

# ***Research on the Characteristics and Communication Strategies of Brand Design in the New Media Era***

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**Abstract:** With the rapid development of internet technology in China, various new media entities and visual communication forms are constantly emerging, and new communication channels have brought new opportunities and challenges to the dissemination and innovation of brand and product value. Brand design is facing enormous challenges of transformation and upgrading due to the impact of new media, and consumer demand is becoming increasingly diverse. In a fiercely competitive market, brands need to keep up with the times. This article aims to deeply explore the combination of new media and brand design, analyze the current situation of brand design in the new media environment, and summarize the characteristics of brand development in the new media era. This article finds that brand designers can transform their thinking patterns, explore innovative brand design methods, and propose specific practical strategies to promote the application of new media technology in brand design.

**Keywords:** New media, brand design, brand communication, visual communication

## **1. Introduction**

With the development of new media, many brands have rapidly risen and strengthened through the advantages brought by new media. The rapid development of new media has led to a new round of revolution, making the entire society increasingly youthful and blurring the boundaries of age. Many consumers of other age groups have undergone significant changes in their consumption psychology, behavior, and needs. With the increasingly complex new media environment and constantly changing consumer markets, in order to achieve long-term development based on adhering to good quality, brands should make good use of the development opportunities brought by new media, timely adapt to changes in consumer groups, attract more new consumers, and increase consumer loyalty to the brand. This article analyzes the characteristics of the new media environment and consumers, summarizes the brand development trends of new media, and uses literature research and case analysis methods combined with relevant theories to summarize the design strategies of brands in the new media era. This study proposes research strategies for brand design under the development of the new media era for brand transformation and expanding consumer groups while maintaining the core competitiveness of the brand and achieving further development of the brand.

## **2. New media concept**

### **2.1. Definition of New Media**

New media differs from traditional media in terms of technology, form, and dissemination methods. Regarding the definition of new media, the United Nations Educational, Scientific and Cultural Organization (UNESCO) believes that new media is online media, which is a medium for information dissemination based on digital technology and carried out through the internet. The definition of "new media" given by Online magazine in the United States is: "Communications for all, by all." [1]. A common view in China is that new media forms have emerged due to technological progress and social life changes, such as mobile TV, network TV, digital TV, building TV, car TV, etc. In traditional media, disseminators are the publishers of information, and the audience can only passively receive it and cannot express their own opinions[2]. However, in new media, users have the right to actively choose information and express their opinions. Disseminators and users can exchange information, and even exchange roles, achieving unprecedented information inclusiveness and interactivity.

### **2.2. Consumer characteristics under the development of new media**

In the new media environment, there have been significant changes in consumer behavior characteristics, which are completely different from the traditional media era. Consumers are no longer passive recipients of information, but actively participate in the process of information dissemination. The transformation from passive acceptance of the "goal" to one-way feedback of the "observer" and then to the two-way transmission of the "participant". New media consumers enjoy sharing and expressing themselves, possessing the ability to discover, record, and disseminate information. With the current large number of new media consumers, their voices and behaviors will affect the development of public opinion [3].[3]. Therefore, if a brand wants to develop and grow in the new media environment, it needs to fit the behavioral characteristics of consumers, adopt reasonable methods to attract users, and be recognized by more consumers.

## **3. Brand Characteristics in the New Media Era**

Brands enable consumers to shop confidently in an increasingly complex world, providing consumers with guarantees of quality, value, and product satisfaction[4]. With the development of new media and the characteristics of consumers in the era of new media, the development trends and characteristics of brands can be summarized as follows:

### **3.1. Extremely simplified visual image**

The simplification of the visual image has been accompanied by changes in the new media era, and Mies van der Roe's concept of "less is more" has become the mainstream design concept. The simplification of the visual image has become an important trend in brand visual identity design in recent years. The extreme simplification of the visual image is the representation of simplified design objects in terms of visual effects, showcasing concise, clear, and clean visual effects[5]. Extreme simplification seems to have no emotional expression, but from the perspective of functional convenience, visual image simplification maximizes the functional performance of the design. Extremely simplified and abandoned useless decorative details, showcasing a people-oriented design concept, materialistic and humanized design, capturing people's attention with representative visual images in the era of complex new media information.

### **3.2. Static design to dynamic design**

Compared to traditional flat static, dynamic can not only present two-dimensional and three-dimensional visual effects but also be present in multi-dimensional spaces. The process of conveying information is instantaneous and requires a large amount of information to be expressed in a short period of time[6]. The process of time change brings more brand experiences, attracts audience attention, and can also present a more harmonious and three-dimensional visual effect, promoting the improvement of dynamic design effects.

### **3.3. Multi-sensory, multi-interactive, and visually interactive**

Adding a multi-sensory experience to brand image transmission, combining visual and auditory elements, enables people to collaborate with text and images to achieve a rich multi-sensory experience. At the same time, tactile perception can be added to enable real-time interaction between the work and the audience, providing a personalized visual experience for the audience, deepening people's understanding of information, and maximizing brand awareness. In the era of new media, interactive dynamic advertising has also emerged, utilizing sound effects, visuals, and digital carriers to make the audience's information reception more personalized and humanized[7]. The connection between the audience and the brand is closer, leading to better brand communication. Brand construction tends to formulate a diversified design plan in combination with specific needs, and use different means to complete the combination of design elements to avoid the phenomenon of product homogeneity to meet the needs of the mass diversification.

## **4. Brand Design Strategies in the New Media Era**

Based on the previous summary of brand development trends in the new media era, propose strategies and methods for brand positioning, image design, and communication in the new media era.

