan Temple, with the brand logo and slogan printed on it, the effect is as follows (**Fig.2**).

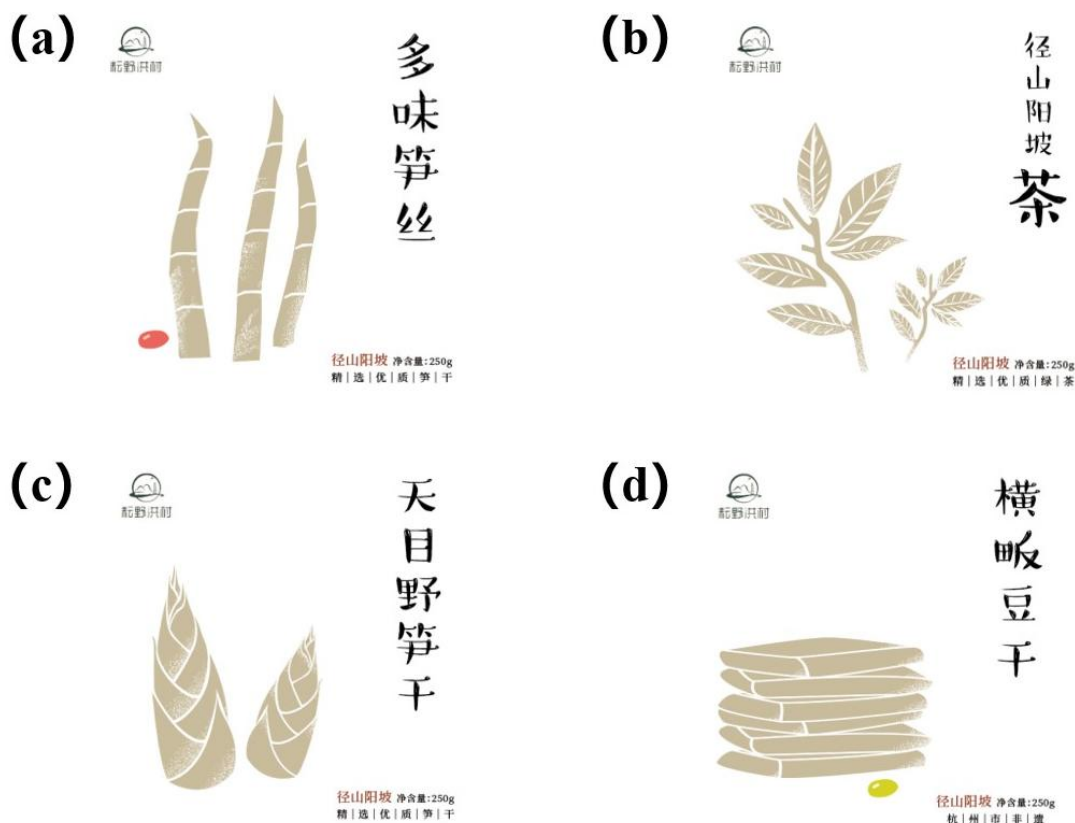


Fig. 2 Inner packaging pattern: (a) Shredded multi-flavored bamboo shoots, (b) Trail Mountain tea, (c) Dried bamboo shoots from Tianmu, and (d) Dried beans in horizontal fan

5.2 PACKAGING DESIGN REVIEW

In the process of designing the packaging for this product, there were several re-drafts. At first, the starting point was that the pattern on each small package could be combined with the four existing souvenirs to refine the colors and shapes and express them in the form of a color block, on the basis of which the font of the souvenirs would be designed (Fig. 3). The latter was chosen, with light brown as the main color, outlined by white lines, with a specially designed font to highlight the premium feel of the product, and the back corresponding to the four historical figures mentioned above, highlighting the IP culture. The packaging of the gift box is a minimalistic pattern extraction, which is extracted from the frontal image of the Jingshan Temple in Hongcun, a minimalistic design that forms a graphic and is applied to the brand packaging design of local specialties, which can well reflect the regional culture. The design of the packaging reflects the culture of the region^[10].

The brand's reasonable packaging structure and shape can not only protect the safety of the product, but also distinguish it from other products of the same type and establish a good relationship with consumers. The structure of the packaging is simple, with the internal packaging made from the top of food-grade plastic with its own seal to facilitate later reuse, the left and right sides or the bottom are transparent and can be seen in real life, combined with the existing sizes on the market. The external large packaging and handbag design is combined into one package to save on subsequent packaging costs, and can play a walking billboard effect, which can fully expose Hongcun, let more people know this place and the history and culture of this place, and promote more people to come to Hongcun treasure for subsequent tourism consumption. This way, more people will be aware of the place and its history and culture, and more people will come to Hongcun for subsequent tourism^[11].

