

Advertising Planning's Exploration of Brand Value Enhancement

Strategy

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Abstract: With the rapid development of China's economy, the people's living standards have gradually improved, and their consumption capacity has been significantly improved, at the same time, people's consumption concepts are also constantly changing, and consumers' attention to brand products has gradually increased, which puts forward higher requirements for advertising planning. In order to better meet consumer needs and enhance the competitiveness of brand products, it is necessary to optimize and upgrade advertising planning. Based on this, this paper first analyzes the importance of brand value enhancement, then explores the role of advertising planning on brand value enhancement, and finally puts forward advertising planning and brand value enhancement strategies.

Keywords: Brand Value; Bust strategy

Introduction

Brand value refers to the response and good results achieved by consumers when the brand is marketed. Simply put, when consumers see a specific brand or hear about consumption related to this brand, they will have a happy mood and make positive comments about the brand. Good advertising planning can improve the overall image of the enterprise, enhance the influence of the enterprise, and leave a deep impression on consumers, thereby increasing the sales of the enterprise, which plays a very key role in the brand value of the enterprise.

1. The application principle of advertising planning in brand promotion

1.1 The advertising effect should have a brand effect

Brand effect refers to the fact that consumers reflect their emotional attitudes and values towards products to a certain extent through their cognition and understanding of the brand. When enhancing brand value, advertising planning should pay attention to strengthening the mining of brand effect, so that it can effectively reflect the needs of consumers, so as to promote the growth of product sales. In advertising planning, different creative forms can be used to improve the brand effect, such as the use of comics, animation and other forms to show the functional characteristics of products, and link products with life, which can not only allow consumers to intuitively feel the characteristics of products, but also let consumers feel the emotional attitude they convey. In addition, scenario-based advertising planning can also be used to enhance the brand effect, and the advertising screen can be displayed in the form of scene, three-dimensional, etc., which can not only make consumers feel the characteristics and advantages of the product immersively, but also resonate with consumers, thereby effectively enhancing brand value ^[1].

1.2 Advertising should be hierarchical

In the process of advertising release, advertising content should be hierarchical and presented from different levels, so as to meet the consumption needs of different groups. For example, when promoting products for a certain group of people, it can be promoted from two aspects: "quality" and "price"; When promoting enterprise products, it can be publicized from the aspects of product function, product image, product appearance, etc.; In view of social hot issues, publicity can be carried

out from the aspects of social responsibility and social impact. Of course, advertising content should be targeted, and different advertising content should be formulated according to different consumers, so as to make advertising more attractive. For example, when carrying out outdoor advertising in a certain area, you can choose some cultural products with local characteristics for display, and at the same time, you can also integrate local culture, history and other elements into the advertising design, so that consumers have a sense of intimacy and identity.

1.3 Advertising campaigns should be durable

Advertising campaigns should be durable, mainly means that in the process of advertising activities, we cannot only pursue temporary effects, and ignore the promotion of products. With the continuous attention of consumers to advertising information, consumers will receive more and more advertising information in daily life, and some of these advertising information are not suitable for their products. If consumers receive such advertising information, they will be disgusted with the brand, and even directly pull it into the blacklist, so when carrying out advertising activities, enterprises should conduct detailed understanding and analysis of brand products, and develop an advertising plan suitable for the enterprise. Only in this way can we ensure that the advertising campaign is durable and coherent, so that consumers can have a strong resonance after seeing it, thereby increasing the popularity and reputation of brand products, and ultimately achieving the purpose of enhancing brand value and promoting enterprise development.

1.4 Advertising content should be innovative

The innovation of advertising content is an important means to improve brand value, in the advertising planning work, we should pay attention to the innovation of advertising content to ensure that advertising content is compatible with market development. Specifically, it is necessary to fully combine the current consumer needs and market development trends, pay attention to consumer psychology, tailor advertising content that meets their needs, and strengthen the publicity of advertising content^[2]. In addition, when creating advertisements, it can also incorporate some elements that are in line with the current consumer psychology, such as showing product functions and features through animation, video and other forms, while paying attention to details processing and optimization, so that consumers can understand product information more intuitively when watching advertisements. In addition, when promoting brand image, we should also pay attention to innovative content and methods, and can adopt various media forms such as television and the Internet to publicize to enhance the effect and influence of advertising. Enhance brand value through innovative content and formats.