### **4.1. Brand positioning design strategy**

In today's fiercely competitive market environment, product production is becoming increasingly homogeneous, increasing the difficulty for consumers to identify and remember products. Brand design can highlight the unique attributes of a product and enhance consumers' understanding of the product[8]. In the new media environment, if a brand wants to have a competitive advantage, it must first have a clear positioning of the mainstream media in the market and use the media environment as the direction of brand design. The core of contemporary brand strategy and the trend of brand development are consumers-centered. Understand the target audience and media corresponding to one's own brand, understand the needs of the public, and design the brand into high-quality content that is easy to spread on mainstream media and has innovative forms that are loved by the target audience. Highlighting brand characteristics and demonstrating brand advantages is the only way to continuously meet the needs of consumers in the fierce market competition, in order to achieve the design upgrade and optimization of brand image. Once successfully positioned, it can occupy a crucial position in consumers' hearts and become their first choice. The uniqueness of a brand is the key to attracting consumers. Based on market research, identify the strengths and weaknesses of competitors, seek market vacancies, and utilize the weaknesses of competitors to differentiate positioning[9]. Analyze market demand, accurately target customer groups, and shape a trendy and unique brand image.

### **4.2. Brand Image Design Strategy**

(1) Simplified and flattened logo

The logo is the entrance to the brand. With the development of digital media, it has become a new symbol presented in three-dimensional, dynamic images and in diversified ways. In the new media environment, consumers have difficulty accepting serious and difficult-to-understand things. The "Image Age" foreshadows that in the 1930s, human society entered a new era dominated by visual culture. From the initial writing era to the current image age, brand image has also undergone changes, and traditional obscure and difficult-to-understand logos are being replaced by more intuitive and concise graphics, which are favored by more consumers. High simplification and flattening are the development trends of personalized brand design in today's era. The brand logo should be centered around the brand concept, emphasizing brand characteristics and enhancing consumer awareness through carefully designed graphics and text. For example, Starbucks' brand logo has undergone continuous improvement, transitioning from its originally complex appearance to a simple circle, removing unnecessary text, and carefully adjusting details to make the logo clearer and easier to understand.

#### (2) Representative color extraction

Color plays a crucial role in brand design, as it can change people's emotions and even produce completely different reactions[10]. Excellent brands possess a unique brand color, making it a communication proposition for brand emotions and perceptions, to ensure the recognition of their brand color in their industry. Display its unique and charming brand image through appropriate use, such as using Coca Cola's red, Starbucks' green, and McDonald's yellow. These enable the symbolic elements of the brand to be effectively expressed, thus making its image deeply ingrained in people's hearts. Analyze the brand's products, services, and value concepts based on the industry's tone, and personalize the brand by selecting differentiated colors to distinguish between competitors. Starbucks' logo features a green tone that complements white, highlighting its unique brand image and allowing people to feel its vitality at a glance. By deeply understanding the characteristics of the brand and selecting appropriate colors, Starbucks' brand image can be effectively shaped.

#### (3) Reasonable use of packaging

With the popularity of social media, consumers' demand for cumbersome products and services is also constantly increasing. Therefore, a brand packaging that is attractive, meets consumer needs, has practical significance, and innovative thinking will become the first choice for consumers. It should not only reflect the appearance of the product, but also reflect its inherent value, making it a deep impression in the minds of consumers. The minimalist packaging of "Muji Good" fully reflects the spirit of Japanese "Zen style aesthetics". Its appearance adopts fresh and elegant colors, incorporating traditional wood grain patterns, creating a peaceful and warm atmosphere. Not only can the product be more easily touched by consumers, but more importantly, it also pursues a natural, hygienic, and comfortable life in accordance with the brand spirit of "Zen style aesthetics". Despite their simple appearance, they can still give people a strong visual shock. In the process of packaging design, not only should its functionality be considered, but also the intrinsic value of consumers should be fully considered. By enhancing the emotional value of packaging, we can attract and promote customer purchases, thereby creating an excellent brand image.

### 4.3. Brand Communication Design Strategy

Through Maslow's needs, brands can integrate different information at different locations, times, and occasions to build a brand image that is brand new and possesses Maslow characteristics[11]. In today's media environment, relying solely on excellent content and appropriate advertising is difficult to truly capture the target customers. In this era of globalization, consumers' ways of obtaining and sharing information have shifted from a single region to spanning different locations and fields. This transformation not only subverts human consumption patterns in the past, but also greatly affects their ability to acquire and share knowledge. In today's world, the internet has become a very important

channel, and its fast and efficient characteristics make its online advertising more popular. Nowadays, many companies are seeking more effective marketing methods, such as through experiences, events, communities, and exhibitions. These methods not only include, but are not limited to, a single medium but also require the use of various technical tools and platforms to better carry out comprehensive integrated marketing. For example, through social media such as Weibo, WeChat, and QQ, companies can design unique advertising posters and integrate them with current trends. Generate strong emotional connections among customers through interactive communication.

## 5. Conclusion

With the rapid development of new media, brand design must constantly innovate to adapt to the changing era. Due to changes in the structure of the consumer group, brands need to attract users to expand their development. In the context of the new media era, brand development needs to shape a unique brand personality, identify brand positioning, establish a distinct brand image, comprehensively upgrade the brand in terms of logo, color, and packaging, and utilize the diversified characteristics of the new media era for brand communication. Design innovation is the future trend of its brand development. In this era of rapid information change, consumer behavior is becoming more diverse, and market competition is becoming more intense. Brands need to create new experiences for consumers and maximize brand value.

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