In terms of sales model, a new packaging model of online + offline can be adopted, combining the local industry and tourism characteristics of Hongcun for joint promotion of local specialties. On-line, the promotion can be carried out by contacting quality bloggers and live-streaming on major e-commerce platforms^[12]. The new packaging model combines the local industry and tourism characteristics of Hongcun. As the countryside is far away from people's daily lives, the public platform can be used to put in the process of making products by manufacturers and the introduction of distributors. The public platform can also be used to promote the products. Offline, you can also cooperate with local travel agencies to promote tourist attractions and organize local folklore activities and friendship games to help

more people understand and participate in the development of the local agricultural industry, and afterwards you can give local specialties as prizes to tourists. The local produce can also be given away as prizes afterwards^[13-15].

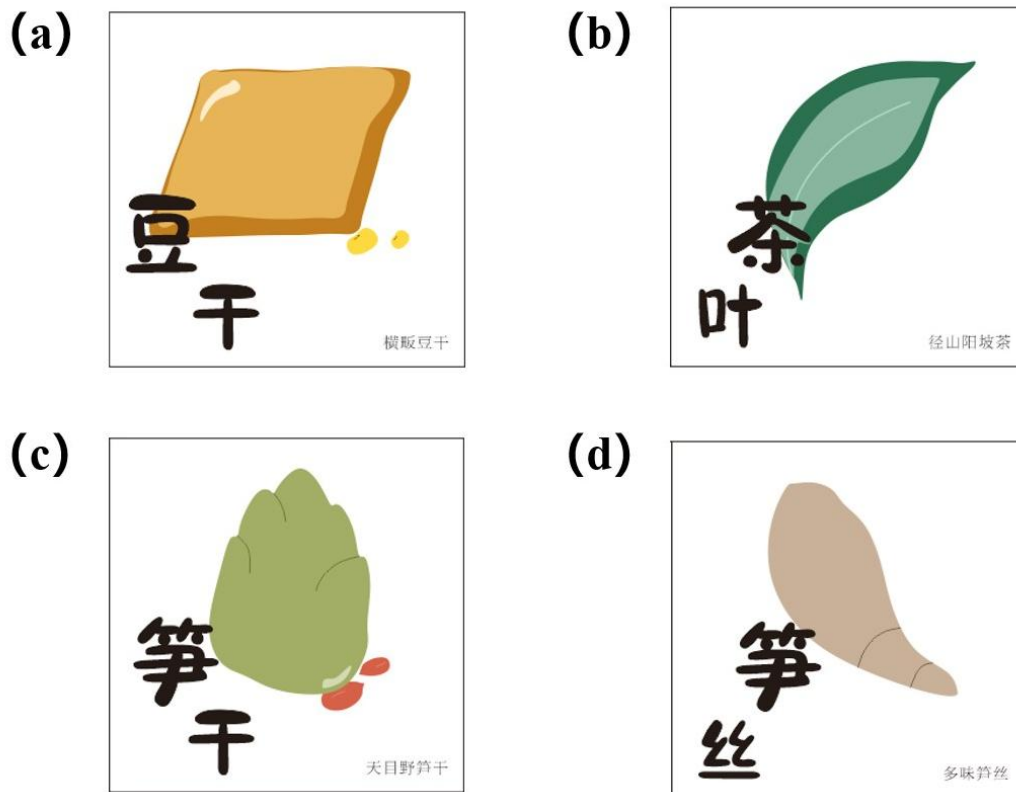


Fig. 3 First version of the packaging design: (a) Dried beans, (b) Tea, (c) Dried bamboo shoots, and (d) Shredded bamboo shoots

VI. CONCLUSION

With the rapid development of the modern economy and the increasing aesthetic needs of consumers, packaging as a carrier of brand image and products is receiving more and more attention. IP images are being used more and more widely in packaging design, and many brands are recognized by the public for their unique IP images. When designing the outer packaging of local specialties, it is necessary to add an in-depth description of the product's regional culture and the story behind it to the packaging, so that consumers can feel the connotation of the accompanying product positioning that matches the Hongcun local specialties. Therefore, for the Lin'an Hongcun souvenir packaging design, in the design process, must firmly grasp the local regional cultural characteristics, the full use of its long history and culture and the existing historical relics, as well as the history of folk stories, to develop a simple, practical and local characteristics of the packaging design scheme, to produce both in line with the product's own needs, but also in line with the consumer aesthetic environmental protection packaging.

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