2. The main strategy of advertising planning to enhance brand value

2.1 Follow the 4P principle to better serve the brand

Theoretically, the implementation of advertising planning should follow the 4P principle, that is, Product, Price, Place and Promotion. From the perspective of advertising planning practice, it is mainly carried out in the four aspects of products, prices, channels and promotions, and only scientific and reasonable planning and layout of these four aspects can better enhance brand value. For products, it is necessary to ensure that product quality, product price, etc. meet consumer needs, so that they are more acceptable to consumers; For the price, it is necessary to maintain the reasonableness of the price and avoid the situation of inflated or low price; For channels, the diversification and convenience of channels should be fully considered; For promotion, it is necessary to do a good job in advertising and promotion, so that consumers can better understand and trust brand products.

2.2 Emotionally rely on culture and build brands with culture

In the process of advertising planning, we should pay attention to the integration of culture and emotion, not only to meet the emotional needs of consumers, but also to show the cultural heritage of the product, so that consumers can feel the charm of the product, so as to enhance their sense of identity and belonging to the brand product. In advertising planning, it is necessary to integrate brand culture into it, fully display the cultural connotation and humanistic feelings of the product, and let consumers feel the emotional value contained in the brand. In addition, we should pay attention to the understanding of consumers' psychological needs, and meet their emotional needs and personality needs from the perspective of consumers.

For example, cultural elements such as "patriotism", "filial piety" and "family affection" can be integrated into advertising planning, based on the excellent traditional Chinese culture, and the product can be combined with the excellent traditional Chinese culture to achieve the emotional resonance between the product and the consumer.

2.3 Reshape the brand image and obtain consumer recognition

With the continuous development of society, consumers' consumption concepts are also constantly changing, and in order to meet the needs of consumers, it is necessary to reshape the brand image. Through the reshaping of brand image, the influence of brand products can be increased, consumers' recognition of brand products can be enhanced, and product sales can be increased. When rebranding, it is necessary to position the brand accurately and reasonably, so as to better meet the needs of consumers. At the same time, when rebranding, the product needs to be repositioned and packaged so that the advantages and characteristics of the product can be better displayed. When reshaping the brand image, it is necessary to actively communicate with consumers, understand consumer needs, adjust strategies and marketing methods in time, if consumers do not like the new image packaging, they can be transformed into a new image, if consumers are not satisfied with the old image, they can choose to redesign the packaging, so that consumers can get more goodwill and recognition [3].

2.4 Actively expand the brand and promote brand publicity

When carrying out advertising planning work, advertising planners need to fully consider the local market demand, and then reasonably position it to improve the pertinence and effectiveness of advertising, attract consumers' attention through scientific and reasonable advertising planning schemes, and increase brand awareness and reputation. In addition, it is also necessary to segment consumers according to their age, gender, occupation, etc., understand the consumption needs and preferences of different groups, and achieve brand promotion through continuous innovation and optimization of advertising planning schemes. For example, when carrying out advertising planning, a supermarket analyzes the consumption characteristics and preferences of local residents, so as to design advertising planning plans of different types, styles and characteristics to attract consumers. The supermarket fully considers the age structure, income level, cultural quality and other factors of local residents when carrying out advertising planning, and then formulates different types and styles of advertising planning plans. For example, for the elderly group, an advertising plan for elderly life health care and health preservation was designed; For young people, design advertising planning plans for fashion, entertainment, emotions and other aspects; For children's groups, design advertising planning plans for children's clothing and other aspects. Attract consumers' attention through highly targeted, diverse and content-rich advertising planning plans, and improve brand awareness and reputation.

3. Concluding remarks

In the increasingly fierce market competition environment, advertising planning will extend the brand recognition obtained in the market to new products, a consistent brand image, showing the uniqueness of different products, so that the brand image becomes better, but also let consumers have a deeper understanding of the meaning and important value of the brand. Therefore, relevant staff should clearly understand the emotional culture construction of the brand and enhance the brand's communication power.

References

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